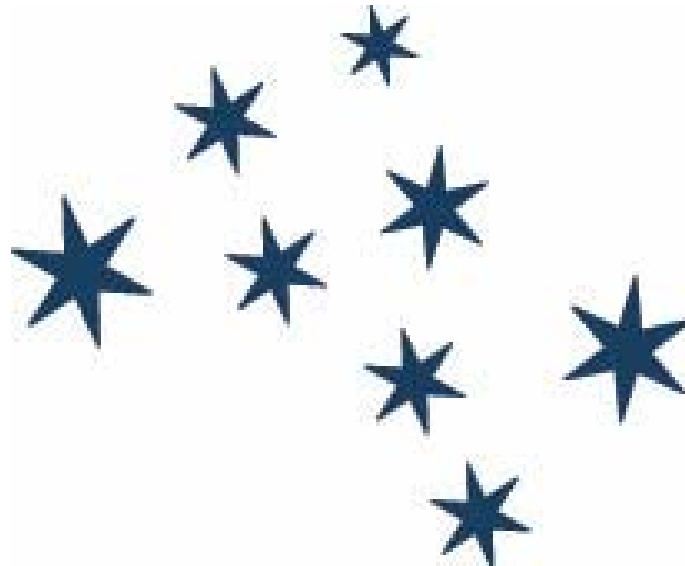


MAGNET AWARDS 2005



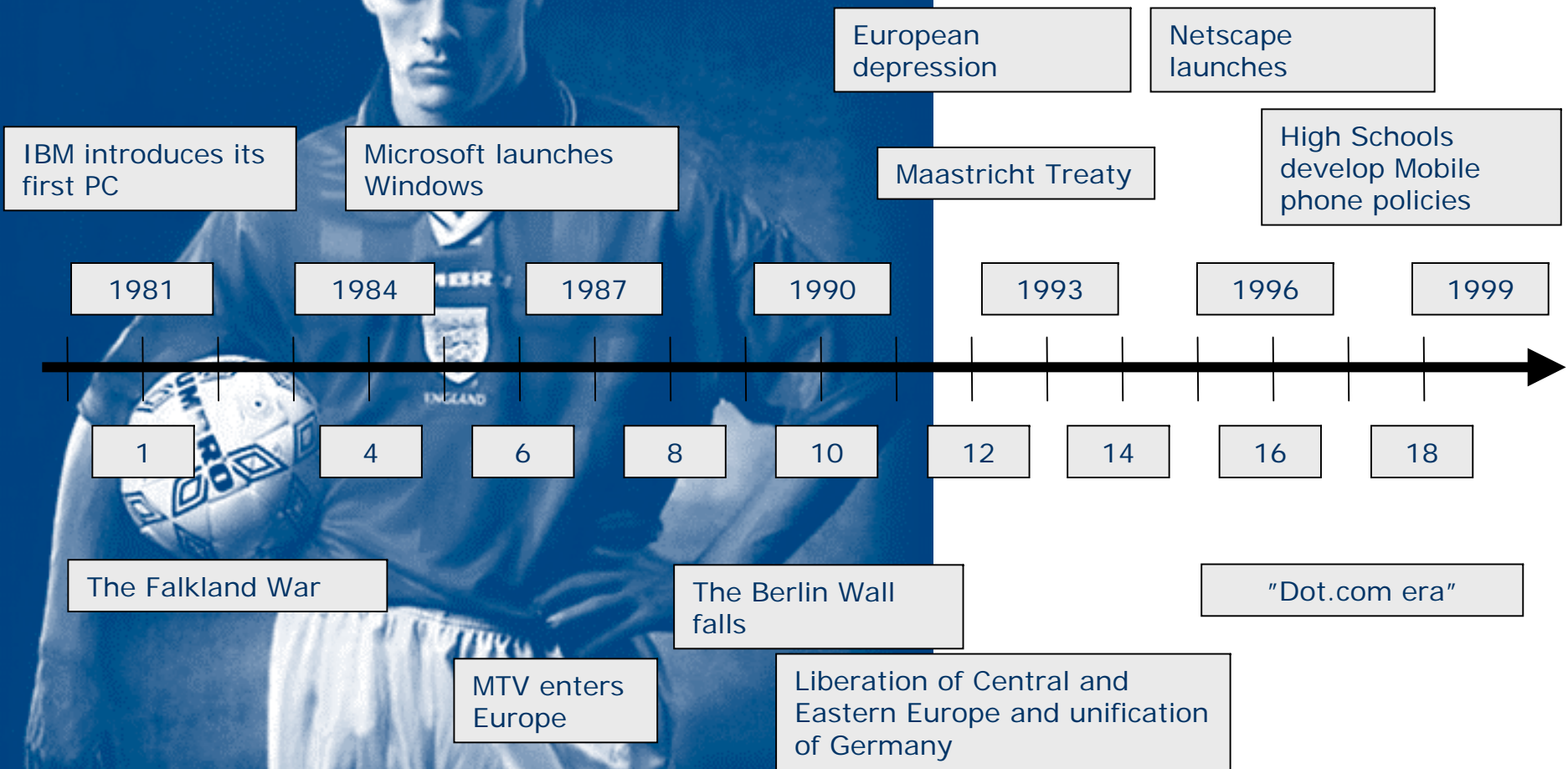
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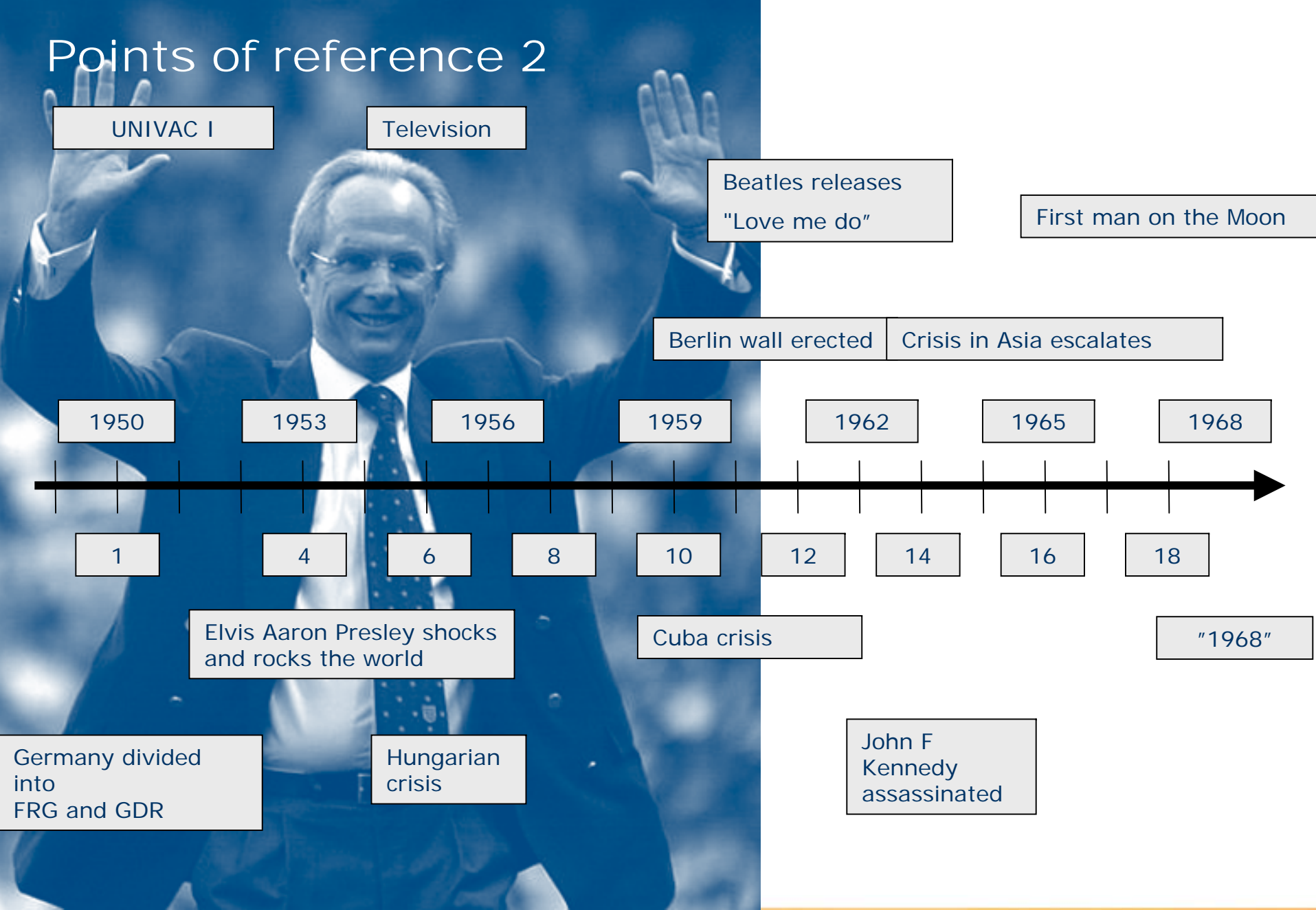
Why survey graduates?



Points of reference 1



Points of reference 2



UNIVAC I

Television

Beatles releases
"Love me do"

First man on the Moon

Berlin wall erected

Crisis in Asia escalates

1950

1953

1956

1959

1962

1965

1968

1

4

6

8

10

12

14

16

18

Elvis Aaron Presley shocks
and rocks the world

Cuba crisis

"1968"

Germany divided
into
FRG and GDR

Hungarian
crisis

John F
Kennedy
assassinated



Universum Communications

“helping companies understand and develop their employer image since 1988, through research and consulting”

- Annual Quantitative Surveys
- 25 Countries (4 continents)
 - 600 Universities
 - 80,000 Respondents

Consulting – Advisory Services – Qualitative Research (Globally)

Magnet – a Universum company



Employer branding model



Universum's Employer Branding Model

- secure clients' long term recruitment
- strategic information and communication
- 17 years experience
- 400 clients across the globe (incl 40 of the *FORTUNE Top100*)
- 20 SA clients



Magnet Communications

Niclas Jernberg – Universum Europe

Carol Hurd – Magnet South Africa

Anders Keen – Magnet South Africa

Peter Johansson – Magnet South Africa



Programme



16.00 – Introduction by SAGRA

16.30 – Highlights from the Magnet Graduate Survey 2004

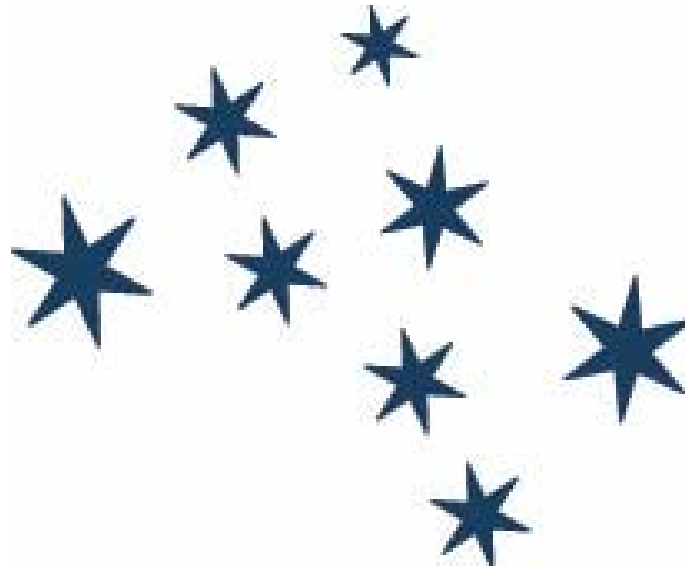
17.15 – Short Break

17.30 – Prize Ceremony
- Top ideal Employers South Africa

18.15 – Mingle with drinks and canapés



MAGNET AWARDS 2005



Highlights from the 2004 Survey results



The South African Graduate Survey 2004

October 4th, 2004 – November 26th, 2004

Commerce, Engineering & Science, Law and Humanities students

3,509 respondents

paper questionnaire

13 educational institutions



Participating Universities / Technikons

University of Cape Town (UCT)

University of KwaZulu Natal

University of Fort Hare

University of Port Elizabeth (UPE)

North-West University (POTCH)

University of Pretoria (PTA)

Rand Afrikaans University (RAU)

Rhodes University

University of Stellenbosch

University of Western Cape (UWC)

University of Witwatersrand (WITS)

Cape Technikon

Tshwane University of Technology



Number of respondents

Total **3,509**

Ethnic background

- African/Black 1,568
- Coloured 303
- Indian/Asian 237
- White 1,049
- Do not say 268
- Other 33

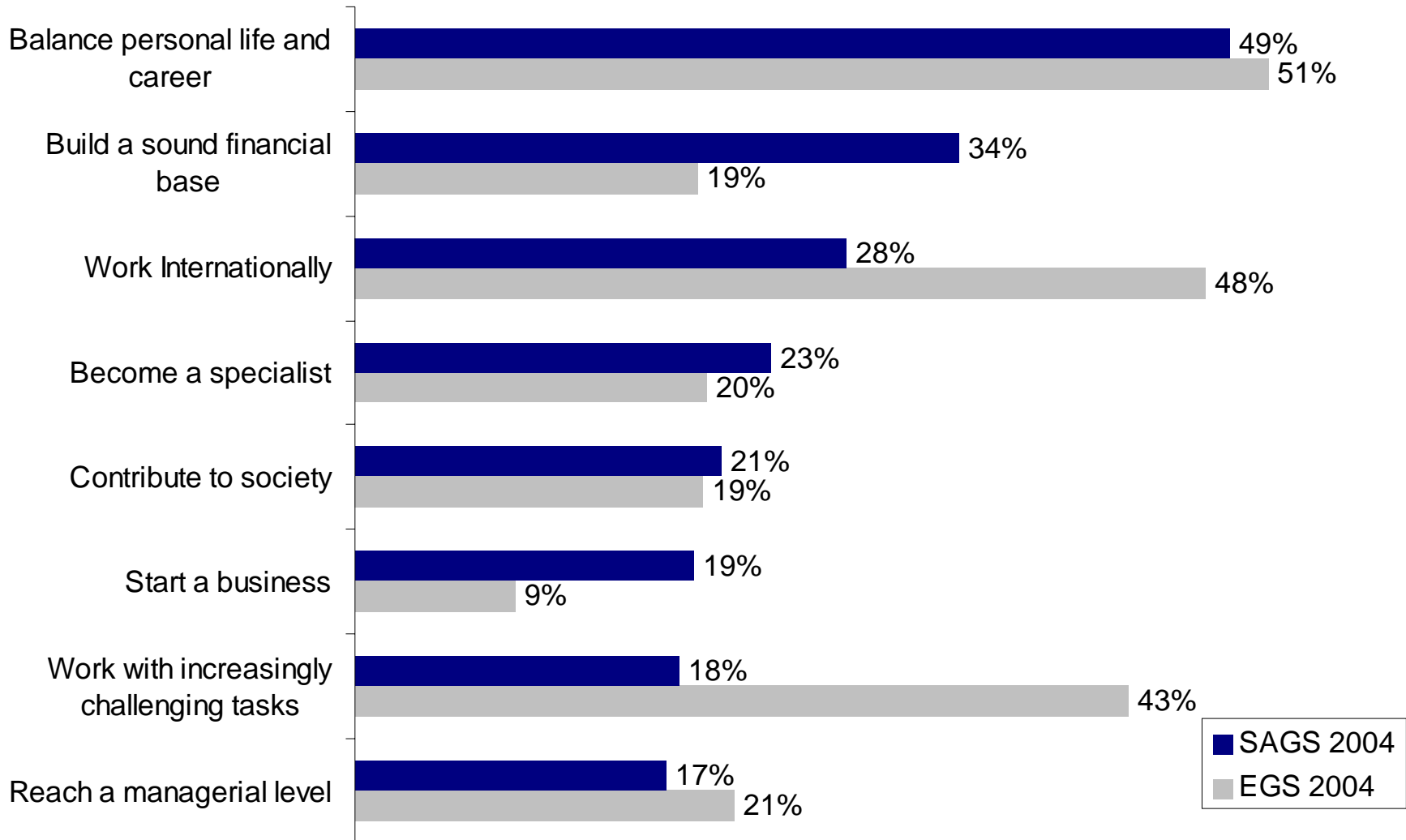
Gender

- Female 1,558
- Male 1,722



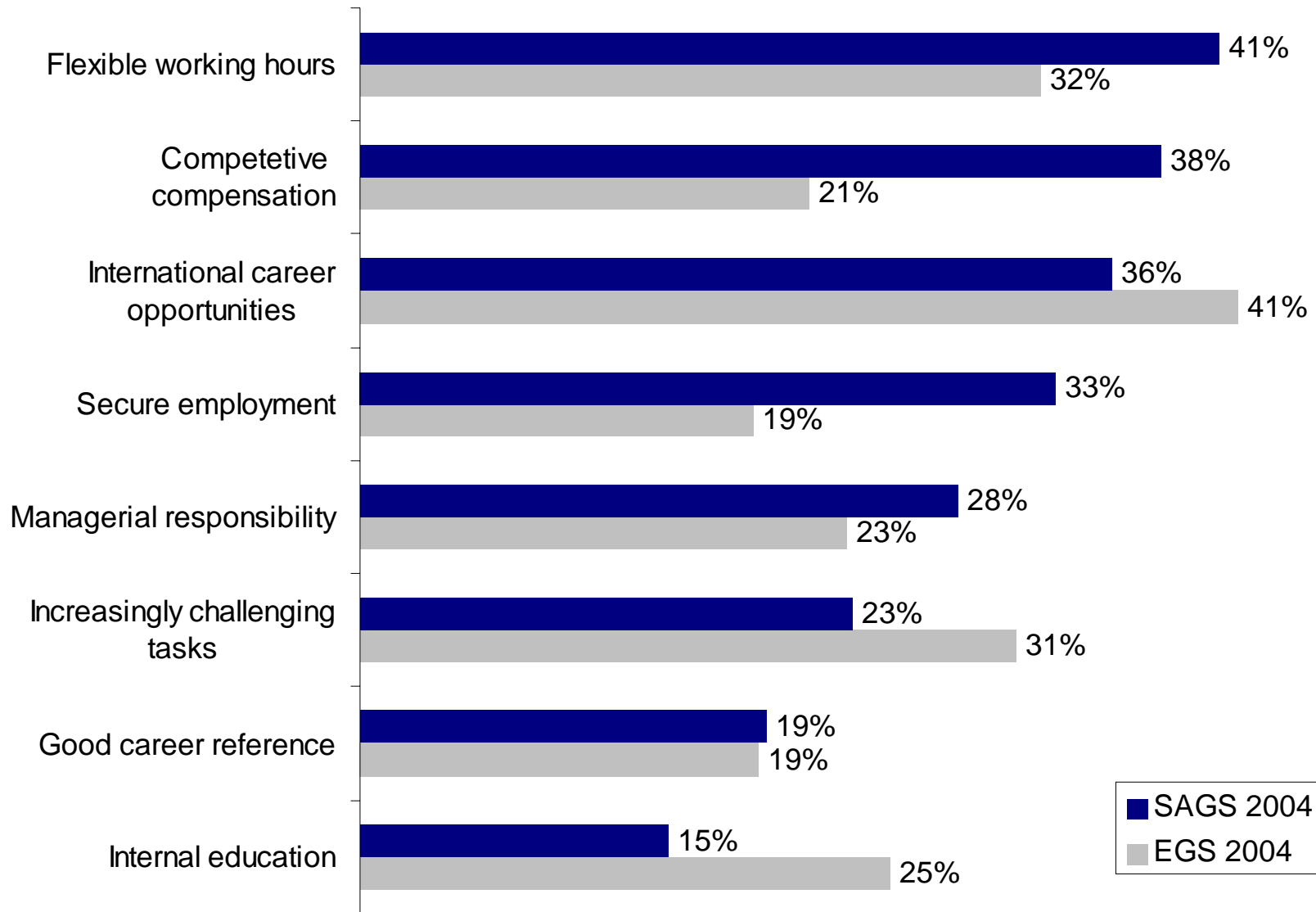
Differences between South Africa and Europe 2004

A comparison of career goals.



Differences between South Africa and Europe 2004

A comparison of attractive employer qualities.



Expected salary

“What basic salary per annum would you expect at your first job after graduation?”

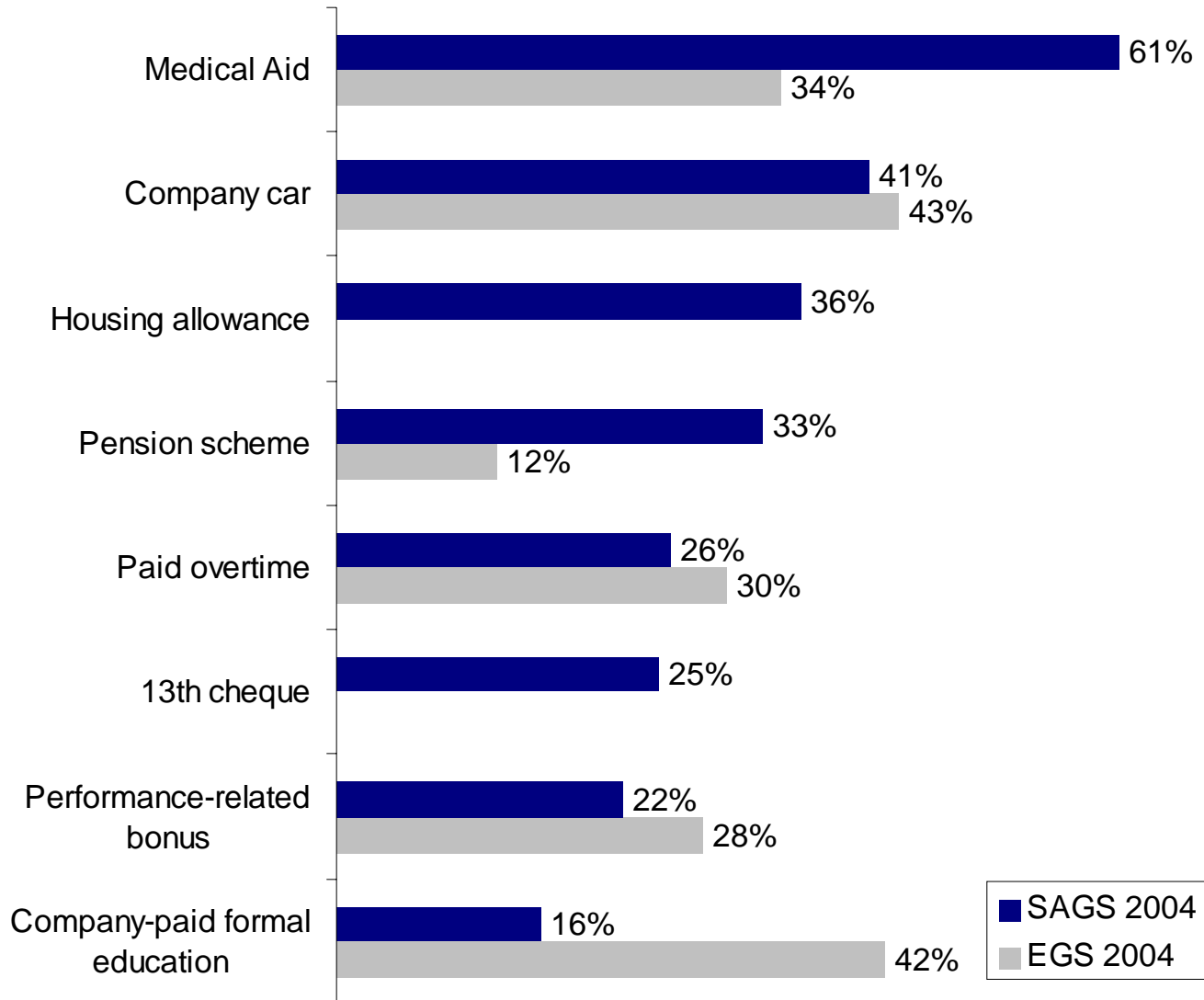
Type of student	Salary
Business	150 771
Science & Engineering	162 708
Humanities	135 305
Law	160 581
All students	151 884

Diversity	Salary
African/Black	165 786
Coloured	152 381
Indian/Asian	147 685
White	133 952
All students	151 884



Differences between South Africa and Europe 2004

A comparison of compensation package.



The most popular industries

SAGS Commerce

Industry	
Auditing/accounting	33%
Investment banking	24%
Management consulting	23%
Marketing/advertising	18%
Private/commercial banking	17%
Government/public service	16%
Insurance	10%
Media/PR/information	10%
Hotel/restaurant/tourism	7%
Academic research	6%

SAGS Engineering/Science

Industry	
Engineering consulting	25%
Engineering/manufacturing	21%
Healthcare/pharmaceutical	20%
Biotechnology	19%
Academic research	17%
Chemical/oil/petroleum	12%
Computer software	10%
Mining/quarrying	9%
Government/public service	9%
Environmental/conservation	9%

The most popular industries

SAGS Commerce

Industry	
Auditing/accounting	33%
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Management consulting	23%
Marketing/advertising	18%
Private/commercial banking	17%
Government/public service	16%
Insurance	10%
Media/PR/information	10%
Hotel/restaurant/tourism	7%
Academic research	6%

SAGS Engineering/Science

Industry	
Engineering consulting	25%
Engineering/manufacturing	21%
Healthcare/pharmaceutical	20%
Biotechnology	19%
Academic research	17%
Chemical/oil/petroleum	12%
Computer software	10%
Mining/quarrying	9%
Government/public service	9%
Environmental/conservation	9%

SAGS Humanities

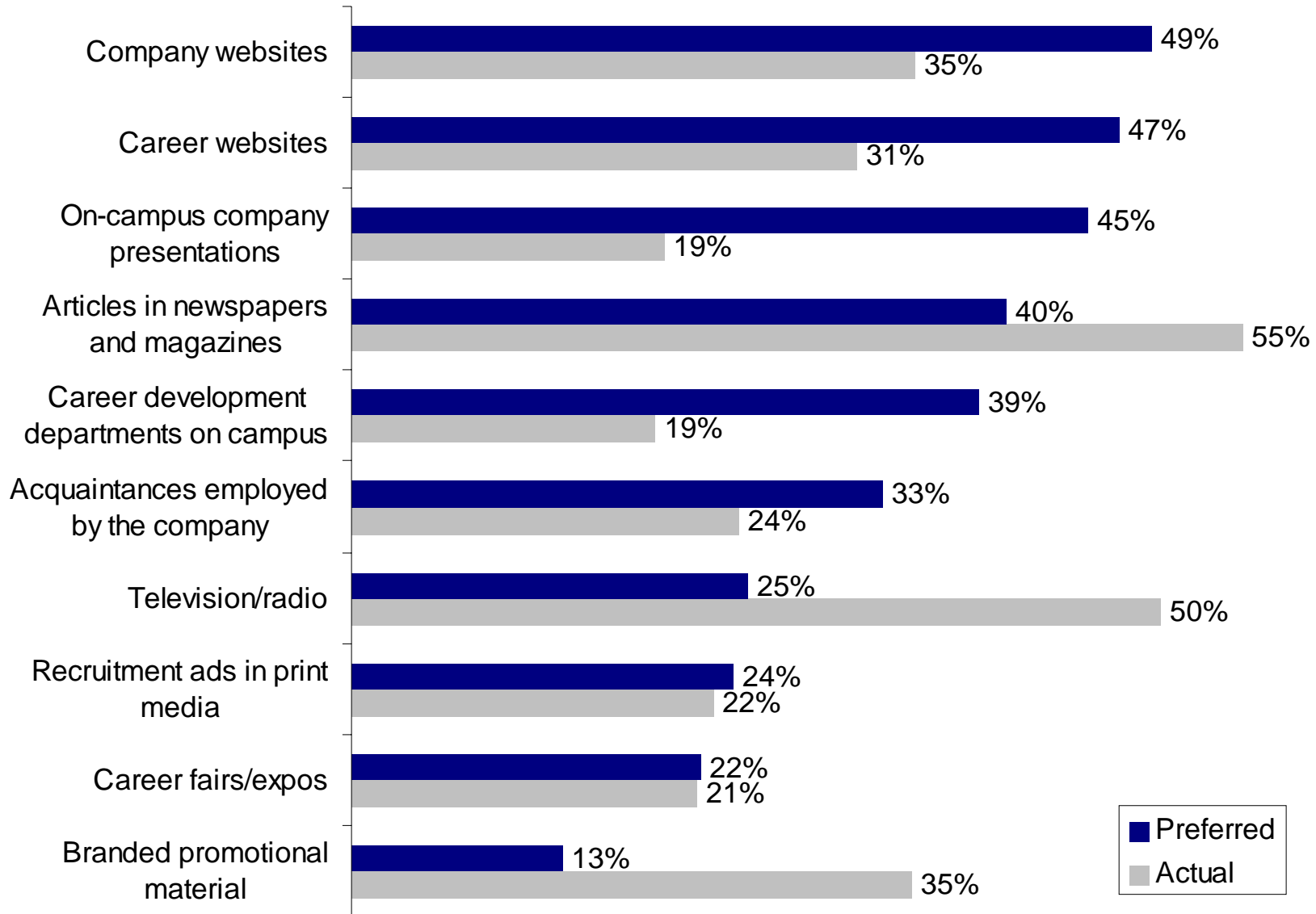
Industry	
Education/teaching	41%
Government/public service	35%
Academic research	21%
Healthcare/pharmaceutical	17%
Media/public relations/information	14%
Marketing/advertising	12%
Other	12%
Non-profit (NGO's)	11%
Management consulting	11%
Hotel/restaurant/tourism	9%

SAGS Law

Industry	
Government/public service	44%
Other	22%
Insurance	20%
Private/commercial banking	20%
Academic research	16%
Media/PR/information	11%
Non-profit (NGO's)	11%
Education/teaching	9%
Investment banking	9%
Management consulting	8%

Communication channels

Large gaps are visible between students' preferred channels and the ones used.



Corporate Image

What differs the top 5 companies from the others?

“What do you associate with this company?”

Associated qualities	Top 5	All companies
Good reputation at my institution	51%	46%
Excessive internal competition	35%	31%
Financial strength	66%	61%
Recruiting only the best students	35%	31%
Market success	57%	54%

“What do you believe this company offers you as an employer?”

Offered qualities	Top 5	All companies
International career opportunities	50%	44%
Competitive salary package	69%	64%
Good career reference	61%	57%



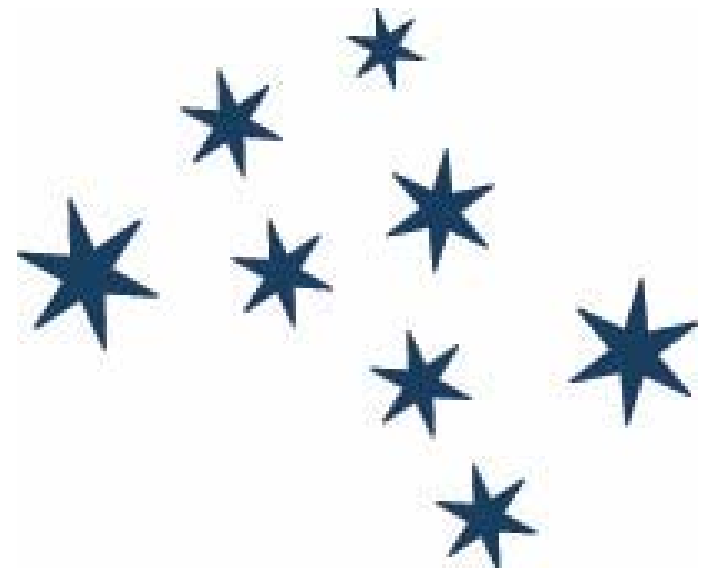
MAGNET AWARDS 2005



Stretch your legs



MAGNET AWARDS 2005



Prize Ceremony



MAGNET AWARDS 2005

Categories

- Engineering & Science
- Humanities
- Law
- Commerce

- Overall



MAGNET AWARDS 2005



Ideal Employers Area of Study 2004



SAGS 2004 Engineering/Science

11	Pfizer	9,75%	31	Bayer	5,62%
12	Aspen Pharmacare	9,67%	32	Accenture	5,45%
12	DaimlerChrysler	9,67%	32	AngloGold Ashanti	5,45%
14	Unilever	9,34%	34	SABC	5,29%
15	Volkswagen	9,26%	35	L'Oreal	5,21%
16	Shell SA	8,60%	36	Intel	5,12%
17	Nestlé	7,93%	37	Sony SA	5,04%
18	Microsoft SA	7,19%	38	Impala Platinum	4,71%
19	Sappi	7,02%	39	Discovery	4,21%
19	Vodacom	7,02%	40	Afrox	4,05%
21	Volvo	6,53%	40	PricewaterhouseCoopers	4,05%
22	BHP Billiton	6,36%	40	Siemens SA	4,05%
22	IBM	6,36%	43	Hewlett-Packard	3,97%
24	Murray & Roberts	6,12%	43	KPMG	3,97%
25	Isacor	6,03%	45	Barloworld	3,88%
26	MTN	5,87%	45	SA Reserve Bank (SARB)	3,88%
27	Absa	5,79%	47	Allied Technologies	3,80%
28	GSK (GlaxoSmithKline)	5,70%	47	Gold Fields	3,80%
28	Telkom	5,70%	49	Investec	3,47%
28	Toyota	5,70%	50	Harmony Gold Mining Co	3,39%



SAGS Engineering/Science

Rank	Company	Percent
4	SABMiller	13,72%
5	Anglo American Platinum Corp	13,55%
6	Coca-cola	13,39%
7	South Africa Airways SAA	11,65%
8	Eskom	10,66%
9	BP South Africa	10,17%
9	Network Healthcare (Netcare)	10,17%



3

Anglo American



2



1



BMW South Africa



SAGS Engineering/Science

Rank	Company	Percent
1	BMW South Africa	19,92%
2	Sasol	17,69%
3	Anglo American	15,04%
4	SABMiller	13,72%
5	Anglo American Platinum Corp	13,55%
6	Coca-cola	13,39%
7	South Africa Airways SAA	11,65%
8	Eskom	10,66%
9	BP South Africa	10,17%
9	Network Healthcare (Netcare)	10,17%



SAGS Law

12	Edward Nathan & Friedland	11,66%	31	Unilever	4,66%
13	Old Mutual	10,72%	33	Eskom	4,43%
14	Ernst & Young	9,56%	33	IBM	4,43%
14	KPMG	9,56%	33	Volkswagen	4,43%
14	SABMiller	9,56%	36	JP Morgan	4,20%
17	Alexander Forbes	9,32%	37	Mvelaphanda Resources	3,73%
18	South Africa Airways SAA	8,62%	37	Nedcor	3,73%
19	Anglo American Platinum Corp	8,16%	39	BP South Africa	3,50%
19	Vodacom	8,16%	39	Liberty Life	3,50%
21	Sasol	7,69%	39	Procter & Gamble (P&G)	3,50%
21	Standard Bank	7,69%	39	Sanlam	3,50%
23	Investec	7,46%	39	Telkom	3,50%
23	SABC	7,46%	44	Mutual & Federal	3,26%
25	Discovery	7,23%	44	Shell SA	3,26%
26	DaimlerChrysler	6,99%	46	Sony SA	3,03%
27	British American Tobacco (BAT)	6,53%	47	Microsoft SA	2,80%
28	Dpt of Trade & Industry (DTI)	5,83%	47	Transnet	2,80%
29	Murray & Roberts	5,59%	47	Volvo	2,80%
30	MTN	5,13%	47	Woolworths	2,80%
31	Rand Merchant Bank (RMB)	4,66%	51	AngloGold Ashanti	2,56%



SAGS Law

Rank	Company	Percent
4	Anglo American	15,15%
4	Deloitte & Touche	15,15%
6	Werksmans	14,92%
7	SA Revenue Services (SARS)	13,29%
8	Absa	13,05%
9	Dept of Foreign Affairs	12,35%
10	PricewaterhouseCoopers	12,12%
10	SA Reserve Bank (SARB)	12,12%



3



Coca-cola



2

BMW South Africa



1



Bowman Gilfillan



SAGS Law

Rank	Company	Percent
1	Bowman Gilfillan	23,78%
2	BMW South Africa	17,48%
3	Coca-cola	15,38%
4	Anglo American	15,15%
4	Deloitte & Touche	15,15%
6	Werksmans	14,92%
7	SA Revenue Services (SARS)	13,29%
8	Absa	13,05%
9	Dept of Foreign Affairs	12,35%
10	PricewaterhouseCoopers	12,12%
10	SA Reserve Bank (SARB)	12,12%



SAGS 2004 Humanities

11	Dpt of Trade & Industry (DTI)	9,50%	25	Volvo	6,00%
11	MTN	9,50%	32	British American Tobacco (BAT)	5,50%
11	SABMiller	9,50%	32	IBM	5,50%
14	Woolworths	9,00%	32	Network Healthcare (Netcare)	5,50%
15	Telkom	8,50%	32	Standard Bank	5,50%
16	Liberty Life	8,00%	32	Truworths	5,50%
16	SA Reserve Bank (SARB)	8,00%	37	Aspen Pharmacare	5,00%
18	DaimlerChrysler	7,00%	37	Deloitte & Touche	5,00%
18	Eskom	7,00%	37	PricewaterhouseCoopers	5,00%
18	Nestlé	7,00%	40	KPMG	4,50%
21	BP South Africa	6,50%	41	Naspers	4,00%
21	Edgars (Edcon)	6,50%	42	Pfizer	3,50%
21	Old Mutual	6,50%	42	Shell SA	3,50%
21	Transnet	6,50%	42	Sony SA	3,50%
25	Anglo American Platinum Corp	6,00%	42	Toyota	3,50%
25	Cell C	6,00%	46	Accenture	3,00%
25	L'Oreal	6,00%	46	Afrox	3,00%
25	Microsoft SA	6,00%	46	Alexander Forbes	3,00%
25	Sasol	6,00%	46	Allied Technologies	3,00%
25	Unilever	6,00%	46	Hewlett-Packard	3,00%



SAGS 2004 Humanities

Rank	Company	Percent
4	Coca-cola	19,00%
5	Dept of Foreign Affairs	17,00%
6	Absa	16,00%
7	Anglo American	12,50%
8	Vodacom	11,50%
9	SA Revenue Services (SARS)	10,50%
10	Discovery	10,00%



3

BMW South Africa



2



South African Airways



1



SAGS 2004 Humanities

Rank	Company	Percent
1	SABC	23,50%
2	South Africa Airways SAA	21,00%
3	BMW South Africa	20,00%
4	Coca-cola	19,00%
5	Dept of Foreign Affairs	17,00%
6	Absa	16,00%
7	Anglo American	12,50%
8	Vodacom	11,50%
9	SA Revenue Services (SARS)	10,50%
10	Discovery	10,00%



SAGS Commerce

11	Old Mutual	11,04%	30	Sasol	5,15%
12	Standard Bank	10,61%	31	Eskom	5,09%
13	South Africa Airways SAA	10,07%	32	Sanlam	4,85%
14	SA Revenue Services (SARS)	9,70%	33	Alexander Forbes	4,67%
15	SABC	9,46%	33	Telkom	4,67%
16	Anglo American	9,22%	35	Nedcor	4,55%
17	Vodacom	8,79%	35	Woolworths	4,55%
18	Rand Merchant Bank (RMB)	8,55%	37	Cell C	3,94%
19	DaimlerChrysler	8,25%	37	IBM	3,94%
20	JP Morgan	7,88%	37	Sony SA	3,94%
21	Unilever	7,46%	40	Edgars (Edcon)	3,82%
22	Accenture	7,34%	41	Dept of Foreign Affairs	3,70%
23	Anglo American Platinum Corp	6,97%	41	Shell SA	3,70%
24	MTN	6,43%	43	BP South Africa	3,52%
25	Microsoft SA	6,06%	44	Nestlé	3,46%
26	Volkswagen	5,76%	44	Volvo	3,46%
27	British American Tobacco (BAT)	5,28%	46	FirstRand	3,34%
27	Discovery	5,28%	47	Johnnic Communications	3,27%
27	Dpt of Trade & Industry (DTI)	5,28%	48	Toyota	3,15%
30	Sasol	5,15%	49	Procter & Gamble (P&G)	2,79%
31	Eskom	5,09%	49	Tiger Brands	2,79%



SAGS Commerce

Rank	Company	Percent
4	Deloitte & Touche	18,74%
5	Absa	18,44%
6	SA Reserve Bank (SARB)	17,22%
7	Coca-cola	15,52%
8	SABMiller	13,52%
9	Ernst & Young	12,61%
10	Investec	12,07%



3



2



PricewaterhouseCoopers



1



BMW South Africa



SAGS Commerce

Rank	Company	Percent
1	BMW South Africa	21,35%
2	PricewaterhouseCoopers	20,98%
3	KPMG	20,32%
4	Deloitte & Touche	18,74%
5	Absa	18,44%
6	SA Reserve Bank (SARB)	17,22%
7	Coca-cola	15,52%
8	SABMiller	13,52%
9	Ernst & Young	12,61%
10	Investec	12,07%



MAGNET AWARDS 2005



Ideal Employers SAGS 2004



SAGS Overall

11	Sasol	10,2%	31	Network Healthcare (Netcare)	4,9%
12	Ernst & Young	9,3%	32	Telkom	4,8%
13	Anglo American Platinum Corp	9,2%	33	Volvo	4,8%
14	Vodacom	8,8%	34	Pfizer	4,7%
15	Unilever	8,3%	35	JP Morgan	4,6%
16	SABC	7,8%	36	Nestlé	4,6%
17	DaimlerChrysler	7,5%	37	Shell SA	4,4%
18	SA Revenue Services (SARS)	7,4%	38	Toyota	4,3%
19	Old Mutual	7,4%	39	Dpt of Trade & Industry (DTI)	4,3%
20	Investec	7,1%	40	Alexander Forbes	4,3%
21	Standard Bank	6,7%	41	Sony SA	4,3%
22	Volkswagen	6,6%	42	Aspen Pharmacare	4,2%
23	MTN	6,4%	43	Dept of Foreign Affairs	4,1%
24	Eskom	6,0%	44	British American Tobacco (BAT)	4,1%
25	Microsoft SA	5,9%	45	Woolworths	3,9%
26	Discovery	5,88%	46	Nedcor	3,83%
27	Rand Merchant Bank (RMB)	5,44%	47	Sanlam	3,68%
28	Accenture	5,39%	48	Sappi	3,62%
29	IBM	5,23%	49	Cell C	3,53%
30	BP South Africa	4,96%	50	Bowman Gilfillan	3,44%

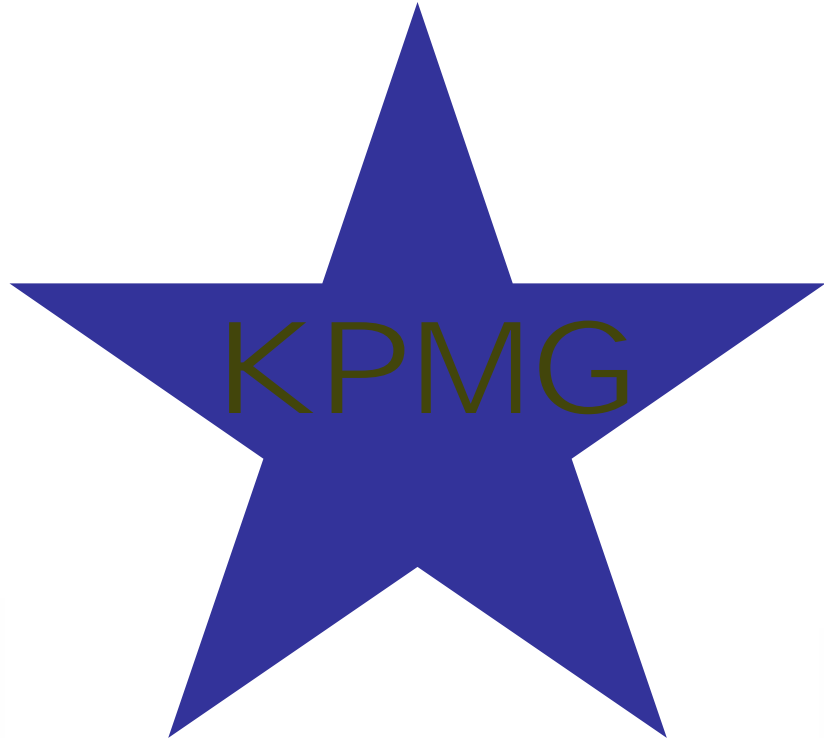


SAGS Overall

Rank	Company	Percent
4	Coca-cola	14,6%
5	Deloitte & Touche	14,2%
6	Absa	13,8%
7	SABMiller	12,6%
8	Anglo American	12,0%
9	SA Reserve Bank (SARB)	10,9%
10	South Africa Airways SAA	10,4%



3



2



PricewaterhouseCoopers



1



BMW South Africa



SAGS Overall

Rank	Company	Percent
1	BMW South Africa	20,4%
2	PricewaterhouseCoopers	16,1%
3	KPMG	15,4%
4	Coca-cola	14,6%
5	Deloitte & Touche	14,2%
6	Absa	13,8%
7	SABMiller	12,6%
8	Anglo American	12,0%
9	SA Reserve Bank (SARB)	10,9%
10	South Africa Airways SAA	10,4%



SAGS Diversity

Company	Rank	Percent
BMW South Africa	1	20,21%
Coca-cola	2	15,45%
SA Reserve Bank (SARB)	3	14,08%
Absa	4	13,84%
Anglo American	5	12,79%
SABMiller	6	12,36%
South Africa Airways SAA	7	11,51%
Sasol	8	10,51%
Anglo American Platinum Corp	9	10,18%
SABC	10	9,84%



SAGS Diversity

Ideal employers - Indian/Asian students

Company	Rank	Percent
Unilever	1	18,99%
BMW South Africa	2	16,88%
Coca-cola	3	13,92%
Pricewaterhouse Coopers	4	13,08%
KPMG	5	10,97%
SA Reserve Bank (SARB)	5	10,97%
Sasol	5	10,97%
Deloitte & Touche	8	9,28%
Absa	9	8,86%
Accenture	9	8,86%
Anglo American	9	8,86%

Ideal employers - White students

Company	Rank	Percent
Pricewaterhouse Coopers	1	21,66%
BMW South Africa	2	21,56%
KPMG	3	17,81%
Deloitte & Touche	4	16,07%
Coca-cola	5	14,34%
SABMiller	6	14,24%
Absa	7	12,90%
Anglo American	8	11,07%
South Africa Airways SAA	9	10,30%
Ernst & Young	10	10,20%

Ideal employers - African/Black students

Company	Rank	Percent
BMW South Africa	1	21,50%
Coca-cola	2	15,99%
SA Reserve Bank (SARB)	3	14,84%
Anglo American	4	13,76%
Absa	5	13,63%
SABMiller	6	12,60%
South Africa Airways SAA	7	12,09%
Anglo American Platinum Corp	8	11,07%
Sasol	9	10,68%
Eskom	10	10,49%
SABC	10	10,49%

Ideal employers - Coloured students

Company	Rank	Percent
Absa	1	18,81%
BMW South Africa	2	16,17%
Pricewaterhouse Coopers	3	14,52%
Coca-cola	4	13,86%
SABMiller	4	13,86%
Deloitte & Touche	6	13,53%
SA Reserve Bank (SARB)	7	12,54%
SA Revenue Services (SARS)	7	12,54%
Old Mutual	9	12,21%
Anglo American	10	10,89%
South Africa Airways SAA	10	10,89%



SAGS Gender

Company	Female		Male	
	Rank	Percent	Rank	Percent
BMW South Africa	1	17,48%	1	23,19%
PricewaterhouseCoopers	3	15,23%	6	11,66%
KPMG	4	14,39%	7	11,07%
Coca-cola	2	16,39%	3	13,58%
Deloitte & Touche	5	14,32%	9	10,26%
Absa	6	13,23%	4	13,05%
SABMiller	10	10,58%	2	14,98%
Anglo American	8	12,00%	5	12,30%
SA Reserve Bank (SARB)	7	12,77%	9	10,26%
South Africa Airways SAA	8	12,00%	9	10,26%
Sasol	12	9,68%	13	9,97%
Ernst & Young	11	10,00%	23	6,47%
Anglo American Platinum Corp	18	7,55%	8	10,43%
Vodacom	17	7,68%	15	8,68%
Unilever	14	9,42%	29	5,77%
SABC	12	9,68%	18	7,58%
DaimlerChrysler	23	6,71%	12	10,20%
Old Mutual	16	8,13%	16	7,87%
SA Revenue Services (SARS)	15	8,90%	25	6,18%
Investec	21	7,03%	14	8,80%





Thank You

Students

Universities / Technikons

SAGRA

SWE Embassy

Clients

KPMG

Guests



Ideal employers - Business students

Rank	Company	Percent
1	BMW South Africa	21,35%
2	PricewaterhouseCoopers	20,98%
3	KPMG	20,32%
4	Deloitte & Touche	18,74%
5	Absa	18,44%
6	SA Reserve Bank (SARB)	17,22%
7	Coca-cola	15,52%
8	SABMiller	13,52%
9	Ernst & Young	12,61%
10	Investec	12,07%
11	Old Mutual	11,04%
12	Standard Bank	10,61%
13	South Africa Airways SAA	10,07%
14	SA Revenue Services (SARS)	9,70%
15	SABC	9,46%
16	Anglo American	9,22%
17	Vodacom	8,79%
18	Rand Merchant Bank (RMB)	8,55%
19	DaimlerChrysler	8,25%
20	JP Morgan	7,88%



Ideal employers - Science & Engineering students

Rank	Company	Percent
1	BMW South Africa	19,92%
2	Sasol	17,69%
3	Anglo American	15,04%
4	SABMiller	13,72%
5	Anglo American Platinum Corp	13,55%
6	Coca-cola	13,39%
7	South Africa Airways SAA	11,65%
8	Eskom	10,66%
9	BP South Africa	10,17%
9	Network Healthcare (Netcare)	10,17%
11	Pfizer	9,75%
12	Aspen Pharmacare	9,67%
12	DaimlerChrysler	9,67%
14	Unilever	9,34%
15	Volkswagen	9,26%
16	Shell SA	8,60%
17	Nestlé	7,93%
18	Microsoft SA	7,19%
19	Sappi	7,02%
19	Vodacom	7,02%



Ideal employers - Law students

Rank	Company	Percent
1	Bowman Gilfillan	23,78%
2	BMW South Africa	17,48%
3	Coca-cola	15,38%
4	Anglo American	15,15%
4	Deloitte & Touche	15,15%
6	Werksmans	14,92%
7	SA Revenue Services (SARS)	13,29%
8	Absa	13,05%
9	Dept of Foreign Affairs	12,35%
10	PricewaterhouseCoopers	12,12%
10	SA Reserve Bank (SARB)	12,12%
12	Edward Nathan & Friedland	11,66%
13	Old Mutual	10,72%
14	Ernst & Young	9,56%
14	KPMG	9,56%
14	SABMiller	9,56%
17	Alexander Forbes	9,32%
18	South Africa Airways SAA	8,62%
19	Anglo American Platinum Corp	8,16%
19	Vodacom	8,16%



Ideal employers - Humanities students

Rank	Company	Percent
1	SABC	23,50%
2	South Africa Airways SAA	21,00%
3	BMW South Africa	20,00%
4	Coca-cola	19,00%
5	Dept of Foreign Affairs	17,00%
6	Absa	16,00%
7	Anglo American	12,50%
8	Vodacom	11,50%
9	SA Revenue Services (SARS)	10,50%
10	Discovery	10,00%
11	Dpt of Trade & Industry (DTI)	9,50%
11	MTN	9,50%
11	SABMiller	9,50%
14	Woolworths	9,00%
15	Telkom	8,50%
16	Liberty Life	8,00%
16	SA Reserve Bank (SARB)	8,00%
18	DaimlerChrysler	7,00%
18	Eskom	7,00%
18	Nestlé	7,00%

