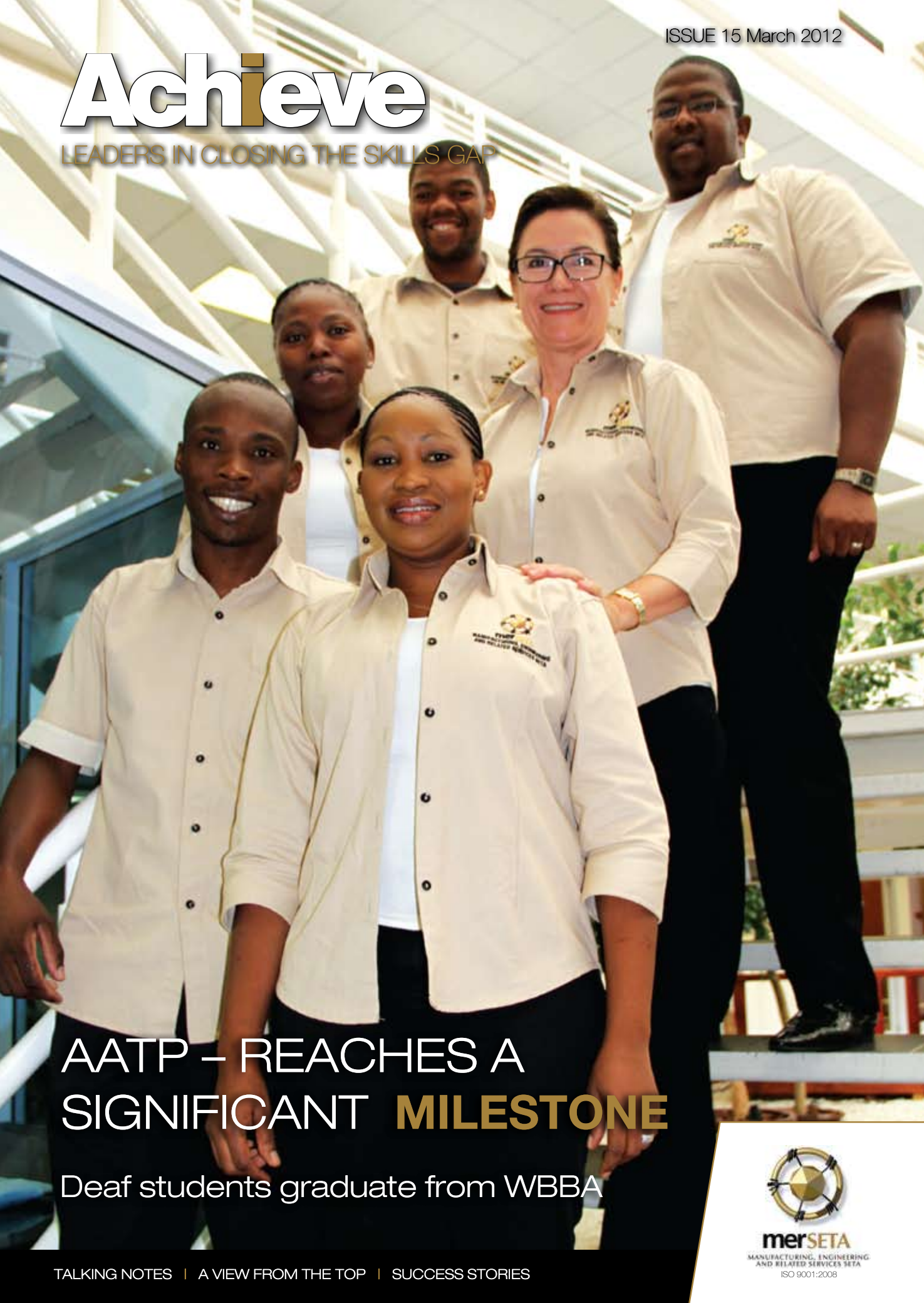


Achieve

LEADERS IN CLOSING THE SKILLS GAP



AATP – REACHES A SIGNIFICANT **MILESTONE**

Deaf students graduate from WBBA



merSETA
MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA
ISO 9001:2008



Vision

leaders in closing the skills gap

Mission

To increase access to high quality and relevant skills development and training opportunities to support economic growth in order to reduce inequalities and unemployment and to promote employability and participation in the economy



merSETA

MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA

ISO 9001:2008



ON THE COVER

AATP team



PG. 6
AATP – addressing the skills deficit and reaching a significant milestone



PG. 10
Convention ignites flame in women engineers



PG. 23
merSETA and Mercedes-Benz SA launch Boksburg training

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TalkingNotes

Employers and experts in the field of skills development have often decried the chronic skills shortage in our country. The issue at hand is not so much the skills shortage, but a skills mismatch.

Our post school education has so far failed in many respects. The much talked about skills shortage is exacerbated by the fact that our school system is not producing exactly what the labour market requires.

This was also seen by the Minister in the Presidency: National Planning Commission, Mr Trevor Manuel, who recognised the fundamental problem in our education system.

Addressing a media conference recently, he said to encourage a better match between education outcomes and what was required by universities and employers, money should be poured into ensuring that competent people were brought into the education system and that the teaching of science and mathematics was upgraded

"It is clear there is a skills mismatch that has to be addressed. If we do not fix this, we'll all sink together," he warned.

Though the skills mismatch has its origin in the apartheid era, it did not ease after apartheid - neither has our education system helped. On the other hand, the labour regulations have done little to induce firms to switch from capital-intensive technology.

Reducing the skills mismatch will be a mammoth task.

It is an indictment on our economy, taking cognisance of the number of unemployed graduates that has swollen from 60 000 to more than 200 000 in the past five years, according to Statistics South Africa.

The June 16 slogan was "economic emancipation in our life time". We now need to embrace the slogan "skills development in our life time". Economic emancipation won't dawn until the issue of skills mismatch is addressed comprehensively.

The missing piece in the skills development puzzle needs to be found as a matter of urgency - the synergy to ensure that SETAs, employers, colleges and universities are on the same page when it comes to skills development is vital.

It is after all Dr Nelson Mandela who once said: "The future of a country lies in young people; a country that does not invest in its youth has no future."

Coming to our contents, we celebrate the year 2012 with 2012 artisans qualified through the Accelerated Artisan Training Programme. Helen Brown takes us down memory lane to the beginning.

merSETA continues to play a critical role in forging partnerships with stakeholders. We bring you up to speed with the merSETA and Mercedes-Benz launch of a training project in Boksburg, and also look into the graduation ceremony where merSETA and VWSA joined hands in equipping disabled people with skills in business administration.

The women in engineering convention aimed to find solutions to the challenges women engineers in South Africa go through. Last but not least, we highlight "operation closing the skills" with career exhibitions we participated in.

"You might have noticed that our masthead has changed. It has become smaller yet brighter and more effective. This is part of us revamping all our products to ensure they remain fresh and exciting."

Before I sign off, should you have graduations, the launch of projects and other interesting skills development stories and pictures, kindly send them to: achieve@merseta.org.za.

Disclaimer: Please note, the editor reserves the right to withhold articles due to space limitations or for any other reason.

Be blessed!



Sibongiseni
Zinjiva Ka-Mnguni
Editor



A view FROM THE TOP

The national budget's infrastructure programme complements the auto industry.

The national budget announced by Minister of Finance Mr Pravin Gordhan has come at an apt time for manufacturing, particularly the automobile industry and its related services.

Minister Gordhan says the new South African story is about building a modern infrastructure, a vibrant economy, a decent quality of life for all, reduced poverty and decent employment opportunities. Among the economic levers for change, he cited improvements in further education and skills development as a necessity for a vibrant economy.

The Budget Review lists 43 major infrastructure projects, adding up to R3.2-trillion in expenditure. In the next three years, approved and budgeted infrastructure plans amount to R845 billion, of which just under R300 billion is in the energy sector and R262 billion in transport and logistics projects. Job creation, with a particular focus on unemployed youth, remains an imperative.

Of crucial importance is the fact that the public infrastructure programme will assist in streamlining logistics from inland to the coast for export to main markets.

The massive transport logistical plans will not only aid auto industry exports but will also strongly complement the Automotive Production and Development Programme (APDP) which takes effect on January 1 next year.

This programme replaces the Motor Industry Development Programme which offered incentives for exports.

From January next year, the APDP will reward the auto industry for local production as long as they manufacture at least 50 000 vehicles annually. It will also provide direct incentives to local auto component manufacturers who were left out of the loop by the previous system.

The year 2011 showed a dramatic rise in sales, including exports, and if the trend continues, as recent data indicates, thousands more employment opportunities are in the pipeline.

According to the National Association of Automobile Manufacturers of SA (Naamsa), new car sales in January were the best in five years due to strong demand from car rental companies.

Aggregate industry sales, including MBSA, increased by 3 144 units to 48 251 vehicles in January this year from 45 107 units in January last year.

Exports of South African produced vehicles, excluding MBSA, improved by 260 units to 10,445 in January 2012 due to plants only opening in the middle of January.

There is no doubt that exports will grow into next year, particularly as demand from African countries emerges. Africa has the second highest growth rate in the world and the demand for vehicles and other manufactured goods will rise accordingly.

Our logistical infrastructure programme will not only create sustainable jobs, but will also offer the auto industry a more cost effective method of meeting high demand in other parts of the globe.



Dr R Patel
CEO merSETA



AATP-REACHING A SIGNIFICANT MILESTONE IN ARTISAN DEVELOPMENT

The Accelerated Artisan Training Programme (AATP) is celebrating the year 2012 in style, having qualified 2012 artisans against the backdrop of the chronic skills shortage in South Africa, writes *Sibongiseni Ziinjiva Ka-Mnguni*.

The programme started in 2007 in response to the Joint Initiative on Priority Skills Acquisition (JIPSA), which highlighted the critical shortage of qualified engineering artisans in the manufacturing and engineering sector.

According to Project Manager Helen Brown, the fact that AATP accelerates the route to a Section 13 trade test is not desirable under normal circumstances. However, the alternative of waiting four years and only achieving an average 30% first-time trade test pass rate is a risk to economic growth and related job creation objectives of Government.

The project is scoped with two major differences. Firstly, apprentices entering the programme have to have higher entry qualifications and secondly, the structure of exposure to the curriculum is highly regulated and monitored.

Coming of age

The programme heralded a paradigm shift in a country where the skills deficit is widely regarded as a major impediment to achieving targeted growth rates. In its lifespan of three years, the project has played a significant role in advancing skills development and creating permanent employment for artisans.

The AATP registered 3422 apprentices since 2007 and has qualified 2012 apprentices to date. It has a 70% qualification rate out of the total intake.

Most of these artisans got their lifetime break working on major projects like the Gautrain, Medupi and Kusile power stations.

Ms Brown remains modest about the success of the programme and acknowledges the role played by cordial partnerships with employers, FET Colleges and private training providers.

A resounding success and a recipe for success

A factor that has contributed positively to the success of the programme is the constant monitoring and evaluation.

"The cornerstone of the project is its structure - five milestones that are carefully monitored. Monitoring happens on a monthly basis at project meetings with employers. This in essence is the driving force behind the success of the project.

"We also had to strengthen the criteria for acceptance of committed employers and apprentices. We had to deal with some of the challenges through meaningful and innovative solutions. In this way, the project has evolved to improve quality standards and set the bar higher," commented Ms Brown.

The project has achieved four years of unqualified audits, indicating sound financial management control. Ms Brown also attributed the success of the project to sharing best practice through the Annual Artisan Development Symposium, as well as a research partnership with the University of Bremen in Germany.

In this research, meaningful measurements of holistic competence of candidate artisans have been tested. The results have been interpreted and new methods of instruction are being applied.



Katlego Mashishi and Comfort Ngoatle; the AATP team at Ford plant

“These methods concentrate on sensitivity to costs of production, productivity and sustainability of solutions with greater sensitivity to the environment. Being a qualified artisan is not only about functional competence – process and holistic competence offer a far greater global competitive advantage to the costs associated with manufacturing goods and products,” pointed out Ms Brown.

The General Manager of Projects, Derrick Peo, says reaching the milestone of more than 2 000 qualified artisans at a success rate of more than 70% is no mean achievement.

“The AATP has established a new benchmark for artisan training and qualification, not seen before in South Africa. This is due to the support of the merSETA Governing Board and CEO as well as the willingness of key companies to embark

on this experiment with us. Through the project, we have begun to redefine the debates around artisan training in South Africa, developed a national footprint and interrogated the concept of a modern apprenticeship.

“Internally, we have set in place a new benchmark for administrative efficiency, and moved beyond project into programme mode. Due respect must be given to Ms Brown who has been the flag-bearer for the AATP. From developing rules of engagement and the supporting systems to mobilising stakeholders behind the ambitious vision we had back in 2007, she has been key to this process. These achievements would of course, not have been possible without a dedicated team built up to support the project – congratulations, and thank you, Tsholo, Mthunzi, Gabi, Sibusiso and Zolile.” commented Mr Peo.



ATTP Team

“These methods concentrate on sensitivity to costs of production, productivity and sustainability of solutions with greater sensitivity to the environment. Being a qualified artisan is not only about functional competence – process and holistic competence offer a far greater global competitive advantage to the costs associated with manufacturing goods and products”

Building linkages through artisan development

The AATP has played an important role in the revitalisation of artisan training development, and assisted in building linkages between theoretical education and practical workplace experience through the commitment of employers.

This is in line with the National Skills Accord signed in July last year in which the government, business, labour and the community made commitments to expand the numbers of apprenticeships, learnerships and internships.

Most apprentices have since been retained by their respective companies and are contributing positively towards infrastructure development in South Africa.

“Most of the employers on the AATP are involved in infrastructural development projects and as soon as these apprentices qualify, they join these companies,” said Ms Brown.

Katlego Mashishi studied fitting and turning Level 4 at Lephalalale FET College and says students receive an excellent hands-on experience. “The

structure of the project ensures that we get enough exposure to both the theoretical and practical aspects of our trades. The duration of the apprenticeship saves time as you qualify in 18-months, and the quality is the same as the normal three-year apprenticeship programme.”

Comfort Ngoatle is one of eight women doing pipefitting. She was inspired by her father who was an engineer and enjoys the challenges her job brings. She spoke highly of the AATP and praised the quality of training officers and the support of her fellow apprentices.

It is not only the apprentices that have given the AATP the thumbs up. Critical employers have shown a vote of confidence in the programme and acknowledge the role played by the AATP in addressing the skills deficit.

The reason behind the success of the programme, according to employers, is the administration of the programme that has made enrolment more efficient. This has made it easier for companies to qualify more artisans annually. Employers also appreciate the structure of the programme, saying that the transition from being an apprentice to an artisan is generally smooth.

We would like to congratulate the whole AATP team on this milestone achieved. We feel privileged to be part of the process in sharing our knowledge and skills with the apprentices who have qualified through our apprenticeship scheme.

Thank you for all your support in assisting us and we hope to continue our successful partnership into the future.

John Nixon
Machine Moving & Engineering

CONVENTION IGNITES FLAME IN WOMEN ENGINEERS

The second Women in Engineering convention took place in Johannesburg recently, with delegates sharing experiences and challenges that confront women in the industry, writes *Sibongiseni Ziinjiva Ka-Mnguni*.

Scores of women engineers gathered in the heart of Johannesburg to exchange ideas and discuss the challenges facing women engineers in South Africa.

The significance underrepresentation of women in the engineering field is cause for concern, but there is a glimmer of hope as the Engineering Council of South Africa (ECSA) says the number of women in industry is on the rise, with Council female membership now exceeding 2 000.

According to ECSA, there are 2 083 women registered with the national professional body for engineers, a significant step up from 2003 when the Council had a mere 814 female members. Statistics indicate that female employees in the engineering sector constitute only 16 951 which is

2, 5 percent, a far cry compared to the 665 967 of the total workforce employed in the sector.

One of the most significant barriers to attracting young women into the field is the need to balance work with family, gaining credibility and respectability with the male peers, dual careers, lack of mentors due to the small numbers of women engineers, access to networks and inequality in terms of salaries and promotional opportunities.

Portia Pule, an engineer at the Johannesburg Road Agency, said it is important to use platforms such as Take-a-girl-child-to-school to spark interest in the profession.

“Companies must be willing to adopt schools where they could expose the girls to what engineers do, present ourselves to those girls in such a manner that they will see how being feminine while being an engineer is possible and also engage engineering Institutes or professional bodies such as ECSA to run engineering expeditions for townships and rural schools annually,” she pointed out.

Ms Pule went on to say that skills transfer should be viewed in the light of redressing the injustices of the past, addressing the scarcity of women engineers and addressing the imbalance in the number of women in the field.

Ms Libia Gonzalez-Rolando, Deputy Chief Engineer from the Department of Human Settlements of the Western Cape: Directorate People’s Housing and Empowerment Processes, who originally hailed from Cuba, indicated that the professional engineering environment is currently “a man’s world”.

“Traditionally, women are viewed as not being attracted by technology, and despite many initiatives, they are still under-represented in the engineering field all around the world.



Chief Director: Human Capital and Science Platforms, Department of Science and Technology Dr Phethiwe Matutu



Scores of women at the convention

"The professional and social development achieved by the Cuban women represents the ideal of what is to be achieved in other countries," commented Ms Gonzalez-Rolando.

Taking the delegates through her journey as a Cuban engineer, she said school attendance in Cuba was compulsory from ages 6 to 16 (end of basic secondary education). At the end of basic secondary education, pupils can choose between pre-university education and technical and professional education.

She pointed out that it was not unusual in Cuba for female students to choose technical careers.

"Choosing an engineering career was a difficult decision as my father considered it to be a man's area. I graduated at Moscow University of Transport in 1991 as a Building Engineer specialising in construction of bridges and tunnels for railways".

Ms Gonzalez-Rolando said she was a part of a programme named "Battle of Ideas" which was

aimed at defending the achievements in Cuba in spite of the economic situation that prevailed in the country due to the fall of the socialist system and the economic blockade that they were subjected to by the US government.

merSETA Chief Executive Officer, Dr Raymond Patel, said the organisation's forte was creating space for emerging engineers in the South African economy. He said while the merSETA has five focus areas, students had excelled in the engineering sphere in each of these areas despite barriers faced by women over the decades of apartheid rule.

"According to an HSRC Report, about 16.21% of engineering professionals in South Africa were women in 1996, but this decreased to only 10.5% in 2005.

"While representing 20 percent of the engineering student population, women now represent a mere 10% of the entire engineering workforce.

"This declining trend is not only alarming in the



Women engineers attending the convention

“Companies must be willing to adopt schools where they could expose the girls to what engineers do, present ourselves to those girls in such a manner that they will see how being feminine while being an engineer is possible...”

context of the critical shortage of engineering skills in South Africa, but also highlights the continued under-representation of women in engineering. However, the numbers of female students in the engineering field has doubled to 20 percent compared to 9, 5 of the entire student population in 1996,” explained Dr Patel.

One of merSETA’s key goals for the next five years is planning, executing and evaluating programmes around women engineers.

“We have to promote comprehensive career development in the engineering field. A template

for success is our memorandum of agreement with the Nelson Mandela Metropolitan University (NMMU).

“Signed in December 2009, this agreement covers merSETA bursaries in mechatronics, the placement of engineering students in industry, the promotion of women in engineering, strengthening links between the NMMU and FET colleges and increasing the capacity of educators at technical high schools,” concluded Dr Patel.

INTRODUCING: NEW merSETA GOVERNING BOARD MEMBERS

This is the second segment introducing the merSETA Governing Board members to our stakeholders and the public at large. In our June edition, we will bring you the last segment. In our December edition we introduced the Board Chairperson, Ms Phindile Nzimande, Board members; Mr Dana De Villiers, Mr Johan Van Niekerk, Ms Malebo Mogopodi and Ms Jeanne Esterhuizen. In this edition we have the pleasure to introduce the following members.

Name	Janet
Surname	Lopes
Designation	Member of the Governing Board
Constituency	Organised Employers
Board member background and experience	Deputy Chairperson of the merSETA Governing Board One of the Founder Members who set up the merSETA in 2000 Has served on the board since 2000 as a representative of SEIFSA Holds a BA degree, Higher Diploma for Educators of adults and a Diploma in Journalism Currently serves on the HRDC as a Skills Specialist and also on the NSA Has extensive experience in donor funded initiatives



Name Thapelo Mokgatle
 Surname Molapo
 Designation Member of the Governing Board
 Constituency Organised Employers

Board member background and experience
 1998-2000 Currently Vice President: Human Resource and Training – Toyota SA
 Chairperson of the Automobile Manufacturers' Employers Organisation
 Managing Director - Streams Human Resource Strategies
 1996-1998 Chief Training Advisor – Department of Labour
 1993-1996 Human Resource Consultant - Sanlam



Name Xolani
 Surname Tshayana
 Designation Member of the Governing Board
 Constituency Organised Labour

Board member background and experience
 1998 - Achieved Automobile Industry Certificate
 1998 - 2003 worked as a qualified Dingman
 2003 to date: Education and Training Officer at VWSA

2008 - 2011 Chairperson and Deputy Chairperson of merSETA Governing Board and Auto Chamber.

2009 to date: member of the Eastern Cape Skills Development Forum

Member of Numsa National and Regional Training Committee 2003 - 2010: Chairperson of VWSA Training Committee

2009 - 2011 Chairperson of the Eastern Cape Rapid Response Coordinating Committee

2009 - Achieved Foundation Leadership Certificate with NMMU

2011 - Currently completing the Intermediate leadership Certificate with NMMU

Recently appointed to the Eastern Cape HRD Council
 Currently a Board Member at Eastern Cape Training Centre



Name	Anton
Surname	Hanekom
Designation	Member of the Governing Board
Constituency	Organised Employers
Board member background and experience	Executive Director – Plastics SA Training Director – Plastics of SA Group Training and Development Manager – Sentrachem/DOW SA Head of Training - Everite



Apology!

In the last edition of Achieve Magazine, we included the wrong photograph of Governing Board Member Mr Alex Mashilo as part of our series on Board members. Due to unforeseen circumstances, we could not rectify this in the current edition. We will do so in the next edition of our Magazine.

Our humblest apologies to all.

DEAR STAKEHOLDER,

INVITATION – BREAKFAST SYMPOSIUM ON THE GREEN PAPER FOR POST-SCHOOL EDUCATION AND TRAINING - 28 MARCH 2012

THE THEME OF THE SYMPOSIUM IS *THE FUTURE OF POST-SCHOOL EDUCATION*. THE TARGET AUDIENCE IS THE merSETA GOVERNING BOARD, VARIOUS merSETA STAKEHOLDERS, BOARD REPRESENTATIVES OF OTHER SETAS, AND KEY OPINION-MAKERS IN THE HIGHER EDUCATION FIELD.

INVITED SPEAKERS INCLUDE JOHN PAMPALLIS, IVOR BAATJES AND GRAEME BLOCH.

THE SYMPOSIUM DETAILS ARE AS FOLLOWS:

DATE: 28 MARCH 2012

TIME: 07H30 (REGISTRATION FROM 07H00)

VENUE: JOHANNESBURG COUNTRY CLUB, 1 NAPIER ROAD, AUCKLAND PARK, JOHANNESBURG

CONTACT: LINDANI ZULU

(TEL) 010-219-3390

(E-MAIL) RSVP@MERSETA.ORG.ZA

(WEBSITE) WWW.MERSETA.ORG.ZA

PLEASE NOTE THAT TRAVEL AND ACCOMMODATION COSTS ARE FOR YOUR OWN/COMPANY ACCOUNT. INITIAL REGISTRATION CAN TAKE PLACE VIA THE ABOVE E-MAIL ADDRESS

DUE TO LIMITED SEATING, WE URGE YOU TO RESPOND AT YOUR EARLIEST CONVENIENCE. merSETA TAKES PLEASURE IN EXTENDING THIS INVITATION TO YOU IN THE KNOWLEDGE THAT YOUR PARTICIPATION WILL ASSIST IN *THE FUTURE OF POST-SCHOOL EDUCATION*.

SIYABONGA - STROKE OF GENIUS

He had to beat the odds and prove that determination is key to achieving what you set out to. Siyabonga Nongedzi overcame adversity to fulfill a childhood dream.

By: Sibongiseni Zinjiva Ka-Mnguni

He comes across as a quiet, humble and level-headed young man. Siyabonga was born in Umthatha and cut his teeth at Mzokhanya High School. Following the death of his father, life was difficult without a provider, forcing him to live in the care of relatives.

"When my father passed on, I was only 13 years-old and life changed significantly. We couldn't afford to live the life we were accustomed to, and I had to live with my aunt. However, the biggest challenge was when I couldn't go to school to do grade 11 because my aunt couldn't afford to send me to school," elaborates Siyabonga.

Now, he is set to graduate from the Nelson Mandela Metropolitan University (NMMU), completing a Bachelor of Engineering degree in Mechatronics. This qualification focuses expertise in various fields of engineering, including electronics, mechanical engineering and computer-aided design.

Mechatronics is viewed as a critical skill in today's automotive and related manufacturing environment. International trends suggest that the need for mechatronics engineers in South Africa will increase significantly in the near future.

The transition from high school to university proved a challenge for Siyabonga. He found it difficult. "When I arrived at the university, I didn't plan my time properly - no one was there to baby sit me and my instability at home played a huge role in my failing my first semester dismally."

As the saying goes, falling down is not staying down. He had to pick himself up. Bouncing back in style is what he did - he went on to pass his second semester with flying colours and, as they say, the rest is history.

"I drew a lot of courage from within; knowing what I wanted to achieve and yearning to fulfill my dream was a motivation on its own. I didn't look where I was at the time, but I looked into the future with a view to changing the now for the future and thus breaking the cycle of poverty in my family."

Siyabonga was in the first group of 15 students who received bursaries from the merSETA to study mechatronics engineering at NMMU. "It was difficult to be in the first group to study mechatronics. It was like a baptism of fire - there were no study materials to use for reference purposes and doing our research was a huge challenge," explains Siyabonga.

They had to dig deep to get up to speed with developments in mechatronics. To fulfill his love for mechanical engineering, Siyabonga had had to do maths and science in higher grade at high school.

"At my school, everybody was doing maths and science in standard grade. I defied the norm and registered for maths and science higher grade. Fortunately, my teachers encouraged me to work hard and assisted me with extra classes when everybody had gone home."

He paid tribute to his school principal who assisted him with the merSETA bursary forms and also his aunt: "They helped to launch my career; I didn't know anything about the merSETA, let alone an interview. It was the first time I had attended an interview. My aunt assisted me with my research and advised me on what to expect."

He is a creative person, while he was growing up, he wanted to be a part of the generation that would revolutionise engineering and design things with zest.

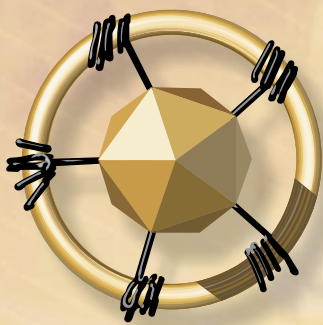
“I drew a lot of courage from within; knowing what I wanted to achieve and yearning to fulfill my dream was a motivation on its own. I didn’t look where I was at the time, but I looked into the future with a view to changing the now for the future and thus breaking the cycle of poverty in my family.”



merSETA bursary holder Siyabonga Nongedzi

Asked about his love for engineering, Siyabonga comments that it was inspired by his late father who was a motor mechanic as well as his passion for robots and the art behind building bridges. Being the only family member to reach university,

there is added pressure to perform from both family and community. Siyabonga is not immune to this and says he takes the pressure in good spirits.



merSETA

MANUFACTURING, ENGINEERING
AND RELATED SERVICES SETA



mer

MANUFACTURING AND RELATED

The merSETA is one of 21 Sector Education and Training Authorities (SETAs) established to promote skills development in terms of the Skills Development Act of 1998 (as amended). The 21 SETAs broadly reflect different sectors of the South African economy. The merSETA encompasses Manufacturing, Engineering and Related Services.

The various industry sectors are covered by five chambers within the merSETA: Metal and Engineering, Automobile Manufacturing, Motor Retail and Components Manufacturing, New Tyre Manufacturing and Plastics industries.



SETA

ING, ENGINEERING
SERVICES SETA

merSETA Services:

Registration of Learnerships; Payment of mandatory grants (WSP and ATR); Payment of discretionary grants; Assistance with grant application submissions; Resolution of training related disputes; SETA transfers; Advice on SETA levy exemption and disbursement of grants; Advice on tax incentives on training expenditure and regional outreach programmes.

TOYOTA ENDS TOUGH 2011 ON A HIGH NOTE

By Independent Correspondent

- Toyota South Africa Motors reaffirms its position as South Africa's largest vehicle brand, celebrating 32 consecutive years as market leader
- Toyota's export figure of 7 739 represents more than 50% of total reported vehicle exports
- 2012 sales are expected to stabilise at current levels or slow down slightly

	December 2010	December 2011	% change (2011 vs. 2010)	% change (year to date)
Total market	39 455	43 790	+11.0%	+15.6%
Passenger market	26 601	29 787	+12%	+17%
Exports	22 157	13 665	-38.3%	+11.9%
Full Year 2011 vs. 2010				
Total market	492 907	570 012	15.6%	-
Passenger market	337 130	394 503	17%	-
Exports	239 465	267 963	11.9%	-

Toyota South Africa Motors this year pops the cork in celebration of its 32nd year as market leader in the South African market. This follows confirmation from the National Association of Automobile Manufacturers (Naamsa), which recorded the sale of 10 306 Toyota group vehicles in the last month of 2011.

In light of such strong sales in December 2011, Toyota (including Lexus and Hino) ended the year on total sales of 109 413 vehicles and an overall market share of 19.19%. The total market in turn ended the year on 570 012 vehicles, which represents a growth of 15.6% over 2010.*

"We are especially proud of what we have achieved in 2011," says Dr Johan van Zyl, President and CEO of Toyota South Africa Motors. "To maintain the market leadership position for the 32nd consecutive year against many more competitors and an ever growing number of vehicle choices is significant, but it is even more impressive in light of

the challenges that we have faced."

Referring to the challenges faced by Toyota, Dr van Zyl says the devastating earthquake and tsunami which struck Japan in March 2011 severely constrained the supply of fully built-up vehicles as well as the supply of specialised parts and components required to maintain vehicle production in South Africa.

The damaging effects of the natural disasters in Japan were later followed, and in some ways compounded, by other major disruptions on the local and international front.

"We still vividly remember the unexpectedly high snowfall in July, which shut the main arteries between our plant in Durban and certain major suppliers and markets overseas. This was followed soon afterwards by a crippling strike in the component manufacturing industry in August, which again put unexpected strain on our own manufacturing activities," says Dr van Zyl. "This tough year was topped by news of floods

“In light of this we would like to thank the whole Toyota team, our dealer network and customer base for their support through this trying time. It is indeed this level of support that has made Toyota South Africa’s most loved brand,”

at our supply base in Thailand, which again dried up the supply of parts and components to South Africa.”

Against this backdrop of unexpected challenges, Toyota also found market growth slowing, which was contrasted by an ever-increasing number of new vehicle introductions (especially before and during the Johannesburg International Motor Show in October 2011) and a much higher level of retail campaigns from virtually all manufacturers. “2011 will be remembered as the year in which we celebrated our 50th birthday in South Africa, but also as one of our most trying and challenging years as a company,” says Dr van Zyl.

“In light of this, we would like to thank the whole Toyota team, our dealer network and customer base for their support through this trying time. It is indeed this level of support that has made Toyota South Africa’s most loved brand,” he adds. Speaking on the general vehicle market in 2011, Dr van Zyl points to a number of clear trends that have developed. He notes that the lagging impact of the 2009 economic downturn, coupled with general pressure on disposable income and rising living costs, have supported the growth of entry level vehicles in the A, B and sub-B segments. Dr Van Zyl also points to the increasing number that new vehicles that were introduced in the South African market. “It clearly shows that the old adage of new products drive market activity still holds true,” he says.

In the commercial vehicle market Hino, also severely constrained by supply following the tsunami and earthquake in Japan, maintained its second position in the commercial vehicle market, which in turn grew by 23% excluding bus. “The commercial vehicle market surprised us by showing far more momentum than expected. The market – excluding bus – grew by 23% in 2011 to 25 173 units and we expect a similar overall market in 2012 as the demand for commodities and fast moving consumer goods remains strong.” The Hilux deserves a special mention as 37 874 units were retailed in 2011, giving it the distinction of being South Africa’s best-selling vehicle, bar none.

Toyota Financial Services also recorded a positive year as it recorded a total of 60 234 new finance applications in 2011, some 25.98% better than in the 2010 calendar year.

Looking at the year ahead Dr Van Zyl, noted several developments on the local and international front that will influence vehicle sales and local production.

“On local soil, we are eagerly awaiting the finalisation of the Automotive Production and Development Programme (APDP) that is set to replace the current Motor Industry Development Programme (MIDP).

“Focusing on local production and efficiencies as opposed to export growth, the APDP will benefit further localisation of parts and components and support the development of a wider and deeper local component manufacturing industry,” says Dr van Zyl.

“Internationally, we will keep a close watch on the development of key export markets, especially Europe. All indications are that markets in the Eurozone will remain fragile and growth, if any will be slow. As such, this could influence our export volumes and will put pressure on us to grow exports to other markets, such as Africa,” says Dr van Zyl.

The developments above, as well as expectations of lower economic growth in the South African market, has led Toyota to set an overall sales target of close to the past year’s 570 000, implying that the market will stabilise at current levels or slow down somewhat.

* The total 2011 vehicle sales figure does not include December sales for Mercedes-Benz South Africa. They have requested to discontinue participation in Naamsa sales reports from mid-December. This makes accurate comparisons between 2011 and 2010 impossible.



merSETA AND MERCEDES-BENZ SA LAUNCH BOKSBURG TRAINING PROJECT

By Sibongiseni Zinjiva Ka-Mnguni

The Manufacturing, Engineering and Related Services Sector Education and Training Authority (merSETA), Mercedes-Benz South Africa (MBSA) and St Anthony's Education Training Centre in Boksburg have launched a three-year training programme in the auto industry.

The three-year pilot programme is aimed at providing NQF level three qualifications for an initial intake of 24 learners. The project is split 60:40, with the merSETA earmarking R2.4 million in the next three years, and St Anthony providing the training competence for the theoretical part of the programme.

MBSA have enlisted the assistance of their dealer network, which comprises 87 dealerships across the country, to expose learners to the workplace and provide on-the-job training.

Each learner will have the opportunity to be mentored by a dealership for four months. During this time, they will complete their portfolio of evidence for their final assessments. Speaking at the launch, merSETA CEO Dr

Raymond Patel said that the technical learnership programme is in line with the merSETA mission. "We aim to increase access to high quality and relevant skills development and training opportunities to support economic growth," explained Dr Patel.

"We need thousands more qualified technical people to satisfy the critical and scarce skills uptake. We also need massive transformation across the South African economy.

"This is crucial if we are to avert another catastrophe arising out of youth unemployment. This unemployment is particularly acute among those aged between 18 and 24, whose prospects for a better life dissipate everyday as they are buffeted by the ill-winds of the economic downturn". Dr Patel added that the mandate of merSETA is to develop black skills, especially for artisans and



Mercedes – Benz South Africa, and merSETA senior management with learners at the launch of the training project

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Mercedes – Benz A concept car

professionals and to change the demographic profile of managers in the sector. He went further to say that this is a key consideration in the overall transformation of the sector.

“We must deepen the changes in our society. The merSETA has positioned itself as the leading SETA for the development of artisan skills.”

MBSA Divisional Manager for Group Corporate Affairs Ms Nobuzwe Mangcu, said that the company shares the concern and commitment of the government to educate and upskill the youth.

“We want to focus on a sound skills base and a pipeline of technically-skilled individuals. The automotive industry is strongly driven by technological advancement, and we have a severe shortage of technical skills,” concluded Ms Mangcu.

MBSA has trained about 10 000 artisans since the launch of its technical and vocational training scheme about 33 years ago, whilst the merSETA has trained 27 162 artisans since the establishment of SETAs in 2001.

The merSETA sector has about 50 000 firms with about 655 967 employees. The manufacturing sector provides employment for about 1.735 million or 13.2% of the total employed population.

WESTERN CAPE ARTISANS RECEIVE GOVERNMENT BACKING

By Independent Correspondent

Tuition has been offered to 73 apprentices by the City of Cape Town to further their education and develop their skills at the Northlink College Bellville and Belhar Campuses. This forms part of an apprenticeship programme that was launched by the City of Cape Town Executive Mayor, Patricia de Lille in 2011.

The initiative is aimed at helping apprentices qualify to become professional artisans and work in the various sectors where skills are needed in the country, but specifically the Western Cape.

These apprentices started the programme at Northlink in February this year and have been presented with the opportunity to do their apprenticeships in the fields of boilermaking, welding, automotive and diesel mechanic along with carpentry, painting, plumbing and bricklaying. The chosen candidates will participate in the initiative that will be rolled-out over the next two years.

Says Ms De Lille: "Many of the people who have the knowledge to keep the water flowing or the lights on are retiring. Until now, there was no real critical mass of new people with the requisite expertise to replace them."

The apprentices will be doing their practical training for eight weeks. They will then work for the Council. They will be back in 2013 for a further eight weeks to conclude their apprenticeship training.

"Northlink College will always strive to support the educational, training and developmental needs, not just of our province, but, of our country and in doing so assist in the alleviation of the immense skills shortage that our country is facing," says Leon Beech, CEO of Northlink College.

The College will assist these apprentices to prepare for the trade test that they will be taking in 2013.



DEAF STUDENTS GRADUATE FROM WHISPER BOAT BUILDING ACADEMY

By Achieve Correspondent

The first group of eighteen deaf students enrolled at the Whisper Boat Building Academy (WBBA) graduated with honours in the art of boat building, showing that people with disabilities can reach the same heights as others.

Statistics show that 40% of young South Africans between 16 and 24 years are unemployed and do not go to school. Disabled people have an even larger challenge and face greater obstacles as there are not many opportunities or job facilities that cater for their specific needs.

The regional training manager at Plastics SA, Mr Jo Fitzell, was pleased with the support from the Manufacturing, Engineering and Related Services Seta (merSETA).

"Our heartfelt gratitude to the merSETA for the grant they provided to train these students. They learned valuable skills in the past six months. These skills will help them become active and contributing members of our nation's workforce."

This sentiment was echoed by Anton Hanekom, Executive Director of Plastics SA, the umbrella organisation for the local plastics industry and leading provider of education and training services in the plastics and related sector.

"There is a shortage of skilled labour in the fiberglass industry and the deaf students, who managed to successfully complete the six months training, will help to address this scarcity. Although this has been a steep learning curve for everybody involved in this project, it has also been very rewarding," said Mr Hanekom.

Mike Harvey, of the Whisper Boat Building Academy - a non profit organisation that has been teaching

deaf students from disadvantaged communities the art of boat building in Khayelitsha since 2004 -- said they had reached important milestones with the partnership. This included moving to new and centrally located premises as well as equipping and creating new, basic sign language signs for concepts and terminology used in the industry every day.

"Although the learning process is ongoing, these graduates are now in the ideal position to be employed as apprentices", he said.

One of the students, Dirk Smit, who suffered serious injuries during an explosion that left him blind in one eye and injured in one leg 10 years ago, in addition to being deaf, couldn't contain his excitement.

"It was the first time I have worked with laminates, but I was able to apply my past knowledge and experience in boilermaking and I am thankful for the opportunity to again work with my hands and feel the pride of seeing a job well done."

Mr Hanekom said the initiative was bound to grow both in the number of students who graduate and the number of businesses that partner with us.

"We are hoping to grow this initiative both in the number of students who graduate and the number of businesses that partner with us. We are therefore calling on local businesses to help us provide these students with practical hands-on experience in a variety of fields in the plastics industry, ranging from working as laminators for boatbuilders to swimming pool constructors, canopy constructors and other composite fields," concluded Mr Hanekom.



Learners and training staff at the Whisper Building Academy

GOVERNMENT AND AGENCIES PARTNERSHIP COMES OF AGE

By Sibongiseni Zinjiva Ka-Mnguni

An UIF and merSETA partnership culminated in a glittering graduation ceremony at which 321 graduates received their certificates of competency.

The partnership between the Department of Labour (DoL), the Manufacturing, Engineering and Related Services Seta (merSETA), the Unemployment Insurance Fund (UIF) and the Gauteng Provincial Government reached a milestone when 32 graduates were applauded for their successes.

Addressing the graduation ceremony, Minister of Higher Education and Training Dr Blade Nzimande said that the project was aimed at boosting the skills levels of UIF beneficiaries to increase their chances of re-employment.

Dr Nzimande said the lack of skills was the main contributor to the high unemployment rate the country faces.

"The apartheid legacy has contributed to issues around structural unemployment and the funding of both initiatives is the Department's attempt at addressing problems that result from structural unemployment," revealed Dr Nzimande.

A total of 321 learners were trained in different merSETA-related trades and funded by the UIF: 238 in metal based trades (electrical, boilermaking, welding and fitting and turning, 24 in competency based trades and 59 in the plumbing trades.

Lauding the success of the project, merSETA Chief Operations Officer Mr Wayne Adams said that the success rate was more than 82 percent in the two-year period.

"The merSETA's role is to ensure that the trained apprentices have the necessary employable skills. We cannot dictate the unpredictable change of economic development.

"But... and we say this with authority...the merSETA is clear on upskilling members of our society who otherwise would not have such an opportunity.

This project, therefore, is an unmitigated success. It has created a platform for successful candidates to be more marketable in the job arena," said Mr Adams.

Mr Adams said that through the project, the candidates would be mentored, coached and their technical quality assessed in fields that suffer from critical and scarce skills.



merSETA Chief Operations Officer, Wayne Adams

“The apartheid legacy has contributed to issues around structural unemployment and the funding of both initiatives is the Department’s attempt at addressing problems that result from structural unemployment,”

“We have joined hands with the UIF and various Gauteng provincial government departments to ensure each apprentice has qualified in accordance with the relevant trade test,” remarked Mr Adams.

“The third iteration of the National Skills Development Strategy maps out the path for a developmental society. And the merSETA is proud to be part of this hallmark strategy.”



Guests attending the graduation ceremony

EDUCATION INDABA - INSPIRE CONFIDENCE IN THE COMMUNITY OF ULUNDI

By Achieve Correspondent

The Department of Higher Education and Training staged yet another exciting education indaba - a career outreach programme that took place in Ulundi, the heartland of KwaZulu Natal. The aim of the event was to showcase opportunities available to different sectors and highlight critical and scarce skills.

The education indaba housed all Setas, and FET Colleges under one roof, with the theme *Community outreach on education opportunities today*.

The objectives of the education indaba were to advise learners on how to access the national student financial aid scheme, give advice on how to make informed career choices and assist learners to obtain information on different career options at FET Colleges, universities of technology universities as well as explaining other routes of obtaining qualifications through learnerships and apprenticeships.

More than 3000 enthusiastic learners from surrounding areas attended while exhibitors from different sectors economy explained career opportunities.

Questions ranging from where to study, what to study and how to access bursaries reverberated throughout the exhibition hall. Deputy Minister of Higher Education and Training Prof Hlengiwe Mkhize said that the existing career guidance initiatives played an important role in disseminating relevant information.

"These include the Department of Higher Education and Training's weekly career guidance programmes broadcast by all the SABC's African-language radio stations and the excellent careers' website and guidance material - all run on its behalf by the SA Qualifications Authority. The Department intends, with the co-operation of the Department of Basic Education, to ensure that life orientation teachers in schools play a central role in this effort," she said.



Andre Van Kerkhof advising learners about different career options in the manufacturing and engineering in Ulundi

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MANUFACTURING, ENGINEERING
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DRIVING MEANINGFUL UPLIFTMENT OF PEOPLE WITH DISABILITIES

By Achieve Correspondent

It was James Keller who once said a candle loses nothing by lighting another candle. This was the case when Volkswagen South Africa, the merSETA, Shangri-La Community Development Project and Training Excellence joined hands in equipping disabled people with certificates in Business Administration NQF Level 3. It all culminated in a graduation ceremony which took place in Johannesburg recently where 58 people with disabilities graduated in business administration.

This learnership combined quality training in a classroom environment with work experience within the Volkswagen and Audi dealer network and internal departments at Volkswagen South Africa.

"We applaud the Dealer Principals and mentors at our dealerships, as well as the managers and the mentors at our Volkswagen Group South Africa head office, who did an outstanding job in terms of providing on-the-job guidance and coaching

for our 2011 learners," commented Volkswagen Group Training Academy Quality Manager Terri Russell.

Strong partnership and team work have enabled this learnership to grow from humble beginnings in 2009 to an industry benchmark in 2012.

Speaking at the graduation ceremony, Ms Russell commended the stakeholders involved in the project for overcoming the challenges to make the project a success.

The long-standing relationship between Volkswagen Group South Africa, the merSETA and two key service providers, Shangri-La Community Development Project and Training Excellence, has enabled this learnership to grow from strength to strength in a four-year period.

The focus has shifted from providing an opportunity for people with disabilities to gain a qualification to finding employment for successful candidates. A



Graduates



Dr Raymond Patel, Heiron Joseph and Ms Mususumeli Mutshushu and

total of 27 learners (41% of the total group) have secured employment. Factors that have enabled the success of this learnership include:

- A stringent recruitment and assessment process;
- Professional project management by a dedicated team of people who have expertise in dealing with the unique issues facing this group of learners;
- A dedicated team of trainers, assessors and moderators who are prepared to go the extra mile to ensure that all learners who complete the year gain their qualification;
- Sufficient resources to ensure quality output (people and money);
- Daily management of learners
- EQ and work readiness training; and
- A targeted approach to ensuring that the qualification meets the demands and needs of the workplace.

Among the graduates was Heiron Joseph, a quadriplegic who was recruited by Volkswagen Group South Africa for a learnership in 2011. Mr Joseph had broken his neck in a diving vehicle accident. "An accident like that can change your life in an instant, but it is your attitude and the support you receive that can turn a potential tragedy into a success story".

"Everyday, it's a challenge,. When I wake up in the morning, I've got to motivate myself. I've decided that nothing is going to get me down. I just need to

focus and carry on with life," says Mr Joseph. He is one of 58 dedicated individuals who overcame personal challenges to achieve a Certificate in Business Administration in 2011.

Volkswagen Group South Africa has continued its commitment to training and employing people with disabilities – contracting another 50 learners from 1 February 2012 on an NQF level 4 Business Administration Learnership.

Delivering the keynote address at the graduation ceremony of the 2011 Learners with Disabilities, merSETA CEO Dr Raymond Patel said that empowering these learners is a venture worthy of the highest praise.

"It is noteworthy that Volkswagen Group South Africa has chosen to continue its training initiatives in spite of the recession. But it is the focus on the less-abled that warrants accolades for Volkswagen Group South Africa," said Dr Patel.

Dr Patel pointed out that many companies believe the obstacles to training people living with disabilities are too large to surmount. "But today there is proof that the reverse is true. Last year, VWSA went out of its way to train the less-abled. And today's graduates prove the company's efforts are not once-off."

Dr Patel reiterated the importance of making graduation ceremonies a key focus in championing skills development for all.







leaders in closing the skills gap.

The merSETA is one of 21 Sector Education and Training Authorities (SETAs) established to promote skills development in terms of the Skills Development Act of 1998 (as amended). The 21 SETAs broadly reflect different sectors of the South African economy. The merSETA encompasses Manufacturing, Engineering and Related Services.

The various industry sectors are covered by five chambers within the merSETA: Metal and Engineering, Automobile Manufacturing, Motor Retail and Components Manufacturing, New Tyre Manufacturing and Plastics industries.

Mission

To increase access to high quality and relevant skills development and training opportunities to support economic growth in order to reduce inequalities and unemployment and to promote employability and participation in the economy



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AND RELATED SERVICES SETA

ISO 9001:2008

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