

# INDUSTRY NEWS

## TRAINING REPORT

### STEPPING OVER BOUNDARIES:

"Education is the most powerful weapon which you can use to change the world." Nelson Mandela, was quoted at this year's Services SETA National Annual Conference held at Fancourt in George from the 29-31 October 2008, as a means of emphasising the organisation's pledge to take skills development beyond 2010. Various discussions and debate panels focused on current issues facing skills development in South Africa, and proposed means to better facilitate this movement going forward.



Ivor Blumenthal, Services Seta CEO, fervently conveyed the reasons why the Quality Assurance Framework (QCTO) needs a sectorial perspective on Professional designation rather than a national focus. "Services SETA see the benefits of giving power back to the industry, rather than leaving it solely within the grips of political bureaucrats, who unfortunately have limited knowledge concerning the training specifics for certain industries," said Blumenthal.

The gradual implementation of the Learning Potential assessment and the Instrumental Enrichment programme (enrichment of general learning and problem solving skills) into the South African system was also announced at the Conference. The aim is to prepare minority candidates for more challenging vocational training courses.

Guest speaker, Raphael Feurstein, son of developer Prof. Reuven Feurstein, from Israel, who proactively promotes this programme on a global basis, relayed the benefits of this programme, and the amazing results that have been achieved by utilising it – the most notable being his Down Syndrome son who is currently completing his matric at a normal school.

In terms of Services SETA providing a more efficient service, the pre-accreditation preparation of providers is being outsourced, as this activity uses the organisation's resources and clogs the system, as well as the introduction of stricter quality control mechanisms to be outsourced and project managed for the Services SETA.

## FRANCHISE OPPORTUNITIES

### INJECT LIFE INTO YOUR BUSINESS:

The Sorbet brand was launched in August 2005, and the chain is now well-established, with 13 company-owned beauty salons and nail bars, mainly in the Johannesburg area.

For Ian Fuhr, the MD, it is the "Total Guest Experience", which goes far beyond just the service offering: "It is an attitude.....a vibe ... a refreshingly different environment. It is about service, price and convenience."

Another competitive advantage that sets Sorbet apart is its strong focus on retailing. The sale of professional skincare products, such as the ever-popular Dermalogica, Environ and Guinot brands, accounts for more than 55% of the turnover of the business. The Sorbet Group is already the largest buyer of Dermalogica products in SA.

One of Sorbet's significant competitive advantages is its loyalty programme, called the Sorbet Society. Since October 2006, the company has enrolled over 18 000 loyalty members, with approximately 250 new members signing up every week.

Members receive free treatments when they reach a certain value of spending and they also get a 50% discount off their birthday treatments.

Also, Sorbet has a total dedication to the training and support of the franchisee. "We aim to serve our franchisees with the same passionate commitment that we provide to our guests," says Debra Beswick, director of operations.

For more information contact Rudi Rudolph on 082 455 6126 or [rudolph@sorbet.co.za](mailto:rudolph@sorbet.co.za). Also visit the website at [www.sorbet.co.za](http://www.sorbet.co.za).



## ECO NEWS

### HEMP FOR BEAUTY:

The Hemporium, founded in 1996 in Cape Town by Duncan Parker, Alistair Maclean, and Tony Budden, has provided consumers with a wide array of products made from hemp. These include bags, clothing, survival gear, and furniture, as well as nutrition products. Adding to its range, it recently launched a body and skin care collection.

"This was developed firstly as a vehicle to promote the use of hemp as a base oil in body care, and to provide our customers with a biodegradable, synthetic-free, natural range of products, negating the need to use chemicals on the skin," states Budden.

"Hemp is not marijuana, and has nothing to do with the smoking of the plant. It is a sustainable resource that leaves the skin feeling nourished, moisturised, and protected," he adds. "Our goal is to increase market penetration in order to make our products accessible to more people, while still expanding our range."

This collection, which includes, soap, shampoo and conditioner, moisturisers, facial oil, massage oils, and treatments for acne and scars, will be available through stores countrywide as well as online, and will target the eco-conscious.



## OBITUARY

### CONDOLENCES:

It is with sadness that we announce the passing away of Lilian Terry of Lilian Terry International. Lilian was the founder member of the company, which she grew to become an international brand. We extend our condolences to Derek, her husband, and to her extended family. She will be deeply missed.