

Free skills workshop and online platform give youth career confidence

In support of the UN's World Youth Skills Day on 15 July, Surf Laundry hosted a free Career Confidence workshop in Soweto, Johannesburg based on their free Surf School of Shine online platform. On the day, over 400 youth and unemployed guests were given integral tips, advice and practical skills to assist with their work readiness preparation.



Delegates enjoying the Surf School of Shine Activities

Unesco states that one of the reasons the global rate of unemployment is so high is due to a “mismatch between the skills young workers can offer and the skills which are in demand.” Considering this in relation to SA’s high unemployment rate, Mandisa Mbenenge, PR Brand Specialist at Unilever South Africa said, “It’s this gap of skills that Surf, in collaboration with our partners, hope to help close with our School of Shine initiatives. We aim to put concrete support activities in place - like the Career Confidence Workshop - alongside the [SURFshine.co.za](https://surfshine.co.za) online platform to impart and support the youth with access to the soft skills they need to help them ‘Bring Out Their Bright’ in the pursuit of their careers.”



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14 Jun 2019



Hosted at the Diepkloof Multi-purpose Hall in Soweto, Surf’s Career Confidence workshop included a morning of key note addresses by career coaches and experts on topics such as ‘career planning’, ‘finding the right job’, ‘interview skills’, ‘personal branding’, ‘communication at work’ and ‘financial planning and budgeting’ – all of which are free courses offered by The Surf School of Shine online platform.

Workshop speakers and partners included Surf Washing Powder (Unilever), Tshephi 1 Million, Capitec Bank, The Clothing Bank, Lungisa E Sonqishe (author and career coach) and Cathy Heaton (award-winning makeup artist and published photographer).

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