



Province of the  
**EASTERN CAPE**  
EDUCATION

**CHIEF DIRECTORATE: CURRICULUM MANAGEMENT**

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**CURRICULUM INSTRUCTION G10/2020**

**TO: DEPUTY DIRECTORS-GENERAL  
CHIEF FINANCIAL OFFICER  
CHIEF DIRECTORS  
DIRECTORS & DISTRICT DIRECTORS  
CHIEF EDUCATION SPECIALISTS  
EDUCATION DEVELOPMENT OFFICERS  
DEPUTY CHIEF SPECIALISTS  
SENIOR EDUCATION SPECIALIS  
PRINCIPALS OF PUBLIC & INDEPENDENT SCHOOLS GRADE 8-12  
TEACHER UNIONS/ ORGANISATIONS  
SCHOOL GOVERNING BODIES**

**DATE: 17 NOVEMBER 2020**

**ALLAN GRAY ENTREPRENEURSHIP CHALLENGE 2021 (AGEC21)  
FOR GRADE 8-12 LEARNERS**

1. The Department of Basic Education (DBE) acknowledges that the impact of the Fourth Industrial Revolution is already felt in many aspects of our lives in South Africa, and is aware of the potential influence it will have in the future. In this regard, the DBE has prioritized entrepreneurial skills and competency-based education to prepare learners for the future.
2. These skills are summed up in the DBE's Entrepreneurship, Employability & Education (E<sup>3</sup>) Initiative which currently involves 156 pilot schools in the Eastern Cape, where a project-based approach to education is encouraged.
3. The DBE has called upon schools to put themselves forward as community hubs that foster an entrepreneurial way of thinking, and is appealing to teachers, educational enthusiasts and ambassadors to take these ideas forward.
4. One of these ambassadors is the Allan Gray Orbis Foundation that has created the Allan Gray Entrepreneurship Challenge (AGEC) which is available to all interested Grade 8 to 11 learners in South Africa. AGECE is an interactive challenge which promotes the reduction of unemployment and the development of an entrepreneurial mindset in young people.

5. During 2019, a total of 15,160 secondary school learners (Grades 8-11) from 618 schools, supported by 1,259 teachers across the 9 provinces, took part in AGECEC. The top three learners won an all-expenses paid trip to the Emerging Technologies Conference in Singapore in February 2020. An Eastern Cape learner from Lumko High School obtained 1st position.
6. As the Eastern Cape Department of Education (ECDoE), we strongly encourage Districts to develop strategies with Curriculum Managers and Senior Education Specialists to work with principals, teachers, School Management Teams and School Governing Bodies to enable as many Grade 8-11 learners in the Eastern Cape Province to take part in AGECEC21.
7. AGECEC 2021 runs for a 5-week period from 08 February 2021 to 14 March 2021. Registration is already open and closes on 06 February 2021. The Awards Day is in April 2021.
8. The details for AGECEC 2021 can be found on the following website which also includes a demo of the game:
  - [www.entrepreneurshipchallenge.co.za](http://www.entrepreneurshipchallenge.co.za)

See **Annexure A** for an extract from the website.

9. It is partnerships such as this one, with the Allan Gray Orbis Foundation, that will help us reach the set NDP 2030 Goals relating to the reduction of unemployment and the development of an entrepreneurial mindset among young people in South Africa.

  
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**MR R TYWAKADI**  
**DDG: CURRICULUM MANAGEMENT & DELIVERY**

18/11/2020  
\_\_\_\_\_  
**DATE**



## ANNEXURE A: Extract from AGECE 2021 website

### The Challenge

What's it like to be CEO of a listed enterprise? Step inside AGECE's 2D game, and you'll find out. We'll have you juggling risky and rewarding corporate decisions, cutting deals, and watching your profits come flooding in ... or trickling out if you're not too careful.

All you have to do is pick an avatar, then make your way to the top of the leaderboard by fulfilling a series of adventurous quests that take you to different places in the ever-changing world of business. You will interview many executives to hire your very own CTO, CMO and CFO in the game. You will build your start-up's first profit making product from scratch before commercially launching it with clever marketing campaigns. You'll negotiate strategic revenue and Profit/Loss targets with the chairperson in your Board of Directors – then win gaming points as your revenue starts to come in! Think of it as taking the very first steps in the most exciting, dynamic career you could hope for. Plus, it's completely free!

### Prizes

- The Top 20 learners in each week will take away their share of **R90 000** in cash vouchers across the 5 weeks!
- At the end of the game, runner-up winners (in positions 11-20) will each receive Allan Gray unit trusts to the value of **R3 000** each!
- Runner-up winners in positions 4 to 10 to walk away with Allan Gray unit trusts to the value of **R5 000** each!
- The top learners in positions 1 to 3 will each win an incredible entrepreneurial package valued at **R40 000**!
- Don't forget to take part in our business pitching challenge in week 5! The runner up will receive **R30 000** in business funding, while the winner will take home **R45 000** to start their own business.

### Top Teacher's Prize

- We know that whoever the top learner turns out to be – that achievement would not have been likely without their teacher investing into to their journey and supporting them all the way! The top teacher is in line to win a prize package worth **R40 000**!

### Who Can Participate?

Learners who are in high school (Grade 8 to 12). You will be fast-tracked on your entrepreneurial journey, thereby contributing to relieving our country of joblessness and poverty. It's also a fast, easy and fun way to gain hardcore business skills and an accompanying certification for your CV, right from high school.

AGECE is a fully digital learning programme drawing on concepts from disciplines as rigorous as Economics, and Management, to Accountancy and Technology. It is also highly beneficial to learners undertaking courses in Languages since it aims to also introduce learners to professional communication in a formal business context, thus preparing learners for the workplace.

### What's in it for you?

- **You don't need** to know anything about business, accounting, marketing or economics. Everything that you need to learn is provided for in the game itself (like, literally).
- What **you do need** though is:
  - A passion to make money through clever tactics and strategies in the business game
  - A hunger to learn about how business actually works, and to quickly develop powerful skills in a short space of time
  - A growing need to be independent AND wealthy
  - A curiosity about your future
- **Level up!** Over the course of five weeks, you will take part in a series of animated quests that build your business knowledge.
- **Earn points to win!** You can do this by completing quests, conversing with non-player controlled characters, conducting market research inside the game, and working your way on to the top of the leaderboard by writing about your learning through short submissions, once a week.
- **Connect with your friends on the Gaming Network!** This is a powerful social networking app that lets you stay on for fun and meaningful social interactions even after gameplay ends:
  - Create your profile and add in some photogenic profile pics
  - Search for your friends nationwide, then send them (or others) friend requests
  - Connect with them using the Instant Messenger, – Join a virtual classroom with your teacher and classmates
  - Update your status,
  - Create blog posts to write about what's on your mind, whether educational, inspirational, artistic or whether it's something fun and special to you
  - Create your own open or private groups online, and invite others to join (e.g. "Sandton Interior Design Group", or the "Sea Point Rotary Group" or the "Aspiring Actuaries of Umhlanga Group")
  - And if you're in matric, also apply for a full bursary to go University, with all costs sponsored!
  - Get your teacher to register as well as your parents
  - Get your older siblings or cousins to register – since they can help you and others with useful tips, especially if they are working as a professional (e.g. MBA, Engineer, Actuary, Chartered Accountant, Microbiologist, Doctor etc.)
- **Get Qualified!** You receive a Certificate from the Allan Gray Entrepreneurship Challenge at the end of the business game to add to your CV and to showcase your professional skills and this certificate contributes to the strength of your application if you ever wish to apply for a full bursary to go to University from the Allan Gray Orbis Foundation
- **Registering** on the Gaming Network gives you direct access to the 2D Business Game (you gain access to the game directly from within the app, so have to register on the Gaming Network first if you want to play the game)
- It's all **100% free** to join and play!

### What are you waiting for?

**Register now to join the Gaming Network, to play the game, to win incredible prizes, and ultimately, to change your future.**