

SOUTH AFRICAN REPORT

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GOAL 4: MARKET ASSOCIATION MEMBERSHIP TO ENCOURAGE ACTIVE PARTICIPATION OF YOUNGER PEOPLE

Over the last period our association has focused on ensuring we draw more interest from our younger audience of administrative professions, by encouraging attendance of lunch and learn sessions, and training workshops which are run predominantly by the younger Assistants. Speakers at our recent 2 events included the winners and runner ups from our annual awards, all of whom are under the age of 35. Both events were a great success and provided a platform for our awardees to develop themselves into the training and development space within their profession and for their own peer groups.

We have only recently connected with 4 high schools to be part of their Career Days, taking place only in the second quarter of 2023, as our school calendar runs from January to December of each year.

We have found it challenging to meet with executives and HR professionals as all 3 our Associations within South Africa have limited resources and time to be able to effectively support “younger and new to role” administrative assistants. Feedback from our associations has been that we need an HR consultancy which can be advocators for us in this space. Many of the member base run the associations and work full day jobs. Some of our members have shown initiative and are currently running “bring a student to work” days. These have proved to be very rewarding for the students.

QUESTIONNAIRE FEEDBACK

We sent out the questionnaire via our newsletter to our entire data base of just over 2500 Assistants. 54 Responses were received. The outcome is as follows:

Q1: Please let us know whether you have found the Adminstra a useful, helpful, and purposeful resource?

57% said yes

43% said no, with comments that they had not gone through it yet.

Q2: How did you hear about the Skills Matrix?

65% said through their Associations (PANSA, PAFSA)

15% said via their internal network or forum

20% had not yet heard of it

Q3: Have you made use of the Skills Matrix?

Of the 65% who had heard of it, only 10% had made use of it in their organization

Q4: What do you feel should happen next with the Skills Matrix?

Here there were varied answers:

- The need to formally introduce the SM to organizations via internal networks
- We want to see global accreditation
- Need influential people to advocate the SM for us
- Should be introduced to colleges who run programs for administrative assistants

Q5: What technology training have you done over the past two year?

Here there were varied answers. I have chosen the most frequently mentioned:

- No training at all, have had to teach myself using YouTube, Udemy
- I have attended the ES Tech

Q6: How did you get this training: Most respondents replied that they paid for the training themselves.

Q7: What digital skills will you need for the future? CRM systems, advanced Outlook, digital travel, project management, Tripit, Blacklane, Dashlane, MaintainX, AI integrated systems.

Q8: How has hybrid working affected your mental or physical health?

68% noted that initially it affected them in that they needed to remain relevant, and felt they need more work life balance

24% noted they loved working from home, and it has been great for the mental and physical health.

A small percentage noted it made no real difference.

Q9: What training have you had to become more resilient? Most respondents replied they have had none.

Q10: How is your company supporting your wellbeing? We asked the question “is your organization supporting your wellbeing? if yes what are the interventions?”

83% said No

17% said yes

