

CAREER EXPO REPORT

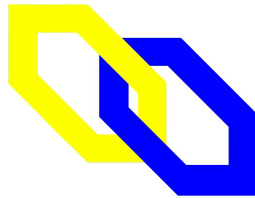
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1 INTRODUCTION

The Middelburg Chamber of Commerce and Industry (MCCI), Steve Tshwete Municipality (STM) and the German Development Cooperation (GTZ) did an investment climate study of the area. This study highlighted the skills shortage in the local municipal area. The above contributed to the decision in 2009 to host a Local Career Day and was so successful that we decided to arrange a local Career Day 2011 and to have this as an annual event.

MCCI and STLM together hosted the local Career Day 2011.

The event took place at the Eastdene Community Hall – 16 to 18 March 2011.

It is a successful way of exposing the learners in the municipal area to local career opportunities. The main outcome was to address the local demand and the supply on skills development which are not balanced. Awareness needs to be created amongst scholars on what opportunities this area contains and needs.

1.1 WHO PARTICIPATED

1.1.1 Exhibitors

The exhibitors such as local businesses, government departments and **training colleges** were invited to participate. All the exhibitors explained the opportunities to the scholars that existed within their different industries. The industry career paths were also explained to the scholars. The following exhibitors participated (listed in alphabetical order):

- *Chistelike Maatskaplike Raad (Christian Social Council) - CMR*
- *Columbus Stainless (Pty) Ltd*
- *Eskom*
- *Kanhym Estates*
- *Manufacturing and Engineering Sector - Merseta*
- *Middelburg Chamber of Commerce & Industry*

- *Mpumalanga Tourism and Parks Association - MTPA*
- *Nkangala FET College*
- *Samancor Chrome*
- *Steve Tshwete Local Municipality*
- *TDM Powered*
- *Tshwane University of Pretoria - TUT*
- *Universal College Outcomes - UCO*

1.1.2 Schools

24 schools participated and attended the Career expo with a lot of expectations and the overall feedback was satisfying. The teachers were impressed and many said that it was the first time for them to actually professionally have their scholars assessed. The scholars never had such an opportunity before.

List of schools that participated (in alphabetical order):

- *Alex Benjamin Senior Phase School*
- *Bankfontein Combined School*
- *Eastdene Combined School*
- *Ekwazini Secondary School*
- *Hendrina Combined School*
- *Hoërskool Kanonkop*
- *Imbhabala Combined School*
- *Kwazamokuhle Secondary School*
- *L.D. Moetanalo Secondary School*
- *Makhathini Primary School*
- *Maziya Combined School*

- *Middelburg Combined School*
- *Middelburg Muslim School*
- *Mkhulu Combined School*
- *MMS Combined School*
- *Mphanama Secondary School*
- *Phumelela Secondary School*
- *Poolzee Combined School*
- *Sofunda Secondary School*
- *Sozama Secondary School*
- *Steelcrest High School*
- *Tshwenyane Combined School*
- *Tsiki Naledi Secondary School*

1.1.3 Public

Citizens from the local community also walked through the exhibition hall and supported this event.

1.2 PACE CAREER CENTRE

PACE Career Centre was again asked by MCCI to participate in the career expo in order to assist with the scholar assessments. PACE Career Centre explained the opportunities in the area within various industries, this created awareness of the demands in the local skills shortage.

Scholars were provided with an orientation to the world of work as learners arrived at the exhibition. The learner's then went into an assessment area, after the assessment the learners were categorized into respective fields. The groups were then addressed to cover specific industries related to the group. After the group discussion scholars had

the opportunity to study the posters with career information on that is specific to the career field.

The key outcomes:

- Each scholar was given brief formal career guidance.
- Assessment gave scholar a more of an idea what to discuss with exhibitors.
- Schools and Teachers were provided with much needed resources to be able to provide assistance to scholars with career choices.

2 SUCCESSES

- The expo was well marketed with brochures that were distributed in Witbank/Middelburg Pick and Pay, Midwater Centre, Wonderpark Centre, Tshwane University of Technology and Nkangala FET Colleges. Posters were set up throughout the town. Newspaper advertisements were placed in the Herald, Observer and Beeld. Radio distribution through Radio Kragbron and Radio Platorand news flashes and the community diary; emails to Chamber members and text message service method were also used.
- Press releases will also go to opportunity magazine, Mpumalanga Beeld, Middelburg Observer and Herald.
- 24 Schools participated
- Over 1700 scholars where assessed with PACE Career Centre
- Overall 3000 scholars came through the doors of the Expo Centre over the 3 days
- Overall flow of the career expo managing the scholars
- Exhibitor manual was sent out to all exhibitors explaining times, venue direction and all necessary information needed

- Department of Education Career Guidance Truck was a huge success

3 RECOMMENDATIONS

- Timing of school slots and bus schedule

4 CONCLUSION

Participation and enthusiasm of scholars and teachers and exhibitors the career expo was celebrated as successful.

The expo was well organized and greatly beneficial to all participants said Mr. Dennis stead from PACE Career Centre.

All participating schools did each receive a career goodie bag.

MCCI and STLM would like to thank all the exhibitors for the effort they made with their stands and their enthusiasm around this event. The schools who gave their learners the opportunity to participate in the Career expo 2011,

The Department of Education informed MCCI that this Career expo will be an annual event on their calendar.

MCCI and STLM thank all participants as their involvement ensured the success of the Career expo 2011.