Franschhoek Hospitality

Academy & Learning Centre

Funding REPORT 2



REPORT BY
MICHAELA JULIAN

Statement from OUR FOUNDERS

The second quarter has been one of continued growth, achievement and opportunity for us Beyond the classroom, our commitment to developing skilled, confident and globally competitive hospitality professionals has been reflected in the success of our students, graduates and community initiatives.

During this quarter, we celebrated several significant milestones. Two of our graduates completed their studies at ITM College Austria, demonstrating the international opportunities that quality hospitality education can unlock. We also welcomed back the Class of 2025 to celebrate their outstanding performance in the South African Sommeliers Association (SASA) Introductory Sommelier Examination.

Our students continued to benefit from meaningful industry engagement, including an inspiring session with acclaimed chefs Margot Janse and Jan Hendrik van der Westhuizen, whose experiences provided valuable insights into leadership, resilience and professional growth.

We also expanded our impact through short learning programmes, with 18 participants successfully completing our Foundation Wine & Service course, alongside the continued delivery of our Food & Beverage Customer Service & Concierge programme, creating further opportunities for skills development within the local hospitality sector.

As we move into the next quarter, we remain focused on strengthening industry partnerships, expanding access to quality hospitality education and practical exposure as we head into our last quarter of the year.

Michaela Julian, Shaneill Jefthas, Brian Moor and Jeremy Davids



Beneficiary REACH

DIRECT BENEFICARIES
717 PEOPLE

Direct Beneficiaries: 717 to date

Historically disadvantaged and unemployed Youth in our local Communities between the ages of 18 – 34, who are successfully accepted into our one year Hospitality training program.

We also run Evening Classes/Short Courses to the broader community members (not age specific, but as long as they are 18 years and older). To date we have trained **717 people.**

Indirect Beneficiaries: Approx 4,200 to date

1. The Students' families who they provide for and support at home and in other parts of South Africa - **Thousands of lives have been impacted since our inception.**
2. Local Establishments looking for trained and skilled Staff to join their work force.
3. Tourism/Hospitality Industry of South Africa.
4. Recently added Entrepreneurship to our curriculum allowing our students to learn the skills to run their own business within their communities

INDIRECT BENEFICIARIES
4,200 PEOPLE

Each Student directly supports one to five family members living in their households and up to 10 people if we included their extended family, amounting to approx **4,200 people** whose lives have been directly impacted by the Change4Twenty project. These numbers grow vastly when support is also sent to family members residing outside of their households.

EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD

NELSON MANDELA

Funding Purpose
RESULTS & OUTCOMES

WHY?

The Franschhoek Hospitality Academy & Learning Centre is a social uplift project with two mandates:
- reduce the unemployment rate in South Africa and predominantly in the Cape Winelands
- upskill our local youth to reach employability and track their success over their careers.

Unemployment rate South Africa
65%

Youth Unemployment
45%

EMPLOYERS OF OUR CLASS OF 2025 STUDENTS:

Rickety Bridge Winery
Sterrekopje Farm
Mont Rochelle Hotel
Leeu Estates Franschhoek
Yama Sushi Emporium
Oku Asian Eatery
La Petite Colombe
Protege Restaurant
Epice Restaurant
Le Coin Francaise
Black Elephant Vintners
Allee Bleu Wine Estates
Haute Cabriere
Lamu Collection

DEPARTMENTS / JOBS:

HOUSEKEEPING
KITCHEN
TASTING ROOM
RESTAURANT

Our Class of 2025 embarked on their practical part of the program in October for a duration of four months.

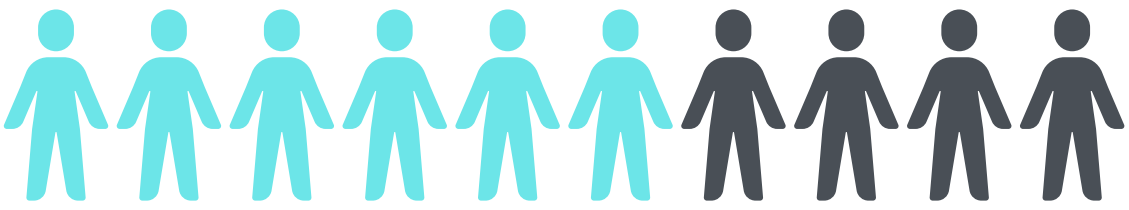
After successfully completing their work placement, students graduated in February with a certificate of completion and all the tools in their hands to succeed in their careers. Each student has found full time employment.

Academy graduates to date (8years)
156

Unemployed graduates
5

96%

OF ALL GRADUATES ARE EMPLOYED



Impact FIGURES

	ENROLLED	GRADUATED	EVENING COURSE PARTICIPANTS*
2018		16	NA
2019	21	11	80
2020	25	24	120
2021	20	20	66
2022	21	18	90
2023	25	24	20
2024	22	21	40
2025	24	22	127
2026	24		18

4,200 PEOPLE INDIRECTLY IMPACTED**

717 PEOPLE DIRECTLY IMPACTED

*ADDITIONAL MEMBERS OF LOCAL COMMUNITIES WHO RECEIVED VARIOUS SKILLS TRAINING IN OUR EVENING CLASSES/ SHORT COURSES.
**CONSIDERING ONE EMPLOYED PERSON SUPPORTS UP TO 6 PEOPLE

From Franschhoek TO AUSTRIA

What are our graduates at the ITM College up to?

We proudly celebrates the outstanding achievement of two of our graduates, Dillon Samuels and Jason Williams, who have successfully completed their two-year studies at ITM College Austria.

Their graduation marks the culmination of two years of dedication, resilience, personal growth and hard work. Leaving home to pursue their studies abroad required courage and determination as they embraced a new country, new cultures, new challenges and invaluable learning opportunities.

What makes this milestone particularly meaningful is that both students come from our local community. Their success demonstrates how talent, commitment and access to quality education can create opportunities on a global stage. They have not only achieved personal success but have also become inspiring role models for younger generations, their families and the wider community.

Their journey is a powerful reminder of the transformative impact of education on individuals, families and communities. It reinforces the Academy's commitment to developing future hospitality professionals who are equipped to thrive both locally and internationally.

We extend our heartfelt congratulations to Dillon and Jason on this remarkable accomplishment and look forward to following their continued success as they embark on the next chapter of their careers.
To find out more follow @ITMCollege or www.itm-college.eu





Class of 2025 ACHIEVES SOMMELIER CERTIFICATE

Three months after graduation, the Class of 2025 returned to the Franschhoek Hospitality Academy to celebrate another significant achievement.

Twenty-two graduates took on the challenge of the South African Sommeliers Association (SASA) Introductory Sommelier Examination, with an outstanding 17 students successfully passing and earning their SASA Introductory Sommelier pins. These pins represent far more than a qualification—they are a testament to dedication, discipline, passion and a commitment to excellence in hospitality and wine service.

This achievement reflects the determination and professionalism of the Class of 2025, who continue to set a high standard and demonstrate the value of hard work, perseverance and continuous learning. The Academy extends its sincere appreciation to George Young, Western Cape Chapter Ambassador for the South African Sommeliers Association and an award-winning sommelier, as well as Academy alumnus Preston Masimala, for sharing their professional experiences and inspiring our graduates. Their insights and encouragement reinforced the importance of humility, resilience and lifelong learning in building successful careers within the hospitality industry.

We congratulate the Class of 2025 on this remarkable accomplishment and look forward to seeing them continue to grow as hospitality professionals and ambassadors for excellence in the industry.







Learning from HOSPITALITY LEGENDS

Students of the Franschhoek Hospitality Academy had the privilege of attending an inspiring conversation between renowned chefs Margot Janse and Jan Hendrik van der Westhuizen at Boschendal.

During the session, the chefs shared honest reflections on their personal and professional journeys, offering valuable insights into the dedication, courage, perseverance and authenticity required to build a successful career in the hospitality industry. Their stories highlighted the importance of remaining true to one's values while embracing challenges and pursuing excellence.

The experience left students feeling inspired and motivated, reinforcing the belief that passion, hard work and resilience are the foundations of lasting success. Opportunities such as these provide invaluable exposure to industry leaders and support the Academy's commitment to developing confident, capable and future-ready hospitality professionals.

The Academy extends its sincere appreciation to Margot Janse and Jan Hendrik van der Westhuizen for generously sharing their experiences and encouraging the next generation of hospitality leaders.







Housekeeping
EVENING SHORT COURSE





We continue to invest in lifelong learning through its short skills programmes, providing opportunities for hospitality professionals and community members to enhance their knowledge and advance their careers.

During the quarter, 18 participants successfully enrolled in and completed the Foundation Wine & Service course. Over several weeks, participants developed a solid understanding of wine theory, wine service, food and wine pairing, guest interaction and the fundamentals required for the South African Sommeliers Association (SASA) Foundation Certificate. The programme equips students with practical skills and confidence to deliver exceptional wine service in professional hospitality environments.

Alongside this, the Academy also offered its Food & Beverage Customer Service & Concierge course, designed to strengthen front-of-house service excellence. The programme focused on customer service, table service techniques, menu and product knowledge, effective communication and concierge skills, while also introducing participants to Franschhoek's tourism offerings.

These short courses form an important part of the Academy's commitment to upskilling the local hospitality workforce, creating pathways for career development and ensuring graduates and industry professionals remain equipped with the skills required to meet the evolving demands of the hospitality sector.

Satellite Campus
PRICE ALBERT HOSPITALITY ACADEMY

The partnership between the Franschhoek Hospitality Academy and PACT Hospitality Academy continues to create meaningful opportunities for aspiring hospitality professionals in Prince Albert.

During the quarter, six Professional Cooking students from PACT Hospitality Academy successfully completed their practical assessments under the supervision of Franschhoek Hospitality Academy Head Master, Jeremy Davids. Throughout the assessment process, the students demonstrated impressive technical ability, professionalism and a genuine passion for the culinary arts, reflecting the dedication they have shown throughout their training.

Established as a satellite campus of the Franschhoek Hospitality Academy, PACT Hospitality Academy was founded with a shared vision of making quality hospitality education accessible to young people in Prince Albert. The partnership equips students with industry-relevant skills while supporting the growing demand for qualified hospitality professionals in the region.

As Prince Albert's hospitality and tourism sectors continue to expand, initiatives such as this play an important role in developing local talent, creating employment opportunities and strengthening the local economy. Every assessment and learning experience brings these students one step closer to successful careers in the hospitality industry.

The Academy congratulates the students on reaching this important milestone and extends its sincere appreciation to all partners, facilitators and supporters who continue to invest in the growth of hospitality education in Prince Albert.



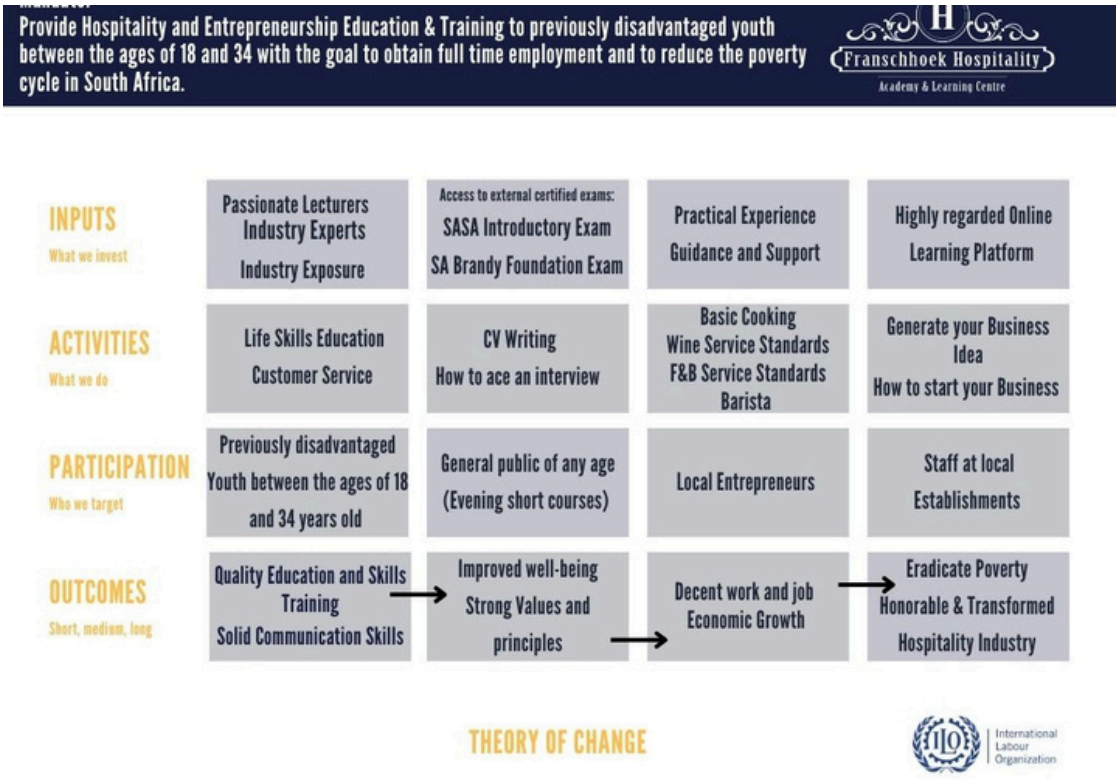


Theory of change
OUR GOALS

Our Theory of Change is based on a clear pathway from inputs to long-term impact. We invest in passionate lecturers and industry experts, industry exposure, accredited external exams, practical guidance, and a high-quality online learning platform. Through this, we deliver life-skills and customer service training, employability support (CV writing and interview preparation), core hospitality skills (basic cooking, wine service, F&B service standards, barista), and entrepreneurship support (developing a business idea and how to start a business).

These activities primarily target previously disadvantaged youth aged 18–34, while also strengthening the local ecosystem through short evening courses for the wider community, support for local entrepreneurs, and upskilling for staff in local establishments. In the short to medium term, participants gain quality education, job-ready technical skills, and stronger communication skills, alongside improved wellbeing, values, and professional principles.

Over time, this increases employability and access to decent work, contributes to local economic growth, and helps reduce the poverty cycle—supporting a more honorable, capable, and transformed hospitality industry.



















THANK YOU FOR MAKING OUR DREAMS COME TRUE

