



**JOB OPPORTUNITY INDEX
REPORT**

October 2011

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

**Head office, Technopark
Centurion**



**higher education
& training**
Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



INVESTOR IN PEOPLE

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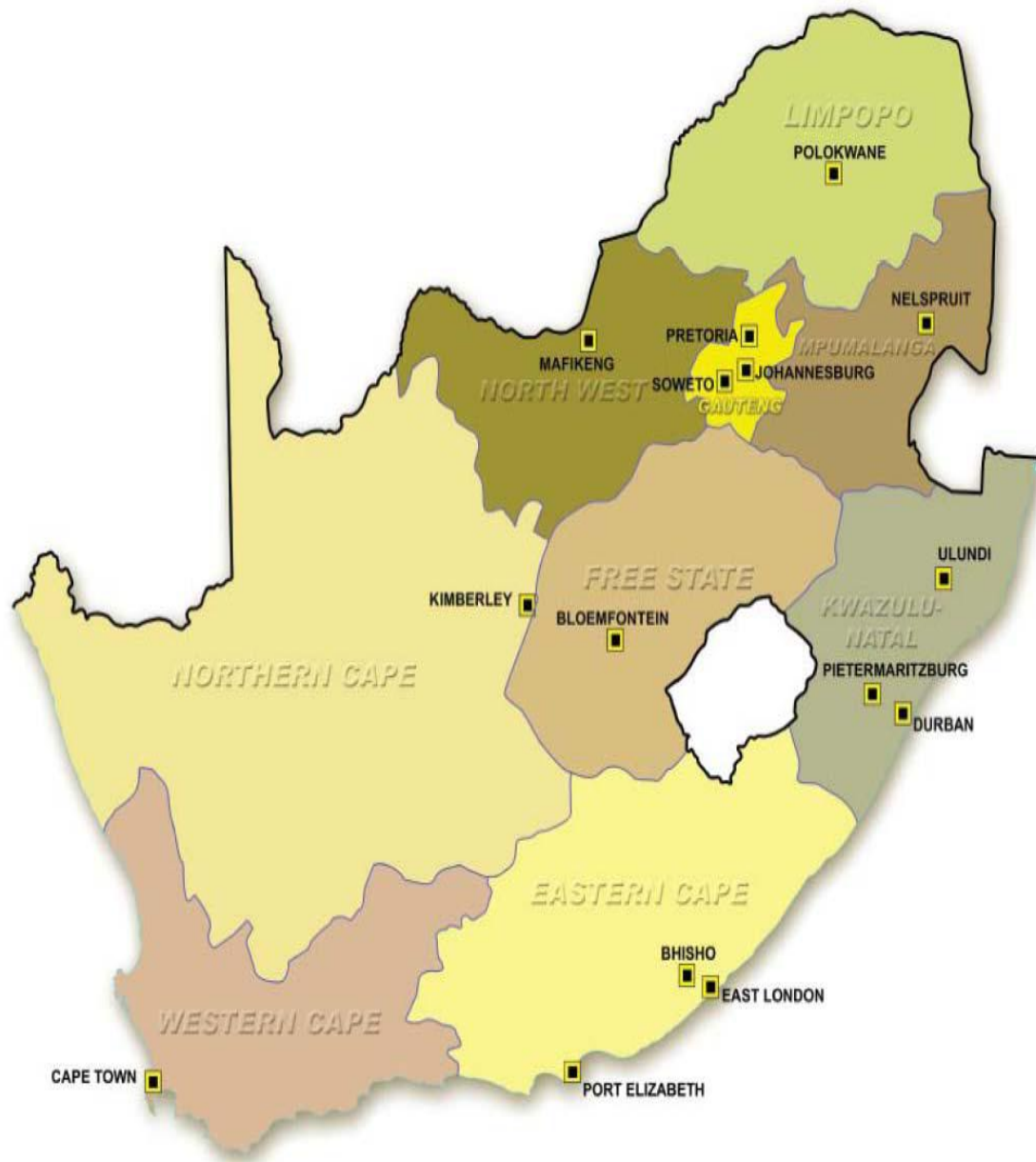
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Map of South Africa and its Provinces

Executive Summary

THE Wholesale and Retail Sector Education and Training Authority (W&RSETA) is one of the SETAs' that have been re-established by the Minister of Higher Education and Training. The purpose of SETAs is, among others, the development and implementation of a Sector Skills Plan within the framework of the National Skills Development Strategy (NSDS). The main purpose of W&RSETA is to promote, facilitate and oversee skills development in the wholesale and retail sector. This sector is one of the largest employers in South Africa, providing just over 22% of all the jobs in 2010 and generating 15% of the countries' total GDP.

The W&RSETA has been implementing various programmes since its inception which seek to address the scarce and critical skills within the sector and improve the skills of both unemployed and employed South Africans – encouraging young people to consider a career path in the wholesale and retail (W&R) sector, and professionalizing the sector through facilitating affordable and accessible training programmes to meet the needs of the sector.

Skills shortages are the main factor to jobless crisis in South Africa. Job creation is a top priority for the government but this will not happen overnight. According to Ursula Fear from the Deloitte Human Capital, "More than half a million jobs in South Africa cannot be filled because the appropriate skills do not exist."¹ It is vital that the training and skills development interventions bridge gaps between tertiary education and workplace.

Conspicuously, many companies both private and public lack proper recruitment strategy, job creation programmes and organisational development strategy. This further creates impasse to effectively deal and addressing the unemployment problem in South Africa. In October 2011, there were approximately 513 jobs opportunities in the FMCG, Wholesale & Retail sector. The employment opportunities in the sector have dropped by 5% from the last month employment opportunities. Evidently, recruiters find it difficult to source suitable and qualified candidates due to low search of career seekers with relevant and appropriate skills. This report presents the job opportunities in the W & R sector within the South African labour market.

¹ Ursula, F. Skills are key to jobless crisis. Sunday Times, 16 October 2011

List of Acronyms

CJI	CareerJunction Index
CPI	Consumer Price Index
DoE	Department of Education
DoL	Department of Labour
DWA	Decent Work Agenda
EAP	Economically Active Population
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

IN the hierarchy of things, job creation is a priority for the government but this will not happen overnight. Skills shortages are the main factor to jobless crisis in South Africa. According to the Deloitte Human Capital, “More than half a million jobs in South Africa cannot be filled because the appropriate skills do not exist.” This shows that skills development is critical for the country to unlock the employment potential, yet skills deficits are becoming an obstacle in realizing this potential. The colossal roll out for skills development programmes in the country is required in order to equip young people with relevant and right skills. It is vital that the training and skills development interventions are being design in a manner that bridges the gaps between tertiary education and workplace.

Skills shortages are the primary factor to jobless crisis in South Africa. Deloitte Human Capital Agency argues that more than half a million jobs in South Africa cannot be filled because the appropriate skills do not exist.

Conspicuously, many companies both neither private nor public lack proper recruitment strategy, job creation programmes and organisational development strategy. This creates a further impasse for effectively dealing with and addressing the unemployment problem in South Africa. It was acknowledged in the 10th Annual Employment Commission Report that transformation in the workplace has been slow and that companies have been failing to employment skilled black youngsters. Addressing the dilemma of unemployment in South Africa needs leadership - both in the private and public sector that understands the growing exhausted patience of young people and the general implication of this problem might have in the country.

In October 2011, there were approximately 513 jobs opportunities in the FMCG, Wholesale & Retail sector. The employment opportunities in the sector have dropped by 5% from the last month employment opportunities. Conspicuously, the recruiters are finding it difficult to source suitable and qualified candidates due to low search of career seekers with relevant and appropriate skills. This report presents the job opportunities in the W&R sector within the South African labour market. This is done by tracking newspapers such as The Jobmail, The Sunday Times, The Citizen, The Star, The Business Day, The Pretoria News, The Cape Times, The Herald, The

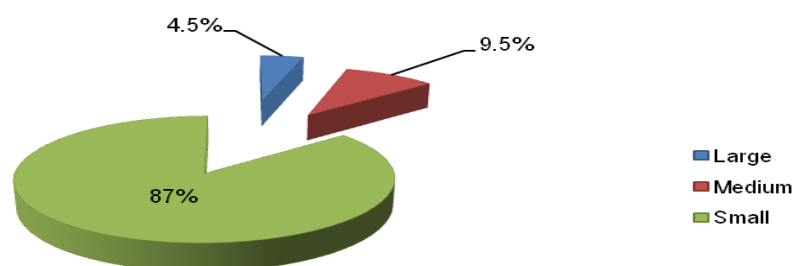
Volksblad, The New Age and The Mail and Guardian. Internet-based research was also conducted, and research bases such as the Career Junction Index and the Careers24 were used.

2. Sector Profile

The W&R sector is changing rapidly worldwide: boundaries between wholesale and retail are blurring. Changes in the sector are driven by internationalisation, regionalisation, consolidation and intense price competition, regulation policies, e-commerce, and heterogeneous consumer and product trends. Some of these changes have altered the way in which business operates and the types of jobs for which there is a demand. In South Africa, the W&R sector is one of the largest and most diverse sectors. The W&R sector is one of the largest employers in South Africa, providing just over 22% of all the jobs in 2010 and generating 15% of the countries' total GDP².

The W&R sector is one of the least transformed sectors in South Africa. Notwithstanding, the W&R sector is pertinent to the country's future growth prospect of the country. However, the South Africa's W&R sector is far from healthy due to the skills deficit. 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. Figure 1 below shows the sizes of enterprises registered with the W&R SETA and the small enterprise constitutes 87% making them the largest category in the retail business landscape followed by medium and large with 10% and 5% respectively.

Figure 1: Sizes of enterprises chronicled with the W&R SETA³



² Sector Skills Plan, 2011. Wholesale and Retail Sector: Skills Development for Economic Growth: Pretoria, Centurion. Republic of South Africa, pp6

³ Calculation by the Author using W&R SETA Sector Skills Plan 2011-2016, pp53.

3. Sector skills plan

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

It is imperative that businesses invest in strategic long-term planning in order to combat a possible skills crisis and to maintain their competitiveness and profitability of their businesses. The skills deficit within the sector places a heavy burden on skills facilitation institutions such as the W&RSETA, which is tasked with ensuring that there is an appropriately-skilled skills pool as well as sufficient numbers of new entrants, wanting to pursue a career path within the W & R sector.

The FMCG, W & R sector plays a critical role in the South African economy. Scarce and critical skills needs need to be addressed as a matter of urgency, not only to ensure the sector's competitiveness, but to enable the sector to contribute to South Africa's economic growth. The following is the list of scarce skills in the sector⁴:

- retail manager
- retail assistant/buyers
- office cashier
- merchandisers – preferred visual merchandisers*
- sellers – salesperson/representative*⁵
- training & development professionals – assessors
- sales & marketing manager
- Industrial designer
- Electricians
- Human Resource Advisor
- supply & distribution managers

⁴ W&R Seta, 2011. Sector Skills Plan (SSP) Report 2011/16. pp132

⁵ 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 (October 2011)

In October 2011, there were approximately 513 jobs opportunities in the FMCG, Wholesale & Retail sector⁶. This gives credence to the fact that the industry is still suffering from the effects of the economic downturn, and as a consequence, businesses are reluctant to expand their workforce. Evidently, recruiters find it difficult to source suitable candidates. Job opportunities have decreased by 5% from the previous month.

Permanent employment is the preferred type of employment among businesses, which employ within the FMCG, W&R sector, followed by temporary and contract employment. Recruiters presently face challenging conditions for the recruitment of permanent staff and contract staff, due to the limited pool of career seekers available for these types of positions. Table 1 provides a summary of the contract type of job opportunities available in the FMCG, W&R sector.

Table 1: Employment trends (October 2011)

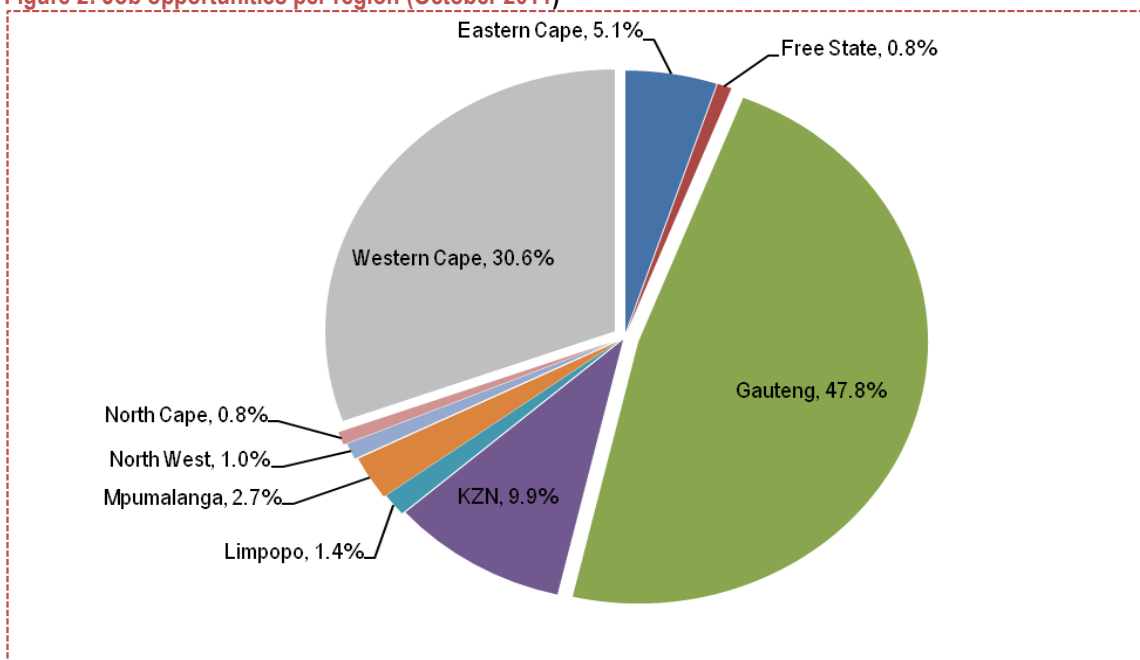
Contract Type	Number of jobs ⁷
Permanent	475
Contract	17
Part- time	0
Temporary	21
Total	513

The 92.6% of the jobs opportunities are on permanent contract, followed by temporary and contract jobs with 4.1% and 3.3% respectively. Gauteng, Western Cape and KwaZulu-Natal are the leading provinces. These are also the provinces where the majority of FMCG, W & R businesses are located. Most provinces are currently experiencing a challenging recruitment environment.

However, Gauteng is leading with 47.8% of job opportunities, followed by Western Cape and KwaZulu-Natal with 30.6% and 9.9% respectively. The pie chart below reflects regional percentage of job opportunities distribution.

⁶ CareerJunction & Careerjet, 2011. Online jobs Index. Available at. <http://www.careerjunction.co.za/search/results/?sort=1&Industry=287>. [Accessed on 28 October 2011].

⁷ Number of job opportunities available in absolute values

Figure 2: Job opportunities per region (October 2011)

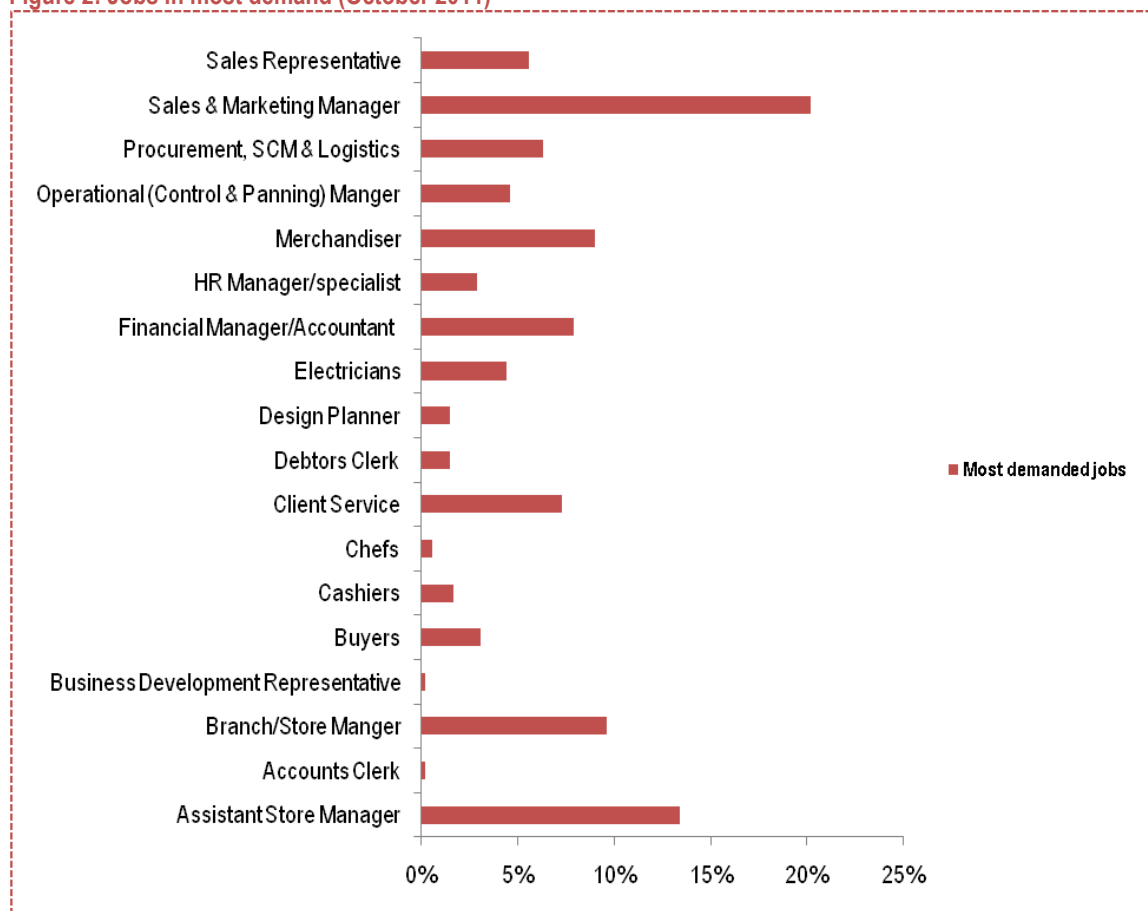
Source: Own calculations from CJI & Careerjet Index (2011)

5. Most in demand occupational fields

The Career Job Index (CJI) for the FMCG, W & R in July is sitting below 100 index points. This means that there are more job opportunities for potential career seekers, but fewer potential career seekers per job advert. This makes recruitment more difficult, due to less potential career seekers.

Gauteng, Western Cape and KwaZulu-Natal are the leading provinces where FMCG, W & R businesses are located. Demand for jobs in these provinces is highest. Figure 2 provides an overview of the trends experienced by the various occupational fields, in which skills are in high demand for this month.

Figure 2: Jobs in most demand (October 2011)



Source: Own calculations from CJI & Careerjet (2011)

There is a high demand for skilled and senior-level FMCG, W & R professionals. Almost 52% of the posted job adverts require a skilled and more senior-level labour force. This presents a major challenge for the growth and competitiveness of the sector as the skills deficit remains a serious challenge for the sector.

There is a high demand for the following skills: branch/store manager, merchandiser, retail assistant manager, sales representative and merchandiser as well as sales & marketing manager. There is a correlation between these skills, and the W&RSETA's scarce skills profile. Table 2 depict the employment opportunities, regional trends and skills needs.

Table 2: Job opportunities in the wholesale & retail sector, regional trends and skills needs (October 2011)

Occupations Advertised	OFO Code Link	OFO Codes	Eastern Cape	Free State	Gauteng	KZN	Limpopo	Mpumala-nga	North West	Northern Cape	Western Cape
Assistant Store Manager	Retail Assistant Manager	142103			38	18		1			13
Accounts Clerk	Clerical & Administration workers	5522201			1						
Branch/Store Manger	General/Branch/Store Manager	1421	1		22	4			1	1	21
Business Development Representative	Management Consultant	242101								1	
Buyer	Junior/Perishables/Pharmaceutical Buyer	639201			6	2					8
Cashiers	Checkout operators	631101			5	3					
Client Service	Sales workers not elsewhere classified	5249			33						11
Debtors Clerk	Clerical & Administration workers	599301	1			1					
Design Planner	Industrial designer	232302									1
Electricians	Millwright/Technicians/Electricians	341101			18						5
Financial Manager/Accountant	Accountants	221101	3		19	4		1		1	13
HR Manager/specialist	Business, Human Resource & Marketing	223101			8						7
Merchandisers	Merchandisers/Planner	629301			26	1		1			19
Operational (Control & Panning) Manger	Production/Operating Manager (Manufacturing)	132102	1		17						6
Procurement, SCM & Logistics	Supply & distribution Manager	133601	9		4	7	3	3	1	2	4
Sales & Marketing Manager	Sales & Marketing Manager	131102	7	2	37	11	3	5	2		38
Sales Representative	Sales Representative	3339903	4	2	11		1	3			8
Chefs	Chefs	531301									3
Total			26	4	245	51	7	14	4	5	157

Table 3: Occupational requirements (October 2011)

Occupations Advertised	OFO Code Link	OFO Codes	Experience	Educational requirements	Special requirements	Salary/wages		Frequency
						From:	To:	
Buyer	Junior/Perishables/ Pharmaceutical Buyer	639201	1 years experience	Matric and equivalent post qualification/NQF 2	Forecasting, budgeting, staff management, buying, product & industry knowledge, interactive buyer or supplier merchandiser	---	---	16
Assistant Manager	Retail Assistant Manager	142103	2 years experience	Matric and equivalent post qualification/NQF 2	Budgeting skills, ability to manage staff performance	Negotiable	Negotiable	70
Merchandiser	Merchandisers	343203	1 years experience	Matric and relevant post qualification	Have a passion for sales & good communication skills & experience in marketing	R9,000 p/m	R12,000 p/m	47
Financial Manager/Director/ Accountant	Accountants	221101	3-5 years experience	BCom Accounting plus qualified CA	CA (SA) – SAICA, hands-on financial control or audit	---	---	41
Sales Rep.	Sales Representative	3339903	None/ experience	Matric and equivalent post qualification	Good communication skills & a passion for sales	R45,000 p/m	R50,000 p/m	29
Human Resource Manager/Operations/ Training & Development	Business, Human Resource & Marketing	223101	2-3 years experience	Human Resource Management	Relations and Basic Labour law, good working knowledge of HR & deal discreetly and confidentially with sensitive HR information.	---	---	15
Accounts Clerk	Clerical & Administrative workers	5522201	2 years experience	Grade 12 & Accounting Qualification	FICA knowledge, highly organise, book keeping skills & excellent communication skills	---	---	1
Client Service	Sales workers not elsewhere classified	5249	None/ experience	Grade 12 / relevant training	Interpersonal skills & good communication skills	---	---	38
Debtors Clerk	Clerical & Administrative workers	599301	1 to 3 years experience	Grade 12 & Accounting Qualification	Advance excel skills, attention to details and customer oriented & flexible & reliable	---	---	8
Chefs	Chefs/Cooker	531301	1 years experience	Matric and chaffing qualification	Passionate about food and experience in deli type of market & presentable & communication skills,	---	---	3

					experience in distribution management			
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	---	---	24
Cashiers	Checkout operator	631101	None	Matric and equivalent post qualification	numeracy skills & good communication skills	R4,500 p/m	R5000 p/m	9
Business Development Representative	Management Consultant	242101	2to 3 years experience	Appropriate territory qualification (degree / diploma)	FMCG Sales experience, SHL standard verbal and numerical scores, Commercial experience & Full clean driving license.	Negotiable	Negotiable	1
Electricians	Technicians & Trade workers	341101	2 to 5 years electrical experience	N4 Electrical plus a Trade Test (Electrician)	Computer literacy and exposure to Pragma Maintenance Systems, Interpersonal relationship skills & call out and standby responsibilities.	R250 000 p/a	R350 000 p/a	23
Design Planner	Industrial designer	232302	1 to 2 years experience	Relevant degree/diploma	Good understanding & experience of packaging design, project management & attention to detail with good levels of responsibility and accountability.	---	---	8
Sales & Marketing Manager	Sales & Marketing Manager	131102	1-3 years experience	Matric and diploma/ degree in marketing	Experience in consumer insights, marketing and market research	R200,000 p/a	R240,000	105
General/Branch Manager	General Manager/Branch Store Manager	1421	3-5 years experience	Matric and equivalent NQF 4	Previous hand-on experience on retail management, proficient in MS Office (Word, Excel & Outlook), planning & budgeting	Negotiable	Negotiable	50
Procurement, Supply Chain & Logistics	Supply and Distribution Manager	133601	1-2 years experience	Matric and equivalent post qualification/NQ2	Good planning & communication skills, experience in supply chain & distribution management	Negotiable	Negotiable	33

Table 4: Cities with job opportunities in the wholesale and retail sector (October 2011)

Eastern Cape	Free State	Gauteng	KZN	Limpopo	Mpumalanga	North Cape	North West	Western Cape
East London	Bloemfontein	Alberton	Durban	Pietersburg	Nelspruit	Kimberley	Potchefstroom	Cape Town
East London		Aeroton	La Lucia Ridge		Witbank		Rustenburg	Cape Town
Queenstown		Bedfordview	Richards Bay					Stellenbosch
Plettenberg		Boksburg	Westville					Bellville
		Brakpan	Vryheid					George
		Carletonville						Paarl
		Centurion						Somerset West
		Germiston						Goodwood
		Johannesburg						Mosel Bay
		Kempton Park						
		Krugersdorp						
		Midrand						
		Nigel						
		Pretoria						

Randburg									
Sasolburg									
Springs									
Sunninghill									
Vanderbijlpark									
Vereeniging									
Westonaria									
26	4	245	51	7	14	4	5	157	

6. Conclusion

In a rapidly changing world, flexibility and agility are crucial. Improvisation is something jazz bands are good at, orchestras, not so much. Knowing what challenges your business is likely to face in the years ahead can help you mitigate their impact. In the words of serial entrepreneur Ben Franklin “If you fail to plan, you’re planning to fail.” More and more businesses are losing momentum and failing to cope with the global uncertainty. On the other hand, more and more people are also losing their jobs.

It is important, however; to note that skills deficit remain a grim concern for jobless crisis in South Africa. According to the Deloitte Human Capital, “More than half a million jobs is not going to be filled South Africa cannot be filled because the appropriate skills do not exist.” Conspicuously, many companies both private and public lack proper recruitment strategy, job creation programmes and organisational development strategy. This further creates impasse to effectively deal and addressing the unemployment problem in South Africa. Addressing the dilemma of unemployment in South Africa needs leadership - both in the private and public sector that understands the growing exhausted patience of young people and the general implication of this problem might have in the country.

In October 2011, there were approximately 513 jobs opportunities in the FMCG, Wholesale & Retail sector. The employment opportunities in the sector have dropped by 5% compared to last month employment opportunities. Recruiters are finding it difficult to source suitable and qualified candidates due to low search of career seekers with relevant and appropriate skills. It is clear, however; that employers are increasingly demanding higher skills for many types of jobs.

Permanent employment is the preferred type of employment among businesses, which employ within the FMCG, W & R sector, followed by contract and part-time employment. The 92.6% of the jobs opportunities are on permanent contract, followed by temporary and contract jobs with 4.1% and 3.3% respectively. Gauteng, Western Cape and KwaZulu-Natal are the leading provinces in terms of availabilities of employment opportunities.

Annexure A

Salary-level per skills-level

	Junior Level	Skilled Level	Senior Level	Management Level	Executive Level
Branch & Store Management					
From	---	R 13,567.13	R 12,740.74	R 16,645.24	---
To	---	R 15,887.45	R 16,468.75	R 23,248.67	---
Procurement, Supply Chain & Logistics					
From	R 11,848.96	R 23,860.73	R 28,201.67	R 39,230.16	---
To	R 14,989.81	R 29,082.70	R 34,451.26	R 48,658.97	---
Operations (Control & Planning)					
From	---	R 21,212.15	R 24,390.35	R 32,442.98	---
To	---	R 25,933.38	R 33,212.96	R 40,563.49	---
Production & Manufacturing					
From	---	R 22,746.03	R 30,773.81	R 32,861.11	---
To	---	R 29,628.79	R 35,092.60	R 43,111.11	---
Client Services					
From	---	R 18,196.67	R 26,363.64	R 33,803.92	---
To	---	R 22,324.82	R 30,818.18	R 40,715.69	---
Quality Control & Assurance					
From	---	R 13,520.83	R 20,571.43	---	---
To	---	R 17,312.50	R 26,333.33	---	---
Sales					
From	R 5,771.43	R 17,713.05	R 22,234.52	R 27,083.33	---
To	R 11,687.50	R 19,859.25	R 29,736.11	R 33,556.71	---
Warehousing & Stock Control					
From	---	R 16,370.37	R 18,106.06	R 27,800.00	---
To	---	R 20,351.85	R 24,591.67	R 31,400.00	---
General Management					
From	R 12,904.76	R 28,404.20	R 33,892.95	R 33,121.75	R 62,012.82
To	R 18,239.58	R 37,207.51	R 37,063.15	R 42,647.26	R 83,000.00

Source: Career Junction Index (2011)

Annexure B

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.
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
63311	Sales of tyres
63500	Retail sales of automotive fuel

Annexure C

Wholesale and retail businesses per 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
<i>Wholesale</i>											
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
<i>Retail</i>											
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
62311	1501	122	108	419	54	228	81	118	48	62	261
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
63500	3430	361	204	1251	118	429	175	241	63	77	511

Annexure D

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 - Less than 5 potential career seekers per job advert; means recruitment is very difficult.

Between 5 and 10 potential career seekers per job advert; means recruitment is difficult.

Between 10 and 20 potential career seekers per job advert; means recruitment is moderate.

Between 20 and 30 potential career seekers per job advert; means recruitment is easy.

More than 30 potential career seekers per job advert; means recruitment is very easy.

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.

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