



# YOUTH EXPO 2024

REPORT

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# YOUTH EXPO 2024

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The Youth Expo 2024, held from June 17th to 21st at Safe Hub Jabulani in Soweto, celebrated 30 years of democracy in South Africa by empowering and engaging the youth through exhibitions, discussions, and activities. This report details the journey, highlights, and impact of the event.

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## 1. Introduction

### Overview of the Youth Expo 2024

The Youth Expo 2024, held from June 17th to 21st at Safe Hub Jabulani in Soweto, was a landmark event commemorating 30 years of democracy in South Africa. This week-long expo was designed to empower and engage the youth by providing a platform for them to explore opportunities and resources available to them in various fields such as technology, business, sports, and education. The event aimed to foster innovation, celebrate the nation's democratic achievements, and inspire the next generation of South African leaders.

### Objectives of the Youth Expo 2024

The primary objectives of the Youth Expo 2024 were multifaceted, focusing on both the celebration of South Africa's democratic milestone and the empowerment of its youth.

Key objectives included:

- **Commemoration of Democracy:** Marking 30 years since the end of apartheid and the establishment of a democratic South Africa, the expo served as a reflection on the journey towards freedom and equality. It aimed to honor the sacrifices made by the youth of 1976 and celebrate the achievements of the past three decades.
- **Youth Empowerment:** Providing a dynamic and interactive environment for young people to engage with potential employers, educational institutions, and community organizations. The goal was to equip them with the knowledge, skills, and resources needed to succeed in their respective fields.
- **Promotion of Innovation and Entrepreneurship:** Encouraging young people to explore innovative solutions and entrepreneurial ventures. The expo featured workshops, panel discussions, and exhibitions that highlighted the importance of creativity and entrepreneurship in driving economic growth and development.
- **Digital Inclusivity and Education:** Addressing the digital divide by promoting access to technology and digital literacy. Sessions on digital inclusivity aimed to ensure that all young people, regardless of their background, could benefit from the opportunities presented by the digital age.





NYDA : TUESDAY SESSION

## Significance of the Event

The Youth Expo 2024 held profound significance for several reasons:

- **Historical Context:** The event was a poignant reminder of the struggle for freedom and the progress made since the establishment of democracy in 1994. It provided a platform to reflect on the past and draw inspiration for the future.
- **Community Engagement:** By bringing together a diverse group of stakeholders, including private companies, non-profit organizations, and government departments, the expo fostered a sense of community and collaboration. This collective effort was aimed at addressing the challenges faced by the youth and finding sustainable solutions.
- **Platform for Voices:** The expo amplified the voices of young people, allowing them to share their stories, aspirations, and challenges. It created a space for dialogue and exchange, fostering mutual understanding and support among participants.
- **Catalyst for Change:** The Youth Expo 2024 aimed to be more than just a celebratory event; it sought to be a catalyst for change. By inspiring and empowering the youth, the expo aimed to drive long-term positive impacts on individual lives and the broader community.

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## 2. Preparations

### History and Evolution

The Youth Expo has a rich history, dating back to its inception under the Gauteng Provincial Government. Initially held at the Nasrec Expo Centre from 2016 to 2019, the event spanned nine days and concluded around June 16th or 17th. These early editions focused on providing a platform for youth empowerment and engagement, attracting a diverse group of participants from various sectors.

The COVID-19 pandemic in 2020 led to the cancellation of the physical event, prompting a shift to the first online Digital Youth Month in 2021. Hosted in collaboration with Digitally Legal at the Cyber Clinique offices in Midrand, this virtual event was a great success, featuring live streaming and talks with business personalities, entrepreneurs, and trendsetters.



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### Partnerships and Infrastructure

In 2023, efforts to secure partnerships with YEM (Sthembiso Xhakaza) and Viewmax Interactive Media (Kodishang Tshwaane) were crucial in laying the groundwork for the 2024 event. The decision to host the expo independently at Safe Hub Jabulani in Soweto marked a significant shift towards community-centric engagement and empowerment.

Safe Hub Jabulani, with its state-of-the-art facilities and community-oriented environment, was the ideal venue for the Youth Expo 2024. This partnership provided a secure and accessible location for the event, ensuring that participants could engage in various activities and sessions seamlessly.

### Branding and Online Presence

Developing a strong branding and online presence was a key component of the preparations for the Youth Expo 2024. The registration of the [www.youthexpo.co.za](http://www.youthexpo.co.za) domain in April 2024 and the launch of the holding page with a countdown in May 2024 created anticipation and excitement among potential participants and stakeholders.

Furthermore, a partnership with Minds.com, a social media white label platform, allowed for the creation of the Panda Network. This platform enabled the expo to reach a broader audience, engage with participants in real-time, and provide a space for ongoing discussions and collaborations.

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### 3. Buildup Events and Stakeholder Engagement

#### May 2024 Activities

In the lead-up to the Youth Expo 2024, several strategic activities were organized to generate interest and ensure robust participation. Stakeholder meetings held on May 3rd, 17th, and 31st provided a platform to unpack the concept behind the expo, engage with partners, and gather insights from beneficiaries.

#### Radio Interviews

To further amplify awareness and engagement, radio interviews were conducted with local stations:

- April 30: Jozi FM
- May 22: Soweto FM
- May 31: Eldos FM

These interviews provided an opportunity to reach a wider audience and share information about the expo's objectives, activities, and expected outcomes.

#### Online Buildup Events

A series of online buildup events featuring speakers such as Athan Malambo from MYCOZA, Motsomi Moja, Sthembiso Xhakaza, and Wadzanai Ndlovu from Internet South Africa were held every Tuesday in May 2024. These sessions focused on various themes related to youth empowerment, technology, and entrepreneurship, providing valuable insights and fostering engagement among participants.

#### Partner Engagement

Notable collaborations with organizations such as Google South Africa, NYDA, Ekasi Esports, and Internet South Africa enriched the expo's lineup of exhibitors and speakers. These partnerships underscored a shared commitment to youth empowerment, economic development, and community resilience. The diverse range of exhibitors and speakers contributed to a comprehensive program that addressed critical issues and opportunities for youth in Gauteng, ensuring a holistic approach to empowerment and engagement..





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ISA : SCHOOL OF INTERNET GOVERNANCE  
TUESDAY SESSION

## 4. Event Highlights

### Monday: Digital Inclusivity and Partner Sessions

The expo kicked off with a focus on Digital Inclusivity, hosted by Rlabs Soweto. Sessions featured insightful talks from industry leaders such as Lebombo, We Think Code, and Internet Society, attracting over 100 attendees. The discussions explored opportunities in technology, entrepreneurship, and digital skills development, setting a robust foundation for the week ahead.

### Tuesday: Launches and Business Engagement

ISA and ZAIGF launched their School of Internet Governance online course, offering participants valuable insights into internet governance and digital policy. NYDA's business courses provided practical training and resources for aspiring entrepreneurs, complemented by a vibrant exhibition showcasing innovative business solutions and opportunities. The day highlighted the intersection of education, entrepreneurship, and technology as catalysts for youth empowerment.





ZADNA : STAKEHOLDER ENGAGEMENT DAY  
WEDNESDAY SESSION

## **Wednesday: Stakeholder Meetings and Community Engagement**

ZADNA's Stakeholder Meeting at Safe Hub Jabulani featured interactive sessions on the Domain Reseller Program, facilitating knowledge sharing and capacity building among stakeholders. The day also included presentations on Urban Farming by Gregory Mkhize and Prof. Naude Malan, with a visit to local farms in Protea Glen, Soweto. These activities underscored the expo's commitment to sustainable development and community engagement, fostering dialogue and collaboration across sectors.

## **Thursday: Educational Sessions and Policy Talks**

Amani Good Parenting's session on cyberbullying addressed critical issues affecting youth safety and well-being in the digital age. Google's policy presentation via Zoom provided insights into global policies shaping digital environments, while Girl Hype's discussion on digital presence and policies highlighted strategies for leveraging technology for social impact. NYDA concluded its business training and voucher program talks, equipping participants with essential skills and resources to navigate economic challenges and opportunities.





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EKASI ESPORTS : E-FOOTBALL TRYOUTS  
FRIDAY SESSION

### Friday: Sports Activities and Final Programs

Ekasi Esports' eFootball Tryouts attracted aspiring gamers, showcasing talent and promoting esports as a viable career path for youth. Morning aerobics sessions and afternoon soccer matches brought together participants in physical activities, promoting health and wellness. NYDA's final day of business training and voucher program sessions marked the culmination of a week-long commitment to empowering youth through education and entrepreneurship.

### Saturday: Community Sports Events

The extension into Saturday featured spirited netball matches between local teams, including Chippa Mavericks vs. Black Diamond Sports and Empire Ladies Netball Team vs. Born Free Netball Club. These community sports events fostered camaraderie and sportsmanship, reinforcing the expo's commitment to holistic youth development and community engagement.

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### 5. Our Sponsors & Exhibitors

The success of the Youth Expo 2024 was significantly bolstered by the generous support and active participation of various sponsors and exhibitors. Their involvement not only provided essential resources but also enriched the content and scope of the expo, offering valuable insights, opportunities, and interactions for the youth participants.

#### Major Sponsors

##### **ZADNA (South African Domain Name Authority)**

ZADNA played a pivotal role as a major sponsor of the Youth Expo 2024. Their contributions included financial support, promotional materials, and expert speakers who provided insights into internet governance, domain name registration, and opportunities in the digital landscape. ZADNA's commitment to youth empowerment was evident through their interactive sessions and workshops, which were highly attended and well-received.

##### **Viewmax Interactive Media**

Another key sponsor, Viewmax Interactive Media, offered extensive support for the expo. Their sponsorship covered various logistical needs, and their representatives engaged with the youth through discussions on media production, digital marketing, and career opportunities in the interactive media industry. Viewmax Interactive Media's presence underscored their dedication to fostering digital skills and creativity among the youth.

##### **Ekasi Esports**

Ekasi Esports added a unique and engaging dimension to the expo through their sponsorship. They organized e-sports tournaments, interactive gaming sessions, and discussions on the growing opportunities within the e-sports industry, highlighting their commitment to digital inclusion and innovation. Ekasi Esports also hosted the first eFootball Tryouts, selecting players to represent the team for the 2024/25 season.

##### **Internet South Africa (ISA)**

ISA focused on promoting digital inclusivity and internet governance. Their sessions included discussions on community networks, internet policies, and the importance of a free and open Internet. They ran their School of Internet Governance online course alongside the South African Internet Governance Forum. They also provided information on the Design and Deployment of Community Networks (DDCN) course.





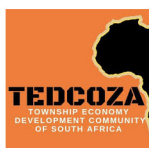
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### Exhibitors

The exhibition segment of the Youth Expo 2024 was a highlight of the event, bringing together a diverse array of organizations that each offered unique value and expertise. These exhibitors transformed the expo into a vibrant and engaging environment where youth participants could immerse themselves in interactive displays, gain insights from informational booths, and participate in activities that spanned a wide range of fields and industries.

The presence of such a varied group of exhibitors ensured that attendees had the opportunity to explore new career paths, gain valuable knowledge, and connect with industry professionals and mentors. The exhibitors' commitment to empowering and inspiring the youth was evident in their meticulously curated presentations and interactive sessions, which were designed to educate, motivate, and provide practical resources and opportunities for personal and professional development.





## 6. Post-Event Activities & Impact

### Feedback and Reflection

The Youth Expo 2024 received overwhelmingly positive feedback from participants, stakeholders, and community members alike. Attendees praised the expo's comprehensive program, interactive sessions, and opportunities for networking and learning. Post-event surveys and testimonials highlighted the expo's impact on youth empowerment, educational advancement, and community cohesion, underscoring its role as a catalyst for positive change.

### Long-Term Impact

Beyond immediate outcomes, the expo's legacy includes ongoing initiatives and partnerships aimed at sustaining momentum in youth empowerment and community development. Educational courses launched during the expo continue to benefit participants, while strategic partnerships forged during the event pave the way for future collaborations and opportunities. The expo's success serves as a blueprint for future youth-focused initiatives, demonstrating the power of collaboration, innovation, and community engagement in driving meaningful social change.



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### Youth Expo 2024 - By The Numbers

#### Gender Representation at the Youth Expo 2024

The Youth Expo 2024 showcased a commendable effort towards inclusivity and diversity, as evidenced by the gender representation among the attendees. From Monday to Saturday, the expo attracted a significant number of participants, with 65% being female and 35% male. This balanced turnout highlights the event's success in engaging a diverse audience and addressing the needs and interests of young women and men alike.

#### Female Participation

The strong female participation at the Youth Expo 2024 is a testament to the growing interest and involvement of young women in various fields and industries. Many sessions and activities were specifically tailored to empower and inspire female attendees, providing them with valuable insights, resources, and networking opportunities. Organizations like Girl Hype and Amani Good Parenting offered workshops and discussions focused on digital presence, cyberbullying, and effective parenting, addressing issues particularly relevant to young women.

Additionally, female speakers and leaders from various sectors, such as technology, business, and community development, played a crucial role in the expo. Their presence and contributions not only served as a source of inspiration but also demonstrated the diverse career paths and opportunities available to young women. This emphasis on female empowerment and representation was a key factor in attracting a larger proportion of female attendees.

#### Male Participation

While the female participation was notably higher, the 35% male attendance also reflected the expo's broad appeal and its effectiveness in engaging young men. Sessions led by organizations like Ekasi Esports, NYDA, and Google South Africa provided young men with insights into areas such as e-sports, business development, and digital skills. These activities and discussions were designed to resonate with their interests and aspirations, ensuring that male participants could equally benefit from the expo's offerings.

The expo's inclusive approach fostered an environment where young men felt welcomed and encouraged to explore new opportunities. By addressing topics relevant to both genders and promoting an inclusive atmosphere, the Youth Expo 2024 succeeded in engaging a diverse audience and promoting gender equality.

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### Impact of Gender Diversity

The balanced gender representation at the Youth Expo 2024 had a positive impact on the overall dynamic of the event. It fostered an inclusive and collaborative environment where young people, regardless of gender, could share their experiences, learn from one another, and build meaningful connections.

This diversity enriched the discussions and activities, ensuring a broad range of perspectives and insights were considered.

The high level of female participation, in particular, highlighted the progress being made towards gender equality in various fields.

It underscored the importance of creating opportunities and platforms that cater to the needs and aspirations of young women, encouraging them to pursue their goals and contribute to their communities.

In conclusion, the gender representation at the Youth Expo 2024 was a significant achievement, reflecting the event's commitment to inclusivity and diversity.

The balanced turnout not only enriched the experience for all participants but also served as a powerful reminder of the importance of gender equality in fostering a vibrant and dynamic youth community.



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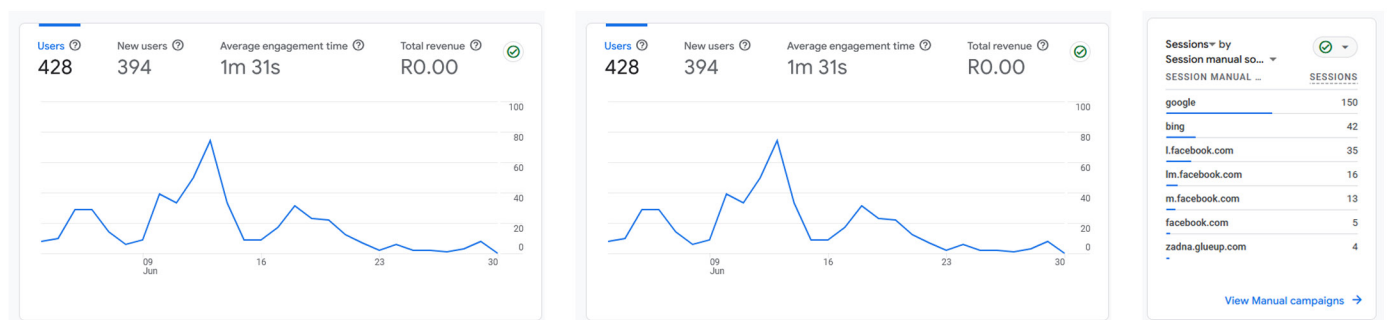
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### Website Analytics and Social Media Overview

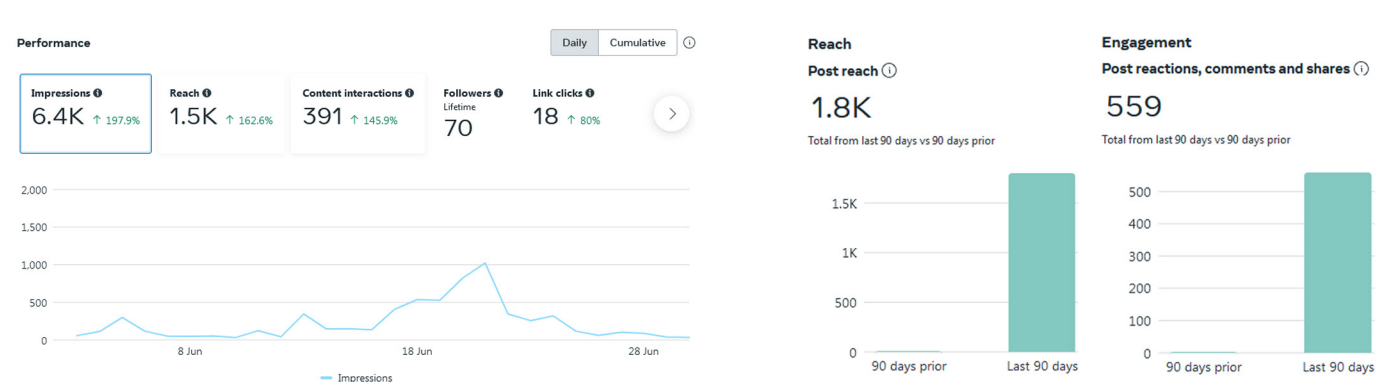
The digital footprint of the Youth Expo 2024 played a crucial role in extending its reach and impact. Through strategic use of website analytics and social media platforms, we were able to engage a wider audience, drive participation, and foster a sense of community among attendees and supporters.

This section provides an in-depth look at our online presence, highlighting key metrics and insights from our website performance and social media interactions. These digital strategies were instrumental in promoting the event, enhancing participant engagement, and ensuring the success of the Youth Expo 2024.

### Youth Expo 2024 - Google Analytics Overview



### Youth Expo 2024 - Facebook Insights Overview



The full analytics and social media report is available on request - email [info@youthexpo.co.za](mailto:info@youthexpo.co.za)

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### 7. Recognition of Team Efforts

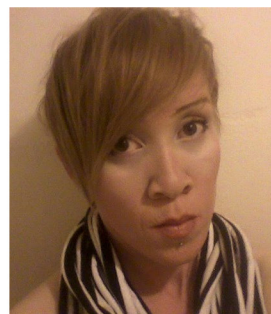
The success of Youth Expo 2024 is attributed to the dedicated efforts of the organizing team, partners, volunteers, and participants. Their collective commitment, creativity, and hard work were instrumental in ensuring the event's seamless execution and impactful outcomes. Special recognition is extended to all individuals and organizations whose contributions and support made the expo a resounding success.



**Sthembiso Xhakaza**  
Project Manager



**Kodishang Tshwaane**  
Communications & Digital Marketing



**Laetitia Rossouw**  
Social Media & Analytics



**Motsomi Moja**  
Project Coordinator

### Youth Volunteers



**Puseletso Motsemedi**

A career that began in the subsistence farming family business. Puseletso aka Letso learned customer service, communication, quality control and cash handling from the business.



**Nthabiseng Tebane**

Nthabiseng is skilled in Digital Marketing and Website Development. She excels in strategy, content creation and social media management. She is a member of Internet South Africa.



**Nompumelelo Nhlapo**

My Role at Youth Expo is to assist with planning, managing and collaborating with organisation to drive growth and improvement. Fostering positive change within the communities and youth.



**Kamohelo Mthethwa**

Artist, Model and Visual Consultant. My role in the Youth Expo was to mobilise stakeholders and working with model agencies, designers and artists to realise the Youth Fashion Show.

Full profiles of all the youth volunteers is published on our website - [www.youthexpo.co.za/youthvolunteers](http://www.youthexpo.co.za/youthvolunteers)



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## 8. Conclusion

Youth Expo 2024 stands as a testament to resilience, innovation, and community engagement. Moving forward, the focus remains on building upon this success to empower youth, foster inclusive growth, and inspire positive change in South Africa's future. By continuing to leverage partnerships, education, and technology, the expo aims to sustain its legacy of empowering youth and transforming communities, driving sustainable development and prosperity for generations to come.

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