



*Equipping Career Development Practitioners*

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**Mr Buti Manamela, MP**  
**Deputy Minister**  
**Higher Education, Science and Technology**

Thank you very much for that introduction and also thank you to the Program Director for directing this program. Let me extend greetings to the Chairperson of the South African Career Development Association, Dr Boitumelo Diale, also to the CEO, Mr Chris Beukes and representatives from the ETDP SETA, the Acting CEO of MERSETA, Mr Wayne Adams, Unisa and also Career Development Practitioners, yourselves, from all over the country.

It gives me great pleasure to be here today to be engaging with you as part of your annual congress, which I'm told is the first, but I would also like to acknowledge Prof Maria Eduardo from Portugal, Ms Jan Ellis from the United Kingdom and also Prof Mary McMahon from Australia and I want to say to them, welcome to South Africa.

And thank you for agreeing to share your expertise with our country and our Career Development Practitioners and I hope you enjoy your stay here in our beautiful country. It's winter now, but probably from the different countries that you come from, this is actually mild from the winter you may be used to, but hope you have fun here.

Please allow me to make some remarks about the need and importance of career development and the career development system, as well as the fourth industrial revolution and its implications for career development. Career development in our country is recognised and protected in section 22 of our Constitution, which states and I quote: *"Every citizen has the right to choose their trade, occupation, or profession, freely. The practice of a trade, occupation, or profession, may be regulated by law."*



Our national policy for an integrated career development system for South Africa, points towards a coherent system with multiple stakeholders developing different elements of the service delivery. It notes that government has a key role to play, but should not be viewed as a sole provider. Professional organisations, non-profit organisations and the private sector, have a crucial role to play in the provisioning of career development services.

A key policy theme in the national policy, is co-ordination and leadership in the career development system. Government has a key role to play through our department, the Department of Higher Education, Science and Technology and the Department of Basic Education, the Department of Public Service Administration, the Department of Labour and Employment and also the National Youth Development Agency. Career development practitioners are also critical for good co-ordination and relationship in the career development system.

The South African Career Development Association and the Annual Career Development Practitioner Congress, are important platforms for career development practitioners to gather, make inputs, speak with one voice and more importantly, advance, move the career development service agenda forward. You should not underestimate the role that you play as professionals, in moving our country forward. A lack of relevant, high quality career development services, leads to poor higher education choices. It results in many young people leaving, or dropping out of institutions early, believing that they made the wrong career choices. Our high dropout rates are a testament to this and actually concerning to us, as government. It means that we are spending valuable financial resources on students who will not complete their studies. This is not a wise investment of our resources and also a waste in terms of human resource, nor is it an astute plan for inculcating the skills that we need to grow our economy.

Career development services has a rippling effect. Last week, as you heard, the President, during his State of the Nation Address and in his address, he lamented the high youth unemployment rate, describing it as a national crisis. He put forward the need to create two million jobs for youth in the next decade. Now career development professionals

need to be in the front and centre of this initiative. More than ever, your services are needed to help individuals, especially young people, make informed decisions about their learning and career paths and that leads to jobs.

The President also mentioned the need to absorb young people in sectors where demands for jobs are growing, such as the digital economy and the fourth industrial revolution, also known as Industry 4.0. Within the turbulent job market, empowering youth and others with relevant career developing information, holds the key to creating an adaptable and employable workforce, able to survive and thrive in the fourth industrial revolution. Industry 4.0, requires the provision of relevant career development information to the younger generation, so that they can make decisions to ready them from the coming wave of automation.

But a career no longer entails the same job for a lifetime, as we've seen the flexibility and mobility of young people in-between different careers in the recent past. A career in the fourth industrial revolution, is seen as the portion of work and life experiences, comprising the entire lifespan of a person, leading towards decent and meaningful work. Career development must therefore aim beyond the mere matching a young person to a job. The career development practitioner must include in their stakeholder base, others that are required to make multiple career transitions, as part of a lifelong integrated process.

Industry 4.0 career development is not based on the past, or the present, as the present jobs are becoming redundant, re-categorised and reorganised. The 2016 World Economic Forum Report, estimated that 65% of children entering primary school today, will ultimately end up working in completely new jobs, that do not yet exist. Now Industry 4.0 career development, must equip young people and others to develop career adaptability skills. This is critical, because job redundancy, transformation and the emergence of new jobs, will require multiple transitions, continuous development and acquisition of emerging skills.

Industry 4.0 career development, must inform the career decisions of young people and others, in such a way that they will not be one of the people replaced by technology. This requires an emphasis on both professional, technical and soft skills and by including

personal resources such as creativity, innovation and problem solving, employability is promoted which reduces threat of job losses and the potential negative consequences of the fourth industrial revolution.

Industry 4.0 career development, must dispel the fear that individuals, both young and old, have regarding their future. We must emphasise that since this is the fourth industrial revolution. Therefore there have been preceding revolutions in the past, which changed the way in which humanity lives, which changed the way in which humanity subsists, which changed the productive relations and all forms of association amongst us as human beings and therefore, we have survived all of those. But I think what is important, is how each generation defines its response to progress that itself makes and that they, or us, should not be under the dictatorship of this current industrial revolution, but that it should be under our whims and that we shouldn't establish it as a threat, but as a form of necessary development.

The Hays global skills index found that more jobs will be created than destroyed by the fourth industrial revolution. So let's not lose hope, but rather innovate and educate. The fourth industrial revolution will transform, in my view, rather than destroy careers. May you, as critical role players in the career development process, excite and empower youth and others to make critical career decisions and develop personal resources that enable them to continuously adapt to the changing world of work.

I reminded you earlier that you must not underestimate your role as career development practitioners. You bring the skills, expertise, tools and a body of knowledge to help and assist individuals, so that they can be informed, so that they can make informed decisions about their learning, their career paths, their educational choices and their employment choices. And therefore your work is very, very important and I wish you very well in your conference and in your deliberations, but more importantly, in the work that lie ahead. Thank you very much for listening.