

BLACKBARK PRODUCTIONS

PRESS RELEASE - STRICTLY EMBARGOED UNTIL 18TH NOVEMBER 2020
THE GRADSTAR STUDENTS' CHOICE AWARDS

PREFERRED GRADUATE EMPLOYERS ANNOUNCED AS VOTED FOR BY TERTIARY STUDENTS IN THE LARGEST SURVEY OF ITS KIND.

2020 has been a year nobody could have predicted, yet as we begin to emerge from lockdown restrictions, our attention turns back to the economy and the youth.

For the past 5 years, BlackBark Productions has operated the GradStar Awards (www.gradstar.com), identifying the most employable tertiary level students from thousands of entries each year, and this year was no different. In September, GradStar announced the Top100 Students of 2020, and also the '10 of the Finest'. However, this year, we added a little extra to the entry form: asking the students to list their top 5 preferred employers. No suggestions were offered and no sectors put forward, the students were just asked to name the 5 companies they would most like to work for. After receiving almost 5000 responses, over 23,000 unique answers, the data was mined and the Students' Choice Awards of 2020 was born.

Announced by the students in a webinar hosted on the 17th November, 2020 and attended by both the employers and the students, the results were a result of employer branding conducted over the years, sometimes predictable and sometimes surprising.

Laura Barker, MD and Founder of the GradStar Programme says; "We are over the moon to be launching the Students' Choice Awards, these young people are our future and are here to take the country forwards, their opinions matter and we need to hear what they think. We developed the GradStar Students' Choice Awards as a demonstration of our commitment to our future leaders who have had such a turbulent year, and also corporate South Africa who have developed some amazing innovations in the workplace during extremely challenging economic conditions. Congratulations to all the winners."

021 788 2809
LAURA@BLACKBARK.CO.ZA
BLACKBARK PRODUCTION CC 2010/128051/23
VAT: 4210259356

HARRY GOEMANS CENTRE
151 MAIN ROAD
BERGVLIEET
CAPE TOWN 7945



RESULTS

<i>Category</i>	<i>1st Place</i>	<i>2nd Place</i>	<i>3rd Place</i>
Automotive	Mercedes-Benz	BMW	Volkswagen SA
Consulting	Deloitte	PwC	Accenture
Healthcare	Lancet Laboratories	Netcare	Mediclinic
Banking & Financial Services	ABSA	Standard Bank	Investec
Education	Universities	Schools	Pearson
Insurance	Old Mutual	Discovery	Sanlam
Broadcasting & Media	SABC	MultiChoice	Ogilvy
Electronics	Samsung	Siemens	Tesla
IT	Accenture	Google	Vodacom
Chemicals & Heavy Engineering	Sasol	bp	Epiroc
FMCG	Unilever	Coca-Cola	Procter & Gamble
Government-Linked companies	Government	Transnet	SARB
Leisure, Travel & Hospitality	Sun International	SANPARKS	Protea Hotels
Professional Services: Consulting Engineering	Aurecon	Hatch	Aecom
Mining & Minerals	Anglo American	Exxaro	Epiroc
Professional Service: Legal	Bowmans	Cliffe Dekker	ENSAfrica
Pharmaceutical	Procter & Gamble	Aspen	Cipla
Property & Construction	WBHO	Murray & Roberts	Group5
Professional Services	Bidvest	Paragon Architects	Psychology Society of SA
Retail	Woolworths	Shoprite/Checkers	Takealot
Professional Services: Accounting	Deloitte	PwC	Ernst & Young
Telecommunications	Vodacom	MTN	Telkom
Transport & Logistics	Transnet	DHL	Bidvest

BLACKBARK PRODUCTIONS

The full report provides insights into students' preferences in grad programmes and their contents as well as announcing the preferred employers making it a MUST READ for all those involved in the graduate recruitment space. The questions were formulated by forming a steering group of graduate recruiters from organisations including McKinsey, Old Mutual, Absa and BP, ensuring the content is up to date, valid and relevant.

The research report is available for download from our GradStar website (www.gradstar.com).

For further information please contact:

Yusuf Seedat: yusuf@blackbark.co.za

Ibtishaam Solomons: ibtishaam@blackbark.co.za

Laura Barker: laura@blackbark.co.za

