

The Resourcing division comprises 11 recruitment brands, with 21 branches nationally and over 180 years of collective expertise. Brent Personnel, Cassel & Company, Communicate Personnel, Insource.ICT, IT Edge, Network Recruitment, Pro Rec Recruitment and Tech-Pro Personnel are well established brands of ADvTECH Resourcing (Pty) Ltd (ADvTECH Resourcing). Kapele Appointments (Pty) Ltd (Kapele), an empowerment company in which ADvTECH Resourcing has a majority stake, houses three brands: Inkoheli HR Appointments, Vertex-Kapele and The Working Earth.

Against the backdrop of the global skills shortage, the challenge for employers worldwide is the attraction, motivation and retention of intellectual capital. Recruiting and retaining the right skills is a strategic business imperative and the extent to which it is focused on can mean the difference between business success or failure. ADvTECH's Resourcing division contributes to the solution by placing the best candidate in the best position, from both a personal and organisational perspective. This is achieved by the Division's focus on understanding each client's unique culture and values, as well as the context within which they operate.

ADvTECH Resourcing provides highly specialised recruitment services in specific niche market sectors. Each brand within the Division has their own distinct personality and profile, and is committed to providing the highest levels of service to its candidates and clients within its niche. This is achieved by conducting an in-depth analysis of specific needs, as well as providing personalised advice on market trends and available opportunities in a given market sector.

ADvTECH Resourcing's strategy of having various operating brands under one umbrella creates an entrepreneurial spirit within each brand. While this promotes healthy competition and ensures high quality and personalised delivery, candidates and clients simultaneously enjoy the advantages of dealing with a large corporate. By competing in overlapping, specialist niche areas, the brands all work together to the common benefit of the Resourcing division while offering a specialist service to clients and candidates. This ensures the best possible recruitment solutions for permanent, temporary and contract placements.

Should the need arise, the brands are capable of offering a collective solution to clients who have a variety of vacancies across various niches and in so doing, ADvTECH Resourcing provides a 'one stop shop' solution to such clients. This advantage is reinforced by the Division's extensive database of candidates.

Each brand within the Resourcing division is an accredited member of the Association of Personnel Services Organisation (APSO), the Institute of Personnel Consultants (IPSC) and the Confederation of Associations in the Private Employment Sector (CAPES).

In times of economic downturn, the recruitment industry tracks economic indices more closely and in 2009, economic conditions placed the recruitment industry under significant pressure. Given the difficult operating environment, the planned business expansion in 2009 was temporarily put on hold and attention was redirected to maximising efficiencies.

The Resourcing division expects the tough trading environment to continue into 2010 before easing. The Division enters the new year better equipped to face the operational challenges of current market conditions and is well prepared to embrace opportunities presented by an improving economy.





Brent Personnel

Brent Personnel (Brent) is a solutions driven Brand that adopts a personalised approach towards addressing client and candidate requirements. The ability to adapt and develop their service offering results in Brent being able to deliver optimal and customised Finance and Office Support staffing solutions to their clients.

Brent has been in existence for 32 years and provides clients with access to high calibre permanent and temporary Finance and Office Support candidates. Emphasis is placed on referring a limited number of appropriately matched quality candidates for available positions. The Brent team consists of highly skilled and experienced members in the specific market sectors within which the Brand operates.

Mentoring Matrics

A candidate placed by Brent requested assistance in finding a job for her daughter, Mpho Magole, who had passed matric but had limited work exposure. Brent Personnel employed Mpho as a receptionist, providing her with the opportunity to be mentored and gain workplace experience. Mpho is now a receptionist at Proctor and Gamble. This success story has led to a mentoring and placement programme for unemployed matriculants across many ADvTECH Resourcing brands.



Cassel & Company

Cassel & Company (Cassel) is a recruitment consultancy entirely dedicated to the placement of permanent, temporary, contract and managed Accounting and Finance staff, within a variety of different industry sectors. A name synonymous with service excellence, Cassel has 21 years of experience in placing top professional candidates with blue chip clients.

Cassel's focused approach results in them truly understanding their client's business, values and the elements driving their competitive advantage. The Brand has intimate knowledge of the entry and movement of candidates in the Accounting and Finance arenas at all times and is therefore always able to harness the right talent for their clients. Recruitment consultants at Cassel have extensive industry expertise and pride themselves on their excellent customer service.

"I've found a career path at Cassel & Company! When I joined the company I received outstanding training which has set a strong foundation for me to pursue a career in recruitment. By applying the Cassel philosophy and following the processes presented, the chance of me succeeding is so much greater."

Tammy Brosnan,
Consultant, General Finance – Cassel & Company.



Communicate Personnel

Communicate Personnel (Communicate), one of the longest established recruitment businesses in South Africa, has branches in Gauteng, KwaZulu-Natal and the Western Cape, and has over 28 years' experience in placing top Engineering, Finance, Freight and Logistics and Information Technology (IT) staff in permanent and contract positions.



The Brand prides itself on their application of internationally recognised recruitment best practices. Their extensive and diverse candidate database is testament to Communicate's commitment to transformation in South Africa.

Communicate consultants have a comprehensive understanding of each specialist niche that the Brand focuses on, allowing for fast and effective solutions to their clients. Examples of services offered by Communicate include the provision of IT contracting services within 48 hours of receiving instructions from clients and the organisation of project teams to manage recruitment assignments on behalf of its clients.

In 2009 Communicate opened a new Finance branch in Durban, and expanded its Engineering branch in Cape Town.

Insource.ICT



Insource.ICT focuses solely on Information and Communications Technology (ICT) recruitment, finding and placing ICT people at all levels across all technology platforms. The Brand has an established and actively managed database of candidates and is able to place ICT staff throughout South Africa.

The Brand is well known in the South African ICT industry for the quick turnaround service they deliver to both clients and candidates alike. The many value-added services offered by Insource.ICT include salary surveys and advice on talent retention.

Insource.ICT employs 50 highly trained consultants, all of whom have in-depth knowledge of the South African ICT industry. These consultants work in specialist areas, such as Business Analysis, Project Management, Software Development and IT Infrastructure.



IT Edge



IT Edge specialises in Information Technology (IT) recruitment and uses their expertise, recruitment systems and networks to ensure long-term solutions for clients and career enhancement opportunities for their candidates.

The Brand understands that change and innovation is synonymous with the IT industry and is geared to deliver original solutions to both clients and candidates within this operating environment.

Clients range from small businesses to large corporates, with their IT requirements varying from standard to customised solutions. Accordingly, IT Edge's candidate database includes a wide range of specialist skills where the experience of candidates ranges from technical support to director level.

IT Edge consultants have specialist IT recruiting skills. They continuously conduct extensive research and use acclaimed training groups in South Africa to remain up-to-date with market needs, trends and emerging technologies.



Network Recruitment

Network Recruitment offers optimum recruitment solutions in the high demand specialist areas of Information Technology (IT), Finance and Engineering. The Brand's focus over the past 23 years, on developing relationships and delivering results, has resulted in long-term and mutually beneficial relationships with its clients and candidates.



Network Recruitment recently restructured into three independently run units: Network Engineering, Network Finance and Network IT Recruitment, in order to focus on and gain inroads in these respective niches. Network Recruitment enjoys strong relationships with several leading corporates, with over 60% of its placements constituting repeat business.

An innovative Candidate Mentoring Programme, devised by the consultancy, is a post-placement service that offers support to both clients and candidates during the crucial first three months of employment.

Network Recruitment's highly specialised consultants are supported by an impressive team that allows them to promptly deliver accurate solutions to their customers. Their support team includes Business Development Managers, Researchers and Customer Care Officers.



Pro Rec Recruitment

Pro Rec Recruitment (Pro Rec) focuses on searching for candidates for top level specialist positions in the Marketing, Market Research and Professional Sales fraternities.

Over the past decade, the Brand has built a high level of credibility among a wide range of long standing corporate clients. Consultants have strong industry knowledge and keep abreast of the latest industry developments, and are

able to offer clients and candidates the value-added service of guidance and advice based on recent trends in this industry.

Pro Rec's boutique agency approach ensures that clients and candidates experience a unique combination of personalised attention and high levels of professionalism.



Tech-Pro Personnel

Tech-Pro Personnel (Tech-Pro) plays an active role in the development of the Supply Chain Management discipline in the Country. By assisting clients in understanding the capabilities needed and the correct utilisation of skills across the entire supply chain, the Brand has earned the enviable reputation of being the industry leader in this niche.

The Consultancy represents top companies in the southern region of Africa and provides their candidates (a high percentage of which are returning candidates) with exceptional choice when it comes to new employment

opportunities. Tech-Pro has the largest and most up-to-date database of Supply Chain Management skills in the industry.

Each Tech-Pro consultant belongs to the Association for Operations Management of Southern Africa and has an exceptional understanding of the discipline and market. Consultants often publish papers in various publications and present at conferences, such as the Third Smart Sourcing Conference in Gauteng in November 2009 at which Tech-Pro highlighted the importance of training and development within the Supply Chain Management discipline.

Completing the Certified Supply Chain Practitioner (CSCP) programme provides one with the highest Supply Chain Management qualification currently conferred in South Africa. It is an executive qualification and is regarded as being equivalent to an MBA in Supply Chain Management. Tech-Pro awards a CSCP bursary annually to assist with addressing the skills shortage in Supply Chain Management at executive level. In 2009 the Tech-Pro CSCP Bursary was awarded to Mputamputa Molefe, a BSc Chemical Engineering, BCom and MBA graduate, who is currently employed as Business Development and Projects Manager for Distribution at Shell South Africa. Mputamputa has been active in developing a Supply Chain Academy in both his past and current roles, and is a true ambassador of the Supply Chain Management discipline.





Kapele Appointments (Pty) Ltd

Kapele Appointments (Pty) Ltd (Kapele) is an empowerment partner to ADvTECH Resourcing. The management and staff of Kapele have a 30% equity ownership in the company, which is held in trust, with the remaining 70% being held by ADvTECH Resourcing. Kapele has been assessed as a Qualifying Small Enterprise and certified as a Level 1, AAA+ rated Black Empowered Entity by Empowerdex.

Kapele houses the Inkokheli HR Appointments, Vertex-Kapele and The Working Earth brands.

Kapele's Managing Director, Suraj Maharaj, is currently the National President of the Association of Personnel Service Organisations (APSO). Established in 1977, APSO represents its member recruiting companies in their dealings with Government and related bodies. APSO promotes and ensures, for the benefit of both clients and candidates, the adherence to high ethical and professional standards of business within the recruiting community.



Inkokheli HR Appointments



Inkokheli HR Appointments (Inkokheli) is the only consultancy in South Africa that specialises in professional Human Resources (HR) recruitment, providing permanent, temporary and contract HR staffing solutions nationally. The Brand focuses on high quality client relationships, placing top calibre candidates and employing professional staff.

Inkokheli's clients include Government and leading corporates, who have the unique benefit of working with 'HR professionals who understand HR professionals'. Consultants at Inkokheli have in-depth knowledge and experience in all aspects of HR, enabling them to provide the right solutions to clients the first time. Inkokheli has an established database of HR professionals, who have national as well as international experience, and is well equipped to place candidates at all levels within any organisation.



The Working Earth

A good advertisement is critical to the success of any recruitment assignment. The Working Earth is a consistent winner of Recruitment Advertising awards and is South Africa's only Recruitment Advertising specialist that links advertising to electronic response handling, using the power of the Internet.

The Working Earth won the Best Colour Advert in the Trade/Technical/Artisan Category in the Sunday Times Business Times Careers Advertising Awards. Their client was Murray & Roberts.



The Brand is well known in the recruitment advertising community for top class service and professional media advice. A manual response handling service is also offered to clients where all applications received via email, post or fax are evaluated and shortlisted by consultants according to client specific criteria. In 2009 'Academe', a Recruitment Advertising service specifically for academics and academic institutions was launched.

The Working Earth is a pioneer in Electronic Recruitment. The Brand's Electronic Recruitment process is a self-administered, web-based application process incorporating a screening, assessment and prioritisation tool. The process is competency based and objective, and can be accessed by all computer literate South Africans. It enables Human Resource practitioners to screen and handle mass responses to advertising in a timely, transparent and highly cost effective manner. This system is also available to corporates in a company branded format to handle their internal recruitment requirements.



Vertex-Kapele

Vertex-Kapele specialises in cost effective Human Resource (HR) solutions in various industry sectors. The staff at Vertex-Kapele are HR professionals with tertiary qualifications who understand talent acquisition, the importance of talent retention and the role of the organisational brand in both these areas. This allows Vertex-Kapele to provide its clients with a service that incorporates more than just recruitment.

contractors on behalf of their clients, as well as the outsourcing of strategic HR functions such as strategic HR alignment, Employment Equity, Broad-based BEE, Workplace Skills Plans, Annual Training Reports, Diversity Management and HIV/Aids workplace programmes.

The Vertex Response Handling Methodology™, a talent acquisition system, is the Brand's flagship service. AdVertex, the Brand's award winning, in-house recruitment advertising agency, designs, copywrites and places advertisements in the media. Vertex-Kapele processes responses to the advertisements and shortlists candidates on behalf of its clients. More than 76% of applicants through the Vertex Response Handling Methodology™ are employment equity candidates.



AdVertex won Best Colour Advert in the Information Technology Category in the Sunday Times Business Times Careers Advertising Awards. The advert was designed for Microsoft.

Additional services offered by Vertex-Kapele include the sourcing and management of independent and fixed term