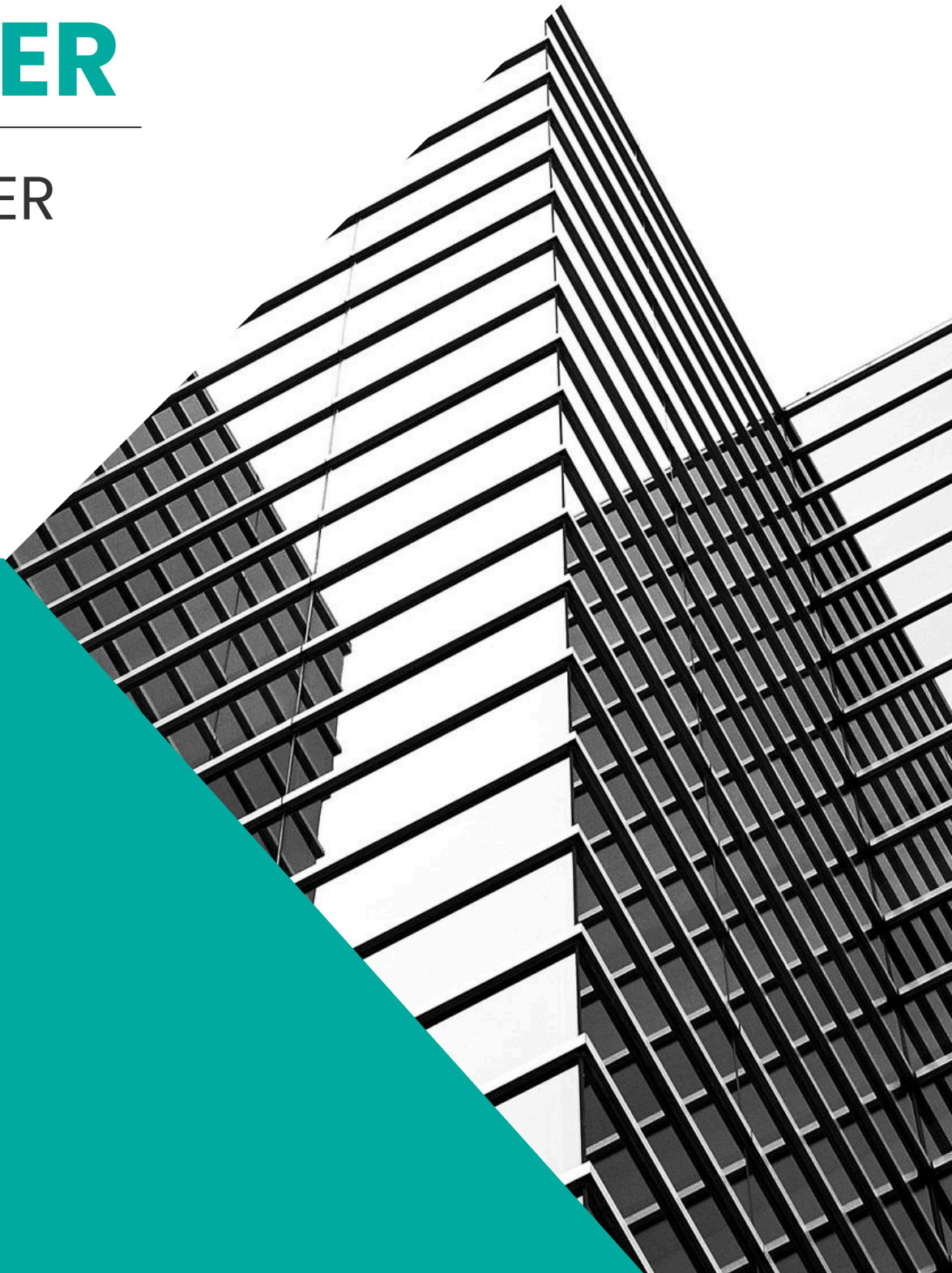




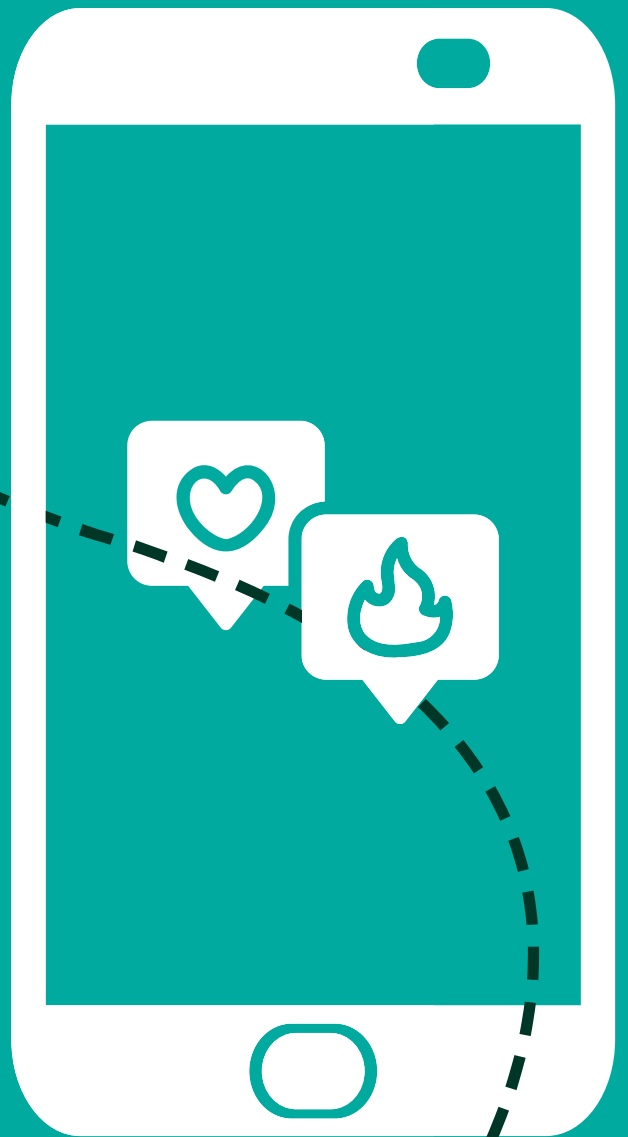
# NEWS LETTER

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OCTOBER  
2024



# What's trending?



Let's find out!

# South African Employment Highlights:

**+3%**

According to Pnet's data, **Recruitment activity** increased by +3% from July 2022 to July 2024.

**+4%**

According to Pnet's data, **Hiring activity** increased by +4% when compared to July 2023.

## Conversely

**-5.5%**

According to CareerJunction's data, **Recruitment activity** decreased by -5.5% from Q2:2022 to Q2:2024.

**+5%**

According to CareerJunction's data, **Hiring activity** increased by +5% when compared to Q1:2024.

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

**1. Business Analysis**  
(Information Technology)



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



**3. Executive Management / Director**  
(Business & Management)



**4. Quality Control**  
(Manufacturing & Assembly)



**5. Building Project Management**  
(Building & Construction)



## Information Technology

This sector saw a -21% decrease in hiring activity year-on-year.

Hiring activity increased by +4% when comparing Q2:2024 with Q1:2024.

## Manufacturing & Assembly

This sector saw a +6% increase in hiring activity year-on-year.

## Business & Management

This sector saw a -3% decrease in hiring activity year-on-year.

Hiring activity increased by +7% when comparing Q2:2024 with Q1:2024.

# SA's Employment Trends as per Pnet & CJ

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

## Architecture & Engineering

This sector saw a +9% increase in hiring activity year-on-year.

## Admin, Office & Support

This sector saw a -13% decrease in hiring activity year-on-year.

## Finance

This sector saw similar levels of hiring activity year-on-year.

Hiring activity increased by +9% when comparing Q2:2024 with Q1:2024.

Hiring activity decreased by -3% when comparing Q2:2024 with Q1:2024.

# Sector Statistics - Warehousing & Logistics

## EE Candidates



## Candidates in Gauteng



## Willing to Relocate



## Tertiary Qualification



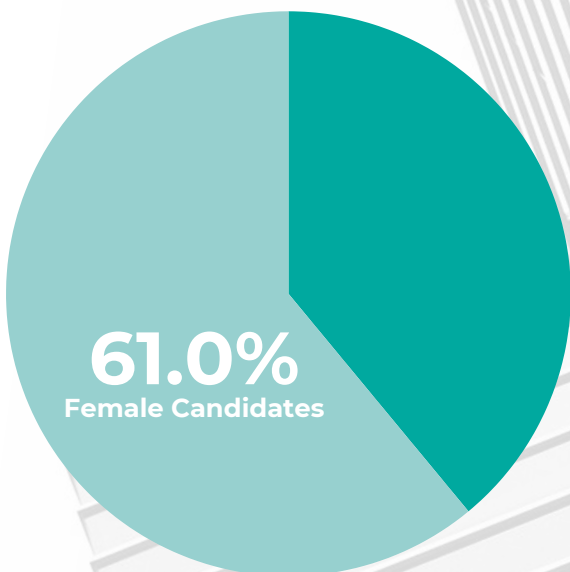
### Market-related monthly salaries (CTC) for TOP 3 in demand roles

Logistics Coordinator R21 185 - R28 412

Warehouse Supervisor R18 684 - R23 883

Fleet Controller R17 722 - R22 067

## Female Warehousing & Logistics Candidates



**3** Years  
**4** Months

The Average Stay of W & L  
Candidates in Their Roles

# GenAI in the South African Workplace

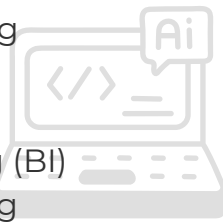
**+94%** The demand for AI skills has increased by **+94%** when comparing Q2:2021 to Q2:2022.

**+61%** There has been a **+61%** increase in job seekers with AI skills over the last three years.

## Top Occupations and Skill Sets for GenAI Professionals:

### Software Development

- Software Engineering
- Machine Learning
- Web Developing
- Business Developing (BI)
- Full Stack Developing



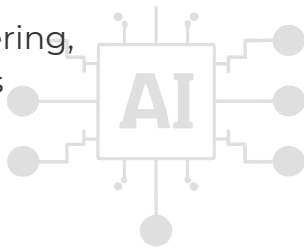
### Data Analysis / Warehousing

- Data Science
- Data Analysis
- Data Engineering
- Business Intelligence
- Machine Learning
- Quantitative Analysis



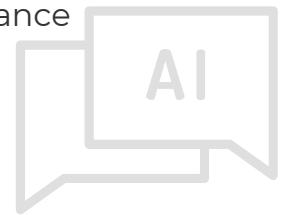
### Systems/Network Administration

- Systems Engineering,
- Technical IT Skills



### Teaching

- Teaching Assistance
- Lecturing



## Top Industries that Utilize GenAI:

Technology and IT	64%
Media	55%
Science and Research	49%
Green Industry and Sustainability	45%
Education and Training	45%

## GenAI in the Workplace According to the PwC: An AFRICAN perspective

PwC conducted a survey with 2,000 participants across South Africa, Kenya, Morocco, Algeria, and Nigeria as part of their Global Workforce Hopes and Fears Survey 2024 - African Perspectives. The findings reveal a complex landscape of challenges and opportunities faced by the African workforce, particularly in relation to generative AI.

# 64%

According to **64%** of survey respondents in Africa, time is wasted by administrative tasks such as emails, technology issues, and performance reviews - resulting in feelings of being underutilized, overwhelmed, frustrated, and inefficient.

# 86%

**86%** of African employees are prepared to embrace new working methods.

↳ **48%** of respondents indicated they needed to acquire new tools or technologies to perform their jobs.

↳ According to the PwC AI Jobs Barometer, the growth rate of AI specialist jobs has surpassed overall job growth since 2016, with AI positions increasing **x3.5** times faster than all other jobs since 2012.

↳ PwC's latest AI Jobs Barometer also reveals that the demand for skills in AI-capable occupations is evolving **x25%** faster than in other fields.

**However, AI adoption is still limited...**

# 30%

**30%** of African employees have not used GenAI tools like ChatGPT or DALL-E for work in the last year.

↳ Only **244 out of 2,000** employers have integrated GenAI tools into their daily operations.

↳ According to PwC's 2024 Global CEO Survey, **69%** of CEOs expect that GenAI will necessitate new skill development for the majority of their workforce

## According to the PwC the Following Statements Best Describe Why African Employees Have not Used Generative AI at Work

 **33%**

“My employer does not allow the use of generative AI tools at work”  
Compared to 12% globally.

 **37%**

“I don't think there are opportunities to use generative AI tools in my line of work”  
Compared to 33% globally.

 **31%**

“My employer has not given me access to generative AI tools at work”  
Compared to 24% globally.

 **20%**

“I don't know how to use generative AI tools”  
Compared to 23% globally.

 **24%**

“I don't think using generative AI tools at work will benefit my career”  
Compared to 21% globally.

With **37%** of employees indicating they lack opportunities to use GenAI tools at work and **31%** stating they are prohibited from accessing these tools, it is crucial for both employers and employees to embrace, experiment with, and innovate new applications for AI in the workplace.

-PwC

## 11 Reasons Employers Hesitate to Adopt AI in the Workplace

1. Cost: High expenses for software, hardware, and training.
2. Expertise: Lack of necessary skills to manage AI.
3. Privacy: Concerns about data security.
4. Job Fears: Worries about AI replacing human jobs.
5. Regulations: Complex legal and compliance issues.
6. Integration: Challenges in merging AI with existing systems.
7. ROI: Uncertainty about return on investment.
8. Ethics: Bias and other ethical concerns.
9. Change: Resistance to organizational change.
10. Culture: Unsupportive organizational culture.
11. Maintenance: Ongoing upkeep and updates required for AI systems.



# South Africa: Let's Keep Holding On



Here's what it  
takes...

# Employee Retention in the South African Context

Employee retention refers to an organisation's ability to keep its employees and reduce turnover. It involves strategies and practices aimed at creating a work environment that encourages employees to stay with the organisation for the long term.

Employee retention is crucial because it helps maintain a stable, experienced workforce, which boosts productivity and reduces costs associated with hiring and training new employees. High retention rates also foster a positive work environment, leading to higher employee satisfaction and better overall performance. *High turnover can lead to:*

- Increased recruitment costs
- Loss of valuable knowledge
- Reduced productivity
- Lower team morale
- Talent gaps that hinder growth and competitiveness

Retaining employees is important to employers as it helps maintain continuity, reduces recruitment and training costs, and preserves institutional knowledge. It's just as important to employees as stability in their roles can lead to career growth, job satisfaction, and a sense of security.

Employee retention is always important, but it becomes critical during periods of organisational change, economic uncertainty, or when the job market is highly competitive.

Retention efforts start at the very beginning of the employee lifecycle, beginning with recruitment and onboarding. Creating a positive first impression, providing clear career paths, and fostering a supportive work culture are essential from day one. It sets the tone for long-term engagement.

## 5 Talent retention strategies to consider:

1. *Competitive Benefits:* Offer fair and competitive salaries, comprehensive benefits and performance-based incentives.
2. *Career Development:* Provide opportunities for professional growth and advancement. This includes establishing clear career paths and growth opportunities within your organisation.
3. *Employee Recognition:* Regularly acknowledge and reward employees' contributions.
4. *Work-Life Balance:* Promote flexible and personalised working arrangements, as well as a healthy work-life balance.
5. *Foster a supportive and inclusive workplace culture:*
  - Implement initiatives to keep employees engaged and motivated.
  - Offer programs that support employees' physical and mental health.
  - Maintain open and transparent communication channels.
  - Actively seek and act on employee feedback to improve the workplace.
  - Ensure effective and empathetic leadership to guide and support employees.

## The PwC's Perspective on Employee Retention in Relation to **Employee Upskilling**






# 56%

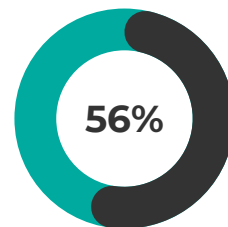
**56%** of employees believe that the opportunity to learn new skills is a major factor in their decision to stay with or leave their current employer.

Workers are becoming increasingly aware that the labor market is changing rapidly, with businesses shifting focus from specific jobs to the importance of skills.

In this evolving landscape, having the right and relevant skills is crucial for maintaining relevance and adaptability. Employees recognize that upskilling is a key differentiator for companies in a dynamic market. -PwC

### According to PwC the Following Statements Best Describe **the Extent to Which Opportunities to Learn New Skills Would Influence Employees' Decision to Stay with Their Current Employer or to Switch to a New One**

-  **8%** Not at all
-  **9%** To a slight extent
-  **24%** To a moderate extent
-  **32%** To a large extent
-  **24%** To a very large extent



Large/Very large extent

### The PwC's Global Workforce Hopes and Fears Survey 2023 — African Perspectives, Highlights a Growing Skills Gap

2023 **49%** VS. 2024 **66%**

Employees express that the skills required in their role will change significantly over the next five years.

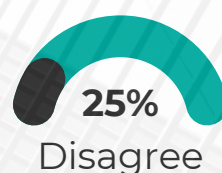
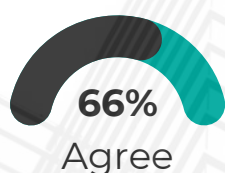
The PwC Global CEO Survey found that **45%** of CEOs in sub-Saharan Africa and **52%** of CEOs globally expect that labour and skills shortages will significantly impact their profitability over the next decade.

Thus, it is now more crucial than ever for organizations to nurture the skills employees will need throughout their careers and to further develop workforce skills essential for achieving business goals and driving transformation.

The significant efforts by organizations to address skills gaps such as offering upskilling platforms, and promoting skill development are reflected in the large majority of employees who agree that there are ample learning opportunities within their organizations.

-PwC

## Employees Feel That Their Employer Provides Them with Adequate Opportunities to Learn New Skills That Will Be Helpful for Their Future Career



## Employees Also Voted: "The skills my job requires will change significantly in the next five years"



## The PwC's Perspective on Employee Retention in Relation to **Employee Experience**

Traditionally, employers focus on remuneration, offering:

- Competitive salaries
- Bonuses
- Stock options
- Generous leave policies

These continue to be the top preferences for employees, however there is a disconnect between what employees prioritize and the realities of the workplace.

# 83%

Employees report fair pay as extremely important.

VS.

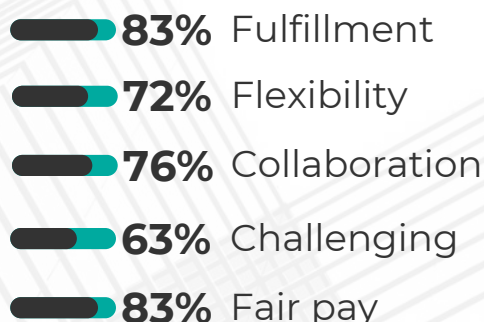
# 72%

Employees agree that their current job provides it.

According to the PwC, pay is particularly crucial and companies must strive to provide competitive, livable wages. This is underscored by their research that shows how economic stress negatively impacts employees' emotional and physical wellbeing and reduces productivity and engagement.

PwC's Global Workforce Hopes and Fears Survey 2023/2024 also found that employees prefer employers who demonstrate care and uphold their purpose, values, and culture.

### **Reported Top Employee Priorities in 2023: Fulfillment, Flexibility, and Collaboration**



## The PwC's Strategy for Employee Retention

PwC's strategy for employee retention focuses on two main pillars: upskilling and enhancing the employee experience. These strategies are designed to address the evolving needs of both employees and employers in a rapidly changing work environment.

### Employee Retention Through Upskilling:

PwC emphasizes the importance of fostering a culture of continuous learning. By providing employees with opportunities to develop relevant and adaptable skill sets, both the workforce and the organization benefit. This approach is crucial as businesses aim for long-term economic viability through model reinvention, and employees strive to remain future-fit. Skills development becomes the nexus of these aspirations.

#### Key Actions:

- *Implement Skills Inventories:* Gain comprehensive insights into workforce expertise.
- *Ensure Inclusive Skill-Building Programs:* Make sure skill-building initiatives reach all employees.
- *Adopt a Skills-First Approach:* Remove barriers that prevent employees from applying their skills effectively.

### Employee Retention Through Enhanced Employee Experience:

PwC also focuses on creating a personalized People Value Proposition, which significantly influences sustained engagement and motivation at work. This involves providing conducive learning environments, ensuring psychological safety, fostering a sense of individuality, and building a shared community. When employers meet employee needs, employees are more likely to reciprocate by meeting employer needs.

The data suggests that employers need to rethink the traditional concept of employment to attract and retain the necessary skills and talent for organizational success in the evolving world of work.

#### Key Actions:

- *Conducive Learning Environments:* Create spaces where employees can learn and grow.
- *Psychological Safety:* Ensure that employees feel safe to express themselves and take risks.
- *Sense of Individuality and Community:* Foster a workplace where employees feel valued as individuals and part of a larger community.
- *Exceptional Life Experience:* Provide a work experience that aligns with employees' personal values and life goals.

PwC's dual approach to employee retention through upskilling and enhancing the employee experience is both comprehensive and forward-thinking. By focusing on continuous learning and creating a supportive work environment, PwC aims to build a resilient and adaptable workforce.

This strategy not only helps in retaining talent but also ensures that employees are equipped with the skills needed to navigate the future of work. This holistic approach is essential for any organization looking to thrive in today's dynamic market.

# South Africa's TOP 10 Employers' Retention Strategies

1. Vodacom
2. HCL Technologies
3. Unilever South Africa
4. Mondelez International
5. Daimler Truck SA
6. Accenture SA
7. Heineken Beverages
8. Santam
9. Novartis SA
10. Mercedes Benz SA

## 1. Vodacom

- **Employee Engagement Programs:** Vodacom implements various initiatives to keep employees engaged, fostering a positive and productive work environment.
- **Learning and Development:** They provide extensive training and development opportunities to help employees enhance their skills and advance their careers.
- **Diversity and Inclusion:** Vodacom is committed to creating a diverse and inclusive workplace, ensuring equal opportunities for all employees.
- **Work-Life Balance:** They offer flexible working arrangements to help employees maintain a healthy work-life balance.

## 2. HCL Technologies

- **Career Development:** HCL Technologies offers numerous career development opportunities, including training programs and certifications.
- **Employee Wellbeing:** They focus on employee wellbeing through health and wellness programs.
- **Recognition Programs:** HCL Technologies has robust recognition programs to reward employees for their contributions.
- **Work Environment:** They strive to create a supportive and collaborative work environment.

## 3. Unilever South Africa

- **Sustainability Initiatives:** Unilever integrates sustainability into their business model, which resonates with employees who value corporate responsibility.
- **Flexible Work Arrangements:** They offer flexible work arrangements to help employees balance work and personal life.
- **Employee Development:** Unilever invests in employee development through continuous learning opportunities.
- **Employee Benefits:** They provide competitive benefits to attract and retain talent.

## 4. Mondelez International

- **Employee Engagement:** Mondelez focuses on creating an engaging work environment through various employee engagement initiatives.
- **Health and Wellness:** They offer comprehensive health and wellness programs to support employees' physical and mental health.
- **Career Growth:** Mondelez provides opportunities for career growth and development.
- **Diversity and Inclusion:** They promote a diverse and inclusive workplace culture.

## 5. Daimler Truck SA

- **Training Programs:** Daimler Truck SA offers extensive training programs to enhance employee skills.
- **Diversity and Inclusion:** They promote a diverse and inclusive workplace.
- **Employee Benefits:** Daimler Truck SA provides competitive employee benefits to retain talent.
- **Career Development:** They offer career development opportunities to help employees advance.

## 6. Accenture SA

- **Innovation Culture:** Accenture fosters a culture of innovation, encouraging employees to think creatively and contribute to cutting-edge projects.
- **Learning Opportunities:** They offer numerous learning opportunities, including access to online courses and certifications.
- **Work-Life Balance:** Accenture promotes work-life balance through flexible work policies.
- **Employee Engagement:** They focus on engaging employees through various initiatives and programs.

## 7. Heineken Beverages

- **Employee Engagement:** Heineken focuses on engaging employees through various initiatives and programs.
- **Career Development:** They provide career development opportunities to help employees advance.
- **Health and Wellness:** Heineken offers health and wellness programs to support employee wellbeing.
- **Employee Recognition:** They have strong employee recognition programs to reward outstanding performance.



## 8. Santam

- **Employee Recognition:** Santam has strong employee recognition programs to reward outstanding performance.
- **Learning and Development:** They invest in learning and development to help employees grow their skills.
- **Work Environment:** Santam promotes a positive work environment to enhance employee satisfaction.
- **Employee Benefits:** They offer competitive benefits to attract and retain talent.

## 9. Novartis SA

- **Innovation and Research:** Novartis encourages innovation and research, providing employees with opportunities to work on groundbreaking projects.
- **Employee Wellbeing:** They offer comprehensive wellbeing programs to support employees' health.
- **Career Growth:** Novartis provides career growth opportunities through training and development.
- **Diversity and Inclusion:** They promote a diverse and inclusive workplace culture.

## 10. Mercedes Benz SA

- **Employee Development:** Mercedes Benz SA invests in employee development through training programs and career advancement opportunities.
- **Diversity and Inclusion:** They promote a diverse and inclusive workplace.
- **Employee Benefits:** Mercedes Benz SA offers competitive benefits to retain top talent.
- **Work-Life Balance:** They offer flexible working arrangements to help employees maintain a healthy work-life balance.

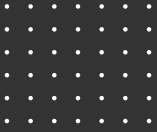


**“Employee retention is not preventing people from LEAVING. Employee retention is giving them reasons to STAY”**

- Anca Larsen



**GigElement - SA's NEW FREE  
FREELANCING PLATFORM**



**HERE TO**



**STAY**

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**Help us spread the word and share this exciting news with your network! We'd also love to hear your thoughts and any recommendations of freelancers or gig workers you've worked with.**

**As we continuously strive for innovation, your feedback and suggestions are invaluable to us.**

**Please feel free to send your input to [Vitalwebmail@gmail.com](mailto:Vitalwebmail@gmail.com).**

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## CONTACT US :



073 141 8004 / 083 959 0091



<https://www.vitalelement.co.za/>



[gillian@vitalelement.co.za](mailto:gillian@vitalelement.co.za) /  
[isabel@vitalelement.co.za](mailto:isabel@vitalelement.co.za)

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