



# Bizcommunity congratulates RYSMI graduates

On Friday 20 February 2015, industry guests were invited to view the fruits of [the R&Y Springboard Marketing Institute \(RYSMI\)](#), which last year saw 49 students from disadvantaged backgrounds, recruited into an intensive six-month learnership programme, under the auspices of Sharon Worrall, one of the former founders of NetworkBBDO.

The RYSMI programme has been set up in an attempt to increase the pace of transformation within the marketing communication industry in South Africa, in response to stats such as the World Economic Forum (WEF)'s 2014 global risk report, stating that around 50% of South Africans aged between 15 and 24 are unemployed, rating South Africa as having the third highest unemployment rate amongst young people.



Now, after six months of fast tracking, the majority of the students, have been interviewed and accepted into internship positions at companies such as Quirk, *Top Billing*, Bletchley Park, Ackermans and more, going some way to meet the pressing need to provide all young people with the opportunities and the skills to facilitate employment opportunities.

According to Worrall, who heads up RYSMI, the students have the ability and the potential to raise industry standards by way of the intensive training they have undergone, enabling them with relevant and world-class skills. "Everyone has a right to education, it's at the core of social and economic upliftment in South Africa and the key to a brighter future", she says.

[Terry Levin](#) of Bizcommunity went along to view the work and chat to some of the proud students, who were eager to share the thinking behind their work across disciplines such as ideas for tech and apps for community healthcare, safety and transport improvements, graphic design and copywriting skills and experiential marketing projects and to share the enthusiasm for their forthcoming internship prospects.

Bizcommunity congratulates the new industry graduates and looks forward to following the career paths of these future marketing movers.

## ABOUT TERRY LEVIN

Brand and Culture Strategy consulting | Bizcommunity.com COO at large. Email [terry@offtheshelf.co.za](mailto:terry@offtheshelf.co.za), Twitter [@terrylevin](#), Instagram, LinkedIn.  
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