



**JOB OPPORTUNITY INDEX
REPORT**

June 2011

**JOB OPPORTUNITIES IN THE WHOLESALE AND RETAIL SECTOR
in the South African Labour Market**

**Head office, Technopark
Centurion**

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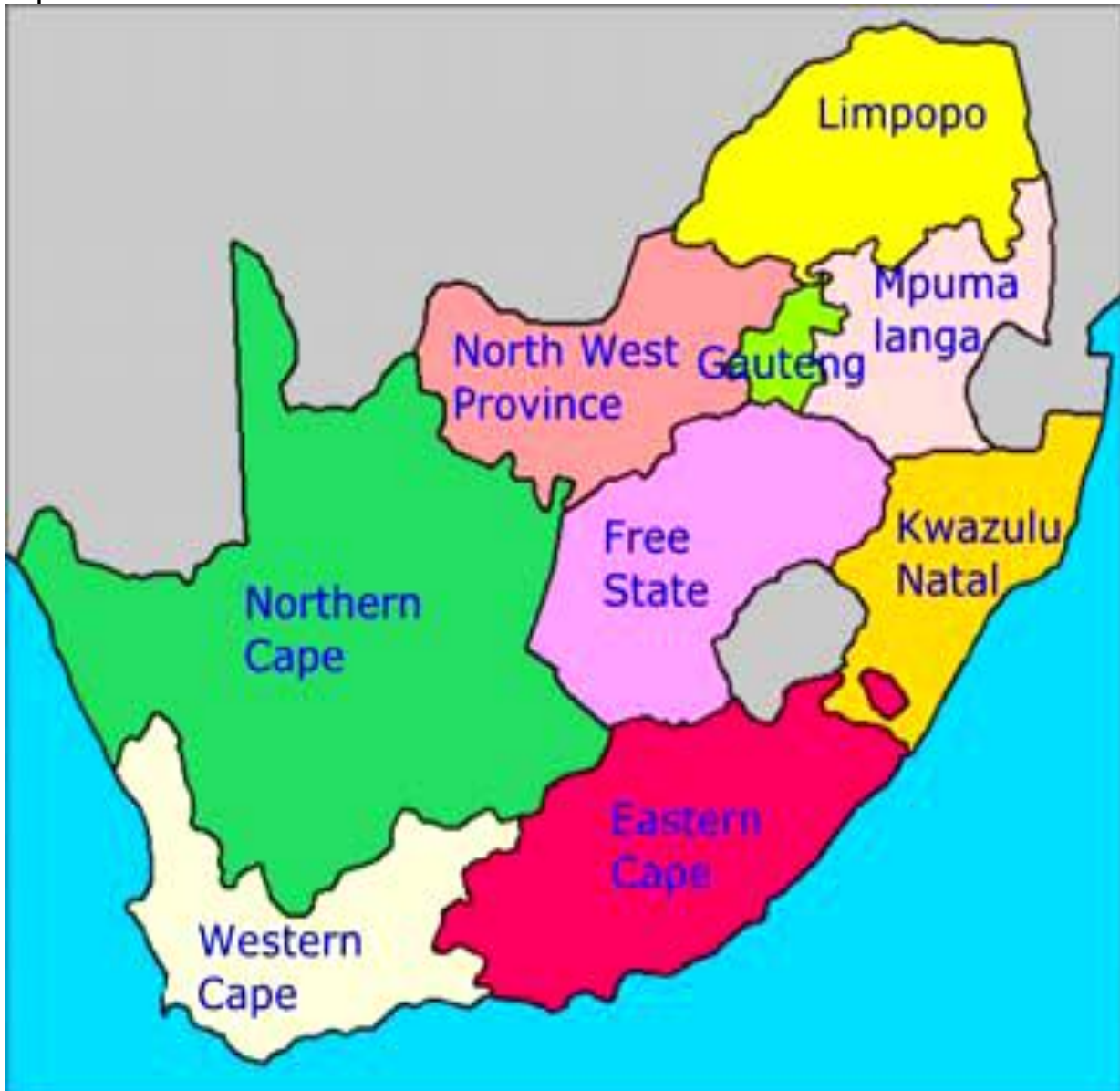
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Map of South Africa and its Provinces



Executive summary

World economic recovery is fragile and uneven. The debt crisis in Europe's seventeen country single-currency zone has entered a new and critical phase. There are fears that Greece could default and spark another global financial crisis. Economic recovery is expected to be relatively weak in South Africa. Recovery in the labour market will remain lacklustre for some time, particularly in sectors such as the Wholesale and Retail (W&R) sector, which has been severely affected by the global economic meltdown.

The world economic recovery is still fragile and uneven. The debt crisis in Europe's seventeen country single-currency zone has entered a new and critical phase, with fears that Greece could default and spark another global financial crisis.

Unemployment in South Africa remains high, at 24.4% based on the official narrow definition, which excludes discouraged workers. If discouraged workers are included, close to 36% of the labour force is unemployed, however, a severe shortage of skilled workers in South Africa persists¹.

The recent global economic crisis has exacerbated unemployment in South Africa and has wiped out more than one million jobs. While some experts contend that the South African labour laws and powerful trade unions have suppressed job growth, the general consensus is that the roots of the crisis lie in structural factors such as low-levels of education, mismatches between the kind of jobs that are available versus workers' skills, and considerable distances between population centers and where businesses are located.

The FMCG (Fast Moving Consumer Goods), W & R sector is critical sector for economic growth in South Africa. Scarce and critical skills need to be addressed as a matter of great urgency as this impact negatively on economic growth and the sector's competitiveness. The FMCG, W & R sector is one of South Africa's largest and most diverse sectors, and contributes 15% (2010) to the country's Gross Domestic Product (GDP) and employs 22% of the nation's workforce.

¹ Statistics South Africa, 2011. First Quarterly Report: Pretoria. Republic of South Africa

The FMCG, W & R sector is pertinent to the country's future growth prospect of the country. South Africa's FMCG, W&R sector is far from healthy due to the skills deficit. It is important to recognize that the availability of skilled workforce is a requisite for economic growth and sustainable social development. As South Africa navigates its way out of the recession, it faces three challenges: poverty, inequality and job creation. Addressing these challenges is a prerequisite for sustainable development. A concerted effort is required to drive skills development in the country. It is imperative therefore, that all stakeholders understand their responsibility and relevance within the skills development landscape. This report presents the job opportunities in the W & R sector within the South African labour market.

List of acronyms

CJI	CareerJunction Index
CPI	Consumer Price Index
DoE	Department of Education
DoL	Department of Labour
DWA	Decent Work Agenda
ESDS	Employment and Skills Development Service
ETD	Education, Training and Development
FMCG	Fast Moving Consumer Goods
GDP	Gross Domestic Product
GET	Global Employment Trends
KILM	Key Indicators of the Labour Market
MDG	Millennium Development Goals
NSA	National Skills Authority
NSDS	National Skills Development Strategy
SD	Skills Development
SDA	Skills Development Act
SSP	Sector Skills Plan
W&R	Wholesale and Retail
W&ESETA	Wholesale and Retail Sector Education and Training Authority
WSP	Workplace Skills Plan

1. Introduction

The world economic recovery continues. Economic recovery is uneven, however. Slow, global economic recovery, continues to stifle South Africa's recovery. We have, however, seen signs of rebound in the First Quarter, in trade and economic activities. Employment is lagging behind, however, due to the depth of recession in 2010. The FMCG, W & R sector remains weak².

The FMCG, W & R sector is one of South Africa's largest and most diverse sectors, and contributes 15% (2010) to the country's Gross Domestic Product (GDP) and employs 22% of the nation's workforce³. The sector had had severely affected by the recent global economic meltdown and is still fragile, despite positive economic statistics, which signal an economic recovery in South Africa.

The global economic recovery continues to stifle South Africa's ongoing recovery. We have, however, seen statistical signs of rebound in the first quarter in trade and economic activities. Employment lags behind due to the depth of recession in 2010. The FMCG, wholesale & retail sector remains weak.

Most South African businesses in this sector understand the importance of achieving and remaining competitive in order to survive within an increasingly globalised economy. South Africa is gaining prominence on the global stage. The South African Competition Commission recently, approved Walmart's proposed acquisition of a 51% stake in Massmart, a South African firm, which owns 265 wholesale and retail stores in South Africa, and an additional 25 stores in 13 countries in Africa. South African retailers such as Shoprite, Pick 'n Pay, Spar and Woolworths are highly sophisticated. Whether these retailers will be able to match Walmart's scale, global sourcing network or logistical brilliance⁴, remains to be seen.

Walmart's move into South Africa, signals a vote of confidence for the South African retail economy and for South Africa as a whole. There are a myriad of implications for pricing and competition for the South African retail industry. The challenge for South African retailers is exacerbated by a skills deficit. This report presents job opportunities in the FMCG, W & R sector for a period of 1st June 2011 to 30th June 2011 within the South African labour market.

² Statistics South Africa, 2011. First Quarterly Report: Pretoria. Republic of South Africa.

³ Sector Skills Plan, 2011. Wholesale and Retail Sector: Skills Development for Economic Growth: Pretoria, Centurion. Republic of South Africa, pp6

⁴ Business Day, Wal-Mart first attack on price war. 19 June 2011, pp1

The absence of national labour market information system (LMIS) is a major constraint for those, conducting labour market analysis/research in South Africa. Researchers have to rely on macro analysis of labour market information, diagnostic analysis, prediction trends, inferences and extrapolated data formulate normative judgement on the basis of the weighted market evidence.

2. Purpose of the report

The purpose of this Report is to monitor job opportunities within the FMCG, W & R sector in the South Africa labour market. The Report will be produced on a monthly basis, and will look at vacancies, scarce skills, regional trends in terms of job opportunities, and most in demand occupational fields. Various newspapers will be tracked, including The Jobmail, The Sunday Times, The Citizen, The Star, The Business Day, The Pretoria News, The Cape Times, The Herald, the Volksblad, the New Age and The Mail and Guardian). Internet-based research will also be undertaken. Resources such as the Career Junction Index will be deployed.

2.1. Objectives

This report is underpinned by the following objectives:

- To monitor the W & R sector labour market, both regionally and nationally;
- To track types of job opportunities that are available (i.e. permanent, part-time, contract and casual jobs);
- To track the occupational fields advertised in the W & R sector against the W&RSETA's scarce skills profile;
- To track and monitor the scale of salaries/wages index in the sector; and
- To gather information to update the OFO Codes.

2.2. Scope of the W&RSETA coverage enterprises

Government faces the triple challenges of fighting poverty, inequality and unemployment. Government is under severe pressure to provide service delivery and to address long-standing structural issues. These are compounded and exacerbated by the forces of globalisation, including uncertainty around wages, job security and the dramatic rise of unemployment in the country, particularly amongst the

youth. Government is also grappling with capacity issues. Scarce and critical skills' and 'skills gaps' have become buzz words within the SETA (sector education and training authority) landscape.

Government is under increasing pressure to address long-standing structural issues. These are compounded and exacerbated by the forces of globalisation, including uncertainty around wage, job security and the dramatic rise of unemployment, particularly among the youth.

The W&RSETA's mandate is to give effect to the Skills Development Act, 1998 (Act No. 97 of 1998) by ensuring that it facilitates the development of skills within its sector. The W&RSETA is associated with Economic Sector 27: Wholesale and Retail. The Fifth Edition of the Standard Industrial Classification of All Economic Activities (SIC) published by the Statistical Office of the United Nations is used for classifying the activities of the various wholesale and retail business types. The W&RSETA sector includes the following businesses:

Table 1: Wholesale and retail businesses in South Africa

SIC Code	SIC_Code_Description
Wholesale	
61000	Wholesale and commission trade, except for motor vehicles and motor cycles
61100	Wholesale trade on a fee or contract basis
61220	Wholesale trade in food, beverages and tobacco
61310	Wholesale trade in textiles, clothing & footwear
61391	Wholesale trade in household furniture requisites & appliances
61392	Wholesale trade in books & stationery
61393	Wholesale trade in precious stones, jewellery and silverware
61394	Wholesale trade in pharmaceuticals, toiletries & medical equipment
61420	Wholesale trade in metal & metal ores
61430	Wholesale trade in construction materials, hardware, plumbing & heating equipment
61501	Office machinery and equipment including computers
61509	Other machinery
61901	General wholesale trade
61909	Other wholesale trade n.e.c.
Retail	
62000	Retail trade; except of motor vehicles and motor cycles; repair of personal and household goods
62110	Retail trade in non-specialised stores with food; beverages and tobacco predominating
62190	Other retail trade in non-specialised stores
62201	Retail trade in fresh fruit & vegetables
62202	Retail trade in meat & meat products
62203	Retail trade in bakery products
62204	Retail trade in beverages (bottle stores)
62209	Other retail trade in food; beverages and tobacco n.e.c.
62311	Sales of tyres
62321	Retail trade in men's and boy's clothing
62322	Retail sale of used motor vehicles
62323	Retail trade by general outfitters & by dealers in piece goods, textiles, leather & travel accessories
62324	Retail trade in shoes
62330	Retail trade in household furniture appliances; articles and equipment
62340	Retail trade in hardware, paints & glass
62391	Retail trade reading matter and stationery
62392	Retail trade in jewellery, watches & clocks
62393	Retail trade in sports goods & entertainment requisites
62399	Retail trade by other specified stores
62400	Retail trade in second-hand good in stores
63122	Retail sales of used motor vehicles
63500	Retail sales of automotive fuel

Table 2: Wholesale & retail businesses region in SIC CODES

SIC Code	Number of Enterprise per SIC Code	Eastern Cape	Free State	Gauteng North	Gauteng South	KZN	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Wholesale											
61000	837	73	42	294	80	65	37	67	7	34	138
61100	275	27	19	88	12	58	9	2	8	6	46
61220	1795	192	78	768	91	299	61	100	24	46	136
61310	1593	95	81	560	72	209	59	91	36	60	330
61391	724	67	32	296	39	94	34	38	13	14	97
61392	471	29	19	162	12	96	17	28	5	14	89
61393	231	41	8	82	11	29	13	8	4	6	29
61394	738	99	17	297	35	94	20	44	7	26	99
61420	350	40	24	139	10	28	21	32	6	10	40
61430	1599	140	75	605	66	260	59	118	14	33	229
61501	1050	61	51	415	49	132	33	62	12	28	207
61509	788	78	56	266	19	93	44	10	25	169	28
61901	6538	484	371	2888	319	1211	261	462	112	200	230
61909	1836	223	112	608	53	223	75	108	66	70	298
Retail											
62000	3456	399	213	1220	127	479	208	242	34	78	456
62110	751	29	78	297	20	85	72	45	10	25	90
62190	491	33	33	179	13	81	34	46	5	15	52
62201	1898	131	69	643	62	387	104	140	38	51	273
62202	1894	123	91	644	70	223	74	144	32	53	440
62203	288	13	17	104	11	47	9	16	3	9	59
62204	380	29	26	147	14	56	17	2	9	71	9
62209	685	84	48	182	9	90	37	57	22	32	124
62321	363	13	23	138	13	51	13	30	7	9	66
62322	1591	94	70	610	50	277	61	96	31	56	246
62323	2074	132	131	757	88	342	98	121	41	49	315
62324	438	26	18	145	13	81	17	42	8	17	71
62330	500	31	25	177	23	82	19	36	5	12	90
62340	701	40	37	227	33	135	30	50	14	26	109
62391	3273	254	161	1078	117	530	176	254	46	79	578
62392	528	50	20	198	18	71	24	40	15	14	78
62393	1515	100	56	509	54	353	42	123	12	38	228
62399	1613	88	42	305	18	607	265	179	6	16	87
62400	640	42	47	204	30	92	30	73	5	27	90
63122	5441	356	275	1850	227	816	210	319	140	202	1046
63310	1968	109	99	587	71	360	109	127	58	95	353
61210	16	5	0	5	1	0	1	1	1	0	2
63311	654	34	26	267	40	188	7	14	24	7	45
63500	3430	361	204	1251	118	429	175	241	63	77	511

3. Sector skills plan

The W&RSETA has been pursuing various skills development programmes in an attempt to address the current skills crisis within the sector. However, upon a closer analysis of all occupational fields within the FMCG, W & R sector; major skills shortages are evident. As work in the FMCG, W & R sector becomes more knowledge-intensive, the advanced skilling of senior- level labour such as managers, technicians, procurement, supply chain management & logistics and merchandiser/sale representative has become of paramount importance

Skills shortages in the country place a heavy responsibility to skills development institutions such as the W&RSETA. The transformation wrought by greening economies, will also impact on skills need within the sector.

Skills shortages within the sector place a heavy burden on skills development facilitators such as the W&RSETA, to address and facilitate a skills development within the sector. The FMCG, W & R sector play a very important role in terms of the GDP, employment creation, and in the country's economic growth, is imperative that scarce and critical skills receive urgent attention. The top ten categories of scarce skills in the sector remain⁵:

- retail manager
- retail assistant/buyers
- office cashier
- merchandisers – preferred visual merchandisers*
- sellers – salesperson/representative*⁶
- training & development professionals – assessors
- sales & marketing manager
- supply & distribution managers

⁵ W&R Seta, 2011. Sector Skills Plan (SSP) Report 2011/16. pp132

⁶ Note that the star (*) occupations are not absolute scarce occupations as per the definition, but they are the core to the retail industry and the effective & efficient operation of the business

4. Employment outlook in the W & R sector (June 2011)

The FMCG, W & R sector is one of South Africa's largest and most diverse industries creating a large number of jobs each year. Recruitment remained moderate in the FMCG, W & R sector during the second quarter of 2010, however labour is limited across various occupational fields. The recent trends indicates that employment within the FMCG, W & R sector as a percentage of total workforce has been declining – from 27% to 22% in 2001 to 2010 respectively⁷. Furthermore, due to deficit of relevant skills they also find it difficult to recruit and source good talent. The business are encourage to execute necessary strategies in order to whether the present economic climate.

In the month of June, there were about 1583 jobs opportunities in the FMCG, W & R industry⁸. This gives credence to the fact that the industry is still suffering from the effects of the economic downturn and businesses are reluctant to expand their workforce. Permanent employment is undoubtedly the most preferred type of employment among businesses, which are employing within the FMCG, W & R sector, followed by part-time employment. Recruiters are currently facing the challenging conditions for sourcing the suitable candidates and talent, due to the limited pool of career seekers for these job types. Table 3 below provides a summary of the contract type of job opportunities available in the FMCG, W & R sector:

Table.3: Employment trends (June 2011)

Contract Type	Number of jobs
Permanent	1506
Contract	13
Part-time	42
Temporary	22
Total	1583

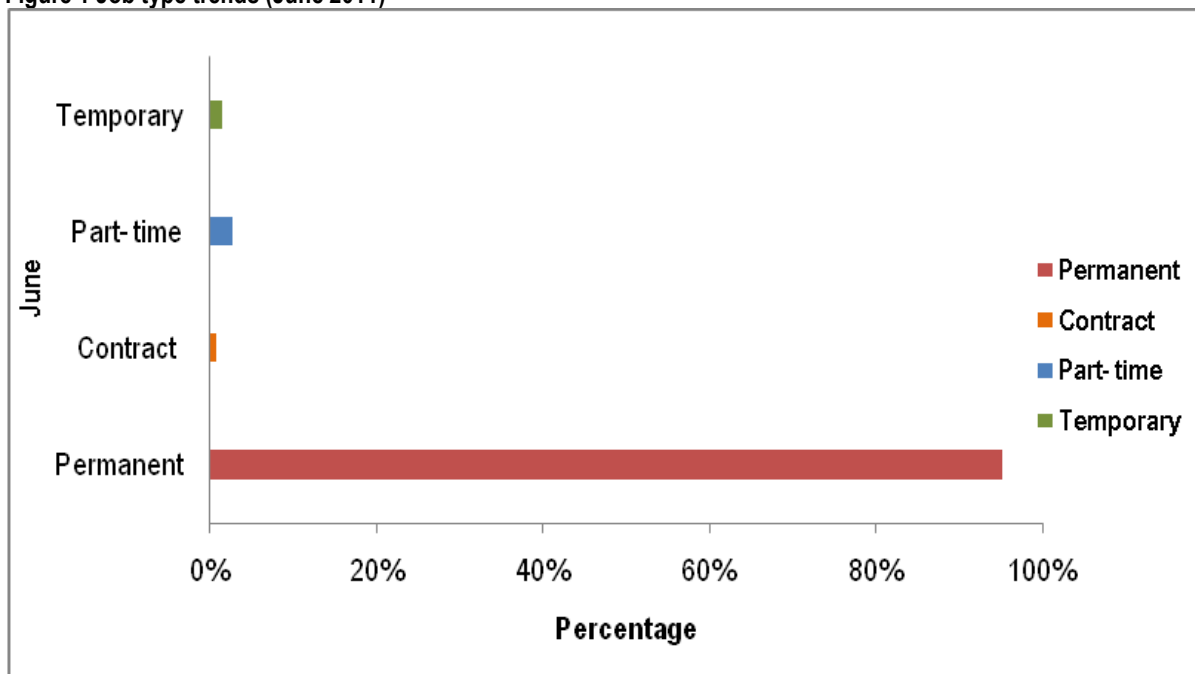
Figure 1 illustrates the contract-type trend of job opportunities available in the FMCG, W & R sector. And, 95% of the jobs opportunities are on a permanent contract, followed by part-time, temporary,

⁷ Sector Skills Plan, 2011. Wholesale and Retail Sector: Skills Development for Economic Growth: Pretoria, Centurion. Republic of South Africa, pp6

⁸ CareerJunction & Careerjet, 2011. Online jobs. Available at: <http://www.careerjet.co.za/jobs-retail-wholesale.html>. [Accessed on 25 June 2011].

contract with 2.7%, 1.4% and 0.8% respectively. Table 4 provides a summary of job opportunities, educational requirement and experience and special requirements.

Figure 1 Job type trends (June 2011)



Source: Own calculations from CJI & Careerjet (2011)

Table 4: Job opportunities in the FMCG, wholesale & retail sector, regional trends and skills needs (June 2011)

Occupations advertised	OFO code link	OFO code	Eastern Cape	Free State	Gauteng	KZN	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
Branch/Store Manager	Retail & wholesale trade Managers	1421	28	2	137	87	8	25	2	13	87
Operational (Control & Panning) Manager	Production/ Operating Manager (Manufacturing)	132102			27	9				8	7
Retail Assistant Manager	Retail Manager (General)	142103	13	1	107	38	9	7		7	27
Warehouse Control Manager	Warehouse Manager	132404			33	3					7
Production & Manufacturing	Manufacturing Manager	132101			19			1		2	1
Merchandiser	Visual Merchandiser	343203	3	4	167	44	6	9		3	38
Cashier	Checkout operator	523101			87	7					85
Client Service	Sales workers not elsewhere classified	5249			55		2				10
Supply & Distribution Manager	Supply & Distribution Manager	132401		2	47	1		4			22
Sales & Marketing Manager	Sales & Marketing Manager	1221			13	4					
Sales Representative	Sales Representative	3339903			17	23	4	10	3	10	67
Retail Pharmacy	Pharmacists	2262	6	1	65	3			2		12
Total			50	10	795	219	29	56	7	43	363

Table 5: Occupational requirements (June 2011)

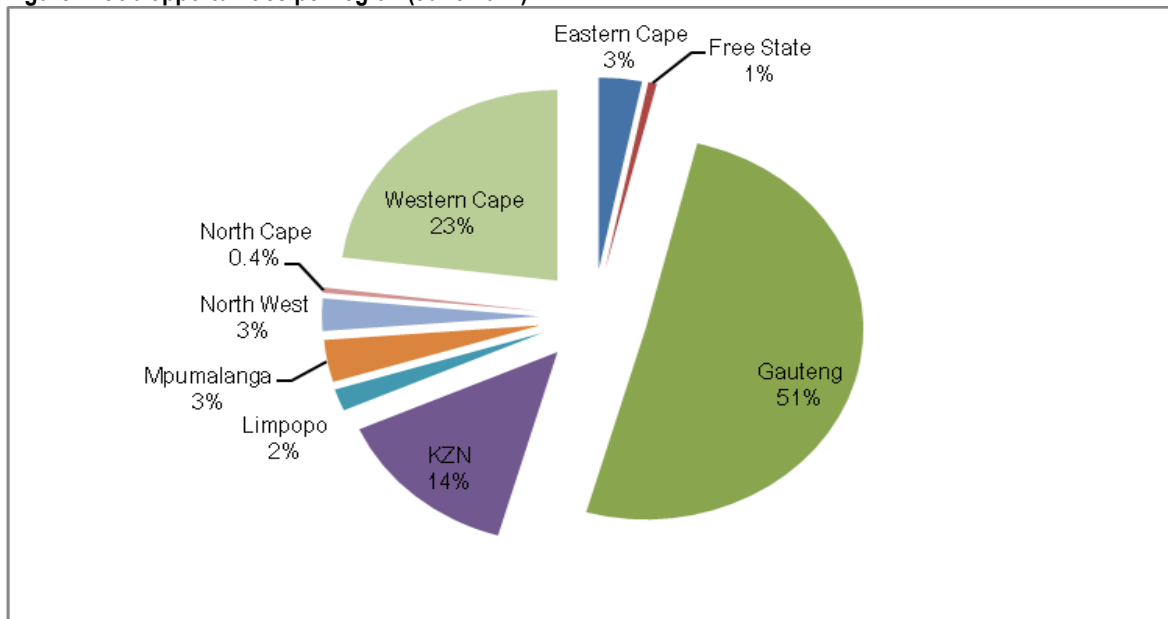
Occupations advertised	OFO code link	OFO code	Experience	Educational requirements	Special requirements	Salary/wage	Frequency
Branch/Store Manger	Retail & wholesale trade Managers	1421	2 years experience	Matric and equivalent NQF 4	Previous hands-on experience on retail management, proficient in MS Word, Excel & Outlook	Negotiable	389
Operational (Control & Panning) Manger	Production/ Operating Manager (Manufacturing)	132102	1 to 2 years experience	Matric and equivalent post qualification/NQF 4	Strategic planning, leadership skills & proficient in MS Word, Excel & Outlook, budgeting skills	Negotiable	51
Retail Assistant Manager	Retail Manager (General)	142103	1 years experience	Matric and equivalent post qualification/NQF 2	Budgeting skills, ability to manage staff performance	Negotiable	209
Warehouse Control Manager	Warehouse Manager	132404	1 to 2 years experience	Matric and equivalent post qualification	Strong leadership skills, planning & organising & communication skills	Negotiable	43
Production & Manufacturing	Manufacturing Manager	132101	1 to 3 years experience	Matric and equivalent post qualification/ NQF4	Previous hands-on experience in production & manufacturing	Negotiable	23
Merchandiser	Visual Merchandiser	343203	None	Matric and equivalent post qualification	Have a passion for sales & good communication skills & experience in marketing	R3500 to R6000 p/m	274
Cashier	Checkout operator	523101	None	Matric and equivalent post qualification	numeracy skills & good communication skills	R3500 to R5000 p/m	179
Client Service	Sales workers not elsewhere classified	5249	None	Grade 12	Interpersonal skills & good communication skills	R2600 to R4000 p/m	77
Supply & Distribution Manager	Supply & Distribution Manager	132401	1 to 2 years experience	Matric and equivalent post qualification	Good planning & communication skills, experience in distribution management	Negotiable	76
Sales & Marketing Manager	Sales & Marketing Manager	1221	1 years experience	Matric and diploma/ degree in marketing	Experience in consumer insights and market research	Negotiable	17
Sales Representative	Sales Representative	3339903	None	Matric and equivalent post qualification	Presentable, have a passion for sale & good communication skills	R3500 to R6000 p/m	134
Retail Pharmacists	Pharmacists	2262	1 to 2 years experience	Matric and equivalent post qualification	Qualified pharmacist, registered with the SA pharmacy council & valid drivers license	Negotiable	89

Table 6 Cities with job opportunities in the FMCG, wholesale and retail sector (June 2011)

Eastern Cape	Free State	Gauteng	KZN	Limpopo	Mpumalanga	North Cape	North West	Western Cape
<i>East London</i>	<i>Bloemfontein</i>	<i>Alberton</i>	<i>Durban</i>	<i>Pietersburg</i>	<i>Nelspruit</i>	<i>Kimberley</i>	<i>Potchefstroom</i>	<i>Cape Town</i>
<i>Port Elizabeth</i>		<i>Bedfordview</i>	<i>Pietermaritzburg</i>		<i>Witbank</i>		<i>Rustenburg</i>	<i>Somerset West</i>
		<i>Benoni</i>						
		<i>Boksburg</i>						
		<i>Brakpan</i>						
		<i>Carltonville</i>						
		<i>Centurion</i>						
		<i>Germiston</i>						
		<i>Johannesburg</i>						
		<i>Kempton park</i>						
		<i>Krugersdrop</i>						
		<i>Midrand</i>						
		<i>Nigel</i>						
		<i>Pretoria</i>						
		<i>Randfontein</i>						
		<i>Sasolburg</i>						
		<i>Springs</i>						
		<i>Tembisa</i>						
		<i>Vanderbijlpark</i>						
		<i>Vereeniging</i>						
		<i>Westoniria</i>						
50	10	795	219	29	56	7	43	363

Gauteng, Western Cape and KwaZulu-Natal are the leading provinces where FMCG, wholesale & retail businesses are located. Most provinces are currently experiencing a challenging recruitment environment. However, Gauteng is leading with 51% of job opportunities, followed by Western Cape and KwaZulu-Natal with 23% and 14% respectively. The pie chart below reflects regional percentage distribution of jobs opportunities.

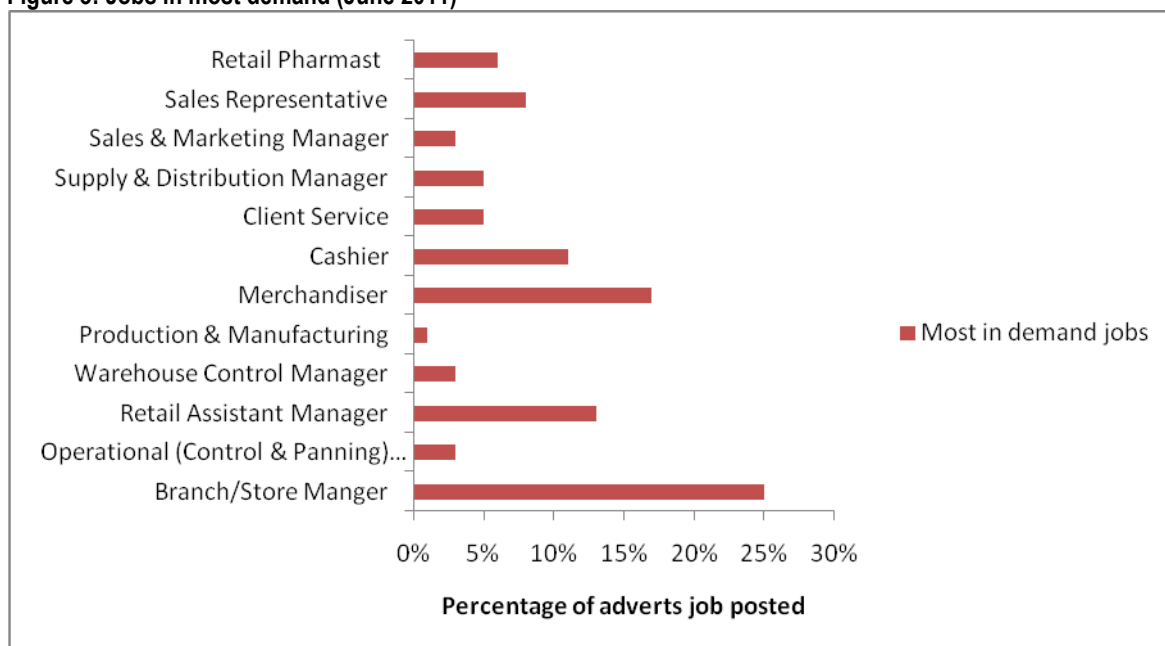
Figure 2: Job opportunities per region (June 2011)



Source: Own calculations from CJI & Careerjet Index (2011)

5. Most in demand occupational fields

The Index for FMCG, W & R sector is currently sitting below 100 index points, which indicates that the recruitment of labour has become slightly more challenging over the course of the past six months. If the Index is on one hundred or above, recruiters find it easier to recruit and fill positions with suitable skills and talent. The highest demand for jobs is in Gauteng, followed by the Western Cape and KwaZulu-Natal. This is to be expected as most of the FMCG, W & R businesses are located in these provinces. Figure 3 provides an overview of the trends experienced by the various occupational fields, which are in high demand.

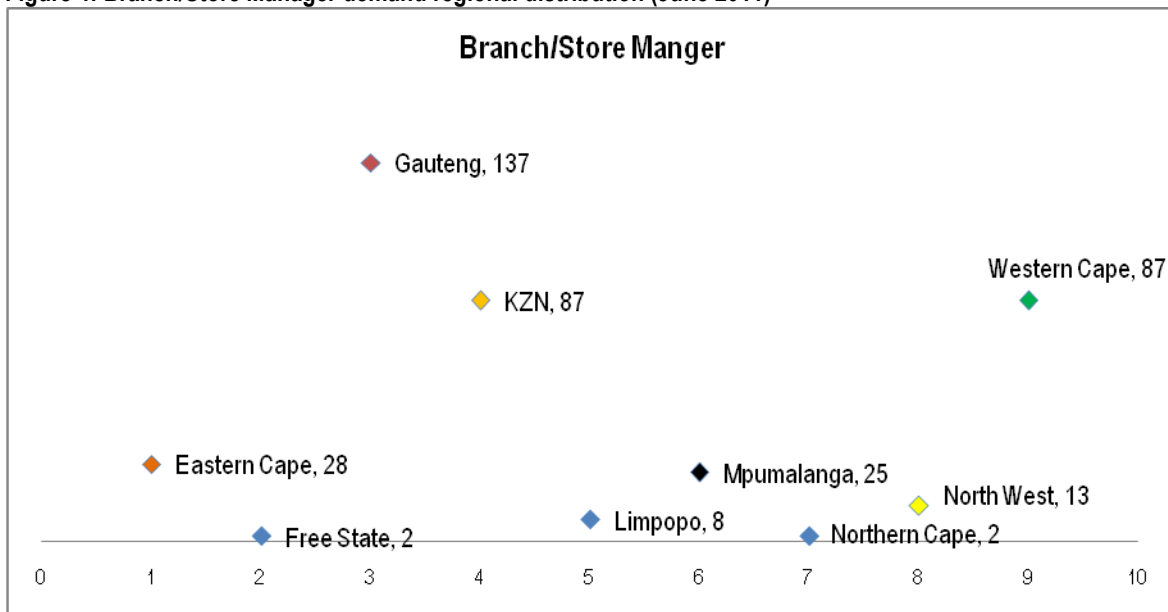
Figure 3: Jobs in most demand (June 2011)

Source: Own calculations from CJI & Careerjet (2011)

There is considerable demand for skilled and senior-level FMCG, W & R professionals. Almost 55% of the posted job adverts require a skilled and senior-level labour force. This presents a major challenge for the growth and competitiveness of the sector as the skills deficit remains a serious problem within the FMCG, W & R sector.

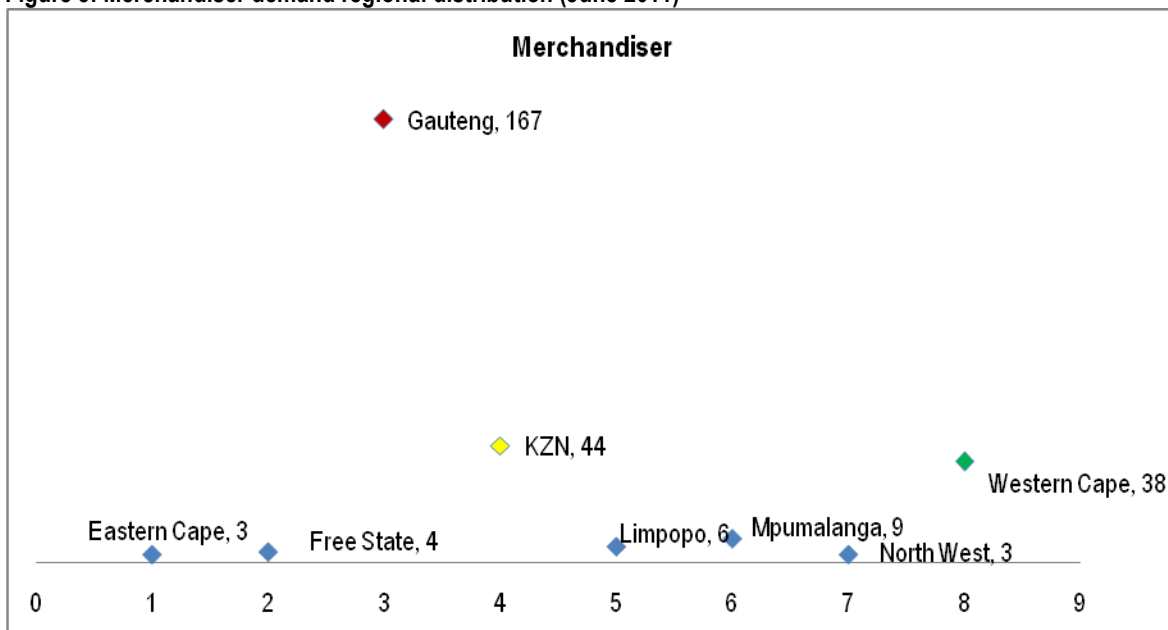
An analysis of the demand for skills within the sector reveals a high demand for the following skills: Branch/Store Manager, Merchandiser, Retail Assistant Manager, Cashier and Sales Representative. These skills, correlate with the categories of the W&RSETA's scarce skills profile. The figures from 4 to 6 reflect the top three most in demand occupational fields' distribution within the regions.

Figure 4: Branch/Store Manager demand regional distribution (June 2011)



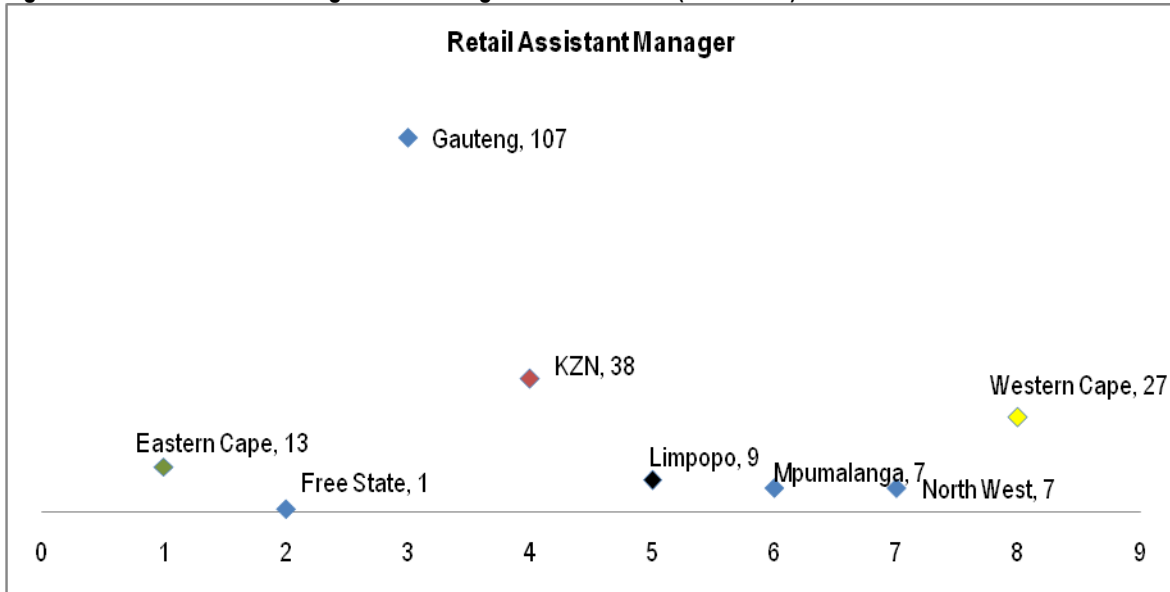
Source: Own calculations from CJI & Careerjet (2011)

Figure 5: Merchandiser demand regional distribution (June 2011)



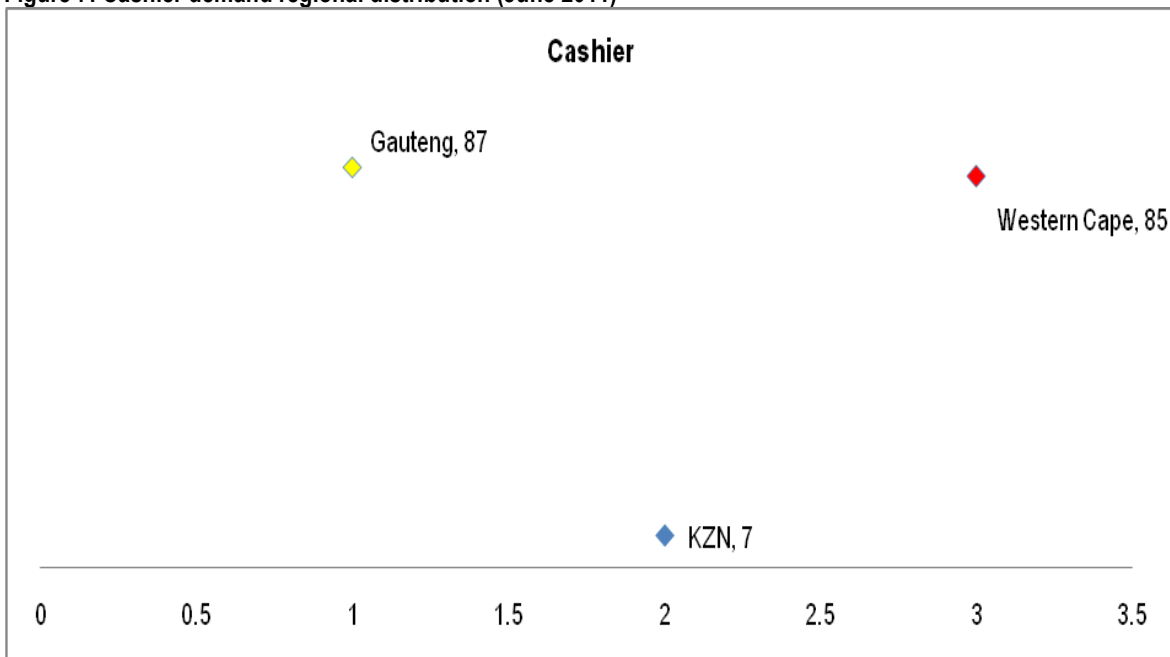
Source: Own calculations from CJI & Careerjet (2011)

Figure 6: Retail Assistant Manager demand regional distribution (June 2011)



Source: Own calculations from CJI & Careerjet (2011)

Figure 7: Cashier demand regional distribution (June 2011)



Source: Own calculations from CJI & Careerjet (2011)

6. Key findings – General overview

South Africa has a very high unemployment rate, which is exacerbated by economic and social problems such as low levels of education and high levels of crime. Unemployment remains obstinately high, at 24.4% based on the official narrow definition, which excludes discouraged workers. If discouraged workers are included, close to 36% of the labour force is unemployed. Ironically, the country is experiencing a severe shortage of skilled workers.⁹

The recent global economic crisis has worsened the situation and has resulted in the shedding of more than one million jobs. While some experts contend that the South African labour laws and politically powerful trade unions have suppressed job growth, most agree that the roots of the crisis lie in the structural factors such as inferior education, mismatches between the kind of jobs available and workers' skills, and considerable distances between population centers and areas where businesses are located.

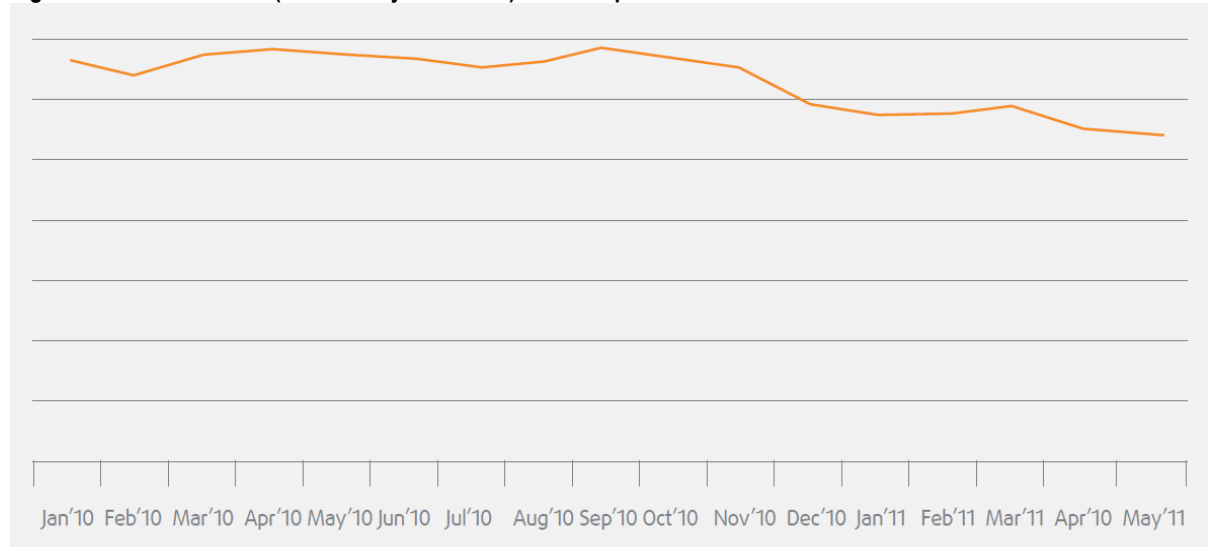
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The Career Junction Index dropped below the 100 mark in May 2011, indicating slightly easier recruitment conditions for recruiters, who use online means for sourcing talent. Recruiters found it difficult nevertheless, to fill positions due to shortages of suitable talent and skills¹⁰. Notwithstanding this, it is clear that the FMCG, W & R sector has been adversely affected by the economic meltdown. There is continued evidence of decreasing recruitment activity within the sector (see Figure 7) and recruiters are struggling to find certain professionals with adequate skills. A small drop in vacancies was observed during April and May 2011, as many industries experienced a negative trend in job advertising.

⁹IMF 2011. Economic Outlook: Tensions from the Two-Speed Recovery Unemployment, Commodities, and Capital Flows International: USA. Washington, D.C., pp67

¹⁰ Career Junction Index, May Report 2011. Cape Town, Republic of South Africa, pp9

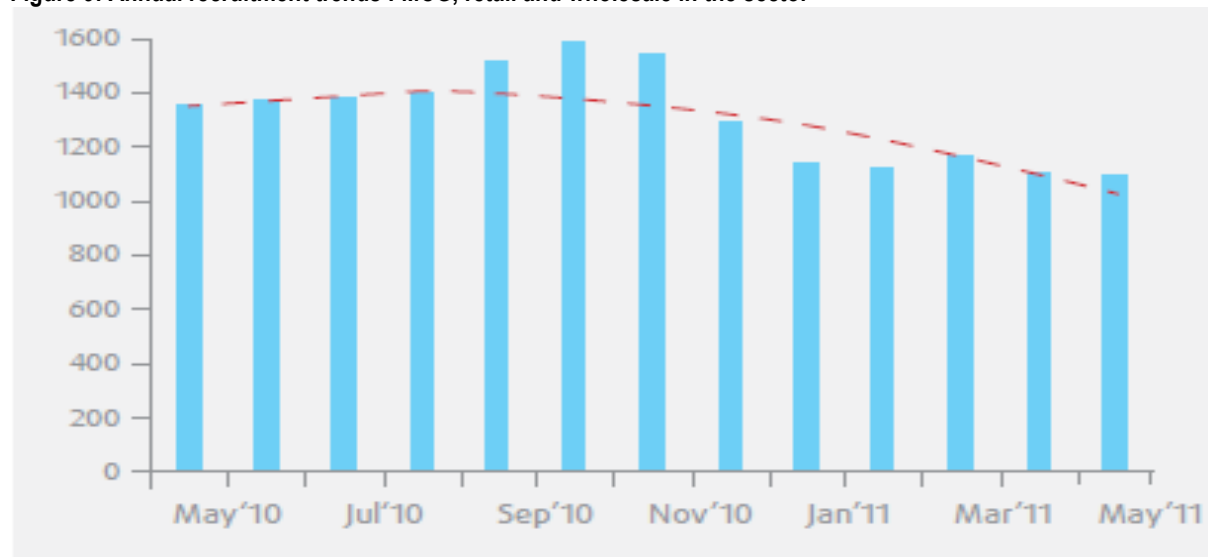
Figure 8: Demand trends (amount of job adverts) over the past 16 months



Source: Career junction Index (2011)

The industry is still experiencing difficult conditions and these are expected to continue for the foreseeable future. Figure 8 reflects annual recruitment activities within the FMCG, W & R sector.

Figure 9: Annual recruitment trends FMCG, retail and wholesale in the sector



Source: Career junction Index (2011)

The FMCG, W & R sector is still suffering from the effects of the economic downturn, despite a stable trend during 2011. The low vacancy rates within the FMCG, W & R sector creates a remarkably challenging environment for career seekers and therefore tough competition on the job market.

7. Conclusion

World economic recovery is under way South Africa is, however, facing three challenges: of reducing poverty reducing inequalities and reducing unemployment. There are signs of rebound, in trade and economic activities, however, the FMCG, W & R sector remains weak. The May CareerJunction Index s dropped below the 100 mark, signalling improved recruitment conditions, despite difficulties filling vacant positions.

An analysis of the availability of labour across all work-levels, indicates that placement options seem to be restricted to skilled and senior-level staff. This is evident as many industries are still experiencing a negative trend in job advertising. By monitoring the labour (i.e. supply & demand) within various skill-level categories, training facilitators such the W&RSETA are able to provide insight into current skills shortages as well as oversupply.

Deploying this information, the W&RSETA is able to reflect on its interventions, and ensure that these continue to meet the objectives of NSDS III, while at the same time, continue to build strong partnerships with all W&RSETA stakeholders. As Minister of Higher Education, Dr Blade Nzimande asserts "...we must work together to invest in education and training and skills development to achieve our vision of a skilled and capable workforce to support an inclusive growth path."¹¹

¹¹ National Skills Development Strategy (NSDS) III, 2010. Department of Higher Education and Training. Republic of South Africa.

Annexure A

Glossary of terms

Career Junction Index (CJI)	A numerical scale used to compare relative changes of online labour supply and demand. It represents shifts and trends of the overall “potential career seekers per job advert” ratio comparing the current three month period to the previous three month period. The CJI point of 100 is used as a reference number indicating changes over time.
CJI equals 100	No changes regarding the potential career seekers per job advert ratio. Supply and demand are following the same trend
CJI is greater than 100	More jobs opportunities for potential career seekers and less potential seekers per job advert. Recruitment is more difficult, due to less potential career seekers per job advert.
CJI is smaller than 100	Fewer job opportunities for potential career seekers and more potential seekers per job advert. Recruitment is less difficult, due to more potential career seekers per job advert
Career seekers	Individuals who are actively using their career seeker accounts to search for career opportunities on the CareerJunction website. All career seekers considered in this research are registered with complete and searchable resumes and have been actively using the CareerJunction website during the previous 12 months.
Career seekers per job advert	<p>Less than 5 potential career seekers per job advert; means recruitment is very difficult.</p> <p>Between 5 and 10 potential career seekers per job advert; means recruitment is difficult.</p> <p>Between 10 and 20 potential career seekers per job advert; means recruitment is moderate.</p> <p>Between 20 and 30 potential career seekers per job advert; means recruitment is easy.</p> <p>More than 30 potential career seekers per job advert; means recruitment is very easy.</p>
Demand	Measures the need of online labour to fill vacancies advertised on the CareerJunction website.
Industry/sector	Represents an industry, which specifies the employment environment of businesses, e.g. the Finance Industry, FMCG, Retail and Wholesale industry.
Job adverts	Posted vacancies on the CareerJunction/Careerjet website or newspapers by recruiters. Indicates the position to be filled within a certain organisation/industry

Occupational field	Refers to a specific occupational group, which summarises specific skills within a profession
Online labour market	The market in which workers compete for jobs and employers compete for workers by means of the Internet.
Profession/professional field(s)	Refers to a vocation requiring knowledge of some department of learning or science, e.g. FMCG, Retail & Wholesale and Finance.
Potential career seekers	Career seekers whose occupation and professional industry match the current demand.
Recruiters	Businesses, employers, organisations or individuals who advertise vacancies through the CareerJunction/Careerjet website or newspapers
Supply	Measures the level and composition of available online labour based on the number of career seekers in the CareerJunction database. Adjustments are applied to the online labour supply data to remove seasonal fluctuations.