

**ADDRESS BY THE DEPUTY MINISTER OF HIGHER  
EDUCATION SCIENCE AND TECHNOLOGY, MR BUTI  
MANAMELA, TO THE ANNUAL CAREER  
DEVELOPMENT PRACTITIONER CONGRESS**

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**EMPERORS PALACE, GAUTENG**

Programme Director

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Career development practitioners from across South Africa

It gives me great pleasure to address you today at your annual congress. I would also like to acknowledge Prof Maria Eduarde from Portugal, Ms Jan Ellis from the United Kingdom and Prof Mary McMahon from Australia – welcome to South Africa. Thank you for agreeing to share your international expertise with our country. I hope that you will enjoy your stay in South Africa.

Please allow me to make some remarks about the need and importance of the career development and the career development system as well as well as the 4<sup>th</sup> Industrial Revolution and its implications for career development.

Career development in South Africa is recognised and protected in Section 22 of our Constitution which states: “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 sole provider. Professional organisations, non-profit organisations and the private sector have a critical role to play in the provisioning of career development services.

A key policy theme in the national policy is coordination and leadership in the career development system. Government has a key role to play through the Dept of Higher Education Science and Technology, the Dept of Basic Education, the Dept of Public Service Administration, the Dept of Labour and Employment, and the NYDA. Career development practitioners are also critical for good coordination and leadership 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 input, speak with one voice and move the career development services agenda forward.

Do not underestimate the role of career development professionals in moving our country forward. A lack of relevant, high quality career development services leads to poor higher education choices.

This results in young people leaving or dropping out of institutions early, believing that they made the wrong choice. Our high dropout rates are a testament to this. It means that government is spending valuable financial resources on students who will not complete their studies. This is not a wise investment of resources. 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 President Cyril Ramaphosa presented the State of the Nation Address and in his address he lamented the high youth unemployment rate describing it as a national crisis. The President put forward the need to create two million jobs for youth in the next decade.

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 that leads to jobs.

The President also mentioned the need to absorb young people in the 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 adults with relevant career development information hold the keys to creating an adaptable and employable workforce able to survive and thrive in the 4<sup>th</sup> 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 for the coming wave of automation. But a career no longer entails the same job for a lifetime. A career in the 4<sup>th</sup> Industrial Revolution is seen as the pattern 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, adults that are required to make multiple career transitions as part of a life-long 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 re-organised. 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.

Industry 4.0 Career Development must equip young people and adults 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 adults in such a way that that they will not be one of the people replaced by technology. This requires an emphasis on both professional, technical and soft skills. By including personal resources such as creativity, innovation and problem solving, employability is promoted which reduces the threat of job losses and the potential negative consequences of the 4<sup>th</sup> Industrial Revolution.

Industry 4.0 Career Development must dispel the fear that individuals, both young and old have regarding their future. The HAYS Global Skills Index found that more jobs will be created than destroyed by the 4<sup>th</sup> Industrial Revolution. So let us not lose hope but rather innovate and educate.

The 4<sup>th</sup> Industrial Revolution will transform rather than destroy careers. May you as critical role players in the career development process excite and empower youth and adults to make 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 under-estimate your role as a Career Development practitioner. You bring the skills, expertise, tools and a body of knowledge to help and assist individuals so that they can make informed decisions about their learning, their career paths, their educational choices and their employment choices.

Your work is important. I wish you well in your Congress.

I thank you.