

# Career Information for a changing world

*2<sup>nd</sup> Annual Career Development Conference*  
**CAREERS IN A CHANGING WORLD**  
*28-29 June 2018*

Rènette du Toit

“Information serves no purpose unless it attracts attention by its relevance, practical use and positive impacts on people’s lives...”



## 21<sup>ST</sup> CENTURY REALITY

- Way in which work is organised is shifting in response to political, economic, social, environmental and technological influences
- Changes are happening at all levels from global changes through to the decisions made in individual firms about business models, training, restructuring and pay
- Changes notably trends around business models, automation, outsourcing and demographic shifts
- Growing inequality, lengthening youth transitions to the workplace and increasing labour market polarisation
- Employers less willing to make long-term commitments to employees - expect flexibility concerning the roles and tasks employees will perform
- Time honoured career strategies such as pursuing established qualifications are no longer paying off for all and some existing career structures appear to be weakening
- Even in economies with high unemployment, employers continue to report skills shortages and skills misalignment
- Job security does not reside in employment but in employability - workers who wish to sustain their employability have to learn new skills regularly



## 21<sup>ST</sup> CENTURY REALITY

***Careers are now increasingly being seen, not as being “chosen”, but as being constructed through a series of decisions about learning and work, throughout life...***



## CAREER INFORMATION

- Role (Importance)
- Features
- Type
- Channels

## ROLE

- Role of Career Information in SA even more powerful as a tool in the transformation of individuals and society
- Not only to help citizens to make immediate decisions
- Part of services that assist to develop lifelong career management skills



## ROLE...continue

- Look at Career Information in the context of what happened the last couple of years in South Africa
- On 19 February 2014, Cabinet approved the development of a national policy for career development services, an implementation strategy and a consultation process across all spheres of government
- It mandated the Minister of Higher Education and Training to lead and coordinate Career Development Services (CDS) in the country (including **Career Information**)
- It noted that a coordinated CDS is urgently needed to ensure that youth, students, underemployed workers and unemployed citizens have access to **quality Career Information** and career services
- Centralisation of **Career Information** – more accessible, DHET organising, systematising, making **Career Information** available when and where people need it
- On 20 April 2017 the National Policy for an Integrated Career Development System for South Africa was published with high emphasis on **Career Information**



## ROLE...continue

### **Government committed to:**

- lead, monitor, support and evaluate the establishment, maintenance and sustainability of a Career Development Information System with relevant staff
- ensure sharing of information among mandated CDS stakeholders
- ensure that there is no unnecessary duplication of information
- ensure that all data related to career development is accurate, complete, relevant, valid and easily accessible
- ensure that the System is flexible enough to cater for generic and sector-specific career development data
- identify and engage with the range of specialist expertise needed to make the System functional and dependable





## SOURCES AND MANAGEMENT

- DHET well-positioned at the intersection of the education and training system and the labour market (supply and demand)
- HEMIS
- NLRD (SAQA)
- CAS
- OFO
- LMIS
- SETAs – SSPs
- ESSA (DoL)
- NSFAS

## FEATURES OF CAREER INFORMATION

- Relevant
- Consistent
- Complete
- Accurate
- Easy to understand for different user groups
- Easily available



## TYPE

- Career planning information
- Education and training information
  - ▷ learning pathways
  - ▷ entry requirements
  - ▷ courses
  - ▷ financial information
- Occupations (description of roles, nature, etc.)
- Labour market information
- Active Labour Market Programmes



## LABOUR MARKET INFORMATION

- Trends in employment and self-employment (national, regional & local)
- Work environment
- Salaries
- New jobs
- Skills needs and skills mismatches (future demand)
- Transferability between occupations and sectors
- Developments in education and training to enhance employability
- Equal opportunities

**What are the chances of getting a job?**

**Strong demand for qualified chefs**

The job of chef appears on Immigration New Zealand's long-term skill shortage list. This means the Government is actively encouraging skilled chefs from overseas to work in New Zealand.

The shortage of chefs is caused by:

- too few people doing chef training
- many chefs leaving to work overseas, where they can get better pay
- a high number of chefs leaving the profession – only 42 of every 100 cookery graduates are still in the industry after five years



## CHANNELS

- National Career Advice Portal (NCAP)
- Khetha Career Website and Mobi-site
- Central CDS Information Hub
- Khetha Radio Programmes broadcasting on national and community radio stations
- TV shows
- Multi-channel Career Advice Helpline
- Printed publications
- Network of walk-in centres
- Career exhibitions and expos
- National campaigns, e.g. 'Apply Now!', 'Take 5' and the Mandela Day Career Development Festival
- **SMS Services:** 072 204 5056
- **'Please Call Me':** 072 204 5056
- **Phone:** 086 999 0123 (Mon-Fri: 08:00 to 16:30)
- **E-mail:** [careerhelp@dhet.gov.za](mailto:careerhelp@dhet.gov.za)
- **Website:** [www.careerhelp.org.za](http://www.careerhelp.org.za)
- **Facebook:** [www.facebook.com/careerhelp](http://www.facebook.com/careerhelp)
- **Twitter:** [www.twitter.com/rsacareerhelp](http://www.twitter.com/rsacareerhelp)
- **Mobile Site:** [mobi.careerhelp.org.za](http://mobi.careerhelp.org.za)
- **National Career Advice Portal:** <http://ncap.careerhelp.org.za>
- **Walk-In Service:** 123 Francis Baard Street, Pretoria

**345 420**

Unique users visited online platforms, 58%  
through mobile services

**754 209 views**

NCAP mobisite

**540 549 views**

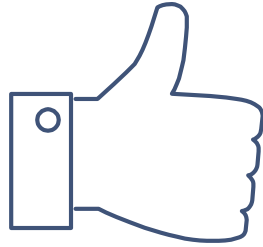
NCAP web version





## SECRET OF SUCCESS...

- Integrated Career Development Information Strategy
- Integrated and centralised Career Development Information System
- Dedicated Information Services Team



**THANKS!**