

The SAGEA Employer & Candidate Surveys 2015



Press Release

A significant increase in graduate vacancies amongst South Africa's leading employers takes graduate recruitment to an all time high.

Results from an **independent survey** of leading employers in South Africa shows that these organisations are set to recruit **record numbers** of graduates in 2015 & 2016. *The SAGEA Employer Benchmark Survey 2015* is based on responses from 93 of the largest and most well known graduate employers in the country. It provides very positive news for students graduating over the next two years and for those looking for their first job after university.

Competition for high-calibre candidates remains very high. *The SAGEA Candidate Insights Survey 2015* – an online questionnaire with 2,169 new or future employees – showed that while candidates made an average of five or six applications, **three-fifths** were in the envious position of being able to choose between **multiple job offers**. While most employers received in excess of 1,500 applications for their positions, many still claimed there was a shortage of candidates with the right employability skills and qualifications.

The results show positive news for graduate starting salaries – nearly **three-quarters** of employers expect to **increase graduate salaries** in 2016, while some had not set their starting salaries by the time the survey took place. Graduate employers continue to look for engaging ways to interact with students in order to create a dialogue and to help them understand each of the opportunities on offer. Employers were very active on campus, hosting events and attending careers fairs, and they were also present on many social media sites and hosted their own graduate recruitment websites.

Highlights from *The SAGEA Employer Benchmark Survey 2015* include:

- **Two-fifths** of employers said their primary purpose for engaging in graduate recruitment was to hire candidates onto a leadership development programme.
- Graduate vacancies are set to **increase by 15.4 per cent** in 2016, compared to the numbers recruited in 2015.
- Vacancy levels have increased in **10 of 11 industries** that are tracked in the survey.
- The **accounting and professional services firms** were the largest recruiters, recording half of all vacancies in 2015. Other major recruiters in 2015 were **investment banks or fund managers** and **FMCG companies**.

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- By job function, the most vacancies were found in **audit (TIPP)**, which accounted for more than two-fifths of total vacancies available in 2015.
- The median graduate starting salary for 2015 was **R180,000**.
- The highest starting salaries in 2015 were for positions in **investment banking, chemical engineering, law, electrical/electronic engineering** and **mechanical engineering**. All of these offered median starting salaries of more than R300,000
- The median number of applications received by employers was **1,750**.
- The median number of applications per vacancy was **58**, which is a slight decrease compared to last year.
- An average of **21 per cent** of those candidates who submitted applications were successful in reaching the next stage of the selection process. **Over half** of those who make it through to final-round assessment with an employer were offered a graduate position.
- The University of Cape Town was voted by employers as having the best **careers service** and also the best **careers fair**.

Highlights from *The SAGEA Candidate Insights Survey 2015* include:

- The most popular destination for candidates was **auditing (TIPP)**.
- The five universities with the highest attendance levels accounted for **three-fifths** of participants.
- **A quarter** had worked with their new employer prior to joining as a graduate. Most of this experience was gained via vacation work.
- **Three-fifths** of candidates confirmed they started researching graduate employers prior to their final year of university.
- Candidates made an average of **six** applications.
- **Training & development**, the **organisations' reputation** and **long-term career prospects** were the most important factors when deciding who to apply to, and which job offer to accept.
- **Employers' own websites** and **brochures**, **university careers fairs**, **people in industry** and **campus events** were the most widely used sources of information when job hunting
- **Just over two-fifths** expect to stay with their first employer for more than five years.
- **Remuneration**, **promotion**, **international opportunities** and **training & development** were the key factors in persuading candidates to stay longer with an employer.
- **More than four-fifths** want to work overseas at some point in the future, although most recognised it is most likely to occur in 2018 or beyond.

Executive Director for SAGEA, **Cathy Sims** commented:

“The country’s leading graduate employers are planning a sharp increase in the number of graduate vacancies on offer next year which shows real commitment from recruiters to help source and retain the very best talent from our universities. Graduates can play a vital role within an employer’s talent management strategy and while we expect an increase in graduate positions, the competition for the very best candidates remains high. Therefore we expect to see employers continue to use novel and engaging ways to interact with prospective job seekers – such as employer showcases and presentations on campus through to creating interactive websites and engaging with students via social media and other online sources.”

Notes for Editors

1. *The SAGEA Employer Benchmark Survey 2015* and *The SAGEA Candidate Insights Survey 2015* were carried out on behalf of **The South African Graduate Employers Association (SAGEA)** by the specialist graduate research company, **High Fliers Research Ltd.** Research took place from February to May 2015, using online questionnaires.
2. **The South African Graduate Employers Association (SAGEA)** is a professional body dedicated to connecting and advancing the graduate recruitment industry. SAGEA is the hub of the industry, making use of synergies, resourcefulness and insights to bring global best practice to our members, and elevate the profession.
3. The employers who participated in one or both surveys include:

<i>Accenture</i>	<i>Discovery</i>	<i>Nedbank Ltd</i>
<i>Adams & Adams</i>	<i>Eighty20Consulting</i>	<i>Nestlé South Africa</i>
<i>Afena Capital</i>	<i>ENSafrica</i>	<i>Norton Rose Fulbright</i>
<i>Afrox</i>	<i>Emerson Network Power</i>	<i>Ogilvy & Mather</i>
<i>Allan Gray</i>	<i>Estee Lauder Companies</i>	<i>Old Mutual SA</i>
<i>Anglo American</i>	<i>EY</i>	<i>Polyoak Packaging</i>
<i>Anglo American Coal</i>	<i>Fasken Martineau</i>	<i>PPS</i>
<i>Anglo American Platinum</i>	<i>Financial Intelligence Centre</i>	<i>Procter & Gamble</i>
<i>AVI Limited</i>	<i>FirstRand Bank</i>	<i>Public Investment Corporation</i>
<i>Bain & Company</i>	<i>FNB</i>	<i>PwC</i>
<i>Barclays Africa</i>	<i>Frost & Sullivan</i>	<i>PwC Advisory</i>
<i>Barloworld Transport</i>	<i>Genesis Analytics</i>	<i>RCL Foods</i>
<i>Barlworld Logistics</i>	<i>Glencore Coal SA</i>	<i>RMB</i>
<i>BDO</i>	<i>Global Load Control</i>	<i>Sanlam</i>
<i>BHP Billiton Energy Coal SA</i>	<i>Grant Thornton</i>	<i>Saratoga Software</i>
<i>BHP Billiton Samancor</i>	<i>Hatch Goba</i>	<i>Sasol</i>
<i>Bloomberg</i>	<i>Hogan Lovells</i>	<i>Seeff</i>
<i>BMW SA</i>	<i>Investec Asset Management</i>	<i>Senwes</i>
<i>Bostom Consulting Group</i>	<i>Investec Bank Limited</i>	<i>Shoprite Group</i>
<i>Bowman Gilfillan</i>	<i>Investec CA Programme</i>	<i>South African Breweries</i>
<i>Brandhouse</i>	<i>IQ Business</i>	<i>South African Revenue Service (SARS)</i>
<i>British American Tobacco South Africa</i>	<i>Kansaiplascon</i>	<i>Standard Bank</i>
<i>Business Connexion</i>	<i>KPMG</i>	<i>TEACH South Africa</i>
<i>Capitec Bank</i>	<i>LexisNexis</i>	<i>TFG (The Foschini Group)</i>
<i>Citi</i>	<i>Massmart</i>	<i>The Boston Consulting Group</i>
<i>Clicks Group</i>	<i>Mazars</i>	<i>Tigerbrands</i>
<i>Coronation Fund Managers</i>	<i>McKinsey & Company</i>	<i>Truworths</i>
<i>Cummins</i>	<i>Media24</i>	<i>Unilever South Africa</i>
<i>Deloitte</i>	<i>Mercedes Benz South Africa</i>	<i>Vodacom Pty Ltd</i>
<i>Deloitte Consulting</i>	<i>Merrill Lynch</i>	<i>Volkswagen Group South Africa</i>
<i>Denel Dynamics</i>	<i>MMI Holdings</i>	<i>Webber Wentzel</i>
<i>Derivco</i>	<i>Mr Price Group</i>	<i>Weir Minerals Africa</i>
<i>Deutsche Bank</i>	<i>MultiChoice</i>	<i>Werksmans Attorneys</i>
<i>Dimension Data</i>	<i>Murray & Roberts</i>	<i>WSP Group Africa</i>
<i>Direct Axis Pty Ltd</i>	<i>Nampak</i>	

4. For further information or additional comments please contact:

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