



CONSULTING ENGINEERS SOUTH AFRICA



YOUNG PROFESSIONALS' FORUM

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BUSINESS PLAN

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EXECUTIVE SUMMARY

The Consulting Engineers South Africa's Young Professionals Forum was established in 2004, based on similar initiatives other countries affiliated with FIDIC and in direct response to the:

- rapid growing construction industry;
- huge age gap between experienced senior engineers and junior developing engineers; and
- migration of qualified young professions to other industries.

The business plan highlights the purpose of forum as being a medium to channel views and proposed solutions to the relevant individuals, organisations and other role players in the industry so as to effect positive change for Young Professionals, provided that the views, opinions or solutions put forward are not offensive in any manner and that the good of the many always takes preference over the good of the few.

This has resulted in the following three strategic objectives for the forum:

- creating awareness of the engineering industry and consulting engineering as a profession;
- promoting development of high quality professionals in the consulting engineering industry; and
- addressing relevant issues that affect Young Professionals.

The business plan highlights in detail how the forum intends on accomplishing these objectives in its:

- Strategic Objectives;
- Marketing Plan;
- Operational Plan; and
- Financial Plan.

Key aspects of the plan to note is that:

- the forum will mainly function on the contribution of its members and a budget allocated from CESA;
- it is estimated the forum will require R325 000 per annum, based on past experience, to successfully accomplish said objectives;
- the forum estimates that it will receive approximately R190 000 this annum in sponsorships and so will have a budget shortfall of approximately R135 000.00.
- This budget will allow for an annual allocation of funds to each branch for costs associated with events and activities. This will reduce the need for branches to request additional sponsorships from member firms

The message and focus of the forum is unambiguous and clear: '**Consulting Engineering must be promoted as a career of choice and major efforts must be made to continuously develop and retain Young Professionals in the industry.**'

Vision and Mission

To be an open, unbiased medium through which Young Professionals in the South African engineering industry may freely air their views, opinions and concerns, and to facilitate the formulation of potential solutions.

Objectives

To create awareness of the engineering industry and engineering as a profession.

To promote the development of high quality professionals in the engineering industry.

To address relevant issues that affect Young Professionals.

Foster, cultivate and understand relationships with Client bodies and other ECSA recognised voluntary associations.

LIST OF ABBREVIATIONS

AGM	: Annual General Meeting
BP	: Business Plan
DoE	: Department of Education
ECSA	: Engineering Council of South Africa
FIDIC	: International Federation of Consulting Engineers
IBD	: International Business Development
NC	: National Committee
RC	: Regional Committee
CESA	: Consulting Engineers South Africa
YP	: Young Professional
YPF	: Young Professional's Forum

GLOSSARY OF TERMS

Graduate	: Any person having completed a tertiary education in the engineering field of study.
YP	: Young Professional Beneficiary of the initiatives of the YPF, defined as an engineer, technologist or technician graduate or CAD operator of any engineering and built environment tertiary institution, under 35 years of age.
YPF	: Young Professional's Forum. CESA Forum of YPs, from CESA member firms and nominated by CESA member firms, to execute the objectives defined in this BP.

1 BACKGROUND

In recent years, questions have been raised about a shortage of engineers in South Africa. The main concern amongst the members of the CESA are that if South Africa's engineering capacity is not addressed, it will not keep pace with the expected economic growth and infrastructure demands of the country.

In addition, many young professionals are seeking employment in other industries and abroad due to dissatisfaction in their jobs and/or companies. Typically this can be attributed to lack of proper mentorship, unmet expectations with regard to salary and the current unattractive image of the industry.

Data from a recent study (Allyson Lawless: Numbers and Needs, 2007) aimed at determining the status quo of the graduates and professionals in the industry found that:

- there are two dominant groups, within the consulting engineering industry. One older and experienced group with an average age of 56 and another young and inexperienced group with an average age of 25.
- there is a shortage of experienced engineers in the 35 to 45 years age group.
- the annual economic growth expectations in South Africa are in the region of 3% to 5%, suggesting that the engineering industry will have to double its engineering service capacity within the next 10 years. For consulting engineering, this means a further 10,000 professional engineers will be required in order to meet future industry demands.

The challenge of developing and delivering skilled YP's have been taken on by CESA and its member firms. They are committed to investing time and money to prepare YP's to fill the identified skills gap and retain young engineers within the industry. CESA, with the support of its member firms, established a YPF in 2004, based on the very successful YPF included at the FIDIC conference in 2003 and 2004, and similar forums already active in Japan, Australia, New Zealand and Sweden.

2 STRATEGIC OBJECTIVES

To accomplish the forum's vision and mission requires the accomplishment of the following objectives:

- Industry awareness;
- Capacity building; and
- Retention of YPs within the Consulting Engineering sector.

2.1 Industry awareness

In an effort to attain the objective of establishing public awareness of the engineering industry, the forum plans will include the following:

- development and updating of the forum website, Facebook page and Twitter account ;
- the annual Job Shadow Day;
- involvement in general activities to promote Engineering such as Engineering Week, Youth in Construction Week and talks and activities with learners at primary school, high school and tertiary level.

2.1.1 The forum's communication mediums

The forum will be actively involved in:

- contributing information relevant to YP's professional and personal development to the forum website, Facebook page, Twitter account and email;
- extending invites to YP's to relevant events and activities via the forum website, Facebook page, Twitter account as well as via email.

2.1.2 Job Shadow Month

The forum will be actively involved in:

- motivating and/or promoting the annual Job Shadow Month; and
- allocating appropriate resources to participate in the planning and executing of such campaign annually.

2.1.3 Promoting Engineering to learners

The forum will be actively involved in:

- external initiatives such as Engineering Week, National Construction Week, school and tertiary institution talks and presentations and career days.

2.1.4 Promoting Engineering to learners

The forum will be actively involved in:

- external initiatives such as Engineering Week, National Construction Week, school and tertiary institution talks and presentations and career days.
- annual visits to schools and tertiary institutions in order to:
 - present engineering as a profession of choice to school learners; and
 - allow future graduates, at tertiary level, the opportunity to:
 - a) join the YPF; and
 - b) discuss the reality of the engineering industry.

2.2 Capacity building

In an effort to attain the objective of developing YPs, the forum will:

- establish and maintain regional committees;
- maintain the national YPs database;
- facilitate quarterly provincial interactive meetings; and
- seek improvement in existing mentorship initiatives.

2.2.1 Regional committees

In an effort to attain the objectives of the forum on a regional level, Regional Committee's (RC's) will be required to promote the development of high quality professionals in the engineering industry. Currently the following Regional Committees are very active:

- Gauteng North
- Gauteng South
- Western Cape
- KwaZulu Natal
- Port Elizabeth
- Border/ Kei
- Free State
- Mpumalanga
- North-West Province
- Northern Cape
- Limpopo

The Regional committees currently meet via teleconference every two months.

2.2.2 National YPs database

In order to effectively understand and address the greater needs and wants of the YPs, the forum will require an accurate determination of who they are, where they are located and how they can be

contacted. Thus, the forum has established a national database of its members that is being used to communicate to the YP's and provide statistical data of the YP's in the engineering industry.

A more detailed description of the content to be provided in the national database is contained in **Annexure C**.

2.2.3 Provincial interactive quarterly meetings

In an effort to promote YP continuous development and provide networking opportunities, the CESA YPF will facilitate provincial interactive meetings at least four times a year. The objective/s of such meetings will be to:

- assist YPs with attaining professional and personal goals for continued development;
- present and discuss current and future industry trends;
- present and discuss new technology developments ; and
- network with other YPs.

In addition to the arrangement and facilitation of annual meetings the forum will notify members via the website, Facebook page, Twitter account and via email of interesting upcoming industry conferences arranged by the forum and others.

2.2.4 Mentorship

The CESA YP identified mentorship, to meet ECSA registration requirements and personal growth goals, as an important concern for the majority of YPs. In an effort to assist with mentorship, the YPF has assisted with the creation of two new categories at the annual CESA Awards: Mentor of the Year and Mentoring Company of the Year. Additional to this the YPF will continue looking into the following:

- a) continued advocacy on the subject
- b) assisting with the administration of mentorship programmes by YP's within their engineering companies of employment; and
- c) promoting the "Road to Registration Course" hosted by the CESA School and promoting the CESA school in general by offering CESA School courses as prizes.

2.3 Retention of young professionals

As indicated in **Section 1** there is currently a shortage of skilled engineers in South Africa. The retention of YPs is therefore seen as a priority concern for the forum, which can be addressed through the following actions:

- addressing the age gap;
- providing fair remuneration; and
- enhancing the image of the industry.

2.3.1 Age gap

The age gap in the civil engineering profession is a well-known problem that is:

- documented in Alyson Lawless's publication "Numbers and Needs"; and
- regularly highlighted in the engineering related media.

While there is very little that can be done to fill the current gap instantaneously, the continuous or further increase in the gap should be actively prevented. The forum will actively explore the following avenues:

- improved recognition of the engineering industry's contribution to the South African economy (also see industry awareness section); and
- sustainable professional development (also see capacity building section) of YPs.

2.3.2 Fair remuneration

The migration of YPs for perceived greener pastures such as the law and finance industries further compounds the current age-gap crisis. Avenues that will be explored by the forum include improving the status and recognition the engineering industry receives from the public and its clientele (see industry awareness section) that will pave the way for revised fee structures for engineering companies.

2.3.3 Image of the industry

Society does not afford consulting engineering the status it deserves. The work done by engineers is often over looked by the general public. Without the proper recognition, engineers are being placed under increasing pressure by its clientele to complete projects at lower fees and in a shorter time span.

To improve the recognition that is afforded to engineers, the industry should be looking to actively advertise itself (see the industry awareness section).

2.3.4 Excellence awards

Recognition of individual accomplishments of YPs is currently through the annual election of the CESA 'Young Engineer of the year'. The YPs are nominated by their own companies, and the competition is adjudicated by the sponsor of the prize, CESA, and a member of the NC.

3 MARKETING PLAN

In an effort to attain the objective of creating awareness of the YPF in the engineering industry the forum will, with the aim of ensuring a golden thread in all public communications of the forum aim for the following:

- market the forum identity and branding;
- develop marketing material;
- maintain marketing aspects of the forum's website; and
- advertise the brand at all events.

Some of the means used to create awareness are:

- the forum's website;
- banners and T shirts;
- promotion at all CESA events;
- CESA and other engineering publications; and
- communication to schools and tertiary institutions.

3.1 Target audience

The target audience will be all school level students, tertiary students, and young engineers, technologists, and technicians (currently practising as YPs, working for client-bodies, employed by contractors or who have migrated to other industries), employers, clients and government.

The table below summarises the forum target audience, key messages and medium of choice.

Table 3.1: Target audience, messages and medium

Target audience	Key messages	Medium
Youth – Pre-graduates	<ul style="list-style-type: none"> • Engineering is a profession of choice and great personal reward. • Pure Maths and Science on higher grade are basic requirements for university entrance. • Consulting engineering offers a diversity of work situations in a number of different fields or disciplines. • The forum is a good source of information that will help to understand what being an YP entails. 	<ul style="list-style-type: none"> • Forum website. • School visits • Tertiary institution visits. • Mentorship programmes. • Career guidance exhibitions at tertiary institutions and events. • Participation in the Engenius program • CESA Annual Relay.
YPs – graduates to	The forum:	<ul style="list-style-type: none"> • CESA Website.

Target audience	Key messages	Medium
sub 35 years	<ul style="list-style-type: none"> • is an ideal resource for YPs to be informed on industry issues. • is a source of information on the role of CESA, in the Engineering industry. • is an opportunity for aspiring YPs to become involved in the business of CESA. • with the assistance and input of YPs, aims to identify ways in which YPs can be fast tracked and developed. • Promote the development of leadership skills. • aim to establish initiatives that will make a career in engineering attractive for YPs. 	<ul style="list-style-type: none"> • E-news. • Networking events, both the forum only and broader industry networking. • Seminars / workshops in conjunction with CESA. • Conferences / AGM. • Guest speaker events. • CESA Excellence awards. • Site visits
Client bodies / Member firms / CESA/ other industry associations	<p>The forum:</p> <ul style="list-style-type: none"> • will endeavour to add value to the industry. • will consult with clients, government and CESA member firms, on industry issues affecting the future of the industry and YPS. • Foster liason with Clients in the public sector. • can foster innovative thinking and inform solutions to industry problems 	<ul style="list-style-type: none"> • Publicity – trade publications. • Inside Track. • eNews. • Events. • Conferences / AGM. • CESA Excellence Awards. • Attendance at CESA branch meetings. • Involvement at CESA branch level. • Involvement at CESA committee level and council.
Government – education department	<p>The forum:</p> <ul style="list-style-type: none"> • will highlight the importance of bridging the gap between the construction industry and the DoBE and DoHE by consulting with the DoBE and DoHE on school initiatives. • will highlight the importance of maths and science for tertiary institutions entry requirements. • Will support maths and science 	<ul style="list-style-type: none"> • Established volunteer programmes. • Mentoring – big brother, big sister programmes, Saturday school programmes, tutoring programmes.

Target audience	Key messages	Medium
	programmes in rural / under-resourced schools.	
Media	The forum can make important contributions in terms of the sustainable development of the engineering industry.	<ul style="list-style-type: none"> • Press releases. • Events. • Interviews. • Appearances.

3.2 Industry

The forum primarily focuses on the consulting engineering industry: the consulting engineering sector, client-bodies and contractors. However, the forum will undertake active marketing in other industries for which YPs have left the engineering industry in an effort to win them back.

3.3 Competition

It is not the intention of the forum to compete with any existing organisation, but rather fill an industry gap, communicate to and represent the South African YPs. However, it is anticipated that competitors may include the:

- Travel and tourism industry;
- IT industry;
- Management Consultants;
- Banking and financial industry; and
- Law industry.

4 OPERATIONAL PLAN

This section outlines the operational structure and operational functioning of the YPF through:

- organisational structure;
- resources;
- CESA YP Code of Conduct; and
- operating year.

4.1 Organisational structure

The forum consists of a National Committee (NC), RCs and the YP's. These committees will ensure that the objectives of the forum are implemented. Each committee may identify additional roles and or sub committees as and when required.

4.1.1 National committee (NC):

The functions of the NC are to:

- provide a direct link to CESA and the various committees that operate under it;
- establish and coordinate the RCs;
- provide representation on the main CESA council (chairperson);
- provide representation on the FIDIC-YPF steering committee (chairman and 'YP of the Year' – refer to **Annexure A**);
- compile and distribute a quarterly newsletter;
- establish and maintain a YP database (**Annexure B**); and
- consolidate and communicate the views, opinions and concerns of YP's to the relevant parties.

4.1.2 Regional committee (RC):

The functions of the RCs are to:

- encourage membership of the YPF;
- report back to the chairperson on RC events;
- assist with material for the quarterly newsletter;
- act as a medium through which YP's are able to voice their views, opinions and concerns; and
- provide representation on the NC.

4.2 Resources

4.2.1 Human

The forum will primarily rely on the voluntary services of YP's. All committees are required to appoint individuals (preferably YPs) to serve in the following roles:

- Chairperson; whose tasks include

- reporting to NC;
- assist CESA and NC with YP related matters;
- assist and coordinate the RC in YP matters; and
- arrange and chair all meetings
- Vice chairperson; whose tasks include:
 - assist the chairperson in his/her duties;
 - the collation and publication of the newsletter;
 - keeping the YPF website updated; and
 - assisting the chairperson in his/her duties.
- Treasurer, whose tasks include:
 - approve and carry out all payments via CESA to service providers in terms of the available budget;
 - approve re-imbursements to YPs, via the forum RC chairperson, on the execution of forum activities; and
 - invoicing and receipt of payments from sponsors.
- Secretary, whose tasks include:
 - preparing and distributing minutes of National and Executive Committee meetings; and
 - arranging logistics of National Committee meetings, including invites, list of attendees and conference call arrangements.

4.2.2 Facilities and equipment

The forum relies primarily on CESA facilities and equipment and, where required and possible, on the facilities and equipment of CESA member firms.

4.3 CESA YP Code of Conduct

All forum YP's and committee members will adhere to the prevailing CESA Code of Conduct.

4.4 Operating year

The forum will operate from September to August annually. Once a year the RC committee meets on the day of the CESA Excellence Awards, where elections and changeovers are formalised.

5 FINANCIAL PLAN

The forum exists on funds provided through sponsorship or donations from CESA membership firms and service providers or suppliers in the construction industry. Such funds are secured by the forum but received by CESA, invoiced by CESA and deposited into the bank account of CESA.

Additional funds can be made available by CESA, if well motivated.

5.1 Income

The forum is a non-profit organisation that relies on sponsorship support from companies and organisations that understand the importance of developing YPs for the future of the South African economy. The following Annual Sponsorship Structure has been established:

a) Gold sponsor: R20,000

Official sponsor status:

- short presentation at functions (15 min);
- company logo on all printed material;
- sponsor banners at events;
- large company logo on Sponsor's Board;
- distribution of own branded pamphlets/business cards at events;
- company logo and link on the forum website; and
- link from forum website to sponsor website.

b) Silver sponsorship: R10,000

Official sponsor status:

- company logo on all printed material;
- sponsor banners at events;
- company logo on Sponsor's Board; and
- distribution of own branded pamphlets/business cards at events.

c) Bronze sponsorship: R5,000

Official sponsor status:

- company logo on all printed material;
- company logo on Sponsor's Board; and
- distribution of own branded pamphlets/business cards at events.

d) Annual supplement from CESA

The allocation of the budget is suggested as follows:

R5 000 each for all the branches

TOTAL: R50 000

Additional funds can be made available for each of the Metro branches (Gauteng, Western Cape and KwaZulu Natal) on request.

Further, it is expected that the YPF will generate an income of approximately R180 000 annually through the Annual Sponsorships as described above.

5.2 Operating costs

5.2.1.1 People Costs

Salaries, unemployment insurance, pension fund contributions, medical aid contribution, secretarial services and bonuses are not applicable as all human resources of the forum are provided on a voluntary basis. Additionally, as funds are primarily managed by CESA and they bear the cost for auditor's fees.

5.2.1.2 Money Costs

a) Interest on loans

CESA has undertaken to supply any additional funding required during the financial year, should the forum experience a deficit subject to the formal CESA approval processes. The forum does therefore not intend borrowing any funds from financial institutions, but will not exceed its available budget unless absolutely necessary.

b) Bank charges

Bank charges on any of the forum's monies are anticipated to be nominal and to be borne by CESA, as the forum will not receive any interest on such monies from CESA.

5.2.1.3 Administration

a) Postage, telephone and faxes, stationery, printing and local taxes are effectively borne by the resource's (national committee member's) company. This is why CESA member firms are the primary source of national committee members, as such firms have committed to objectives of the forum.

b) Trade licences are not applicable, as the forum will operate under the auspices of the CESA.

c) Legal expenses are not anticipated, but will be borne by the CESA should the need arise, subject to the formal CESA approval processes.

5.2.1.4 Annual planned activities cost

To perform the planned annual forum activities the required estimated costs are as per the proposed budget contained in Annexure D.

5.2.1.5 Sundry Costs

Although the YP committee (and supporting members) are paid no salaries for performing the duties of the forum, currently their travelling costs are reimbursable. See Annexure D for proposed budget.

6 ANNEXURE A: CESA YPF CONSTITUTION

6.1 National Committee

CESA YPF have established a CESA YPF NC consisting of:

- 1 X chairperson, elected for a 2-year term by the CESA YPF NC;
- 1 X vice chairperson, elected for a 2-year term by the CESA YPF NC and who will succeed the chairperson;
- RC branch chairperson (1 per branch), elected for a 2-year period by the CESA YPF RC;
- Treasurer, elected for a 2-year period by the CESA YPF NC;
- 1 X 'YP of the year', elected annually; and
- CESA representation.

The CESA YPF NC:

a) chairperson will:

- be co-opted on the main CESA Council;
- report back to Council on all YP related matters;
- be responsible for the establishment of regional branches throughout the SA;
- assist CESA and NC with YP related matters;
- act as a CESA YPF representative on the FIDIC-YPF Steering committee.
- adjudication of YP related competitions;
- assist and coordinate the RCs in YP matters; and
- arrange and chair the bimonthly meetings
- vice chairperson; whose tasks include:
 - assist the chairperson in his/her duties;
 - the collation and publication of the newsletter; and
 - keeping the YPF website updated.

b) members will:

- take directive from YPs, through regional representation;
- take directive from the main CESA national council;
- allow for alliance with FIDIC, through the 'YP of the year' and chairperson and attendance of the annual FIDIC conference;
- attend selective CESA Committee meetings;
- establish subsequent year's YPF objectives in consultation with the RCs and CESA, based on issues identified during present year; and
- meet regularly, minimum quarterly per annum.

c) YP of the year will:

- be an active member of the YPF NC for the year of their term;

- attend the annual FIDIC conference; and
- serve on the NC.

6.2 Regional committees

CESA YPF will establish a regional representation to ensure objectives are implemented per region. A regional branch chairperson elected by the regional YPs and will head the RC. The RC will:

- be elected for a 2-year period;
- take directive from CESA YP NC;
- report to National Chairperson bimonthly on all YP events;
- facilitate the nomination and election of successive CESA YPF RC members, on a one-man one-vote basis by the regional YPs;
- establish sub-committees (if required) to fulfil annual YPF objectives;
- review and approve all activities of the sub-committees;
- ensure successful implementation of the annual YPF objectives;
- liaise with YPs face-to-face; and
- meet as deemed necessary to meet deliverables, but minimally 4-times annually.
- provide material for the newsletter;
- provide quarterly financial reports to CESA YPF treasurer;
- attend the annual face-to face meeting and annual Excellence Awards;
- partner with Branch Chair.

6.3 Treasurer

The CESA Treasurer and will:

- a) report quarterly on financial status to the CESA YPF NC;
- b) approve all payments to service providers; and
- c) approve re-imbursements to YPs, via the CESA YPF RC chairperson, for the execution of forum activities.
- d) The Finance and Admin Manager of CESA has the final say on all finances.

6.4 Administrative support

The CESA YPF will be administratively assisted by CESA, with regard to:

- a) invoicing and receipt of payments from sponsors;
- b) payments to services providers;
- c) arranging for printing and distribution of marketing materials; and
- d) arranging of website development and updating, as per CESA YPF instructions.

6.5 Equipment and facilities

The CESA YPF will primarily rely on CESA equipment and facilities and, where required and possible, on the equipment and facilities of CESA member firms.

6.6 CESA YP Code of Conduct

All CESA YPF YPs and committee members will adhere to the prevailing CESA Code of Conduct.

6.7 YP membership termination

6.7.1 Procedure on termination

6.7.1.1 Termination by CESA YPF NC

If the CESA YPF NC wishes to terminate the participation of an YP in the activities of the CESA YPF, they will notify the YP and the CESA YPF RC giving details of the reason. Should the YP be a member of an active committee he/she will be given reasonable notice to allow for sufficient time for another to take-over his duties.

6.7.1.2 Termination by CESA YPF RC

If the CESA YPF RC wishes to terminate the participation of an YP in the activities of the CESA YPF, they will notify the YP and the CESA YPF NC giving details of the reason. Should the YP be a member of an active committee he/she will be given reasonable notice to allow for sufficient time for another to take-over his duties. Should a replacement not be readily available, the outgoing member will be required to find and nominate a suitable replacement.

6.7.1.3 Termination by CESA YP

If an YP wishes to terminate his participation in the activities of the CESA YPF, he will notify his RC giving details of the reason. Should the YP be a member of an active committee he/she will give reasonable notice to the RC and allow for sufficient time for another to take-over his duties. The CESA YPF RC will accordingly notify the CESA YPF NC.

6.7.2 Reasons for terminations by CESA YPF

The following will constitute sufficient reasons to terminate the service of an YP, on any CESA YPF committee:

- substantially hindered the activities of the CESA YPF;
- failed to comply with the CESA and ECSA Code of Conduct; and
- other reasons deemed reasonable by the CESA YPF NC.

6.8 Quality management

As a forum under the auspices CESA, the CESA YPF will implement the CESA quality management system.

7 ANNEXURE B: INDUSTRY AWARENESS

7.1 CESA YPF Website

7.1.1 Content of the website

The CESA YPF website will contain the following:

- a) YPF vision, mission and objectives.
- b) YPF business plan.
- c) Annual objectives.
- d) NC and RC committee contact details.
- e) National and regional statistics including, for example:
 - Tertiary institutional engineering discipline entrants;
 - New tertiary graduates;
 - YPF members; and
 - Registered professionals.
- f) Pictures and synopsis of CESA YPF activities and accomplishments:
 - professionally registered YPs;
 - promotions;
 - CESA YPF quarterly interactive meetings and registration details;
 - schools and tertiary institutions involved in CESA YPF industry awareness initiatives;
 - 'YP of year' nominees, with short synopsis;
 - 'YP of the year'; and
 - pictures of the events held.
- g) CESA YPF member database registration link;
- h) 'YP of the year' requirements and entry forms.
- i) Link/s to associated websites; i.e. ECSA, in particular to professional registration details and forms.
- j) Sponsor logos, contact details and website links.
- k) Newsletter.
- l) Number of visitors to website.

7.1.2 Purpose of website

The website will be used to:

- inform the engineering industry and public of the role and activities of the YPF;
- facilitate the registration of YPs; and
- publicise the accomplishments of YPs.

7.2 Communications to schools and tertiary institutions

7.2.1 School initiatives

7.2.1.1 Content of school communications

The CESA YPF will assist ECSA in the Engenius program to develop a communications package that will either be given to school guidance teachers or presented to school learners by YPs. Essentially such a communications package will:

- a) be tailored for schools of different regions, i.e. media of communication and language, to ensure maximum effectiveness;
- b) contain:
 - an indication of the various disciplines in the engineering industries;
 - duties and responsibilities of the engineer; and
 - past and current projects implemented by the South African engineers.

7.2.1.2 Purpose school communications

The communications initiative will be used to introduce the engineering industry as a profession of choice for school learners.

7.2.2 Tertiary institution communications

7.2.2.1 Content of tertiary institution communications

The CESA YPF will develop a communications package that will either be given to the built environment departments or similar tertiary institutions or presented to tertiary learners by YPs, with a Consulting Engineering focus. Essentially such communications package will:

- a) be tailored for institutions (universities and universities of technology), and possibly by region, to ensure maximum effectiveness; and
- b) contain:
 - an indication of the various disciplines in the engineering industries;
 - duties and responsibilities of the engineer;
 - status of the South African consulting engineering industry;
 - past and current projects implemented by the South African engineers; and
 - role and responsibility of CESA and the CESA YPF.

7.2.2.2 Purpose tertiary institution communications

The communications initiative will be used to assist with the preparation of engineering graduates with regard to the reality of the engineering industry and to introduce the CESA YPF to such graduates.

8 ANNEXURE C: CAPACITY BUILDING

8.1 CESA YPF national database

8.1.1 Content of the database

The database will include the following information:

- a) member name and surname;
- b) age;
- c) gender;
- d) contact details;
- e) qualifications (engineer, technician and technology);
- f) ECSA registration status (candidate or professional or submitted professional registration applications);
- g) employer details;

8.1.2 Purpose of database

The database will be used to communicate to the YP's and provide statistical data of the YP's in the engineering industry. The database will not be distributed to anyone outside of the YPF or any company not affiliated with CESA.

9 ANNEXURE D: PROPOSED BUDGET 2011/2012
