

RECOMMENDATIONS

Funding

The lack of funding has made formal training unaffordable to many, leading to a decline in enrolments.

Recommendations include:

For students: Funding in the form of tuition, equipment costs, as well as a stipend to support themselves while they study.

For colleges: Financial support is needed to enable colleges to afford the equipment needed, in addition to enabling them to provide competitive salaries to attract competent lecturers.

For salons: Financial incentives could be offered to salons who are willing to provide training to new or unqualified hairdressers.

Strengthen Career Guidance

Negative perceptions of the hairdressing can be addressed by: a) showcasing the various career opportunities available to those with a hairdressing qualification; b) highlighting the fact that hairdressing is a lucrative industry; c) ensuring that hairdressing as a career option is presented at school career days and expos; d) providing clear, easily accessible information about how to qualify as a hairdresser; e) ensuring that the qualification route is efficient and simple (there should be no delays in the availability of trade tests and certificates); f) offer part-time study option; and g) if possible, shorten the length of time that it takes to qualify as a hairdresser.

Ongoing Training Initiatives

Product safety training was highlighted as crucial. As such, it was suggested that regular training takes place. Training on new hair trends, technology and products is also essential. There is also a need for training in the informal industry to address critical skills gaps. Regular training initiatives are advised, particularly in the form of community-based workshops. These should be affordable, accessible (with simple administrative procedures), convenient, relevant and practical.

Diversifying the Industry

It was felt that the hairdressing sector is fractured in the sense that there is not enough collaboration and communication between industry stakeholders, as well as between the formal and informal industries.

Regulating the Industry

It was felt that the large informal segment is detrimental, one reason being the issue of product safety. Regulating the industry from a health and safety perspective is important, so that both consumers, as well as unqualified hairdressers are protected from potentially harmful hair products.

Relevant qualifications and policies

In response to the challenge of outdated qualifications, it was recommended that policies imposed on the industry are both practical and relevant. In order to do this, sector bodies must adequately consult with other role players, such as the colleges and hairdressers (who have knowledge and practical experience of the industry's needs), when they are designing the qualifications or making policy changes. The current qualification must be scrutinised in conjunction with industry leaders to ensure that it meets the current needs of the hairdressing sector in South Africa. Caucasian and Afro hairdressing skills should be equally prioritised in curricula. There may be an opportunity to revisit the current qualifications and assess whether alternative options could be provided, to make the qualification.

Efficient communication and support

There seems to be a general lack of awareness about who the major stakeholders in the industry are, their roles and the services that they offer. Better communication is required to ensure that all industry stakeholders are aware of what is taking place in the industry. All jargon should be removed from communication efforts. Sector bodies need to have more of a presence in the industry, and ought to communicate effectively. Colleges need assistance with the design of curriculums. Administrative processes should be improved to make it easier to get accredited, register students, obtain student certificates and resolve queries.

Ensuring more workplace training providers

There is a need for workplace-based training providers to be monitored more closely to ensure that they do in fact meet industry standards for quality. It was further suggested that consultants should be appointed to train salons that have potential to become workplace-based training providers on compliance issues and to teach them how to handle administration processes in an efficient way.



Rapid Appraisal of the Skills Supply and Demand in the Hairdressing Sector in South Africa



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





BACKGROUND

The Services Sector Education Training Authority (Services SETA) in collaboration with the Department of Higher Education and Training (DHET), has undertaken a study to investigate skills supply and demand in the hairdressing industry.

The study aims to examine the provisioning of hairdressing programmes at public TVET Colleges and private colleges in relation to the demand in the hairdressing sector.

It sought to understand the extent of provisioning and the nature of hairdressing programmes in TVET colleges and private Colleges and to determine the size, nature and economic contribution of the hairdressing industry in South Africa.

FOCUS OF THE STUDY

The focus is primarily on the provisioning of hairdressing programmes at TVET Colleges and private colleges, and considers such provisioning against demand in the sector. In attempting to illustrate skills supply and demand in the hairdressing sector, 6 key areas were identified.

KEY AREAS

- ✎ Overview of relevant policy
- ✎ The contribution of the hairdressing sector to the economy.
- ✎ The nature, size and shape of the formal and informal hairdressing sub-sector in South Africa, including opportunities for workplace-based learning

- ✎ Critical skills needed within the hairdressing sector
- ✎ The status of hairdressing as a profession in South Africa
- ✎ The provisioning of hairdressing-related programmes and qualifications at public TVET and private colleges

STATUS OF HAIRDRESSING AS A PROFESSION

Hairdressing is generally not viewed as a well-respected profession since it is largely unregulated. Many enter the profession by default, with no qualifications and no consequences to operating without qualifications. The wide-ranging availability of hair products at retail stores creates the impression that hairdressing is something that anyone can do. Moreover, hairdressing is perceived as a profession either for dropouts or those who struggled at school. There seems to be a lack of awareness of the many career possibilities available to those with a hairdressing qualification. Opportunities are not limited to merely being a stylist.



OCCUPATIONS IN THE HAIRDRESSING INDUSTRY

- ✎ Executive stylist
- ✎ Junior stylist (completed courses but not the trade test)
- ✎ Senior stylist (once learner has completed the trade test)
- ✎ Assistant manager
- ✎ An educator (at a salon college/TVET college)
- ✎ Salon manager
- ✎ Moderator/assessor for new hairdressers
- ✎ Master hairdresser
- ✎ Salon owner
- ✎ Consultant who works with a brand to promote hair products at salons

Indirect Barriers to the hairdressing industry

- ✎ Perception of hairdressers as low-income earners
- ✎ Entering the profession by default means no passion for the profession – just a means to earn money
- ✎ Many hairdressers are not qualified to work with afro/ethnic hair, since the qualifications and curriculum provided by public and private Colleges are biased towards Caucasian hair
- ✎ Informal hairdressing industry is not regulated
- ✎ Success not dependent on qualifications
- ✎ Mistrust of colleges – might not qualify
- ✎ Hairdressing seen as being talent-based – on-the-job training may be more relevant

MAIN CHALLENGES REPORTED BY COLLEGES

Lack of funding

The most critical challenge experienced by colleges (particularly TVET colleges) relates to finances. Hairdressing is reportedly an expensive course to offer, yet hairdressing programmes are not part of the qualifications funded by the fiscus. Students can no longer afford the hairdressing qualification without financial assistance, leading to a decline in the number of enrolments for hairdressing programmes.

Outdated Qualification

It was felt that the hairdressing programmes accredited by SETA are outdated, biased towards Caucasian hair skills and that they were developed without adequate input from industry experts, making it impractical and irrelevant to the skills that are required in the hair salon environment.

Administrative issues

Slow administration at the Services SETA often results in students “getting stuck in the system”. College representatives noted that although students may complete their training at the college, there are often delays in students being able to write their trade tests and then wait a long time before receiving their certificates, without which they are often not able to obtain formal employment.

Lengthy hairdressing course

Respondents felt that the current hairdressing course is too long, which leads to students becoming frustrated or running out of funds and consequently dropping out.

Lack of approved workplaces

Colleges reportedly struggle to find good salons where students can do their work-place-based training. College representatives reported that the Services SETA made a rule that all salons must be approved as workplace-based training providers. The perception is that the Services SETA does not have the manpower to monitor and approve all the salons. It is a challenge for some colleges to find an approved salon and if they do find approved salons, they do not necessarily provide quality training.

Complicated compliance regulations

The workplace-based training providers/salons are often not familiar with the rules for compliance and it was suggested that the Services SETA should appoint consultants to assist the salons with compliance.

Reasons for Informal Salons not Formalising

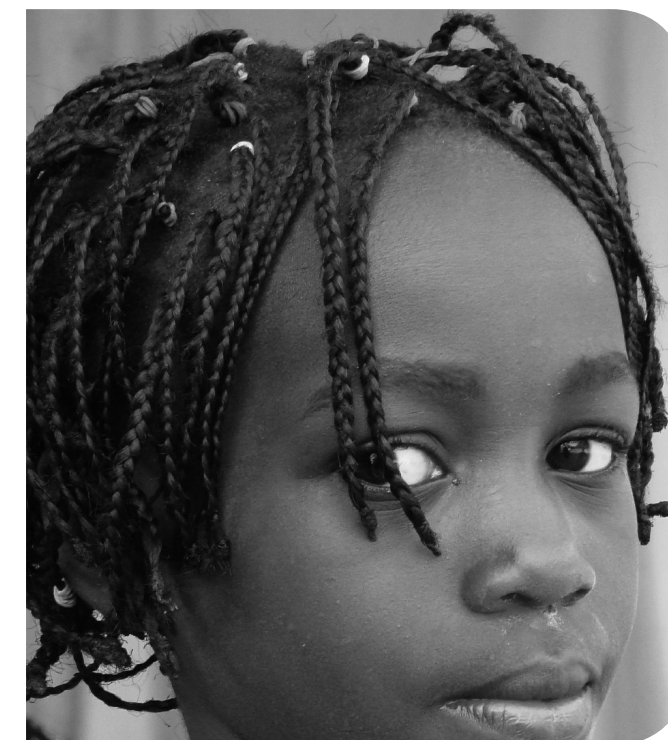
It is regarded as being too complicated/difficult to register the business.

It is difficult to access information on how to formalise.

Formalising the business is perceived to be costly. This would prevent salons in the informal industry from remaining competitive with regards to the pricing of their services.

There are no consequences to not formalising.

There is a fear of the unknown as to how formalising will change the business, and what rules and regulations will be imposed on the salons.



REASONS FOR DECREASE IN ENROLMENT AT TVET COLLEGES

TVET Colleges were not enrolling many students in hairdressing as from 2001, NATED hairdressing qualifications were beginning to be phased out.

The NATED qualifications were seen as outdated and irrelevant as new trends and technologies in the hairdressing industry were not taken into account. The programmes were also perceived as being biased since they focused predominantly on Caucasian hair, despite the majority of the population having “ethnic” hair care needs.

Services SETA developed new qualifications which were offered mainly by SETA accredited Private Skills Development Providers (SDPs). Some TVET Colleges also began to offer hairdressing qualifications that had been developed by SETAs. However, since these were not part of NATED, TVET colleges did not receive funding from the fiscus for the SETA accredited qualifications. Currently, only 13 TVET Colleges (of the 50 in the country) and 4 private colleges registered with the Department, offer occupational qualifications in hairdressing.



- Challenges in the Current Curriculum
- There appears to be a bias towards skills related to Caucasian hair in the curriculum
 - There was concern that students are not given enough individual attention
 - It was felt that there is inadequate product training in the curriculum. Moreover, it was felt that there is a need for ongoing training on safe product usage – as the hairdressing sector is dynamic and new hair trends mean new hair products
 - Some salon owners were concerned that students coming out of colleges are not skilled enough – they have only basic hairdressing skills. Salons indicated that they still need to have their own in-house training initiatives to upskill hairdressers to a satisfactory level
 - In light of the above, it was also stated that inappropriate people are designing the curriculum; they do not have hands-on salon experience that would enable them to structure a curriculum that will ensure that it produces hairdressers who are work-ready
 - From an informal industry perspective, the language and terminology used at colleges in providing qualifications are deemed to be inaccessible and alienate hairdressers in the informal industry
 - The curriculum was deemed to be outdated and not in line with the most recent hair technologies and trends. Moreover, it was felt that the curriculum does not cater to the skills needed in the informal industry
 - Experience is valued over qualifications in the informal hairdressing sector.



BARRIERS TO ENROLMENT

Student Perspectives

Direct Barriers to the hairdressing industry

- Few colleges offering hairdressing qualifications
- Financial constraints faced by students

ECONOMIC IMPACT

- The total impact of the hairdressing sector is estimated to be approximately 0.62% of the South African GDP
- The total number of employment opportunities generated by the hairdressing sector through the multiplier effect is 185 415; this represents 2.02% of the total labour absorption in the country
- In order to support economic activity related to the hairdressing sector, an estimated amount of R15.61 billion in capital is employed in the South African economy (8.35% of total Gross Fixed Capital formation of the South African economy)
- 2015 data reveals that almost 16% of the total additional household income generated by the hairdressing subsector impacts positively on lower-earning households in the economy (this translates to 0.10% relative to total national disposable income). This implies that, while it is by no means the largest sector contributing to low-income households, it is still playing an important role as a sector in contributing to income for the low-income groups in South Africa
- The fiscus receives R8.75 billion per annum as a result of the business economy generated by the hairdressing sector. This translates to 8.9% of tax revenue generated by non-financial enterprises in which industries such as the hairdressing sector are categorised

It is estimated that the positive impact of the hairdressing sector on South Africa’s balance of payments amounts to R12.56 billion

Please note that all the figures provided above are inclusive of direct, indirect and induced effects.



FORMAL SECTOR	INFORMAL SECTOR
Employers in the industry	
6 337	6 337
Number of Hairdressers	
Approximately 31 685	Approximately 57 715
Monthly Wages Earned	
R6 500 - R11 000 basic salary; plus 40%-50% commission and an additional 20% commission on retail sales of hair products. There is potential to earn as much as R30 00 or more	R2 245 - R8 000. Most informal hairdressers are not paid a basic salary; the majority tend to work on commission basis which ranges from 10% for junior employees to 35% for experienced hairdressers

DEMAND FOR SKILLS

FORMAL SECTOR

The demand for formally qualified hairdressers is high in the formal sector. There is a risk that if this demand is not met, formal salons will start becoming increasingly “informal” in the sense that they may be forced to begin hiring unqualified individuals.



INFORMAL SECTOR

Demand in the informal sector is also high. Unqualified hairdressers are finding it easy to find jobs where salons are willing to train inexperienced stylists. This is in part driven by the high staff turnover. High staff turnover is not surprising, given the low commission earned. It is reported that stylists would prefer to open their own businesses.



CRITICAL SKILLS GAP

Improved communication skills and client etiquette:

learning how to interact with clients in order to obtain the right information to provide them with a comprehensive and complete hair analysis.

Problem-solving skills: to equip hairdressers with the ability to think on their feet and assist clients.

Salon management skills: such as stocktaking, budgets and product ordering.

Hygiene: the importance of using clean towels and sterilising equipment like combs to prevent scalp diseases from spreading.

Sales: enabling hairdressers to sell additional products and services to clients in order to increase revenue.

Basic hair analysis: the ability to understand different hair types; learning to treat different hair with the most appropriate techniques and products.

Product safety: knowledge of the correct products to use on particular types of hair was highlighted as a crucial skill in almost all interviews across all stakeholders in the study and has been identified as possibly the most crucial skills gap in the informal industry. There was much concern around the health and safety of customers who are attended to by unqualified hairdressers. Ensuring that on-going product safety training is provided to qualified hairdressers is important so that they keep abreast new hair products and chemicals.

Business management / entrepreneurial skills: this included things like how to register a business, manage finances and market the salon.

New hairstyles / trends: there was a lot of emphasis on the importance of hairdressers being kept abreast of new trends in the industry.

Complementary skills: skills that could be offered in addition to hairdressing services, such as how to manicure nails, massages, facials and make-up.

PROVISIONING OF HAIR-DRESSING PROGRAMMES

The number of institutions and providers offering SETA accredited hairdressing qualifications (NQF 2,3,4) are 13 TVET colleges, 4 Private Colleges and 43 Private SDPs

There are not enough individuals qualifying as hairdressers. Formal salons indicated that they struggle to fill their learnership quotas each year. Factors potentially affecting this include various direct and indirect barriers to qualifying, as well as high dropout rates among those who start studying.

Dropout rates are attributed to the fact that individuals are not deliberately choosing the hairdressing profession but end up doing hairdressing by default. They become disillusioned with the amount of work required of them to qualify.

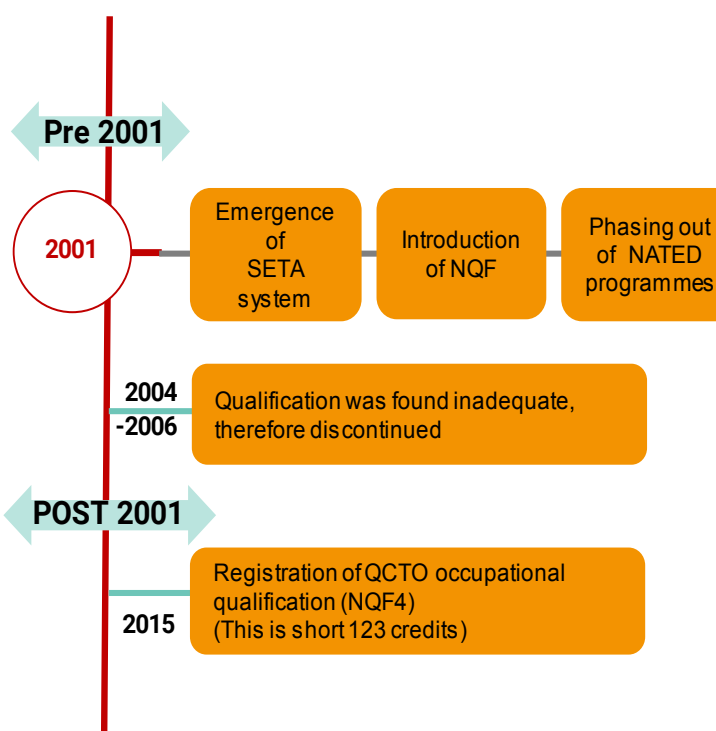
Moreover, it was felt that the undesirable working conditions (such as long working hours and occasional Sunday and public holiday shifts) are driving student dropouts.

The availability of formally qualified hairdressers is similarly low in the informal sector; since there is little demand for qualified hairdressers given that experience is generally valued over qualifications.

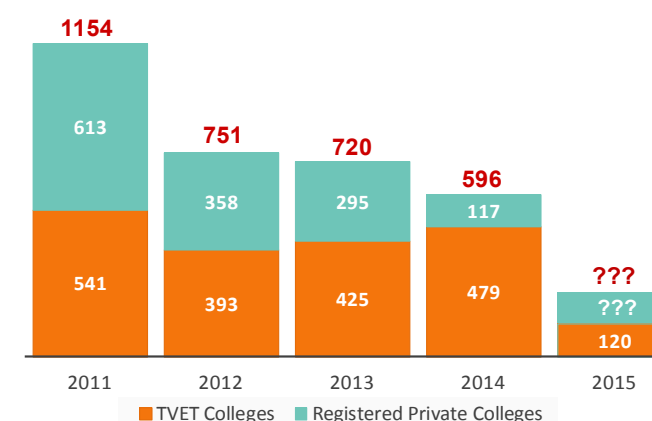
POLICIES PRE AND POST 2001

- Hairdressing Industry Training Board (ITB) formulated curriculum + conducted trade tests
- NATED Programmes: Focused on Caucasian hair. Was separated into Ladies, Gents and Afro (3 different qualifications).
- Modular system with 3 sections in each module.

- Hairdressing listed as a trade
- Unit standards based qualification developed
- Idea that it should address workplace needs and be funded from NSF
- 4 qualifications in SA:
 - National Certificate in Hairdressing (NQF2 + NQF 3 + NQF 4)
 - International qualifications
 - Also RPL – 4 years experience + trade test
- Once qualification completed, complete WBL as an apprentice (supervised by qualified hairdresser), followed by a Board Exam and Trade Test



Enrolment figures in TVET Colleges and registered private colleges



Artisan Learner Trade Statistics for the past 5 years

