



An initiative by GROWTHPOINT PROPERTIES 



MEDIA RELEASE FROM GROWSMART, AN INITIATIVE BY GROWTHPOINT PROPERTIES AND THE EASTERN CAPE DEPARTMENT OF EDUCATION

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Growsmart returns for its third year in the Eastern Cape

With a vision to enrich the lives of South African youth and sow seeds of success through education, the Growsmart Educational Programme, an initiative by Growthpoint Properties in collaboration with the Eastern Cape Department of Education launches its third year on the 21st January in Port Elizabeth and on the 23rd January in East London.

Despite the insurmountable challenges faced in the South African educational arena over the past eleven years, the Growsmart team have proved that anything is possible if you're willing to go the extra mile to promote lifelong learning and improve the livelihood of the next generation.

"We are elated to continue the Growsmart journey and welcome every learner, teacher and school who returns and those who will be participating this year for the first time. We know that the educational rewards will be felt for many generations to come and expanding the programme to reach more communities has always been an integral part of our vision," says Jewel Harris, founder of the Growsmart Educational Programme, an initiative by Growthpoint Properties.

The initiative started eleven-years ago in the Western Cape, where it has established a strong, successful track record and further expanded to the Eastern Cape in 2018. To date, the programme has impacted over 69 000 primary school learners from the Western and Eastern Cape, and further develops educators through teacher workshops and a programme based on the current curriculum which is fully aligned to both provincial educational departments.

As a measure of its success, its story writing initiative published its first book from the Eastern Cape - Children Writing to Grow Smart. These young learners can proudly add their names to the list of 140 existing published authors under the age of 13. These books are donated to participating schools and forms part of their school library.

This year Growsmart also welcomes the Limpopo Province to the programme and will be launching for the first time in 27 schools.

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“Our aim has always been to enhance learning and provide quality education for every learner in every classroom,” explains Jewel Harris.

As a community-centered programme, Growsmart equips learners to face educational challenges head on, empowering the youth and strengthening communities through quality education.

They are consequently effecting change on multiple levels in society as learners, teachers, parents and families all reap the rewards of improved learning - inside and outside of the classroom. As a testimony to that, Growsmart awarded the 2019 winning school in the Literacy competition (Gcobeni Primary School) with an iPad Lab, a signature Growsmart prize.

Several Growsmart learners have also gone on to receive full scholarships to high schools. Many have matriculated with distinctions and confidently ventured into tertiary level education.

Shawn Theunissen, Head of Corporate Social Responsibility at Growthpoint Properties, says: “For Growthpoint Properties, Growsmart helps us to give primary school learners access to quality education. Growthpoint Properties is not only invested in our property assets in South Africa; we are also invested in communities. Growsmart is an effective way of creating social capital for our business and stakeholders alike.”

The competition’s programme will be presented to teachers, mentors, principals and senior members of the Department of Education at the launch and thousands of Growsmart curriculum-based education newspapers will be distributed together with story writing kits, dictionaries and a manual explaining the mechanics of the competition to all participating schools.

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Notes to Editor

- Growsmart is an annual competition that started in 2010 with 80 schools selected by the Western Cape Education Department
- Initiated and funded by Growthpoint Properties
- Fully supported by the Western Cape, Eastern Cape and Limpopo Education Departments
- For Intermediate Phase learners within the metro areas (Grades 4, 5 and 6)
- Currently reaches 69 410 learners (160 schools) in the Western Cape and 25 121(60 schools) in the Eastern Cape, who received 4 editions of the Growsmart newspaper per year
- Schools must have less than 60% for literacy to qualify and are selected by the Western Cape, Eastern Cape and Limpopo Education Departments

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