

## Case Study

**Title: The Future-Ready workforce: RBM's solution to attract and retain young talent**

### **Background:**

South Africa's demographic landscape is undergoing significant transformations, impacting the workforce and economy. By 2030, key projections include:

- Life expectancy will increase by 1.5 years to 66.5 years
- Total fertility rate will decline from 2.7 (2020) to 2.4 children per woman
- Population growth rate will decline, leading to an ageing population

These shifts will significantly alter the demographic makeup:

- Individuals aged 65+ will increase to 8.2%
- Those aged 0-14 will decrease to 24.6%

As a major employer in the region, Richards Bay Minerals (RBM) faces unique challenges due to its aging workforce (average age 43) and remote location. With 25.69% of employees over 50 years old, RBM must proactively address the implications of this demographic transition.

### **Problem Statement:**

Develop strategies for RBM to attract and retain younger talent, increasing employees under 35 by 10% within 5 years.