

Empowering KZN's young creative talent!



By Leigh Andrews

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Sad but true: Not enough is being done to uplift the previously disadvantaged in SA and to get more of those voices involved in the local creative industry. Here's how the Loeries' Creative Future Scholarship is making inroads.



Last year's Loeries Creative Future Scholarship finalists.

Greg Tregoning, the head navigator at Vega School of Brand Communications in Durban, has a passion for driving this cause, but could not do it alone. Luckily, the Loeries have stepped in, and over the last eight years have helped passionate and talented students live their dream.

For example, through sponsorship five years ago, Vega Durban ran two Imagination Labs, one in Westville and another in KwaMashu. In total, 50 students were given the opportunity to experience creativity and branding, with the best of those students selected to study further at Vega, at no cost. In the end, 15 students graduated with degrees, which is something Tregoning is immensely proud of.

Tregoning explains that this year's 10 finalists stand the chance of being awarded the Loeries Creative Future Scholarship, worth R500,000. But every year is different. For example, [last year](#) the Loeries and Vega School decided on five bursaries and scholarships in total. So depending on the finalist, further bursaries and scholarships to study may be awarded through Vega and sister brand Design School South Africa. He clarifies that there's no fixed number of scholarships or bursaries on the cards and that other educational institutes may also be invited to participate and award bursaries.

Reimagining the creative future

It's not a free-for-all though: Only Grade 12 learners based in KwaZulu-Natal, who come from a disadvantaged background, are eligible. Entries close on 4 July. The top candidates will then be invited to an interview and the recipient of the scholarship will be announced at the Loeries this August. The recipient will be allowed to select a course to study full-time at Vega in Durban.

Obviously judging who's truly worthy of receiving the scholarship is no easy task.

Tregoning explains the judging panel comprises Loeries CEO [Andrew Human](#), himself and various Vega lecturers. Other educational institutes may also be invited to participate this year.

It's a very special day for the applicants. After what he calls a "hectic day" of having their portfolios viewed by the judges, they complete a creative challenge and go through a gruelling interview, after which the winner is selected. The scholarship covers just about everything, ranging from fees and study materials to accommodation and living expenses. It also offers mentorship, internships and best of all, employment in the communications industry after studying. Everything you need to begin your creative future.

[Click here](#) for full application details and [here](#) for more info on the scholarship.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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