



Motor Chamber step down research report

Purpose

The purpose of the study was to determine actual skills requirements in relation to the identified change drivers within the various geographical and market sectors to determine what type of motor sector skills are required in those areas.

Methodology

The study used a mixed methods approach using a combination of document analysis, literature review and focus group discussions. Comprehensive desktop research was conducted on international literature focusing on:

- International Motor sector trends (which is mainly an update of the results of the previous research project).
- SA policy update with focus on IPAP and other policy issues affecting the Motor Sector.
- International Centre of Work Integrated Learning (CWIL) benchmarks and best practices.
- Local CWIL benchmarks and best practices.
- Skills delivery mechanisms of the CWIL model.
- Successes of other CWIL's with specific reference to the Imperial applications.

A qualitative report was also developed and it included:

- Skills development strategy proposals based on PESTEL and SWOT analysis.
- Scarce and Critical Skills identification, through desktop research and focus groups.
- Consultation with 'municipal economists'.
- Consultation with 15 practitioners in selected rural and informal areas.
- Stakeholder consultation through focus groups and questionnaires (if required) to obtain their requirements and inputs in respect of the CWIL skills delivery system.
- Development of drivers of change towards 2020 with specific reference to the green agenda and social media.

Key findings

- It is a requirement that the industry changes due to technological changes.
- The concept of gradual change is required. Change will have an impact on equality in terms of poverty, joblessness etc
- Community Colleges need to play a bigger role.
- Aspects such as the growing middle class and the ageing population have been incorporated in the drivers of change.
- The automotive industry is a "Light House" as a massive employer and potential future employer / job creator in the Eastern Cape.

- The South African model of job creation is moving in an opposite direction of international trend. We need a “what is best for South Africa?” solution.
- It was noted that “Blow Machine” is no more required and that “stamping” – “bend” – “pipe” all came about through technological innovation.
- The following 2020 impact assumptions on skills requirements were noted:
 - Cars are evolving in electronic innovations more than mechanical innovations.
 - There is a shortage of skilled people to meet future requirements.
 - There is a growing need for Diagnostics Technicians.
 - Skills are needed on the effect of innovations in paint – the ability to mix paints. This has become an extremely technically demanding area.
 - Workers need upskilling to be able to contribute in different parts of the manufacturing and after-market processes.
 - Developments in technology are having an impact in areas such as dent removal
 - Cognisance needs to be taken of the cross application of technologies.

The following issues pertaining to skills output by institutions were noted:

- Insufficient industry knowledge.
- Lecturers not competent in what the industry wants.
- Lack of practical exposure.
- Basic life skills.
- 2020 requirements not part of curricula.
- Material not available in critical areas.
- The Centre of Work Integrated Learning (CWIL) was proposed. Its purpose is to address future (and existing skills needs) and address shortcomings in the current skills supply system.

The table below summarises priorities for the motor chamber identified in the study as part of their implementation plan

PRIORITIES	ALIGNMENT WITH LINKAGES
Priority 1: To accelerate e-learning	E-learning is a key enabler of all actions required to develop the requirements of the 2020 skills landscape
Priority 2: To accelerate SMME development	Development of the SMME toolkit will ensure accelerated SMME, women, youth and rural development. The linkages between these areas are very clear
Priority 3: To align learning content with the 2020 landscape / and drivers of change	It is clear that the drivers of change revealed the urgent need for updated learning material
Priority 4: To strengthen the resource base through further research projects	Research in the following areas have been reconfirmed and is fully aligned with study objectives and recommendations <ul style="list-style-type: none"> • Rural, youth and women development • Continuous reassessment of drivers of change • The green agenda • Technological innovation
Priority 5: To develop the after market	The after-market emerged as key focus area since the first consultation with industry experts during the 2012/3 skills research. The CWIL solution also requires a strong after-market component
Priority 6: To focus on Rural area needs	The best solution is to position the after-market as rural focus and to extend the CWIL solution to one rural area

Priority 7: To expedite the delivery of artisans required by the motor industry.	Incorporate in the CWIL solution with including focus on the levels higher than artisan. It was also found that artisans required over the longer term, will need skills sets that differ substantially from now, which requires a CWIL skills solution
Priority 8: To facilitate the establishment of centres of excellence to improve skills delivery and partnering with education & talent pipeline providers, bringing about the meeting of industry entrance requirements	This follow-up research project identified the CWIL solution as the most ideal solution to develop skills required over the long term. The CWIL solution can therefore be viewed as the linkage between all study objectives
Priority 9: To market the industry among potential entrants	This priority also fully supports all research objectives since entrants are required that show an interest in the Motor Sector
Priority 10: To address skills accelerations and overcome career path restrictions	CWIL will also significantly contribute towards streamlining career paths
Priority 11: To introduce at least one CWIL project	Implement a pilot project