



IONA BEUKES



I grew up in Mitchells Plain and was schooled there – academically and culturally. Mitchells Plain is where I had some of the worst things happen to me but it's also where I learned to not just survive but thrive. I matriculated in 1988 and went on to attain a National Higher Certificate in Residential Child Care. Child Psychology and Social Care were the subjects I connected with most. By the age of 20 I was living independently.

I've worked for two major companies, holding responsible positions at both of them. A career at Caltex Oil SA (Pty) Ltd. as a Specialised Accountant lasted seven years before moving on to work for e.tv in April 1999 where I stayed for more than eleven years.

After my almost twelve year career at e.tv, I decided to focus more on humanitarian work by starting a youth development project. My aim was to invoke positive change in communities, one young person at a time. I wanted to teach them values like human dignity, respect and accountability. Mostly I wanted them to experience unconditional love.

In January 2017 I started working at Bishops Diocesan College as a Music Department Administrator. This would prove to be the hardest job I have ever done and that's saying a lot because I had pressured jobs in the past. My greatest joy while in that space was being able to engage with and make an impression on young minds. I gave Bishops six years of dedicated service until I resigned in December 2022 to try my hand at changing the world again.

An opportunity was presented to me in September 2022 to join a team of presenters at Afrikaap Online Radio. There I got to spread a message of hope and encouragement through a show I conceptualised myself and named "Men UNpaused". It focused on men's mental health, emotional wellness and overall healing. My first edition of the show aired on 4 October 2022 and gained traction week on week. It was clear that there was a great need for this kind of content. Soon after this, I was given a second show which was so much fun to do. It aired on Friday afternoons and was aptly named (by me) "The Week-ENDER". This assignment concluded at the end of July 2023.