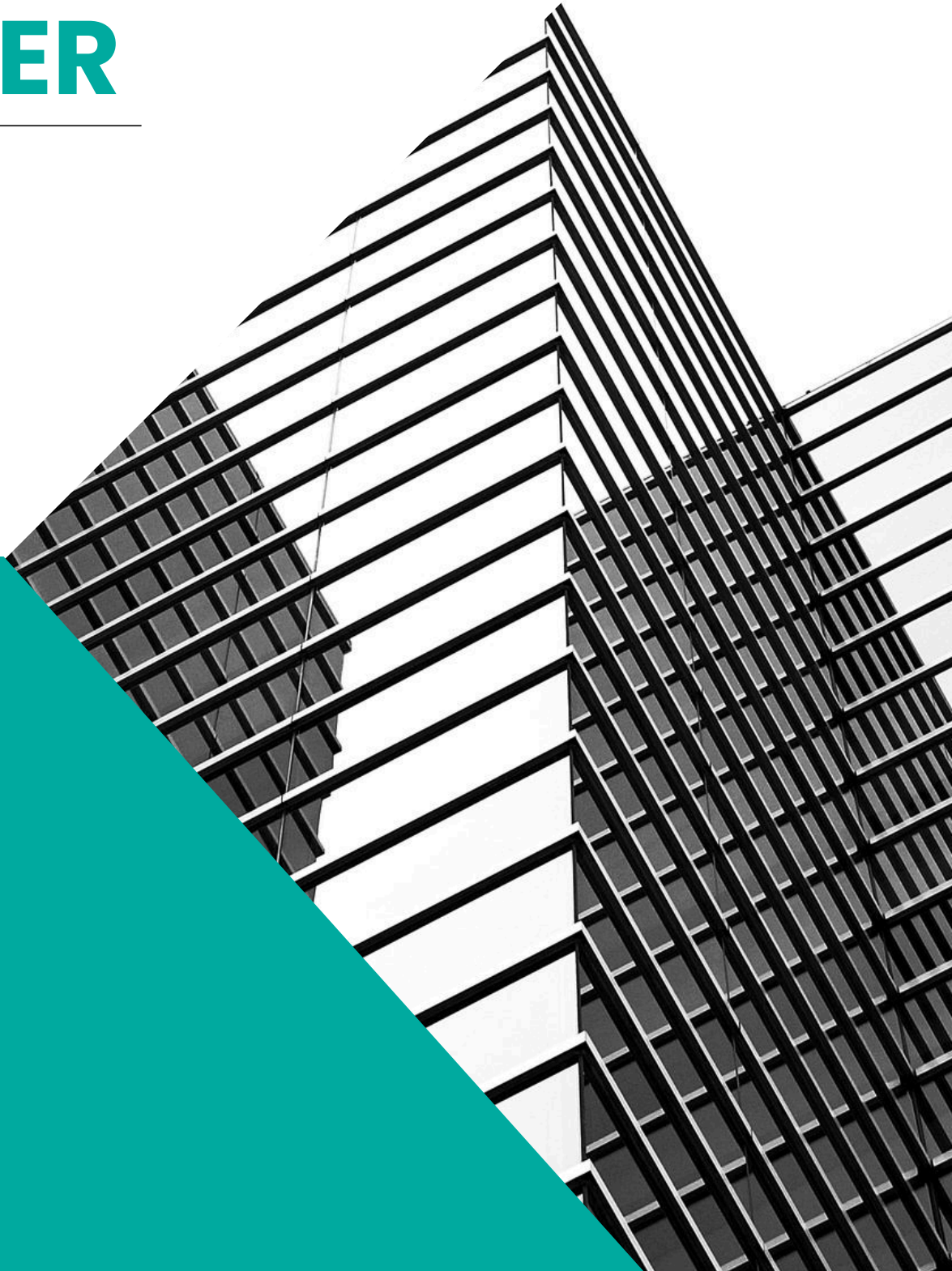


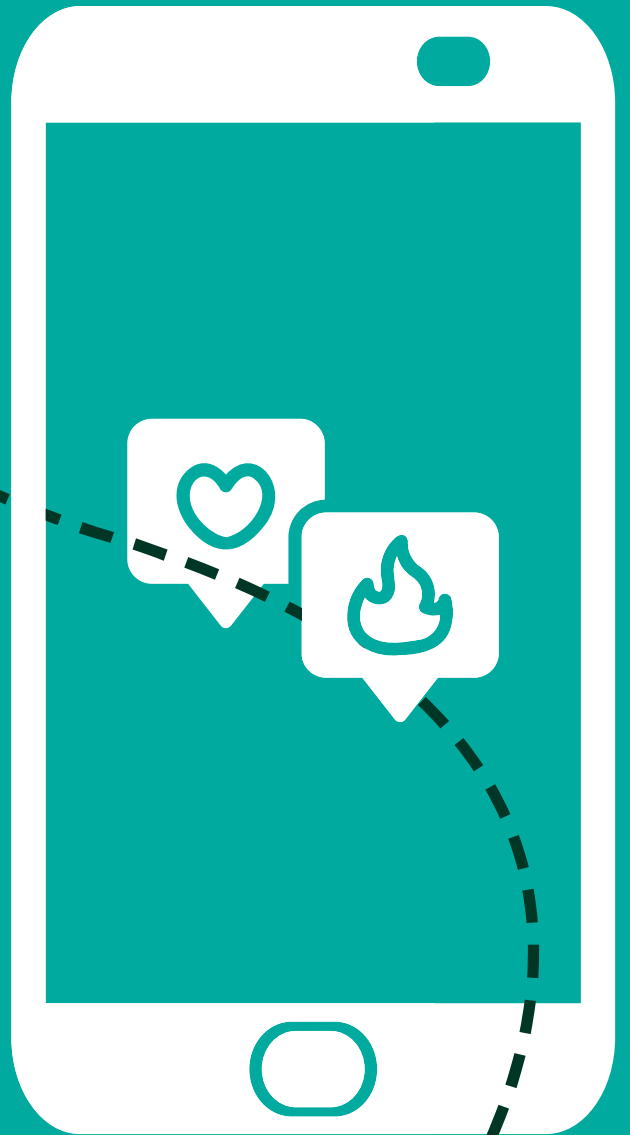


NEWS LETTER

JULY
2024



What's trending?



Let's find out!

South African Employment Highlights:

-10% Hiring activity decreased by -10%, compared to May 2023.

-5% Recruitment activity decreased by -2% when compared to May 2022.

PNET -

TOP 5 Trending Jobs that Showed an Increase in Demand for Workers and Professionals:

1. Cost & Management Accounting (Finance)



2. Nursing / Professional Care Giving (Medical & Health)

3. Financial / Project Accounting (Finance)



4. Accounts Payable / Receivable (Finance)



5. Business Development (Business & Management)



Architecture & Engineering

- This sector saw a +6% increase in hiring activity when compared to May 2023.

Job Sectors That Experienced Increased Hiring Activity

A consistent rise in hiring activity is a sign of trust in the local economy and an indication of business expansion.

PNET -

Sector Statistics - Admin, Office & Support

EE Candidates



Candidates in Gauteng



Willing to Relocate



Tertiary Qualification



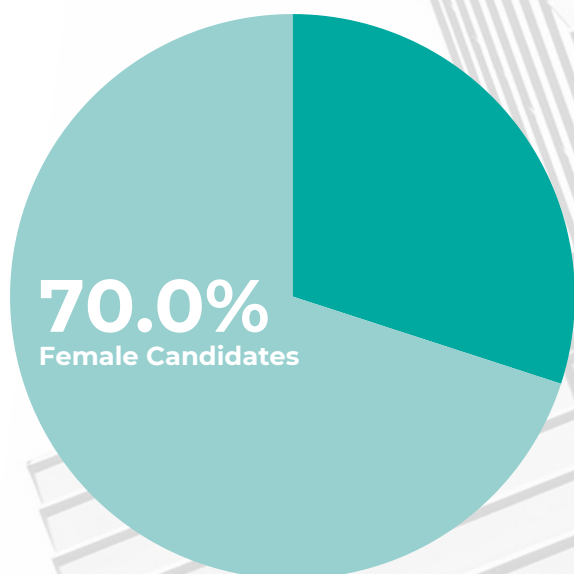
Market-related monthly salaries (CTC) for TOP 3 in demand roles

Personal Assistant R19 755 - R26 167

Office Administrator R16 399 - R18 842

Customer Service Rep. R15 003 - R17 177

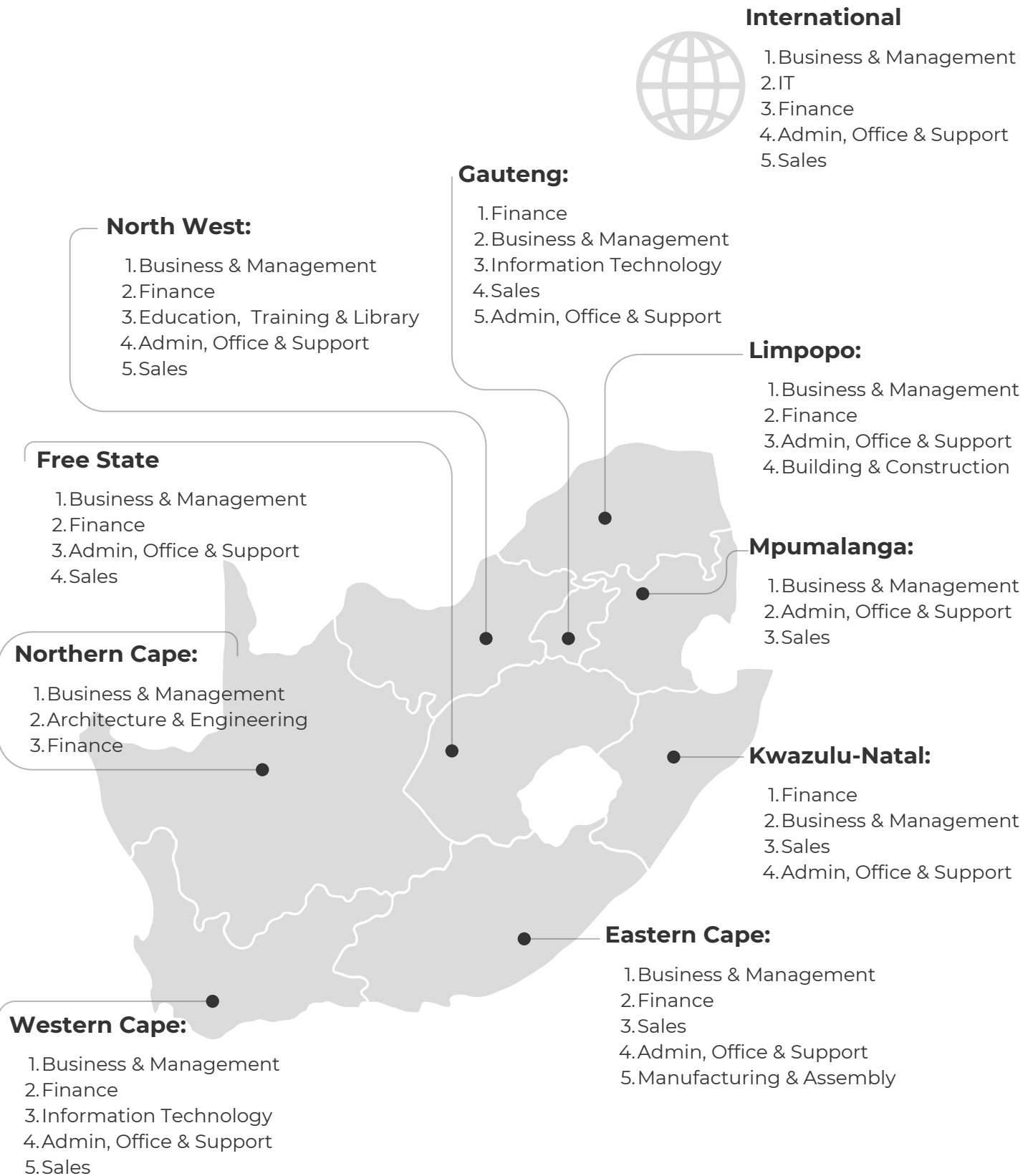
Female Admin, Office & Support Candidates



3 Years

The Average Stay of
Admin, Office & Support
Candidates in Their Roles

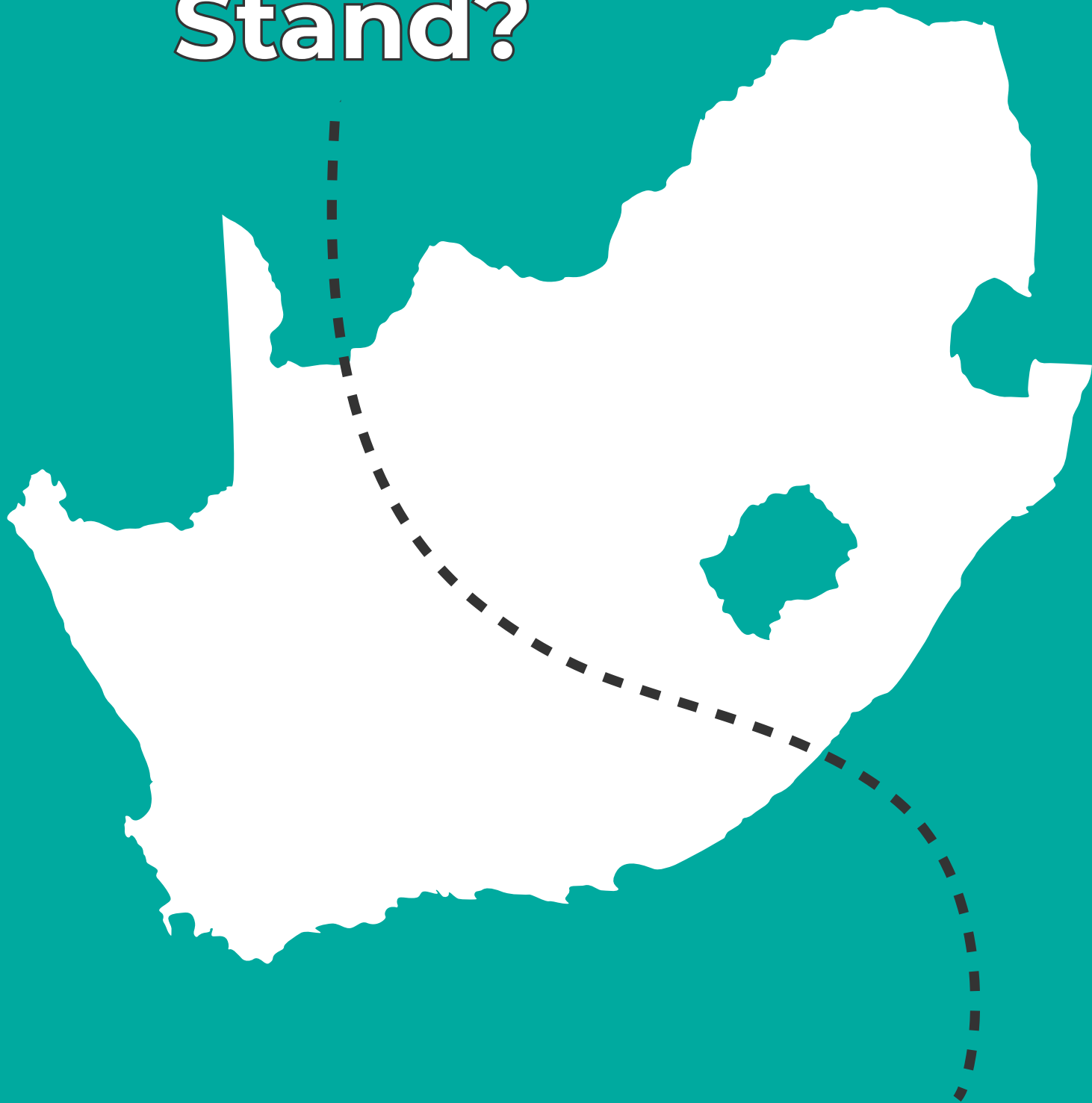
Provincial Statistics - Top in Demand Professions



Remote work:

1. Business & Management
2. Information Technology
3. Finance

South Africa: Where Do We Stand?



Let's find out!

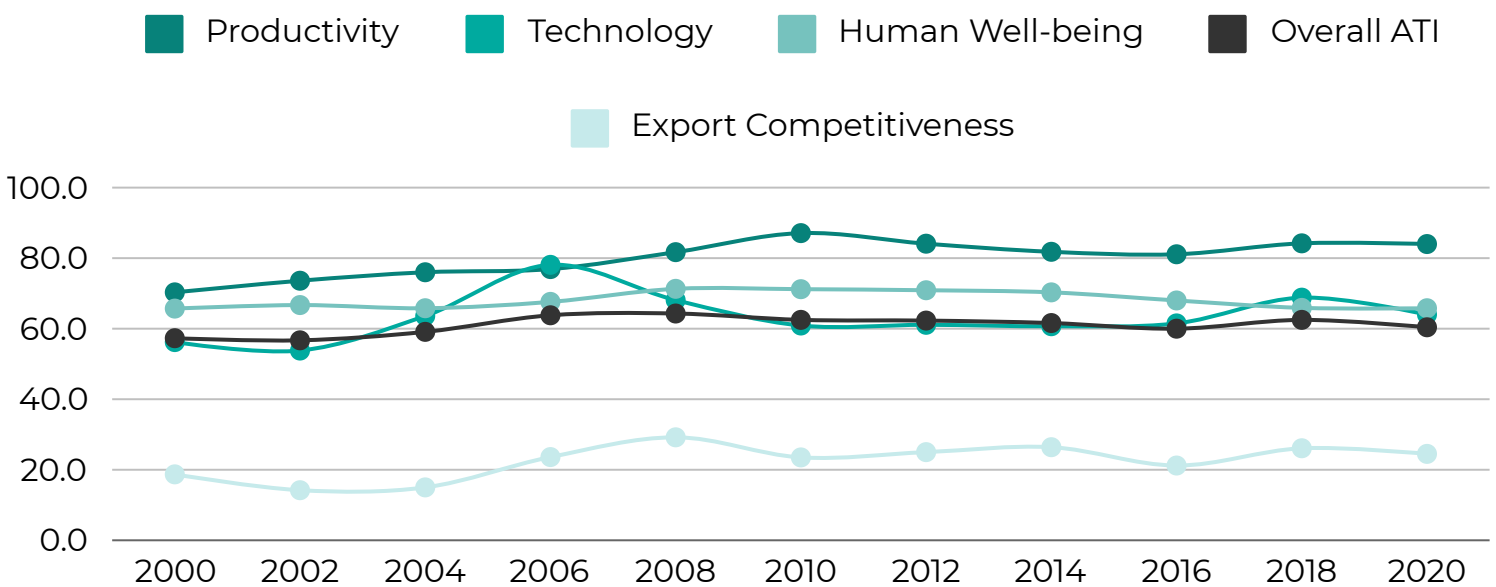
South Africa's ATI Rating

60.4 / 100
 ↑3.1 since 2000

South Africa's Five Dimensions of DEPTH



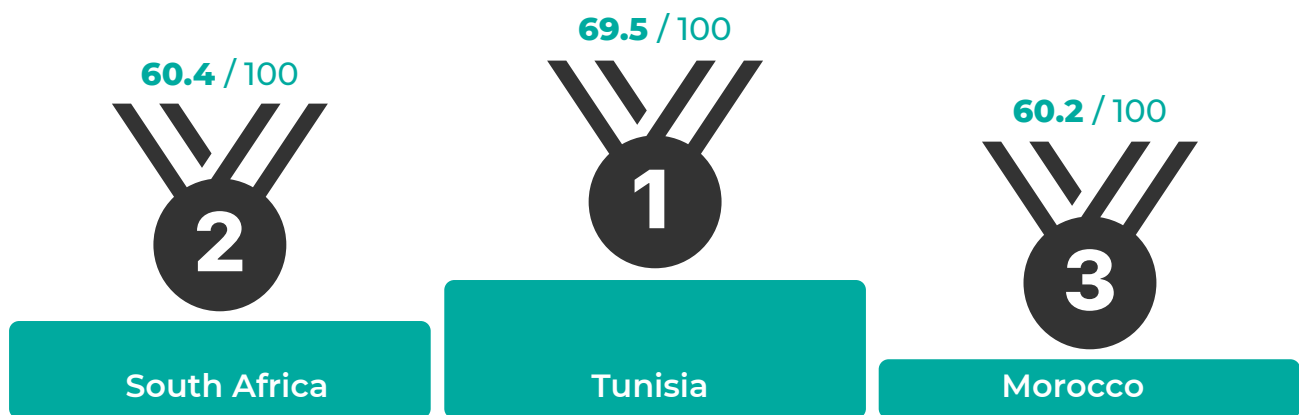
South Africa's DEPTH Scores Over Time



According to the African Center for Economic Transformation (ACET), South Africa is a leading economic transformer with an ATI score of 60.4, which is double the African average of 30.3 and second only to Tunisia.

South Africa exceeds the African average across all DEPTH dimensions and ranks within the top six in each category among the 30 countries evaluated, with particularly strong performance in productivity increases.

Africa's Top Transformers



According to the African Center for Economic Transformation (ACET), only five countries—Mauritius, Morocco, Eswatini, South Africa, and Tunisia—achieved an overall ATI score above 50. In contrast, the majority of countries (18 out of 30) scored below 30.

Africa's Overall DEPTH Performance



30.3 / 100
 ↑1.5 since 2000

Relevance to Employers: South Africa's ATI Ranking

Economic Stability and Growth: By understanding the economic transformation of a country, you can gauge the stability and growth potential of the market. This helps you make informed decisions about investments and expansions.

Labor Market Insights: The index provides insights into labor productivity and employment trends, which are crucial for your workforce planning. You can identify sectors with high productivity and potential for growth, allowing you to target your recruitment efforts more effectively.

Technological Advancements: Information on technological upgrades can help you understand the level of innovation and technological adoption in a country. This is particularly useful if you're looking to hire skilled workers in tech-driven industries.

Competitiveness: The ATI highlights a country's ability to compete in global markets. You can use this information to assess the potential for exporting goods and services, which can influence your hiring strategies and business operations.

Human Well-being: By examining factors such as income levels and employment rates, you can get a sense of the overall quality of life in a country. This can impact your decisions related to employee benefits, compensation, and workplace policies.

Helpful Insights for Recruitment

1. Targeted Recruitment: You can focus your recruitment efforts on regions or sectors showing high productivity and growth potential.
2. Skill Development: Understanding technological advancements and productivity trends can help you identify skill gaps and invest in relevant training programs.
3. Strategic Planning: Insights from the ATI can aid in long-term strategic planning, ensuring that your recruitment aligns with broader business goals and market conditions.

By leveraging the insights provided by the ATI, you can make more informed decisions, optimize your recruitment strategies, and contribute to the overall economic transformation of the region.

Apply Each of the ATI Dimensions to Enhance your Recruitment Strategies:

To effectively leverage the African Transformation Index (ATI) in your recruitment strategies, it's essential to understand how each dimension can be applied to attract and retain top talent.

1. Diversification

Application: Focus on recruiting talent with diverse skill sets and backgrounds to support a wide range of products and services.

Strategy:

- Targeted Hiring: Look for candidates with experience in multiple industries or those who have demonstrated versatility in their careers.
- Training Programs: Implement training programs that encourage employees to develop new skills, fostering a more adaptable workforce.

2. Export Competitiveness

Application: Hire individuals who can help your company compete in global markets.

Strategy:

- International Experience: Prioritize candidates with experience in international trade, export management, or global marketing.
- Language Skills: Seek out multilingual candidates who can navigate different cultural and business environments.

3. Productivity Increases

Application: Enhance productivity by recruiting highly skilled and efficient workers.

Strategy:

- Performance Metrics: Use performance metrics to identify top performers in your industry and target them for recruitment.
- Continuous Improvement: Hire candidates who have a track record of implementing productivity improvements in their previous roles.

4. Technology Upgrading

Application: Focus on hiring tech-savvy individuals who can drive technological advancements within your company.

Strategy:

- Tech Skills: Look for candidates with expertise in emerging technologies relevant to your industry.
- Innovation Mindset: Prioritize individuals who have demonstrated an ability to innovate and adapt to new technological trends.

5. Human Well-being

Application: Create a supportive work environment that enhances employee well-being and attracts top talent.

Strategy:

- Work-Life Balance: Promote policies that support work-life balance, such as flexible working hours and remote work options.
- Inclusive Culture: Foster an inclusive workplace culture that values diversity and promotes equal opportunities for all employees.

By aligning your recruitment strategies with these ATI dimensions, you can build a workforce that not only meets current needs but also positions your company for future growth and success.

Living in SA?



**Here's what it
takes...**

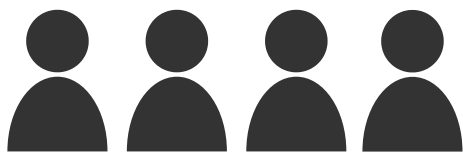
SA's Minimum Wage vs. The Cost of Living in SA

SA's Minimum Wage

R27,58 p/h
R220.64 for an 8h day
R4,633.44 for a 21-day working month.
↑R2.16 p/h from 1 March 2024

A Summary of the **Cost of Living** in South Africa

According to *Numbeo*, the world's largest cost of living database.



A family of four estimated monthly costs are **R37,667.7 p/m** without rent.



A single person estimated monthly costs are **R10,825.4 p/m** without rent.



According to Living Wage South Africa Network

The average South African should earn at least **R15,000 p/m** if they are to live a “decent” life.

A Breakdown of South Africa's Household Affordability Index

The South African Household Affordability Index is compiled by the Pietermaritzburg Economic Justice & Dignity Group (PMBEJD). They monitor food prices from various supermarkets and butcheries to provide insights into the cost of essential items for households each month.

This index helps highlight the financial pressures on households and tracks changes in food prices over time.

R5 336,31 p/m
The average cost of the Household Food Basket

- From March to April 2024, the average cost of the Household Food Basket rose by **R58.38 (1.1%)**, reaching R5,336.31 p/m.
- Compared to April 2023, the cost increased by **R312.36 (6.2%)**.

The Average Cost of the Household Food Basket in 3 Major Cities:

R5 612,18 p/m
JOHANNESBURG

- The Joburg basket increased by **R224.90 (4.2%)** from March to April 2024, reaching R5,612.18 p/m.
- Compared to April 2023, the cost rose by **R591.12 (11.8%)**.

R5 257,00 p/m
DURBAN

- The Durban basket increased by **R12,88 (0,2%)** from March to April 2024, reaching R5 257,00 p/m.
- Compared to April 2023, the cost rose by **R376,33 (7,7%)**.

R5 186,76 p/m
CAPE TOWN

- The Cape Town basket increased by **R28,15 (0,5%)** from March to April 2024, reaching R5 186,76 p/m.
- Compared to April 2023, the cost rose by **R96,91 (1,9%)**.

“I don't pay good wages because I have a lot of money; I have a lot of money because I pay good wages.”

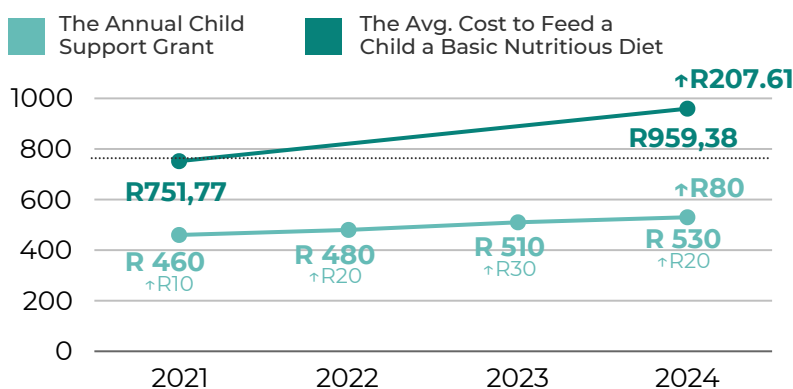
- Robert Bosch

The Average Cost to Feed a Child a **Basic Nutritious Diet**

R959,38 p/m
The average cost to feed a child a nutritious diet.

- From March to April 2024, the avg. cost to feed a child a basic nutritious diet rose by **R17,49 (1.9%)**, reaching **R959,38 p/m**.
- Compared to April 2023, the cost increased by **R67,24 (7.5%)**.

Child Support Grant vs. Cost of Nutritious Diet: 4-Year Increases.



- In April 2024, the Child Support Grant (CSG) increased by R20, raising it from R510 to R530 per child per month.
- Over the past four years, the CSG increased by a total of R80.
- The cost to feed a child a basic nutritious diet rose by R207.61 from April 2021 to April 2024, according to PMBEJD data.
- In April 2024, the CSG of R530 is 30% below the Food Poverty Line of R760 and 45% below the average cost to feed a child a basic nutritious diet.

PMBEJD -

National Minimum Wage and Its Impact on **Household Affordability for a Family of FOUR in April 2024**

R4 633,44 p/m
A family of 4 = R1 158,36 p.p - This is below the *upper-bound poverty line* of R1 558 pp.pm

R2 586,92 p/m
The average cost of electricity and transport.

- Electricity and transport consume **55.8%** of a worker's wage (R2,586.92 out of R4,633.44).
- This means workers cannot afford enough nutritious food for their families.

- After covering transport and electricity, **R2,046.52** remains for food and other expenses.
- In April 2024, families **underspent on food by at least 45.6%**, with food costs at R3,763.96.
- If all R2,046.52 is spent on food, it amounts to **R511.63 per person per month**.
- This amount is below the *food poverty line* of **R760 per person per month**.

PMBEJD -

Why Employers Should Care About the Cost of Living and Minimum Wage in South Africa

Employers should be concerned about the cost of living and minimum wage in South Africa because it directly impacts their employees' well-being and productivity. When wages do not keep pace with the rising cost of living, employees struggle to meet basic needs such as food, housing, and transportation. This financial stress can lead to decreased job satisfaction, higher absenteeism, and lower productivity.

For instance, the National Minimum Wage in South Africa is R27.58 per hour, translating to R4,633.44 for a full-time worker in April 2024. However, essential expenses like electricity and transport consume a significant portion of this wage, leaving insufficient funds for nutritious food. The Household Affordability Index shows that the cost of a basic food basket is often beyond the reach of many families, especially in major cities.

Moreover, the Child Support Grant, despite recent increases, still falls short of covering the cost of feeding a child a basic nutritious diet. This gap highlights the broader issue of financial inadequacy faced by many households.

By understanding these economic pressures, employers can make informed decisions about wage policies, benefits, and support programs. This not only helps in retaining a motivated and healthy workforce but also contributes to the overall economic stability and growth of the community.

Employers' Role and Responsibilities in Addressing Cost of Living Challenges

Employers' Responsibilities:

- **Fair Compensation:** Ensure that wages are competitive and sufficient to cover the basic cost of living, including food, housing, and transportation.
- **Benefits and Support:** Provide additional benefits such as healthcare, transportation allowances, and meal subsidies to help alleviate financial stress on employees.
- **Work-Life Balance:** Promote policies that support work-life balance, such as flexible working hours and remote work options, to reduce commuting costs and improve overall well-being.
- **Employee Assistance Programs:** Offer programs that provide financial advice, mental health support, and other resources to help employees manage their finances and personal challenges.

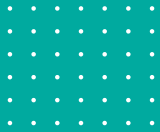
How Employers Can Address the Issue:

- **Regular Wage Reviews:** Conduct periodic reviews of wage structures to ensure they keep pace with inflation and the rising cost of living.
- **Living Wage Initiatives:** Implement living wage policies that go beyond the minimum wage to ensure employees can afford a decent standard of living.
- **Subsidized Services:** Provide subsidized services such as childcare, transportation, and meals to reduce the financial burden on employees.
- **Financial Education:** Offer workshops and resources on budgeting, saving, and financial planning to help employees manage their finances more effectively.
- **Advocacy and Collaboration:** Work with government and industry bodies to advocate for policies that support fair wages and address the broader economic challenges faced by workers.

By taking these steps, employers can create a more supportive and sustainable work environment, leading to higher employee satisfaction, retention, and productivity. This not only benefits the employees but also contributes to the overall success and reputation of the organization.



**SA's NEW FREE
FREELANCING PLATFORM**

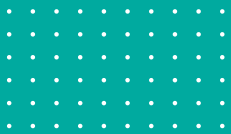


COMING



SOON

STAY TUNED



Exciting News! We're thrilled to announce the launch of our Freelancing Platform – designed to revolutionize the way South African gig workers and employers connect.

Launching soon to HELP YOU build partnerships for life! Stay tuned for more details and be ready to join us on this incredible journey.

Employers, help us spread the word and share this exciting news with your network! We'd love to hear your thoughts and any recommendations of freelancers or gig workers you've worked with. Your support is invaluable in building a thriving community.

If you're a seasoned freelancer ready to showcase your skills and collaborate with top professionals, we want to feature YOU!

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