

TO ALL MEDIA/ NEWS EDITORS

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NYDA AND SCORPION KINGS UNITE TO CREATE PATHWAYS FOR YOUTH IN THE CREATIVE ECONOMY

The National Youth Development Agency (NYDA) is proud to announce a landmark partnership with acclaimed music duo Scorpion Kings (DJ Maphorisa and Kabza De Small) to create tangible economic opportunities for 150 young South Africans in the creative industry through the National Youth Service.

This initiative provides hands-on experience in critical roles, including event coordination and front-of-house operations. Beyond the 150 participants, the programme includes an exclusive Masterclass walkabout for an additional 10 aspiring young creatives, offering direct mentorship from industry leaders on executing a large-scale event.

The NYDA CEO, Mr Ndumiso Kubheka, outlines why this strategic partnership is important to the NYDA. "The partnership between the NYDA and Scorpion Kings is important as it amplifies the value created through the Creative and Cultural Industry in the creation of employment for young people and social cohesion. It also illustrates the value that the agency has for public-private partnerships in the advancement of all youth in SA. This partnership is a perfect harmony of passion and purpose," says Mr Kubheka.

The creative arts and entertainment industry is a significant contributor to the national economy, yet accessible entry points for youth remain scarce. This partnership directly addresses that gap. The collaboration builds on the more than 1,000 jobs already created by the Scorpion Kings event, which primarily employ young people and provide vital first-time work experience.

Currently under the NYDA, over 4,000 NYS participants are engaged in the creative sector nationwide. Additionally, through its Young Creatives Programme, a partnership with the Department of Sport, Arts and Culture, the NYDA is supporting over 330 young artists to develop their talents while preserving South Africa's rich cultural heritage.

NYDA is setting a new standard for youth empowerment in the creative economy, strengthening both the cultural and economic landscape. This collaboration is part of a long-term strategy to create sustainable pathways for youth participation, skills development, and career opportunities within the creative industries through structured NYS programmes.

About NYDA:

The National Youth Development Agency (NYDA), as an entity committed to advancing youth development across all sectors of society and government, is proud to collaborate with artists in creating meaningful opportunities for young people within the creative economy.

About Scorpion Kings:

Scorpion Kings is a South African supergroup duo consisting of record producers DJ Maphorisa and Kabza De Small. They are widely recognised as pioneers of the Amapiano genre, with multiple award-winning albums and a significant global following.

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