

The SAGRA Graduate Recruitment Survey 2010



Press Release

Latest research shows South African employer's plan to significantly increase graduate vacancies next year.

Results from an independent survey of leading employers in South Africa shows that these organisations are set to increase the number of graduate vacancies in 2011 by 17 per cent compared to 2010. *The SAGRA Graduate Recruitment Survey 2010* is based on responses from 70 of the largest and most well known graduate employers in South Africa. It provides good news for university students as vacancies for those graduating this summer look set to rise despite difficult economic conditions.

The SAGRA Graduate Recruitment Survey 2010 is produced by The South African Graduate Recruiters Association (SAGRA) and is based on feedback from 70 employers in April 2010.

Nine of the twelve industries that are tracked will see an increase in graduate vacancies for 2011 with one of the largest recruiters of graduates – the accountancy and professional services industry – set for an 18 per cent increase in graduate positions.

The research will also alleviate some graduates' fears over starting salaries – nearly two-thirds of employers expect a 'cost of living' increase to graduate salaries and no organisation in the survey is planning to reduce graduate salaries moving into 2011.

Highlights from *The SAGRA Graduate Recruitment Survey 2010* include:

- Graduate vacancies are set to increase in 2011 by 17 per cent, compared to the numbers recruited in 2010.
- Vacancy levels will increase in 9 out of 12 industries or business sectors.
- The accounting and professional services firms are the largest recruiters with two-fifths of all vacancies in 2010 and are set for an increase of 17 per cent for 2011.
- Other major recruiters in 2010 are mining and oil companies (decreasing by 16 per cent for 2011 vacancies) and commercial or retail banks (increasing by 20 per cent for 2011).
- By job function, the most vacancies in 2010 are in auditing (TIPP) with 37.5 per cent of total vacancies available in this career area.

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- Two-fifths of organisations are set to change their vacancy levels for 2011 by no more than ten positions while a quarter will have no change in the number of positions on offer.
- The median graduate starting salary for 2010 is R186,000.
- The highest starting salaries for 2010 are for positions at mining or oil companies, investment banks or fund managers, consulting firms, law firms and engineering or industrial companies which each have a median starting salary in excess of R220,000.
- By business function or career area, the highest starting salaries are for civil engineering, chemical engineering and geology which each have median starting salaries of R300,000 or more.
- The most common additional benefits for graduates include study leave or sponsorship, training for a professional qualification, private healthcare and pension schemes.
- Nearly two-thirds of employers expect a ‘cost of living’ increase for 2011 salaries
- When combined, these employers spent nearly R24m on marketing activities in 2010. From this total, 17.6 per cent was spent on university careers fairs and 16.1 per cent was spent on employers own graduate recruitment literature.
- Behavioural-based interviews were the most popular selection technique for assessing candidates (85 per cent). Aptitude testing was used by 73 per cent of employers.
- The median spend per annum on each graduate’s training is R30,000.
- The University of Cape Town was voted for by employers as having the best Careers Service as well as providing the best Careers Fair.

National Co-ordinator for SAGRA, **Cathy Sims** commented:

“It is very positive to see so many major employers remaining committed to bringing quality graduates into their organisation and increasing the number of vacancies they have for next year.

Graduate recruitment is clearly a key part of these organisations’ recruitment strategy and building a strong pipeline of high-calibre graduates remains a critical feature of their future talent pool.”

Notes for Editors

1. *The SAGRA Graduate Recruitment Survey 2010* was carried out on behalf of **The South African Graduate Recruiters Association** (SAGRA) by the specialist graduate research company, **High Fliers Research Ltd**. Research took place in March & April 2010, using an online questionnaire.
2. **The South African Graduate Recruiters Association** is a professional body dedicated to connecting and advancing the graduate recruitment industry. SAGRA 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 *The SAGRA Graduate Recruitment Survey 2010* include:

<i>Absa Bank Ltd</i>	<i>Metropolitan</i>
<i>Accenture</i>	<i>Microsoft SA</i>
<i>Allan Gray Ltd</i>	<i>Murray & Roberts Limited</i>
<i>Altech UEC (Pty) Ltd</i>	<i>Nampak Management Services</i>
<i>Auditor General</i>	<i>National Treasury</i>
<i>Baker Hughes South Africa</i>	<i>Nedbank Capital</i>
<i>Barclays Capital</i>	<i>Nedbank Limited</i>
<i>BDO Spencer Steward</i>	<i>Nestle</i>
<i>Bell Dewar & Hall</i>	<i>Old Mutual plc</i>
<i>BHP Billiton</i>	<i>PKF</i>
<i>BMW SA</i>	<i>PricewaterhouseCoopers Inc</i>
<i>Bowman Gilfillan Attorneys</i>	<i>Procter & Gamble South Africa</i>
<i>British American Tobacco</i>	<i>Public Investment Corporation</i>
<i>Cadbury South Africa (Pty) Limited</i>	<i>Rand Merchant Bank</i>
<i>Cell C</i>	<i>Rio Tinto</i>
<i>Coca-Cola Eurasia and Africa</i>	<i>Routledge Modise in association with Eversheds</i>
<i>Deloitte</i>	<i>Safmarine</i>
<i>Deneys Reitz Attorneys</i>	<i>Santam</i>
<i>Development Bank of Southern Africa</i>	<i>Sappi Management Services</i>
<i>EOH Mthombo (Pty) Ltd</i>	<i>Sasol</i>
<i>Ernst & Young</i>	<i>Shoprite Checkers</i>
<i>Exxaro Resources</i>	<i>South African Breweries</i>
<i>Financial Intelligence Centre</i>	<i>South African Revenue Service</i>
<i>First National Bank</i>	<i>Standard Bank - Corporate & Investment Banking</i>
<i>Gold Fields Business & Leadership Academy</i>	<i>Standard Bank - Personal & Business Banking</i>
<i>Hatch Africa</i>	<i>Teach South Africa</i>
<i>Internet Solutions</i>	<i>The Foschini Retail Group (Pty) Ltd</i>
<i>Investec Bank Ltd</i>	<i>Tiger Brands</i>
<i>Johnson & Johnson Medical (Pty) Ltd</i>	<i>Toyota SA Motors (Pty) Ltd</i>
<i>KPMG Inc.</i>	<i>Truworths</i>
<i>Kumba Iron Ore</i>	<i>Tsogo Sun</i>
<i>L'Oréal South Africa</i>	<i>Unilever</i>
<i>Liberty Life</i>	<i>Volkswagen of South Africa</i>
<i>McKinsey & Company</i>	<i>Webber Wentzel</i>
<i>Mars Consumer Products Africa</i>	<i>Werksmans Attorneys</i>
<i>Massmart Holdings</i>	<i>WesBank</i>
<i>Mazars Moores Rowland</i>	<i>Woolworths</i>
<i>Mercedes-Benz South Africa</i>	

4. For further information or additional comments please contact **Cathy Sims**, National Co-ordinator, South African Graduate Recruiters Association.

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