

# ALL YOU NEED TO KNOW ABOUT AOM 2025

applications are closed

## ARTISANS OF MZANSI,

Without you, life as we know it would not be possible. We see you and want to shine a spotlight on **you, your business,** and the **artisanal industry.**

According to the National Development Plan (NDP) South Africa has a target of producing **30 000** artisans annually.

To achieve this, more than **60%** of high school leavers need to pursue some form of artisanal studies or apprenticeship. To reach this goal, we need to **change the perception** that society has about the trades as a career option.

Through the Artisans of Mzansi, we want to recognise and celebrate those who are using their **artisanal skills** and **entrepreneurial spirit.**

We want to spotlight **you so that you can serve as a relatable role model,** not only to the young people in your community but also to the aspiring trade students currently registered at Technical Vocational Education and Training (TVET) Colleges to consider entrepreneurship as a viable career option.



## ELECTRICAL

## CARPENTRY

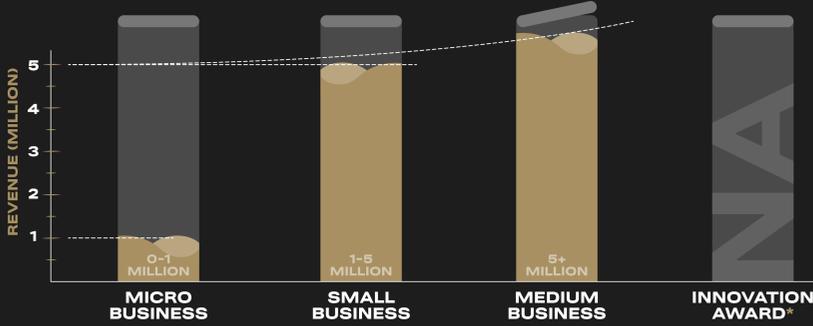


## PLUMBING

## CONSTRUCTION



THERE ARE **four different categories** THAT YOU CAN APPLY FOR, BASED ON DIFFERENT BUSINESS STAGES AND SIZES.



\*The Innovation Award is open to anyone, regardless of annual revenue, or number of years in operation.

Through the Innovation Award, we want to find those artisanal entrepreneurs who are thinking ahead and working on specific innovations that will change or are already changing the future of the trades.

### please note:

While you can purely apply for the Innovation Award, the winner of the award could come from any one of the three other categories.

## CAMPAIGN PROCESS

### PHASE 1 MAY TO JUNE

Complete an online application form before Monday, 30 June 2025.

### PHASE 2 AUGUST

Shortlisted candidates will be invited to a telephonic interview.

### PHASE 3 SEPTEMBER

Top 8 are invited to attend pitch readiness training.

### PHASE 4 SEPTEMBER

Final pitch and announcement of winners.

## MINIMUM REQUIREMENTS

### YOU QUALIFY TO APPLY IF YOU:

Own or are a 50% partner in a Trade Business

\*Example: Plumbing, Construction, Carpentry, Electrical, Installation, Renovations, General Repairs, or related fields.

Are a qualified artisan\*

\*You have taken a trade test in your respective field.

Are a South African citizen or have permanent residency.

Are not older than 50 years in 2025.

Run a formalised, ethical business.



## PRIZES

Above and beyond the mentorship and business advisory services for a year, plus marketing materials for their business (photos and a video) worth R50,000, winners of each category can expect the following cash prizes:

Micro Business	Small Business	Medium Business	Innovation Award
<b>R50k</b>	<b>R100k</b>	<b>R200k</b>	<b>R100k</b>

Should you require further information, or if you experience any challenges during your application process, please do not hesitate to contact us at:

Email: [agmakers@allangillgrayphilanthropies.org](mailto:agmakers@allangillgrayphilanthropies.org)  
WhatsApp: 066 579 7616

Good luck!

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