Middelburg Chamber of Commerce & Industry

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EXECUTIVE SUMMARY

After the Business Investment Climate (BIC) study, the main concern highlighted was that there is a huge skill shortage in the local Municipal area. The local demand and the supply on skills development are not balanced and awareness should be created amongst scholars on what opportunities the area contains.

The Middelburg Chamber of Commerce & Industry, the German Development Cooperation and Steve Tshwete Local Municipality attempted the establishment of a local annual career day in May 2009 at Riverside Estate in Middelburg.

Last year Exhibitors: BHP Billiton, Nashua, FET College, Standard bank, Kanhym Estate, Steve Tshwete Local Municipality, Middelburg Chamber, Thos Begbie, Samancor Chrome, Mpumalanga Stainless Initiative and the Mpumalanga Tourism and Parks Agency all explained the opportunities that existed within different career paths.

Schools attended the Career day with a lot of expectations and over a 1000 scholars walked through the exhibiting hall. PACE Career Centre done assessments on all the interested scholars and over 800 assessments were completed during the Career Expo.

All participating schools did each receive a career goodie bag, which included: a CD/Career workbooks/Career directory, which discuss more than 800 careers/brochures from participating companies. The schools can keep the information and the scholars can access the information on a convenient time and to research different careers and the different career paths.

After the huge success the career expo will now be an annual event.

The total amount needed for the career expo 2010 will be **R100, 000.00 (only one main sponsor – to get all the marketing exposure)**.

As you can see there is a great need for this career expo. This annual career expo will grow and expand the local economy.
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1 INTRODUCTION

The Chamber will manage the project as well as overall planning of this event. We will look at a venue in town to accommodate the scholars. Stands will be sold to interested exhibitors.

Chamber will be responsible for schools participation and also colleges in the area.

PACE career centre will assist again with career guides, facilitators and assessments.

Transport need to be covered by sponsorships to prevent transport failure.

Marketing the event is a primary focus, and the radio stations (Radio Platorand, Radio Kragbron, GMFM and Mpower), and local newspapers (Observer, Herald, Witbank News) will be used as medium. Brochures and posters will also be printed and distributed throughout Steve Tshwete LM. TV will also be invited (Kyknet, Fiesta, SABC).

The Mayor of Steve Tshwete will again be invited to open the expo and all protocol will be invited.

Press releases will also go out to Beeld, Observer and Herald. Reports will be given to each exhibitor of the Career Expo.

2 GOALS AND OBJECTIVES

It has become clear that the local industry requirements, with specific reference to technical skills are not being met. The purpose of the career day is to expose the local youth between the ages of 16 – 18, to career opportunities in the Steve Tshwete Municipal area.

Different corporate organisations will exhibit the career opportunities in their business; discuss the opportunities of the different industries and how to get educated if interested. Speakers will be present on the day discussing specific careers. A local career guide will be given to the learners to take home.
3   COST SUMMARY

For the career expo 2010 the required money that needs to be allocated is the amount of R100, 000.00. The venue hire, transport fees, the Consultation Company, marketing (emails, brochures, posters, newspaper and radio) can all be covered with the estimated amount.

The money will ensure exclusivity of the event (marketing and exposure). Middelburg Chamber will handle all other admin related to the career expo.

4   CONCLUSION

Your support and participation of the Local Career Day is very important and will have a direct and positive influence in closing the skills gap.

Middelburg Chamber and Steve Tshwete would like to thank all the exhibitors for the effort with the stands and the enthusiasm around this event, and also would like to thank the schools for their participation.
5 FEEDBACK FROM CAREER EXPO 2009