

Mentorship/Coaching & Job Fair Programme

Stay ahead of competition and hit the ground running

FoodBev International Consulting (Pty) Ltd



Empowering & Inspiring Excellence

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22 Groentjie Crescent, Nina Park Akasia
Pretoria, 0182, South Africa

Tel: +27 12 5421192 Cell: +27 637718291

Email: kotsa@foodbevconsult.co.za; info@foodbevconsult.co.za

Website: www.foodbevconsult.co.za

1. What is the Gijjima Work Ready Programme?
2. In what practical ways is Gijjima addressing the challenges of graduate unemployment?
3. In what specific ways have previous participants benefited from the programme?
4. What are potential areas for partnership with the NRF? (Consideration should be given to informal ways of partnership in the short term, with the possibility of a formal partnership in the future. For example, could graduates who are unemployed at the end of their DST-NRF internship programme be referred to Gijjima?)

Background

The official unemployment rate in South Africa stands at a staggering 25.6%. (<http://www.stanlib.com/ECONOMICFOCUS/Pages/SAunemploymentrateincreasedto256inQ22013.aspx>). This is extremely high by global standards. Importantly, it is believed that 75% of SA's unemployed are younger than 35, while the unemployment rate among people aged less than 25 is over 50%. High unemployment is exacerbated by a school drop-out rate of between 13 and 15% in 2014, according to the Basic Education Department. The unemployment rate among graduates is however much lower at less than 6%, highlighting the need for good quality education to reduce unemployment and grow the economy.

The South African economy will benefit if young people are healthy, receive education of good quality, are able to find work and become active participants in their societies. As the International Labour Organization (ILO, 2006: 1) pointed out, "young men and women are among the world's greatest assets. They bring energy, talent and creativity to economies and create the foundations for future development"; however, "without a stake in the system [young people] are more likely to become alienated and to engage in anti-social behavior" (Freedman, 2005: 4). Indeed, evidence from several countries has demonstrated that failure to invest in young people can turn their potential assets into stubborn – even explosive – problems, while investing in them can accelerate the fight against poverty, inequity and gender discrimination (UNICEF, 2011).

Although the unemployment rate among graduates is at less than 6%, there is the notion of under-employment, job satisfaction, job enrichment, professional development and growth.

These are aspects of employment, and particularly graduate employment that are largely ignored when employment of graduates is under discussion.

The above statistics of graduate unemployment rate of less than 6% is the national average. Aggregated by gender, ethnicity and historical economic background, unemployment among HDI groups is much higher than this national average. There is also a realisation that University graduates, particularly in the HDI groups, are not work ready upon graduating. There are skills knowledge gaps between tertiary education and industry requirements that mainly affect these graduates. Graduates often lack fundamental technical and soft skills that are required for the job. Most of them even lack basic knowledge of techniques and skills that employers look for during job interviews and recruitment process for a job. There are basic soft and technical skills that graduate students and unemployed graduates need to know in order to become gainfully employed that are not necessarily taught during tertiary education. Furthermore, when the graduate students are given an opportunity to work they often perform dismally if they are not given proper coaching and mentorship. Without adequate assistance, it often takes up to 18 months for a graduate employee, particularly from the disadvantaged tertiary institutions and backgrounds, to become fully productive. This leads to frustrations to both the new graduate employee and the employer leading to lost job opportunities, low productivity and wastage of resources.

There is lack of cultural capital investment towards preparing young people for employment particularly among graduate job seekers from poorer and historically economic disadvantaged communities. Rural and township economy dynamics in these communities also do not favour job seekers as young people are quickly sucked up in a cycle of poverty. Once graduate students leave tertiary institutions and return to their rural homes or townships they get entangled in the vicious cycle of poverty, low self-esteem and confidence, limited or lack of exposure to the job market, leading to failure to become gainfully employed. There is need for deliberate and targeted interventions to harness talent and expose undergraduate students in their final years of tertiary education and those in the rural and township to the job market and network them with potential employers.

The aim of this programme is to bridge the gap between University Training and world of work. We aim to reduce the proximity between job seekers and the work and equip graduate job seekers and final year tertiary students with the pre-requisite knowledge and skills required to become gainfully employed. We also aim to connect graduate unemployed youth interested in enterprise and small business development with potential funders and business development consultants with the aim of promoting entrepreneurship and small business start-up. We aim to partner with employers and prepare graduate job seekers to become employable hence incentivising employers to employ young graduate. We aim to

create a virtual social media networking platform where information on jobs and job requirements can disseminated to members. A job advertising network will be created.

The programme will include a student mentorship / employment coaching courses to equip less advantages students at selected tertiary institution (TUT) to equip them with information and soft skills required to enter the job market.

Specific Objectives

- 1) To equip students from previously disadvantaged communities at historically disadvantaged Higher Education (HE) and Technical and Vocational Education and Training (TVET) institutions with information and skills to enter the job market.
- 2) To mentor and coach students from previously disadvantaged communities at HDI and TVET, in technical and practical skills including ICT required by industry
- 3) To create a networking and recruitment platform which brings employers and job seekers together
- 4) To instil a culture of professional work ethics among students and job seekers. To support and accelerate individual professional career development.
- 5) To develop work related skills and strengthen individual competitiveness at the work place
- 6) Develop future leaders and provide sustainable pipeline of talent to the food industry.

Target Group

Previously disadvantaged students at HE and TVET institutions in the following disciplines:

Food Science,
Food Technology,
Biotechnology
Nutritional Sciences,
Chemistry,
Biochemistry,
Microbiology
Engineering

Activities

A) Mentoring / Coaching Programme

Course Content

- CV and Interview Preparation including Role Play – interview techniques and preparation, competitive CV - - how to get selected for the job out of 10 candidates
- Communication (Business emails, internal company communication, reporting), Innovative thinking and problem solving, teamwork,
- Work expectations, international standards and best practices. Bridging between academic training and on the job technical requirements (Industry Standards – BRC, HACCP, ISO 22000, FSSC 22000, ISO17025, legislation, Auditing)
- On the Job Technical Requirements (Important elements and new trends to be discussed during the course)
- Degree Qualifications vs Types of Jobs available – Technical (production, processing, manufacturing), Food Safety and Quality, Laboratory testing, Research and Development, Dairy, Bakery, Hotel & Catering, Sales & Marketing, Management etc
- Professional development Opportunities
- Inducting fresh talent into the industry
- Salary negotiation
- Recruitment Agents

Other benefits of the programme that students who participate in this programme will gain are as follows:

- 1) Participants to the programme will be registered in an email / whatsapp database and will be given information about jobs and career opportunities in the industry.
- 2) One-on-one engagements will be done with group members who need any form of advice or assistance.
- 3) Participants will be provided with interview guide and tips when they are called for interviews and assist them with job searching until they get a job

Duration: 2 x 4 hours (09h00 – 13h00)

Cost: R200 per person per session

Venue: TUT

Dates: Last Saturday of the month – July, August, Sept, Oct,

B) Job Fair Programme

Duration: 1 day symposium

Funding Logistics

Venue: Innovation Hub

Transport: University and own transport

Meals: Industry sponsorship

Tentative Date: 26 September 2015

Programme

Morning

Plenary Section – the Dti, the Innovation Hub, Government and Industry Representatives

Topics:

Food Industry in South Africa: prospects or challenges in employing new graduates

Opportunities for Employment: Technical (production, processing, manufacturing), Food Safety and Quality, Dairy, Bakery, Hotel & Catering, Sales & Marketing, Management etc

Gaps between Academic Curriculum and Industry Requirements

Further Education and Professional Development: Post Graduate Studies, Industry

Experiential Training (internships)

Funding for Start-up companies: the Dti

Incubation and mentorship opportunities: Innovation Hub

Exhibitions: Company Stands

Afternoon

Breakaway Sessions – Discussion groups various on gaps and challenges in the various Disciplines in Food and Sciences Industries. Gaps between academic curriculum and Industry Requirements.

Networking between candidates and employers

Refreshments

For Further Information on the Job Fair and mentoring / coaching programme and to register please contact us on:

FoodBev International Consulting (Pty) Ltd,
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