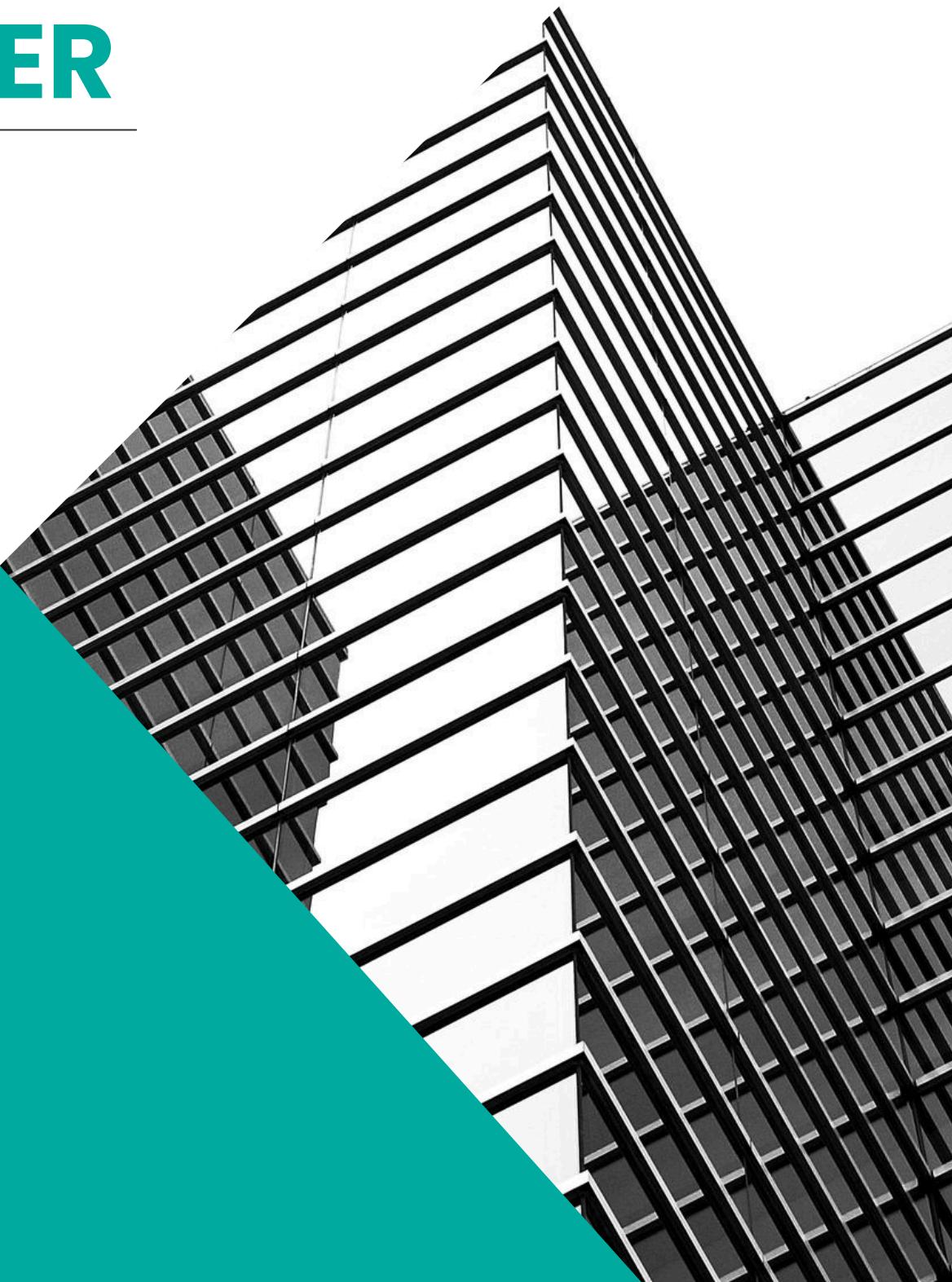




# NEWS LETTER

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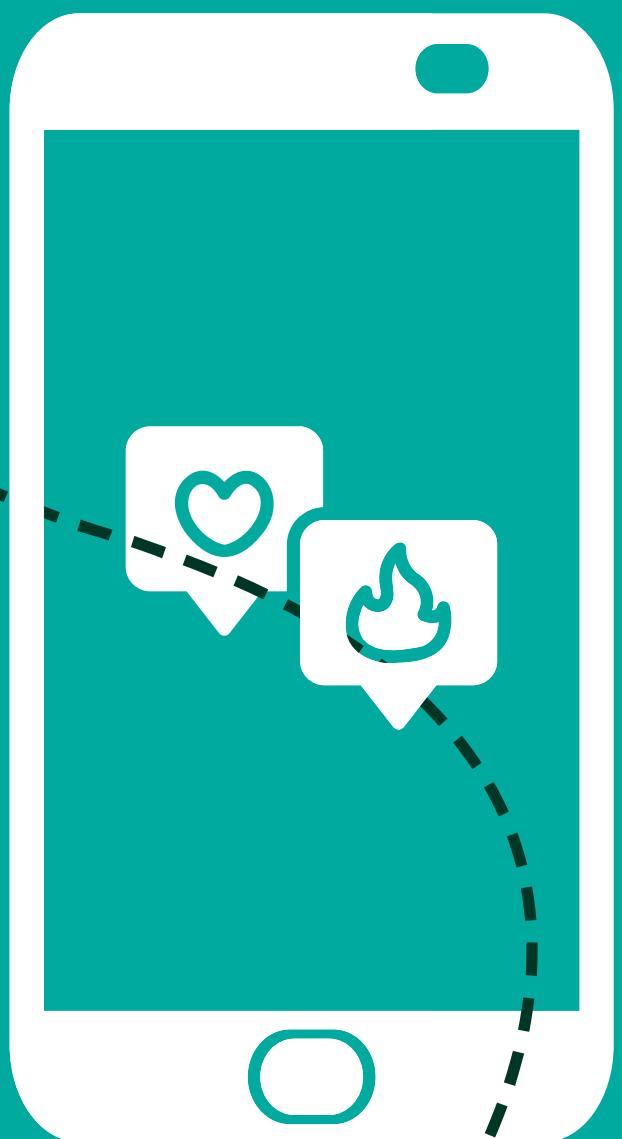
JUNE  
2025



# How many recruiters does it take to change a light bulb?

Turn to p.15

# What's trending?



Let's find out!

# South African Employment Highlights:

**+4%** Hiring activity increased by **+4%**, from Feb. to Mar. 2025.

**+10%** Recruitment activity increased by **+10%** when compared to Mar. 2024.

PNET -

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

**1. Electrical & Electronic Equipment Installation / Repair (Cleaning, Maintenance & Repair)**



**2. Retail (Sales)**



**3. Consulting Engineering (Building & Construction)**



**4. Secretary (Admin, Office & Support)**



**5. Senior Management (Business & Management)**



## DESIGN, MEDIA & ARTS

- This sector saw a **+78%** increase in hiring activity when compared to February 2024.

## MARKETING

- This sector saw a **+44%** increase in hiring activity when compared to February 2024.

## SALES

- This sector saw a **+41%** increase in hiring activity when compared to February 2024.

# 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 - Information Technology

EE Candidates



56.4%

Candidates in Gauteng



63.3%

Willing to Relocate



48.4%

Tertiary Qualification



51.2%

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

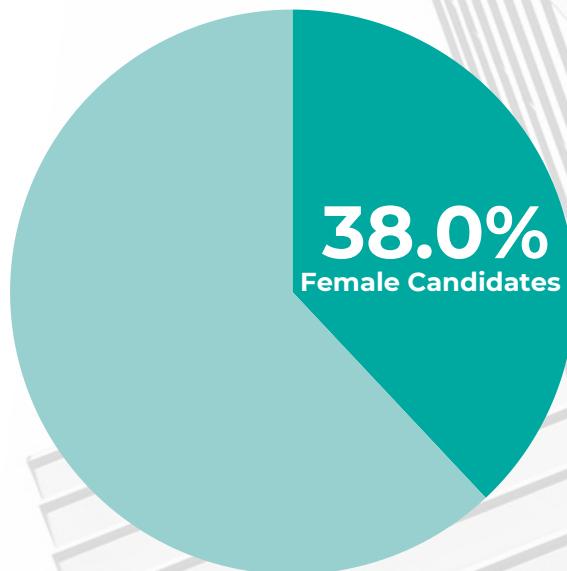
Data Engineer R42 943 - R59 110

Java Developer R42 946 - R56 610

User Experience Designer R39 008 - R48 717

## Information Technology

Finance Candidates



38.0%  
Female Candidates

2 Years  
9 Months

The Average Stay of Information Technology Candidates in Their Roles

# Can We Unravel SA's Unemployment Landscape: The Challenges and Opportunities?



Let's find out!

# South Africa's Unemployment Rate for 2024

**32.9%**

SA's **official unemployment** rate stands at 32.9%. This is an increase of 1.0 of percentage point between Q4:2024 and Q1:2025. This reflects 237 000 million more unemployed South Africans.

**43,1%**

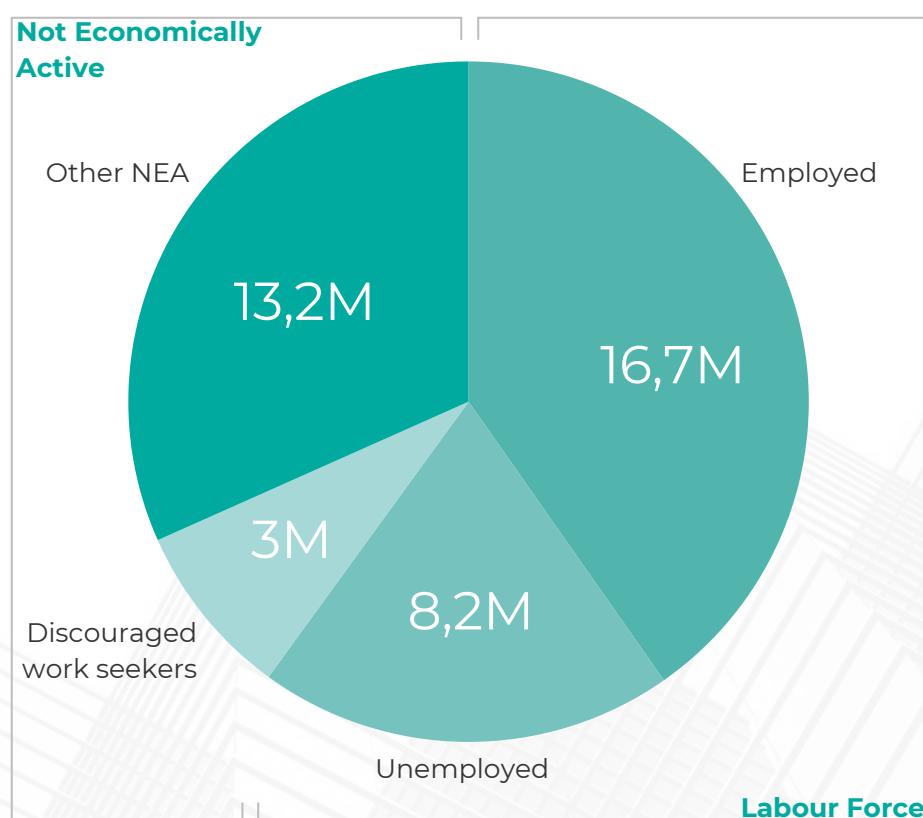
SA's **expanded unemployment** rate stands at 43.1%. The expanded unemployment rate increased across all provinces except the Western Cape, which saw a slight decrease of 0.1 percentage points.

## Expanded Definition includes the following

Candidates available to work but are/or

- Discouraged work-seekers
- Have other reasons for not searching

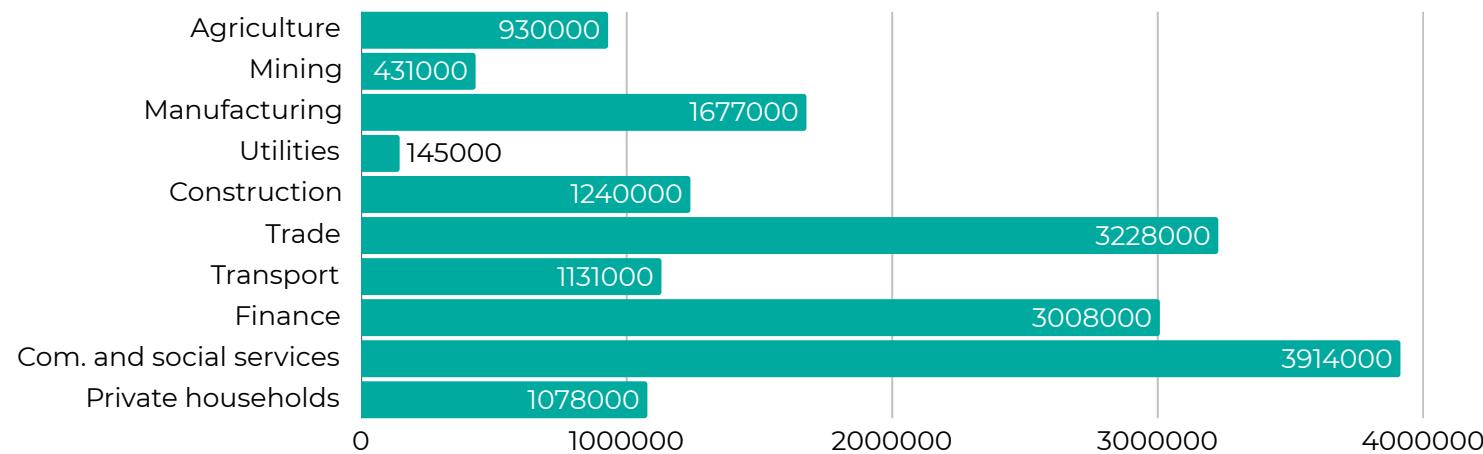
## Employment Status Distribution: A Glimpse into South Africa's Working Age Population of 41,7 million



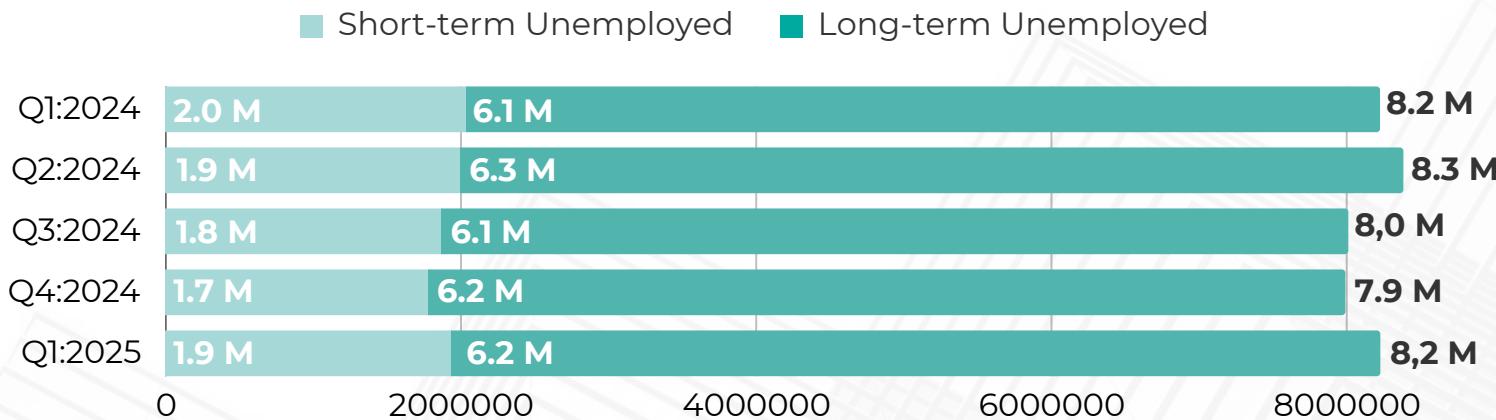
# Employment Shifts Across Industries in Q1:2025

Between Q4 2024 and Q1 2025, employment declined in five industries - most notably in Trade (-194,000) and Construction (-119,000). However, Transport (+67,000), Finance (+60,000), and Utilities (+35,000) saw gains.

Year-on-year, total employment grew by 43,000, driven by increases in Community and social services (+123,000), Finance (+94,000), Manufacturing (+71,000), and Transport (+69,000). The largest annual declines occurred in Trade (-244,000) and Private households (-100,000).



## Employment Status: The Proportion of Those in Long Term vs. Short Term Employment Over The Past Five Quarters



\*Long term unemployment –unemployed for a year or longer

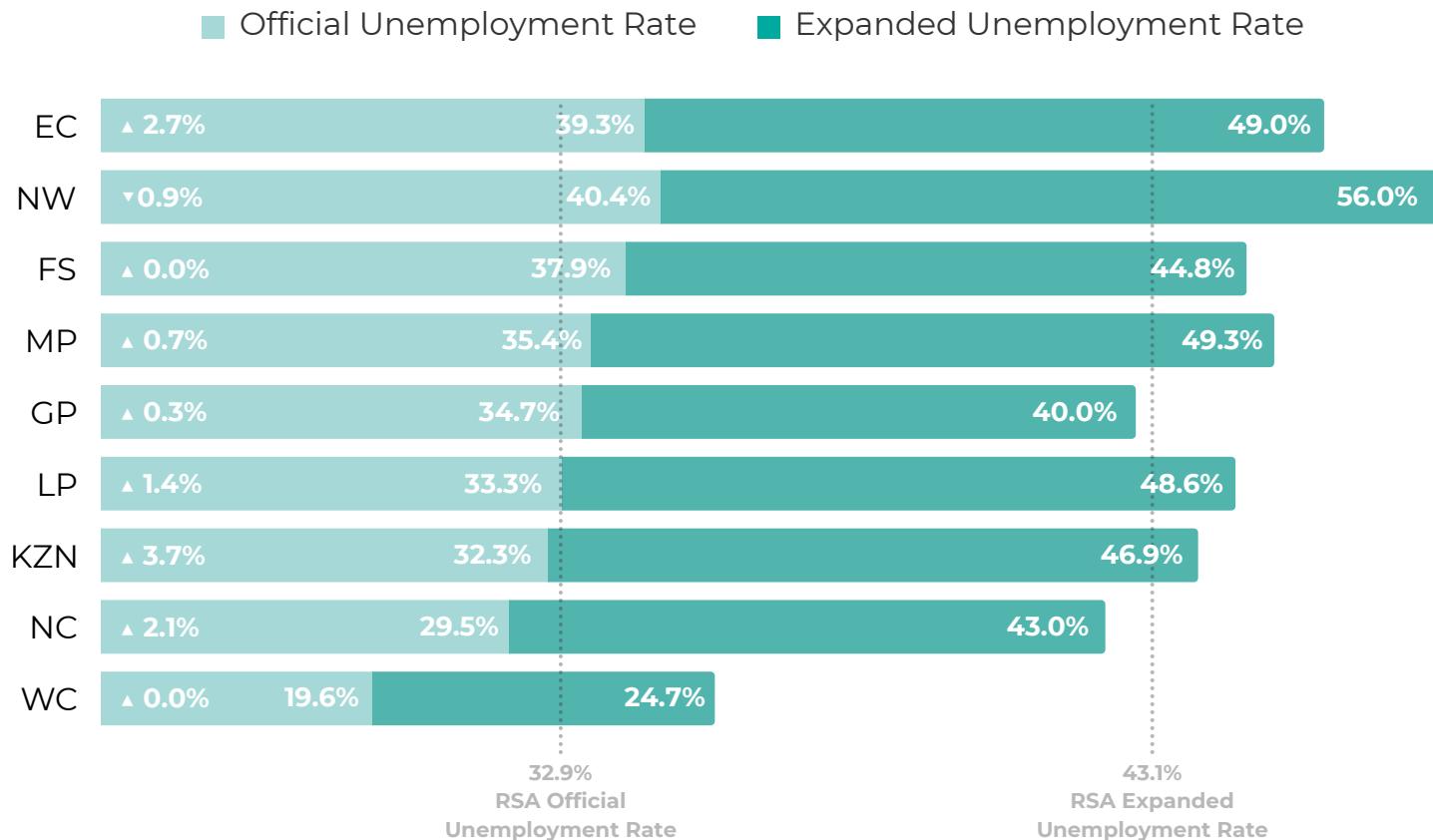
## Tapping into Long-Term Unemployment: A Win-Win Strategy

The high rate of long-term unemployment presents a unique opportunity for employers.

- This group represents a diverse talent pool with a wide range of skills and experiences. Employers can find candidates who may not have been considered in traditional hiring processes.
- Many government programs offer financial incentives to employers who hire long-term unemployed individuals, making it a cost-effective hiring strategy.
- Studies suggest that once employed, these individuals often show higher levels of loyalty and lower turnover rates, leading to reduced recruitment costs.
- Hiring from this group can enhance a company's reputation as a socially responsible employer.

Employers can seize these opportunities through outreach programs, training, mentorship, and flexible hiring practices. This approach benefits both the company and the community.

# Provincial Unemployment Rate: Official vs Expanded for Q1:2025 and Quarter on Quarter Increase



## Leveraging High Unemployment Regions: A Win-Win Strategy

Operating in provinces with high unemployment or those experiencing a significant increase in unemployment can offer several unique opportunities for employers:

- These regions often have a large number of job seekers, providing a broad and diverse talent pool. This allows employers to tap into a variety of skills and experiences that might be harder to find elsewhere.
- Governments often provide incentives such as tax breaks, subsidies, or grants to businesses that create jobs in areas with high unemployment. This can significantly reduce the cost of expanding operations or starting new projects in these regions.
- By creating jobs in high unemployment areas, businesses can play a crucial role in revitalizing the local economy. This not only improves the company's image but also fosters a positive relationship with the community, which can lead to a more dedicated and loyal workforce.

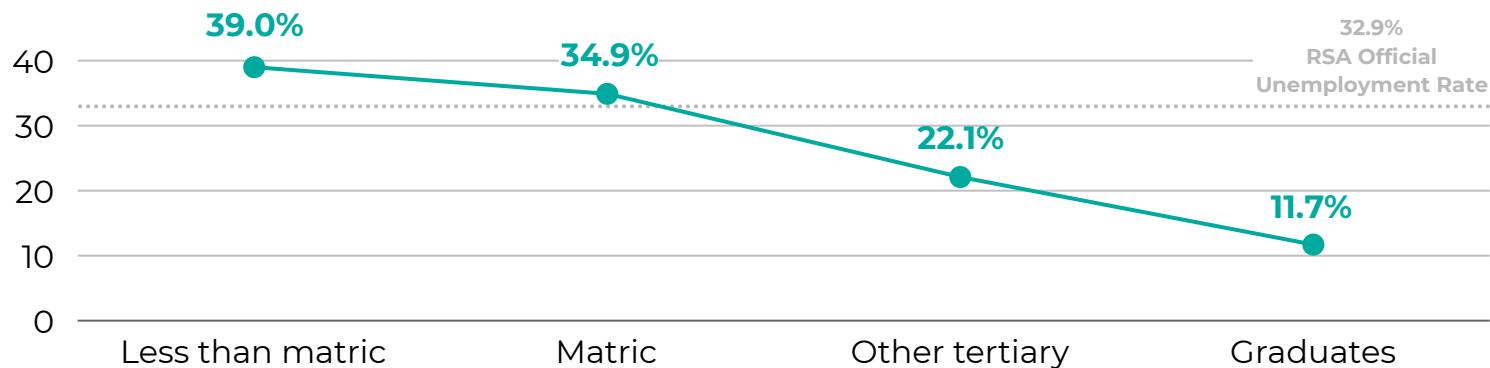
To make the most of these opportunities, employers can:

- **Forge Local Partnerships:** Collaborate with local government agencies, non-profits, and educational institutions to identify potential candidates and provide them with the necessary training.
- **Invest in Training Programs:** Many job seekers in these areas may have been out of work for a while and could benefit from training programs to update their skills.
- **Promote Inclusive Hiring:** Consider candidates based on their potential rather than their employment history. This can help to uncover hidden talents who may have been overlooked by traditional hiring practices.

## Unemployment Status: South African Unemployment Rate by Education Level in Q1:2025

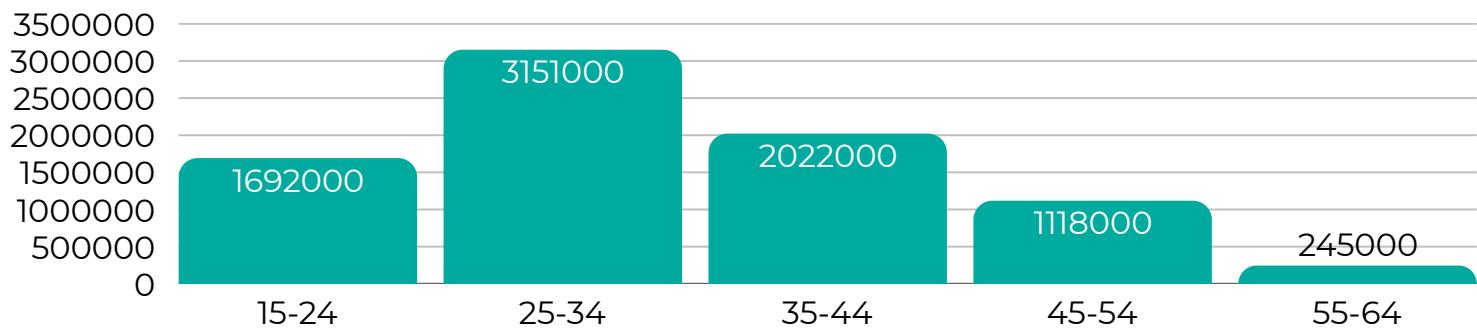
In Q1 2025, unemployment was highest among those without matric (34.90%) and lowest among graduates (11.7%). Rates for matric or lower exceeded the national average, while tertiary-educated individuals had lower rates.

Compared to the previous year, unemployment fell for all education levels except matric, which rose by 0.4 percentage points.



## Unemployment Status: South African Unemployment Rate by Working Age Group in Q1:2025

In Q1 2025, youth unemployment rose to **46.1%** as 151,000 more youth became unemployed and 153,000 fewer were employed, highlighting their continued vulnerability in the labour market.



### Harnessing the Potential of Young, Less-Educated Job Seekers

Employers can find several opportunities in targeting unemployed individuals aged 15-34 with matric or less:

- This demographic often brings fresh perspectives, adaptability, and eagerness to learn.
- Employers may benefit from programs encouraging youth and less-educated employment.
- Hiring from this group enhances a company's social responsibility profile.

Employers can utilize these opportunities through apprenticeships, on-the-job training, and partnerships with educational institutions for skill development. This approach can lead to a vibrant, diverse workforce and positive community impact.

# The Paradox of Plenty: SA's Overflowing Talent Pool

Imagine a country standing on a treasure chest, endlessly searching for gold. That's South Africa in 2025 - a nation flooded with talent, yet hamstrung by a hiring culture that too often equates "unemployed" with "unemployable."

With the official unemployment rate climbing to 32.9% and the expanded figure soaring to 41.9%, it's easy to despair. But behind these sobering stats lies an overlooked truth: South Africa is not short on potential. It's bursting with it. Employers who recognise this paradox - and act on it - stand to gain more than just skills. They gain loyalty, resilience, and social credibility.

Let's unpack this untapped goldmine through four lenses: long-term unemployment, the education disconnect, youth vulnerability, and regional hiring strategy.

## 1. Reframing Long-Term Unemployment: From Stigma to Strategy

For many hiring managers, a long gap in a CV feels like a red flag. But what if it's actually a green light?

South Africa has over 2 million people who have been unemployed for a year or longer. These individuals aren't lacking in drive - they've just lacked access. Many are skilled, experienced, and highly motivated. What's more, studies show that when long-term unemployed candidates are hired, they're more loyal, more stable, and less likely to job-hop.

Add to that a host of government-backed incentives - from wage subsidies to tax breaks - and the case becomes clear: hiring long-term unemployed individuals is not charity. It's strategy. It lowers recruitment costs, deepens your talent bench, and amplifies your social impact.

As an employer, it's time to shift the mindset. Hire for potential, not just pedigree. After all, diamonds don't lose their value just because they've been buried a little longer.

## 2. Degrees vs. Drive: Bridging the Great Disconnect

Here's another hiring blind spot: education level. While graduates enjoy an unemployment rate of 11.7%, those without a matric sit at a daunting 34.9%. But these stats don't always reflect competency - they reflect credentials.

We've been conditioned to treat degrees as shortcuts to performance. Yet, many of the best hires come from the so-called "underqualified" segment: those with informal work experience, street-smart adaptability, and a relentless work ethic born from necessity.

Think about the young jobseeker who's run a township tuck shop, helped manage livestock, or repaired cars with zero formal training. That's not just hustle - it's business acumen in its rawest form.

When hiring becomes too degree-dependent, we miss the point. Skills can be taught. Character, work ethic, and grit? That's built over time - and it's gold in any workplace.

### 3. Youth on the Edge: From Vulnerability to Vitality

If unemployment is the storm, young people are at its epicentre. In Q1 2025, youth unemployment rose to 46.1%, with 151,000 more young South Africans out of work than the previous quarter.

It's a ticking time bomb. But it's also a once-in-a-generation opportunity.

Young jobseekers, especially those aged 15–34 with a matric or less, are often overlooked. But they bring something powerful: energy, teachability, digital fluency, and a fresh lens on modern problems.

Employers who invest in youth through learnerships, internships, and on-the-job training don't just shape careers - they shape futures. And the returns? A dynamic, diverse, future-proof workforce with loyalty baked into its foundation.

The bottom line? South Africa's youth aren't a liability. They're our living, breathing growth strategy - waiting to be activated.

### 4. Hiring in Hard Places: Why High-Unemployment Regions Are Hidden Goldmines

Finally, let's talk geography. In provinces like the Eastern Cape and North West, expanded unemployment rates breach 56% and 49% respectively. At first glance, these might look like red zones. In reality, they're greenfields for growth.

These regions are brimming with untapped potential - eager, available workforces hungry for opportunity. Businesses that invest here don't just gain talent - they gain goodwill. They tap into local economies, build stronger community ties, and often benefit from government-backed support in the form of incentives and funding.

Establishing a branch, a satellite operation, or a training hub in a high-unemployment region isn't just smart - it's strategic. It helps build a more inclusive economy and turns forgotten communities into loyal ecosystems of productivity.

#### **The Takeaway: Flip the Script, Unlock the Potential**

In a world obsessed with scarcity, South Africa's labour market presents a different challenge: abundance. Talent is not in short supply - but access, visibility, and inclusion are.

To respond, employers can take concrete steps:

- Rethink what makes a candidate "qualified." Look beyond gaps, grades, and degrees to identify potential in experience, grit, and adaptability.
- Engage with overlooked regions. Set up sourcing pipelines or pilot projects in high-unemployment areas where talent is waiting.
- Build inclusive hiring practices. Introduce entry-level pathways, upskilling programs, and mentorship models that open doors instead of closing them.
- Collaborate across ecosystems. Partner with community organisations, training providers, and government agencies to build stronger, broader talent bridges.

It's time to shift from asking "Where are the skilled people?" to "What systems are we building to reach them?" The answers lie in seeing the workforce not for its flaws, but for its formidable, untapped promise.

**The dam is full. It's time to open the gates.**

**Just one - but only if the light bulb meets all 17 criteria, has 5 years' experience, and agrees to a market-related offer.**

# Human Moments - Vital Bonds

When work is rooted in connection,  
even the hard days grow meaning.





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