



SAIMC Engineering Futures Programme

How Member Insights Shape Our Strategic Direction

Presented by: **SAIMC NPC / Taskforce**





SAIMC Branches

- 3 Out of 8 branches are functional
- We tested the Power Hour concept with encouraging results
- Now it needs to be rolled out to non – functional branches and for members who do not fall within an branch area
- The content needs to be chosen very carefully – not just a duplicate of the current presentations

Why this Matters

- **What members told us (Survey 2025):**
 - Awareness is low
 - Engagement is inconsistent
 - Networking is the top value driver
 - Innovation & digitalisation are urgent needs
 - Members want more training & CPD
 - Time constraints are the biggest barrier
- **What the EFP solves:**
 - A national, structured programme that directly addresses these gaps.

The Four Pillars of the EFP



Skills Training

Partnerships & Ecosystem Rebuilding

Young Engineer Enterprise Incubator

Narrative & Outreach

- These pillars are now mapped to survey insights.



Survey Insights

2025 Member Survey



Awareness Isn't Where It Should Be

- “Even long-standing members are uncertain of SAIMC’s programmes.”
- “Frustrating, no communication and no leadership.”
- **EFP Response → Narrative & Outreach Pillar**
 - Clear national messaging
 - Branch-level communication packs
 - Monthly success stories
 - Visible leadership at branch events
- **KPI Alignment**
 - Increase programme awareness score from **3.5 → 4.5**
 - Increase website engagement from **52% → 80%**

Members Want Innovation & Digitalisation

- Top future focus areas:
 - Automation, robotics & AI (51%)
 - Digitalisation / Industry 4.0 (37%)
 - Cybersecurity (20%)
- **EFP Response → Skills Training Pillar**
- Training modules include:
 - AI & automation fundamentals
 - Industry 4.0 readiness
 - Cybersecurity for industrial systems
 - Digital engineering tools

Networking Is the #1 Value Driver

- “Create more opportunities for networking and business engagement.”
- “Networking with OEMs and industry leaders.”
- **EFP Response → Partnerships & Ecosystem Pillar**
 - OEM-partnered events
 - Cross-industry networking evenings
 - TVET + engineer collaboration days
 - National Engineering Work-Creation Challenge

Members Want More Training & CPD

- Training requests include:
 - PLC
 - SCADA
 - Instrumentation
 - Leadership & communication
 - CPD-accredited courses
 - Student work-readiness
- **EFP Response → Skills Training + Incubator Pillars**
 - Enterprise Skills Programme
 - Technical upskilling modules
 - Soft-skills development
 - Student readiness workshops

Time & Workload Are Major Barriers

- 51% cite competing work priorities
- 50% cite time/resource constraints
- **EFP Response → Programme Design Principles**
 - Short, high-value online sessions
 - Hybrid events
 - On-demand CPD content
 - Branch-level micro-events (45–60 minutes)

Members Want Better Communication

- Preferred channels:
 - Email (87%)
 - LinkedIn (54%)
 - WhatsApp (43%)
- **EFP Response → Narrative & Outreach Pillar**
 - Monthly email digest
 - LinkedIn content strategy
 - Branch WhatsApp broadcast lists
 - Simplified website navigation

Members Want Youth & Student Development

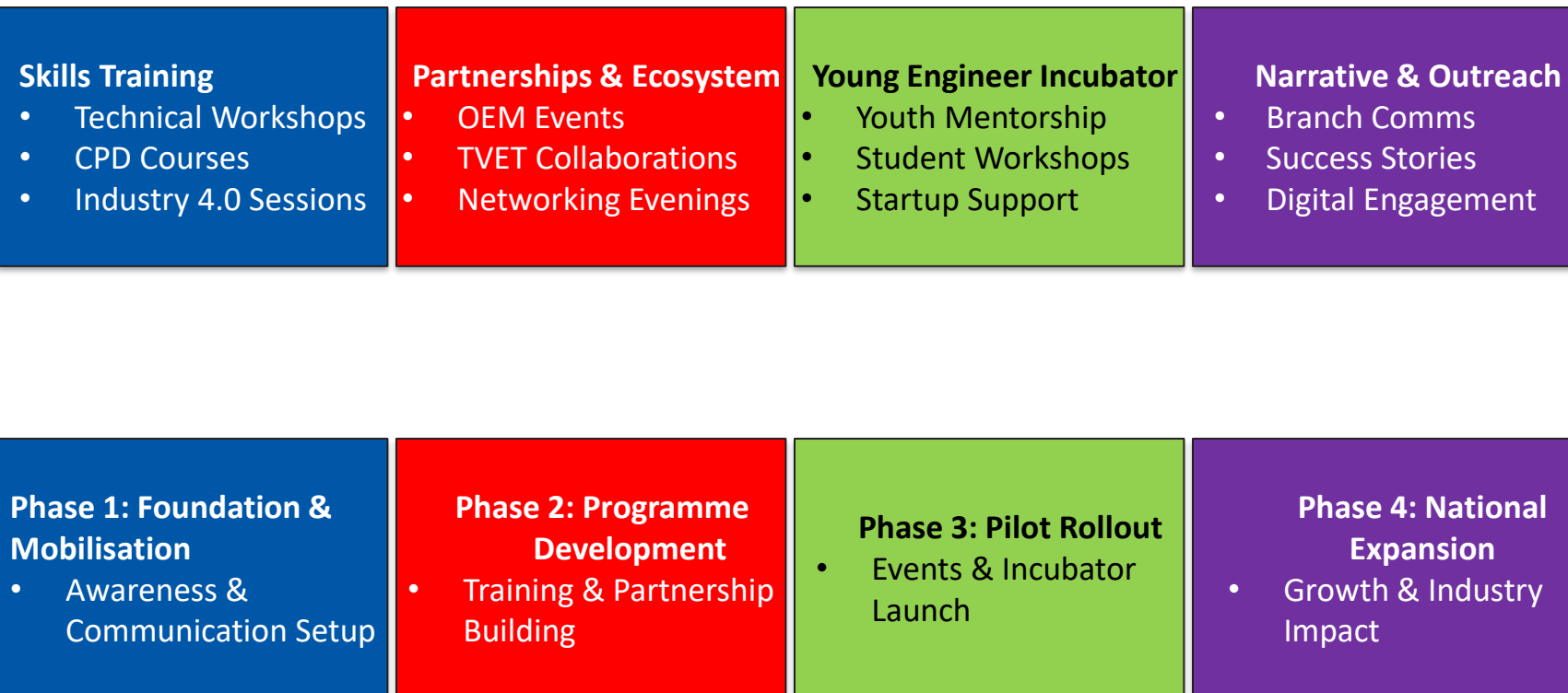
- “More youth involvement.”
- “Student-focused training.”
- **EFP Response → Incubator + Partnerships Pillars**
 - Young Engineer Enterprise Incubator
 - Student work-readiness programme
 - TVET collaboration projects
 - National student challenge

Mapping Survey Insights to EFP Pillars (Summary Table)

Survey Insight	EFP Pillar	KPI
Low awareness	Narrative & Outreach	Awareness ↑ to 4.5
Need for innovation	Skills Training	xx innovation modules
Networking gaps	Partnerships	xx % event attendance
Training demand	Skills + Incubator	xx trained/year
Time constraints	Programme Design	xx % online growth
Youth development	Incubator + Partnerships	xx students/year

SAIMC Engineering Futures Programme

Branch Rollout Map





IN CONCLUSION

International Power Hour

- Power Hour Goes International is only the beginning. This model opens the door to new possibilities such as national panel discussions, cross branch collaboration, shared learning programmes, and a unified technical calendar that serves the entire country.
- We are not replacing branch identity, we are amplifying it
- We are not centralising control, we are centralising support
- We are not reducing branch responsibility, we are empowering branch success.



THANK YOU

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