

# Bata Youth 'Board' of Directors needs you

*"Education is the most powerful weapon which you can use to change the world"- Nelson Mandela.*

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Bata SA is calling all creative and innovative trendsetting youth, between the ages of 8 and 16 years, Grade 4 to 11, to be part of Africa's most enthusiastic and groundbreaking influencers, Bata SA's Youth 'Board' of Directors.

As part of Bata's global drive to ensure that customer satisfaction is top priority, including that of the youth, Bata SA has decided to tap into the expertise of South Africa's vibrant and creative youth. This will assist guide their fashion philosophy ensure 'youth-appeal' and to unpack what youth really want and need from a pair of shoes.

Bata SA will be appointing 21 school-going youth to the board, with seven members from each of the regions, namely Cap Town, Durban and Johannesburg. The board will reflect the demographic of South Africa by the 10 May 2019.

"We really believe that these 'new directors', the directors of our future, will help us to see the same things through renewed eyes, with a fresh perspective. We are looking for an edge to deliver tailor-made and market desired shopping experiences for our customers," says Swastika Juggernath, Marketing Manager, Bata South Africa.

## What's in it for successful board members?

The benefits include:

- School shoes, of their choice, for the year
- Tomy Takkies in three different styles or colours
- One other Bata brand of shoes
- A personalised Bata Youth Board of Directors business card
- A directors uniform of a 'step out' shirt and fun t-shirt
- A tablet with data for the duration of their tenure
- Stationery
- Reading and e-reading books

- Online courses
- A powerful 'real-life' learning experience
- Transport to and from the "board" meetings including for the accompanying parent/guardian
- A reference letter at the end of the tenure signed by the MD of Bata
- R2,500 towards school fees or a donation to your school

### What is expected of board members during their tenure?

- To be a mini ambassador for Bata SA brand from June-December 2019.
- To wear Bata products to school and socially, to get maximum experience of the product and share suggestions, content and concepts.
- Attend "board" meetings three times a year at the Regional Bata offices with an accompanying parent/guardian. "Board" meetings will be during school holidays to ensure schoolwork stays top priority. Proposed dates:
  - 18-21 June
  - 25-27 September
  - 4-6 December

### Youth that believe they can ride the board, enter to be part of the future.

To enter, all eligible youth can nominate themselves by completing a questionnaire, by 10 May 2019, and sending a photo themselves wearing their favourite pair of Bata shoes. Log onto [www.bata.co.za/bata-youth-board-of-directors](http://www.bata.co.za/bata-youth-board-of-directors) to fill in the application or visit Bata's social media platforms.

Bata is listening, so make sure that you have something to say!

For further information please visit [www.bata.co.za/bata-youth-board-of-directors](http://www.bata.co.za/bata-youth-board-of-directors) or email [bata@take-note.co.za](mailto:bata@take-note.co.za)

- **Tomy's 'That OG' campaign celebrates canvas originals** 19 Jun 2025
- **Win R200,000 in cash prizes with Toughees back-to-school competition** 27 Dec 2024
- **Toughees launches back-to-school campaign fronted by Makazole Mapimpi** 27 Dec 2024
- **Toughees expands into school accessories market for back-to-school essentials** 14 Nov 2024
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