



Creator Connect **PROGRAM**

Application Guide for Interested Creators

**SHOWCASING CULTURE AND TOURISM
THROUGH LIVE CONTENT**

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CREATOR CONNECT Program:

Application Guide for Interested Creators

Showcasing Culture and Tourism Through Live Content

Welcome to the CREATOR CONNECT Program

Are you a passionate content creator, streamer, or youth entrepreneur aged 18–45 with a flair for storytelling and a love for South Africa’s culture and tourism? The **CREATOR CONNECT Program** offers a unique platform to live in a collaborative content house, produce live and digital media, and promote township and rural tourism experiences. By blending creativity with socio-economic impact, you’ll amplify local attractions, cultural heritage, and community businesses while building a sustainable digital career. This program is your chance to shine as a digital tourism ambassador, earn income, and inspire audiences across South Africa and beyond.

This document provides a comprehensive guide to the program, application requirements, and exciting reasons to apply.

Program Overview

The **CREATOR CONNECT Program** is a youth-driven initiative set in a dynamic content house environment, where 4–8 selected creators co-create and livestream engaging media. Focused on promoting South Africa’s tourism offerings—hidden gems, cultural narratives, and local businesses—the program combines live shows, daily vlogs, and shoppable experiences with themes of lifestyle, pop culture, and community development. Creators use cutting-edge tools like OVICO for tourism bookings, SINE-AI for content planning, and platforms like YouTube Live and TikTok to reach global audiences. Compensation is earned through a “Create-to-Earn” system based on engagement, bookings, and brand partnerships.

Objectives

- **Promote Tourism:** Establish a digital platform to showcase township and rural tourism through youth voices.
- **Empower Creators:** Equip participants with skills, tools, and exposure to monetize tourism-focused content.
- **Drive Impact:** Amplify local travel experiences and businesses, fostering economic and cultural growth.

Target Audience

- Content creators and streamers with a passion for digital media and tourism.
- Youth entrepreneurs (ages 18–45) eager to blend storytelling with socio-economic themes.

- Viewers in South Africa and the African diaspora interested in authentic travel and culture.
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Why Join the CREATOR CONNECT Program?

This program is a game-changer for aspiring creators who want to make their mark while celebrating South Africa's rich tourism and cultural landscape. Here's why you should apply:

1. **Monetize Your Creativity:** Earn through engagement, tourism bookings, brand deals, affiliate links, and viewer tips, with top creators potentially earning R5,000–R15,000 monthly.
2. **Build a Global Portfolio:** Showcase your live shows, vlogs, and tourism content to future employers, brands, or audiences, establishing yourself as a digital influencer.
3. **Master In-Demand Skills:** Gain expertise in livestreaming, content creation, tourism marketing, and digital entrepreneurship through mentorship and hands-on projects.
4. **Live the Content House Experience:** Collaborate with like-minded creators in a vibrant, fully equipped content house, fostering creativity and lifelong connections.
5. **Amplify Local Tourism:** Drive bookings and visibility for township and rural businesses, making a tangible economic impact in underserved communities.
6. **Join an Elite Network:** Become part of the Creator Connect Alumni Network for ongoing mentorship, brand collaborations, and career opportunities.
7. **Preserve Culture:** Promote South African heritage through storytelling, contributing to cultural preservation on a global stage.

Exciting Highlights

- **Live the Spotlight:** Star in weekly livestreams like Tourism Spotlight or Friday Explore Nights, reaching thousands of viewers on YouTube Live, TikTok, or Twitch.
 - **Virtual Auctions for Creators:** Pitch tourism experiences in OVICO's marketplace, earning commissions on bookings you inspire.
 - **Creative Freedom:** Design vlogs, challenges, or debates that reflect your unique style while showcasing South Africa's hidden gems.
 - **Brand Partnerships:** Work with top tourism boards and lifestyle brands, gaining exposure and lucrative sponsorships.
 - **Cultural Impact:** Be a voice for your community, sharing stories that celebrate township and rural life with a global audience.
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Application Requirements

To be eligible, applicants must:

1. **Be aged 18–45**, residing in South Africa.
 2. **Own a smartphone and basic recording tools** (or be willing to use provided equipment).
 3. **Have at least one active social media platform** (YouTube, TikTok, Instagram, or Twitch).
 4. **Demonstrate passion for tourism, culture, and storytelling.**
 5. **Be available to live in the content house** for the full program cycle.
 6. **Submit a creative pitch** (video or written) on why they should be selected.
 7. **Provide proof of identification** and digital portfolio (if available).
 8. **Consent to being filmed and livestreamed** throughout the duration of the program.
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Application Process

1. **Submit Online Application**
Includes a 90–120 second video or 300-word pitch:
“How I will use my creativity to inspire tourism and social impact.”
 2. **Shortlisting Based on Tier System**
Applications are reviewed using a multi-tier system curated by the **Board of Directors**, considering creativity, alignment with tourism promotion, and community storytelling potential.
 3. **Virtual Interview**
Shortlisted applicants will attend a 20-minute virtual interview.
 4. **Final Selection**
Successful applicants receive an offer and digital onboarding pack.
 5. **Onboarding & Content House Move-In**
Includes a 2-day orientation covering expectations, tools (like SINE-AI), and collaboration rules.
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Outcomes & Impact

- **Personal Development**
Creators graduate with an industry-ready digital portfolio, livestreaming experience, and monetization strategies.
- **Community Upliftment**
Content drives tourism to local businesses, boosting sales, visibility, and cultural pride.

- **Cultural Preservation**

Through storytelling, South African heritage is documented and shared globally.

- **Industry Recognition**

Top creators may be selected for brand ambassadorships or funded content projects post-program.

Frequently Asked Questions (FAQ)

Q: How long is the program cycle?

The cycle runs for **6–8 weeks**, depending on campaign themes and creator availability.

Q: Do I need to be a professional influencer?

No, emerging creators are welcome. Passion, creativity, and a willingness to learn matter most.

Q: Do I need to be a large-scale content creator?

Not at all. We support micro-creators and entrepreneurs building their digital voice.

Q: Are there any costs to join?

No. The program is **100% free**, including lodging, training, and tool access. Creators are expected to fund their own transport to the content house (stipends may be available).

Q: Can I apply as part of a duo or group?


Yes, duos can apply jointly, but everyone must submit a separate application and pitch video.

Q: What kind of funding or earnings are available?

You'll earn through:

- Engagement bonuses (R5,000–R15,000/month potential).
- Commissions on tourism bookings.
- Brand sponsorships.
- Viewer donations and affiliate links.

Q: What happens after the program ends?

 Graduates join the **Creator Connect Alumni Network**, gaining access to brand deals, continued platform support, and public speaking or hosting opportunities.

Ready to Apply?

The **CREATOR CONNECT Program** is your stage to merge creativity with impact, showcasing South Africa's tourism and culture while building a thriving digital career. Apply now to join a select group of creators transforming communities and inspiring the world.

Apply Now via our website www.digitaleconomyhub.org

Contact Us: Email **Ms Zinhle Khowa** info@digitaleconomyhub.org

We can't wait to see your talent light up the CREATOR CONNECT stage!