



**Australian Government**

**AusAID**

## **Empowering Youth through Heritage (September-December 2008)**

This project focused on two phases of development. Phase I included an Advanced Training Programme offered by the Business School of the University of Pretoria to learners from the Northwest Province (who previously participated in Ifa Lethu's introductory training programme on the development of business strategy and business plans for their creative endeavours). Phase two offered introductory/practical training to new participants on the creation of market ready art products for sale.

Funding: AUSAID  
Location: Northwest Province  
Venue: Tswranganang Centre, Northwest Province(Phase Two) and Ifa Lethu Offices(Phase One).  
Partnership: University of Pretoria Business School. Established Artists from Northwest Province.

Deliverables  
Achieved:

- 60 young learners trained.
- 120 market ready Products Created for exhibition and auction.
- 8 Closed Corporations opened by Ifa Lethu.
- Learners included in the Foundation Business Nurturing and Internship Programme.
- 5 artists from Northwest employed to conduct art training.
- 25 Business Plans crafted for implementation.