



OLUMS Successfully Launches Innovative Work-Integrated Learning Platform for Smarter Student Placements and Stronger Outcomes.

Johannesburg, 2 October 2025 - OLUMS proudly celebrated a major milestone in South Africa's education and workforce development landscape with the official launch of its groundbreaking Work-Integrated Learning (WIL) digital platform. Designed to seamlessly connect students, educational institutions and workplace mentors, the platform promises smarter placements and stronger graduate outcomes.

The launch event took place at the Amazon Web Services (AWS) Hub in Johannesburg, where the platform's server infrastructure is locally hosted, ensuring data sovereignty and regulatory compliance. The gathering brought together higher education institutions, industry leaders, SETAs, policymakers and EdTech innovators to discuss how digital transformation can reshape Work-Integrated Learning at scale.

"With OLUMS, chaos turns into clarity," said Dawn Moodley, Director of OLUMS, in her keynote address. She outlined the future of learning, graduate employability and digital innovation in higher education, emphasizing how technology can support students and institutions alike. The event was expertly moderated by Nompumelelo Khumalo, a celebrated cultural voice, award-winning media strategist and television host. The event was further enriched by insightful remarks from Sibongile Shabangu-Kekana, AWS Senior Partner Account Manager, who emphasized the transformative impact of strong public-private partnerships in driving education innovation and preparing future-ready talent.

A standout moment of the launch was the keynote presentation by Dr. Roelien Brink (PhD), Director of Cooperative Education at Tshwane University of Technology and leading researcher in Work-Integrated Learning. Her address, "Transforming Work-Integrated Learning at Scale", challenged institutions to rethink WIL design, management and support, especially in the face of growing student numbers, rising compliance demands, and rapidly evolving workplace expectations. Dr. Brink emphasized the value of evidence-based, technology-enabled solutions that provide holistic learner support while reducing administrative burdens for institutions.

The launch sparked dynamic discussions and yielded several critical insights:

- Digital WIL platforms are essential for scaling quality and ensuring compliance.

- Collaboration between academia and industry is key to student success.
- Real-time data and visibility enhance student outcomes and institutional decision-making.
- Technology should enable better learning experiences, not add complexity.

These reflections were reinforced by Founder of OLUMS, Kris Moodley closing the event with a call to action for institutions and employers to collaborate in advancing WIL initiatives.

From inspiring keynotes to hands-on demonstrations of the OLUMS platform, the launch reaffirmed the organization's commitment to transforming education through real-world learning experiences. OLUMS extends sincere gratitude to all institutions, partners and industry leaders who participated, including:

- Department of Higher Education and Training (DHET)
- BANKSETA
- Cape Peninsula University of Technology
- Tshwane University of Technology
- IIE Rosebank College
- MANCOSA
- Shuttleworth Academy & Consulting

Their engagement and shared vision are helping shape the future of Work-Integrated Learning and graduate employability in South Africa. The successful launch of the WIL platform marks the start of an exciting new chapter. OLUMS will continue to work with institutions and employers to enhance student placements, optimize learning outcomes and drive workforce readiness.

Book a FREE demo session with OLUMS: <https://olums.org/contact/>

**#OLUMS #WILPlatform #EducationInnovation #EdTech #WorkIntegratedLearning #AWS
#HigherEducation #GraduateSuccess #InnovationInEducation**

