

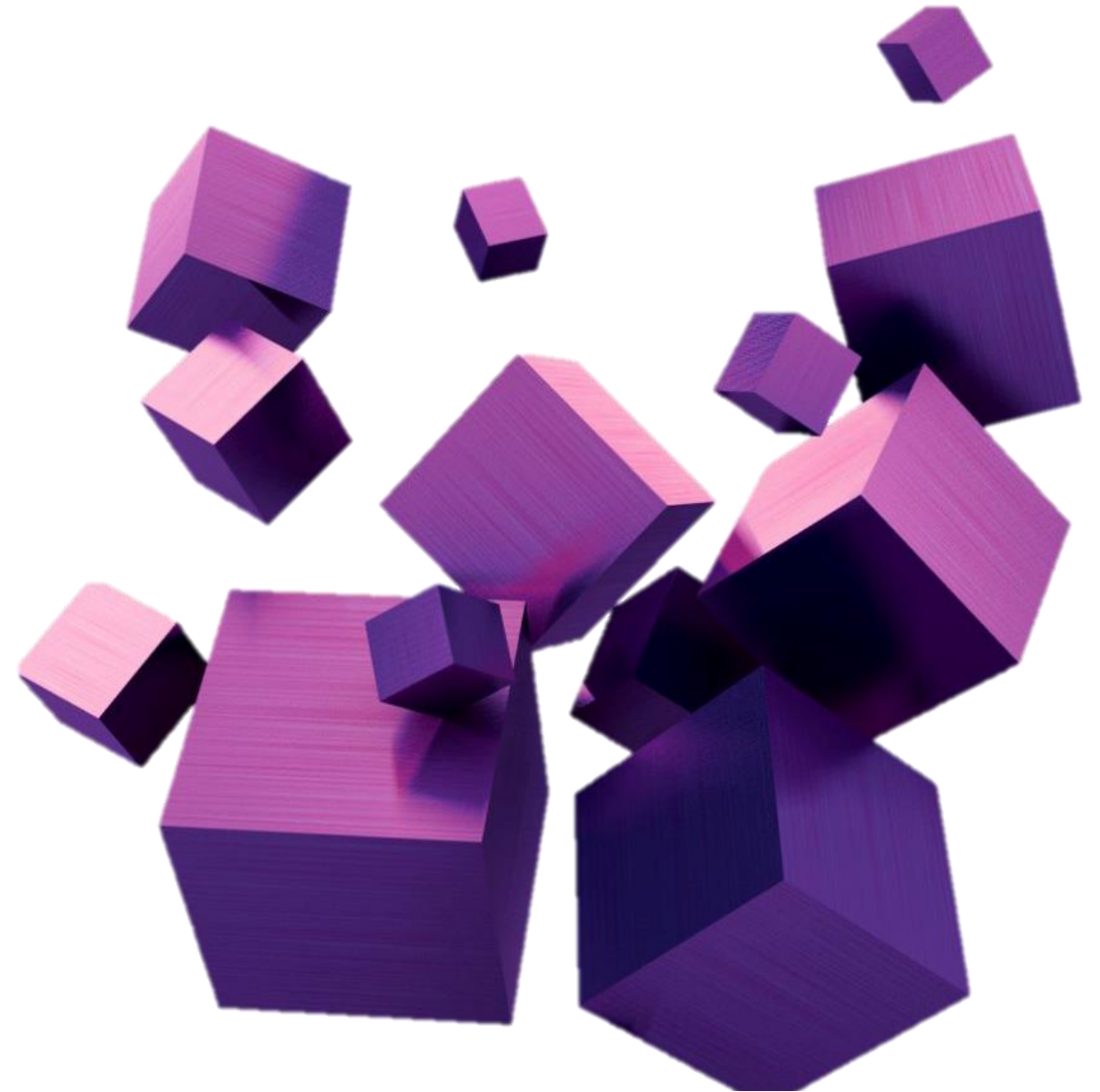
# Reputation: An African approach

One Africa, one heartbeat

18 December 2024

Regine le Roux

Managing Director, Founder: Reputation Matters



**If you treasure it,  
You'll measure it**





*2020 The SABRE Award for Superior Achievement in Measurement and Evaluation WINNER*  
*2020 The SABRE Award Certificate of Excellence (Technology Sector)*  
*2019 The SABRE Award for Superior Achievement in Measurement and Evaluation WINNER*  
*2019 The SABRE Award for Associations WINNER*  
*2018 The SABRE Award for Superior Achievement in Measurement and Evaluation WINNER*  
*2018 The SABRE Award for Associations WINNER*  
*2018 The SABRE Award Corporate Image Certificate of Excellence*

# Building Africa's reputation one interaction at a time



- 1. Opportunities in PR in Africa**
  - 2. Challenges in PR in Africa**
  - 3. Demographics' Role in African PR**
  - 4. Tradition and Cultural Nuances in African PR**
  - 5. Media Landscape and Trends**
  - 6. The Role of Policy and Regulation**
  - 7. The Future of PR in Africa (Refocused)**
- Cross-Border Collaboration**
  - Role of Data**

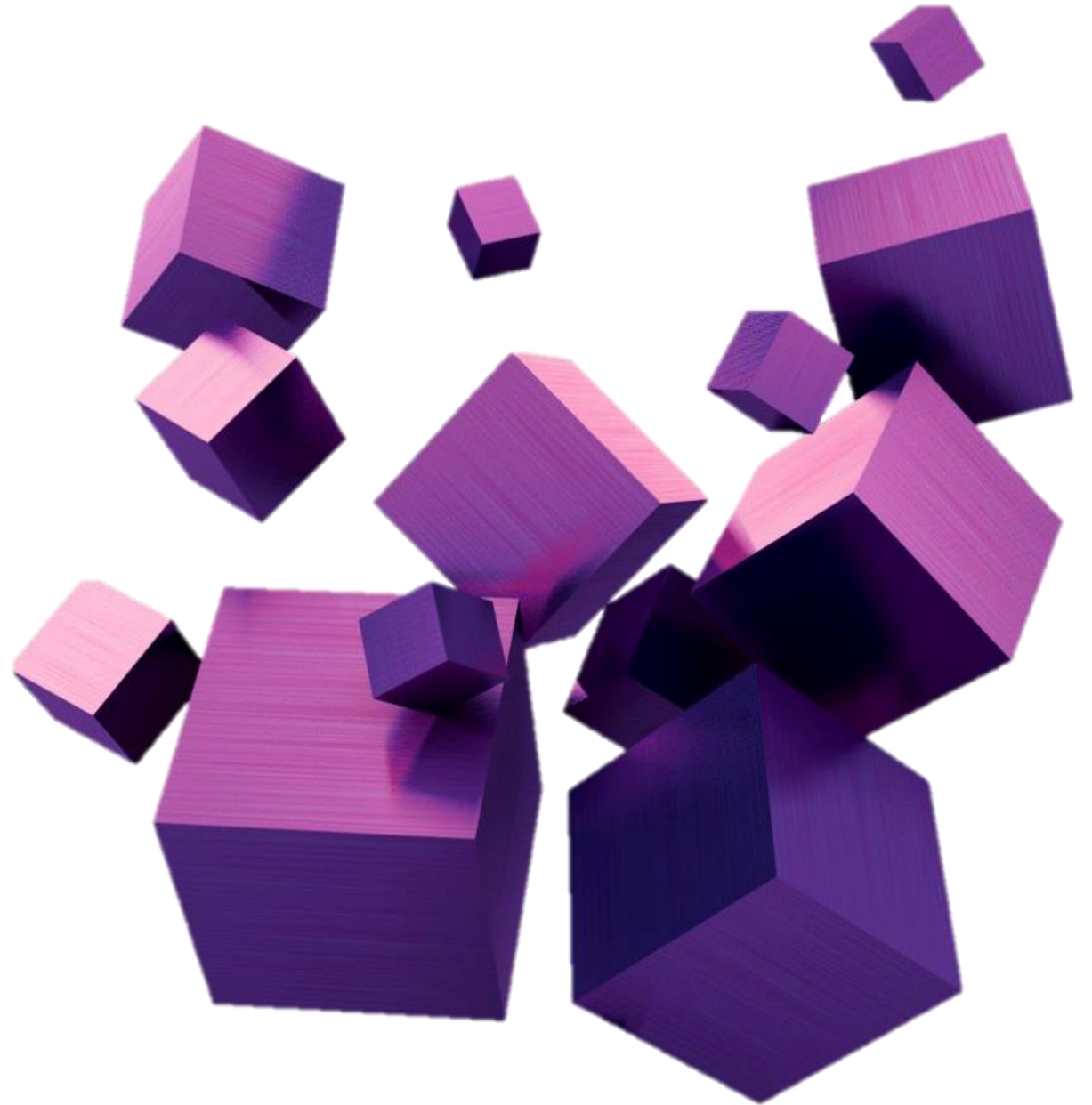






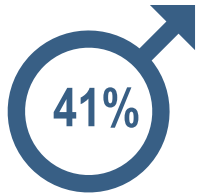
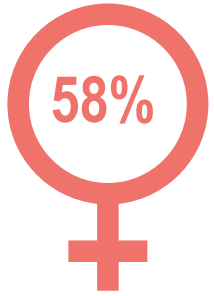
# The State of Ethics and the Public Relations Industry in Africa

# RESPONSE RATES



# Demographics

# Organisational structure and working models:



Roughly 15% of the world's population live with disabilities, according to UN estimates, but they are often underrepresented in the labour market. Evident this year: Decline from 4% in 2023 to 1% in 2024



35 to 44 years  
30%



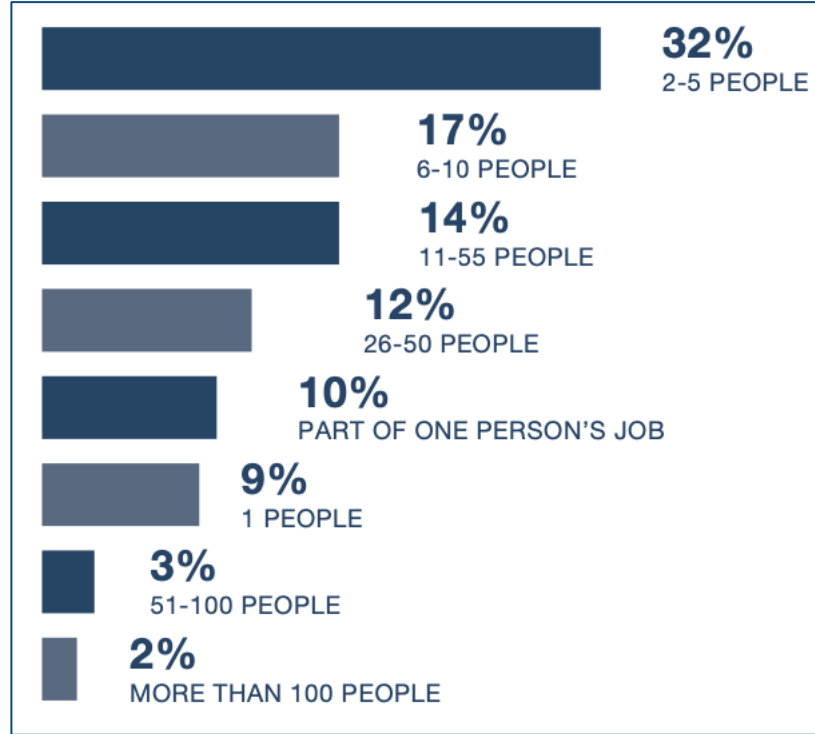
45 to 54 years  
26%



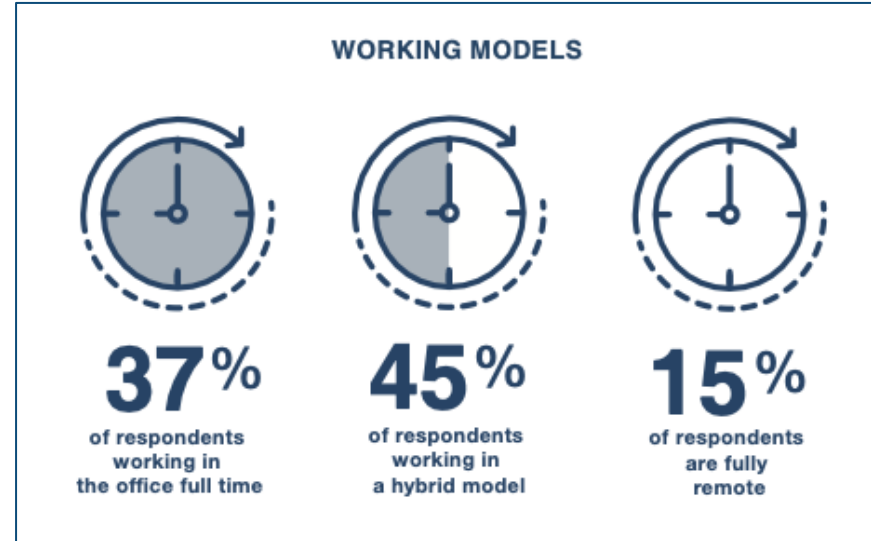
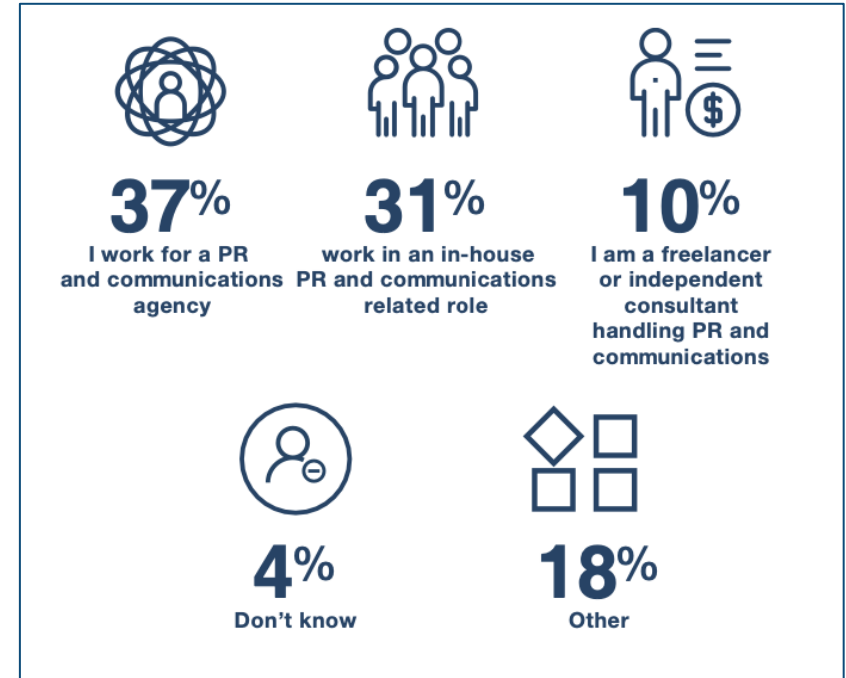
25 to 34 years  
21%



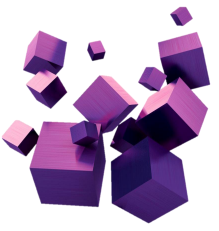
65 and older  
5%



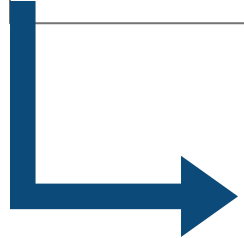
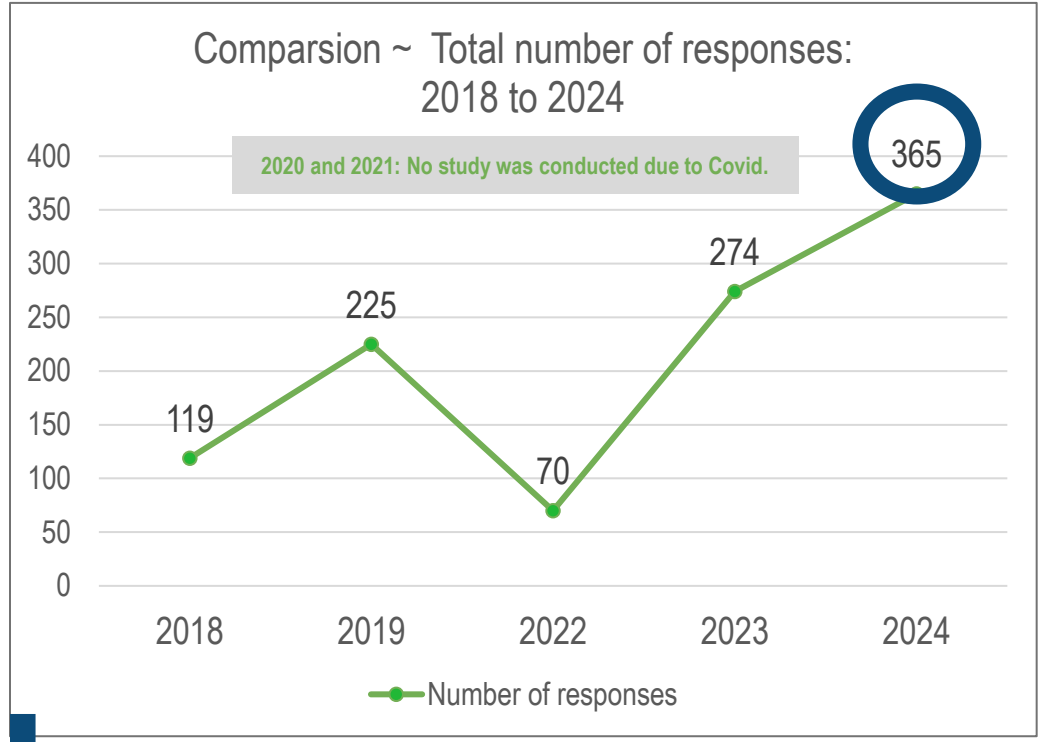
Results and demographics are consistent and similar to previous years.







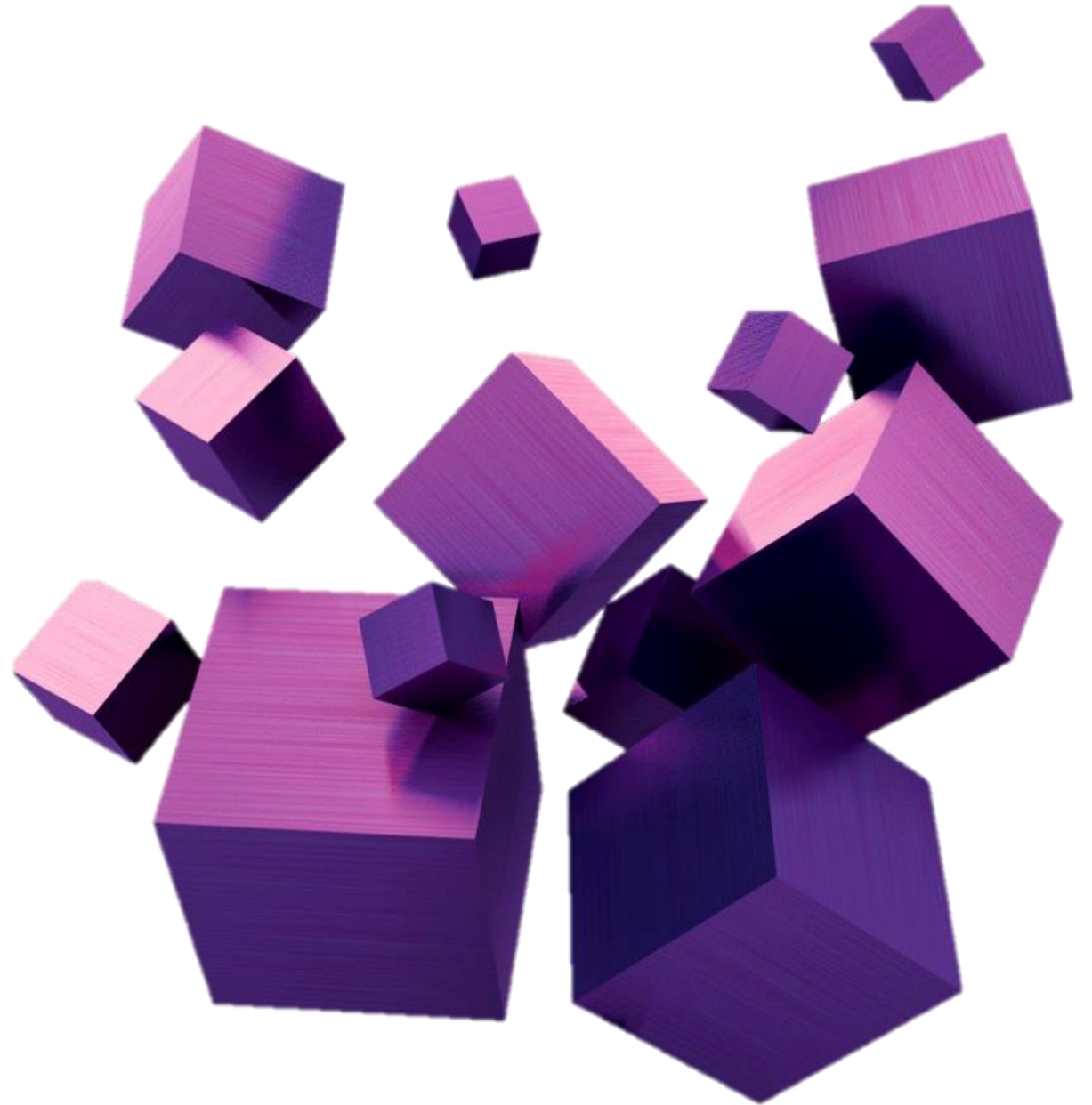
# Response rates



**2024: Highest response rates to date and good representation from Nigeria and Zambia**



# DEMOGRAPHICS





# Drivers of ethics across three levels



## Overall | South Africa: 2023 vs 2024

## Segmented: Nigeria and Zambia

2023

Meaning of ethics   Level	Individual	Organisational	Country
Principles of good behaviour	23%	17%	11%
Values	24%	16%	8%
Rules and regulation	2%	16%	26%
Anti-corruption		1%	32%
Morals	14%	1%	5%
Fairness		4%	3%
Integrity	32%	19%	7%
Reputation	4%	24%	7%



2024

Drivers of ethics:	Individual	Organisational	Country
Principles of good behaviour	35%	12%	15%
Values	18%	27%	13%
Rules and regulation	2%	17%	24%
Anti-corruption		2%	22%
Morals	10%	3%	3%
Fairness	2%	3%	4%
Integrity	30%	15%	12%
Reputation	3%	22%	7%

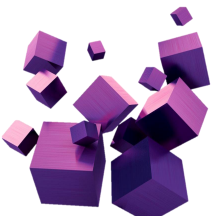
Nigeria	Individual	Organisational	Country
Principles of good behaviour	34%	3%	8%
Values	23%	28%	22%
Rules and regulation	9%	22%	14%
Anti-corruption	0%	0%	3%
Morals	11%	6%	3%
Fairness	3%	0%	11%
Integrity	20%	22%	19%
Reputation	0%	19%	19%

Zambia	Individual	Organisational	Country
Principles of good behaviour	49%	16%	18%
Values	18%	25%	20%
Rules and regulation	2%	31%	24%
Anti-corruption	0%	0%	7%
Morals	9%	0%	2%
Fairness	0%	0%	2%
Integrity	22%	11%	20%
Reputation	0%	16%	7%

Values are a strong driver in Nigerian and Zambian organisations. Anti-corruption was the main ethical driver for South African respondents.

# ETHICS





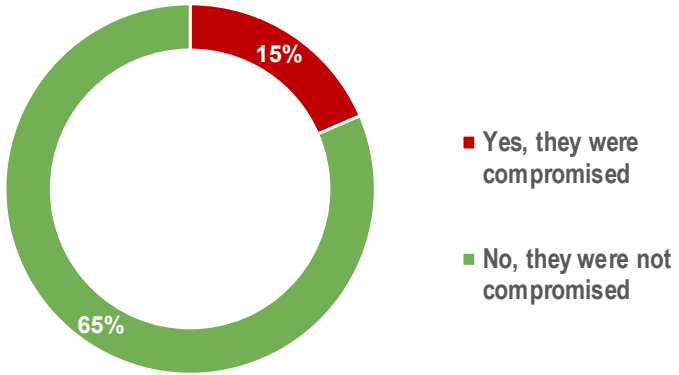
# Ethics compromised: Personal ethics

## Overall | South Africa



2023

Have your ethics been compromised in the last 12 months?

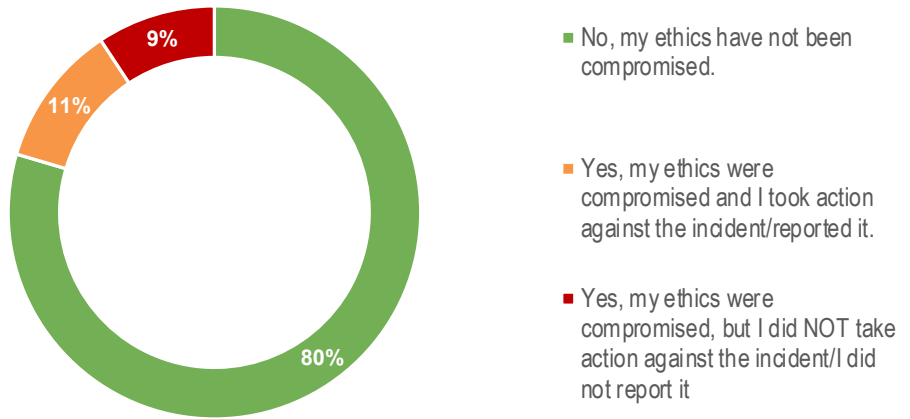


2023: Only 3% reported the incident and/or took action.

In 2024 11% took action against unethical behaviour.

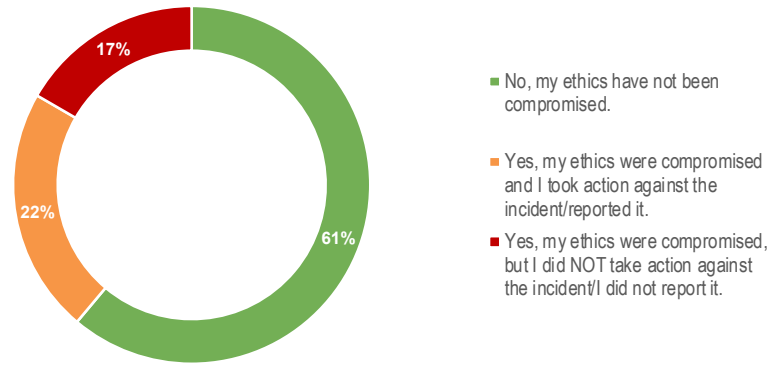
2024

Individual: Have your ethics been compromised in the last 12 months?

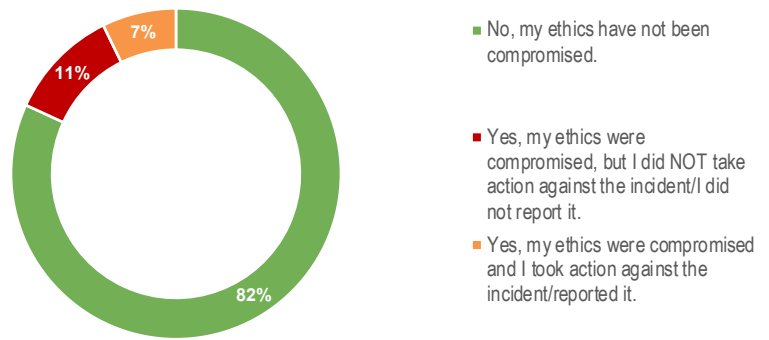


## Segmented: Nigeria and Zambia

Nigeria: Individual | Have your ethics been compromised in the last 12 months?

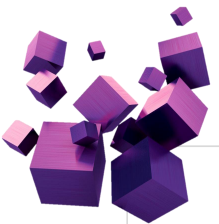


Zambia: Individual | Have your ethics been compromised in the last 12 months?





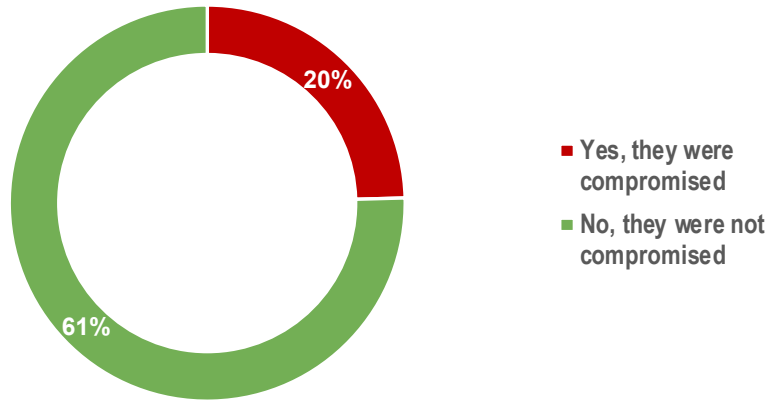
# Ethics compromised: Organisational ethics



2023

Overall | South Africa

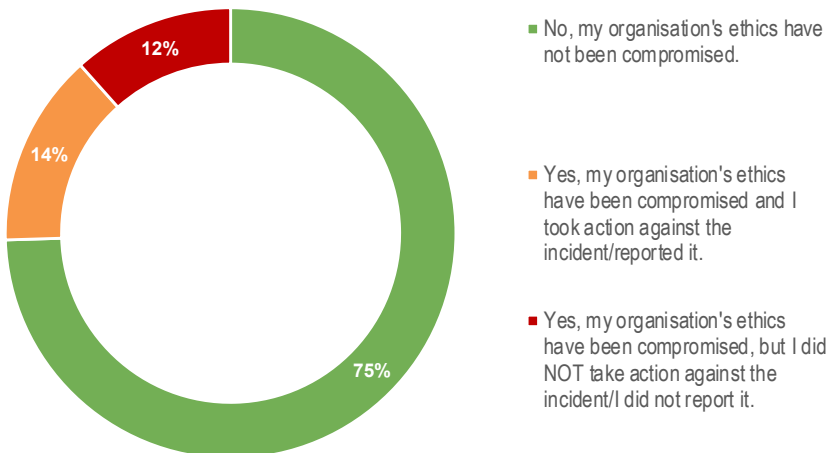
Have your organisation's ethics been compromised in the last 12 months?



2023:  
4% of respondents reported unethical behaviour in the organization.

2024

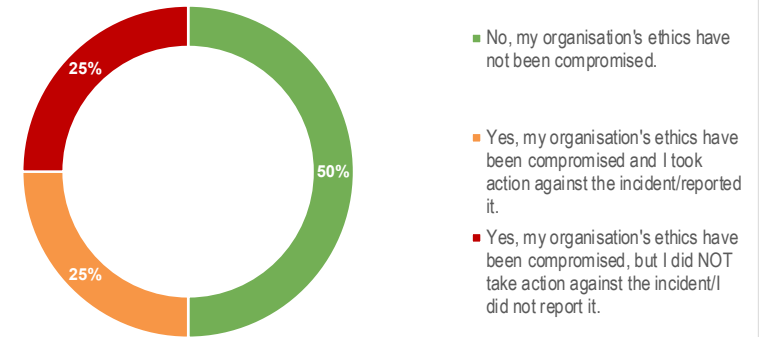
Organisation: Have your ethics been compromised over the last 12 months?



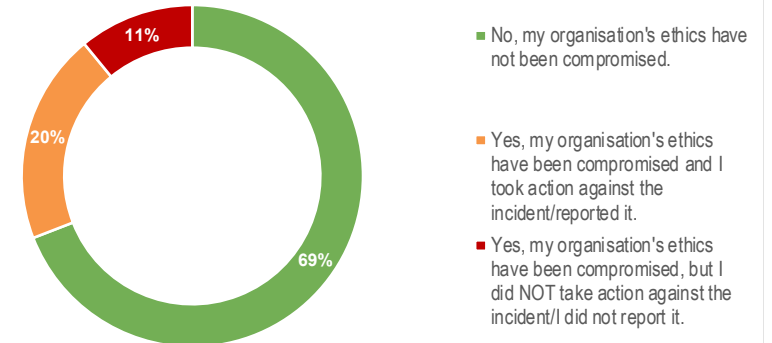
2024:  
14% reported unethical behaviour and unethical behaviour declined from 20% to 12%.

## Segmented: Nigeria and Zambia

Nigeria: Organisation | Have ethics been compromised in the last 12 months?



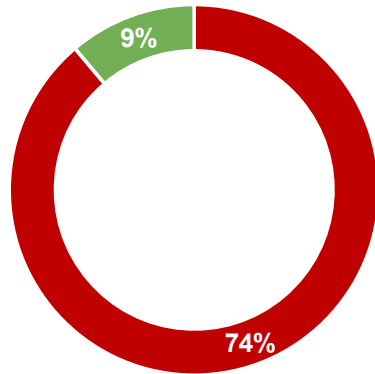
Zambia: Organisation | Have your ethics been compromised over the last 12 months?



# Ethics compromised: Country's ethics

2023  
Overall | South Africa  
2024

Do you feel your country's ethics have been compromised over last 12 months?

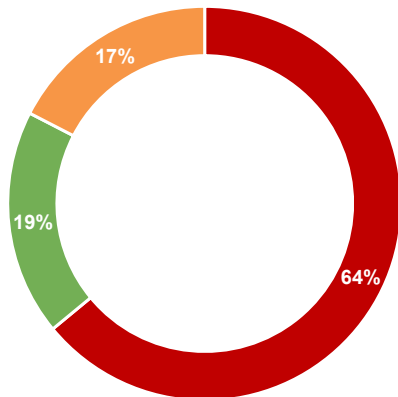


- Yes, they were compromised
- No, they were not compromised

2023:  
17% of respondents reported unethical behaviour they witnessed in their country.

2024:  
Same as 2023, 17% reported unethical behaviour.

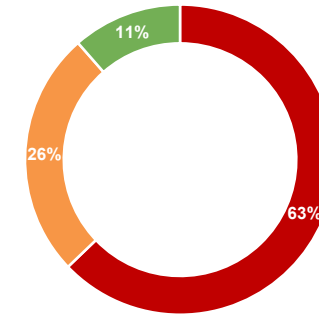
Country: Have your country's ethics been compromised over the last 12 months?



- Yes, my country's ethics have been compromised, but I did NOT take action against the incident/I did not report it.
- No, my country's ethics have not been compromised.
- Yes, my country's ethics have been compromised and I took action against the incident/reported it.

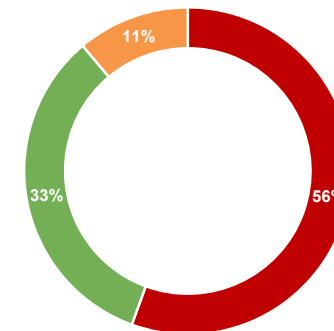
## Segmented: Nigeria and Zambia

Nigeria: Country | Have your country's ethics been compromised over the last 12 months?



- Yes, my country's ethics have been compromised, but I did NOT take action against the incident/I did not report it.
- Yes, my country's ethics have been compromised and I took action against the incident/reported it.
- No, my country's ethics have not been compromised.

Zambia: Country | Have your country's ethics been compromised over the last 12 months?



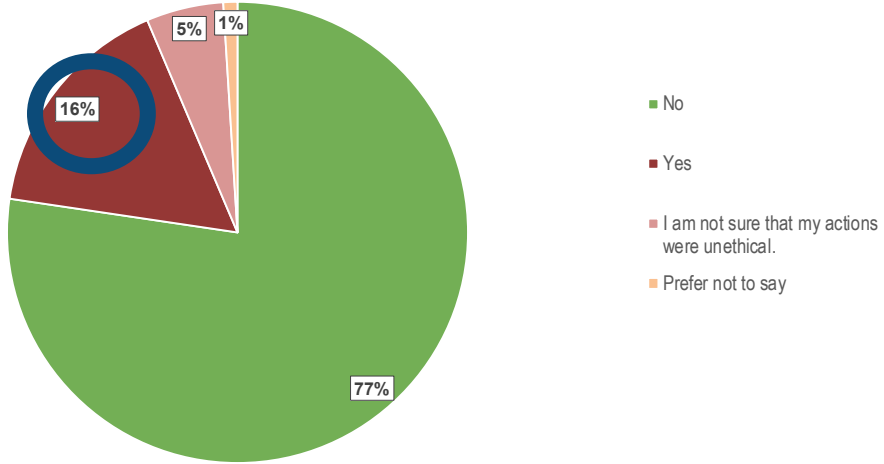
- Yes, my country's ethics have been compromised, but I did NOT take action against the incident/I did not report it.
- No, my country's ethics have not been compromised.
- Yes, my country's ethics have been compromised and I took action against the incident/reported it.

# Ethics within respective business

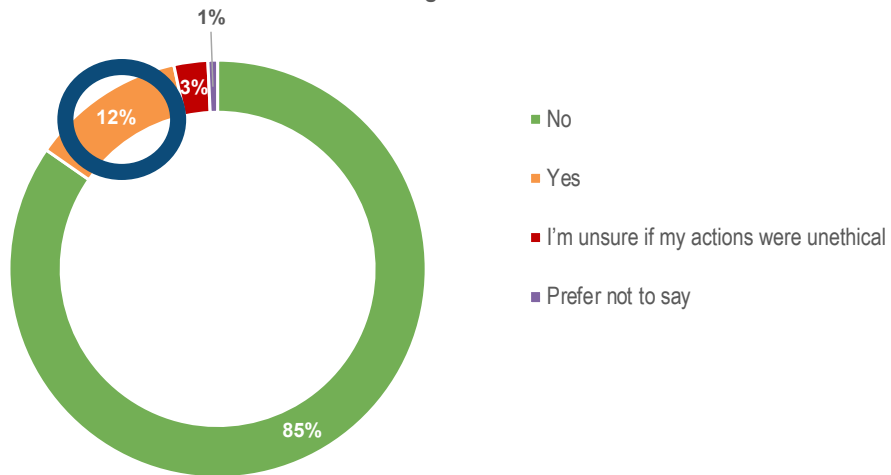
2023

Overall | South Africa

Within the last 12 months, have you been asked by someone or made the decision to act in an unethical way to gain media coverage, clients, projects or leverage?



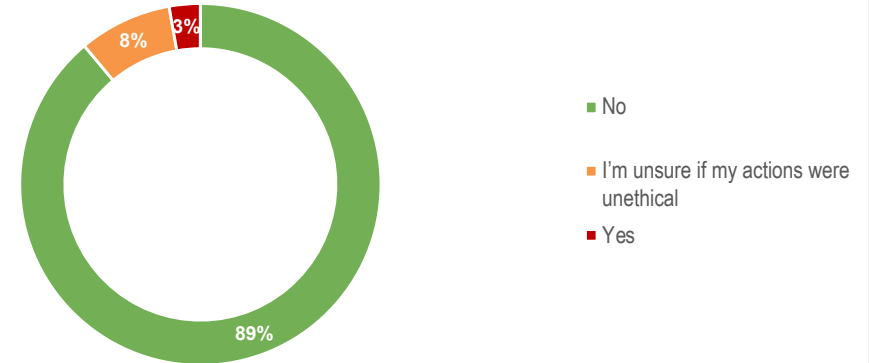
Within the last 12 months, have you been asked by someone or made the decision to act in an unethical way to gain media coverage, clients, projects or leverage?



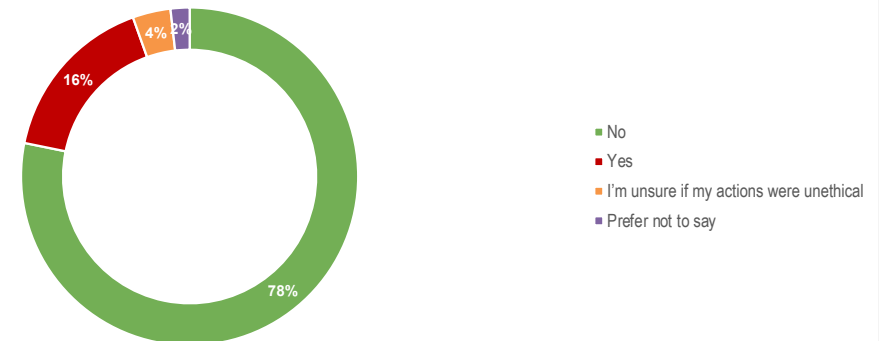
2024

## Segmented: Nigeria and Zambia

**Nigeria:** Within the last 12 months, have you been asked by someone or made the decision to act in an unethical way to gain media coverage, clients, projects or leverage?

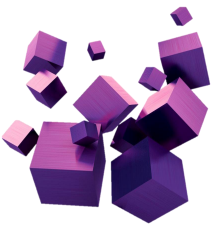


**Zambia:** Within the last 12 months, have you been asked by someone or made the decision to act in an unethical way to gain media coverage, clients, projects or leverage?



# THE PR LANDSCAPE

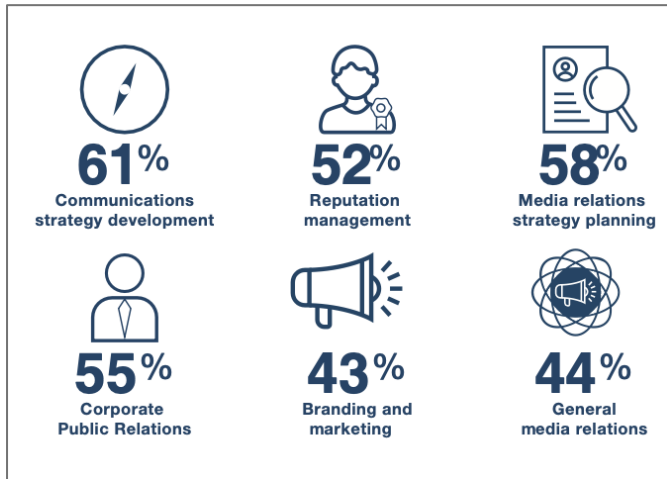




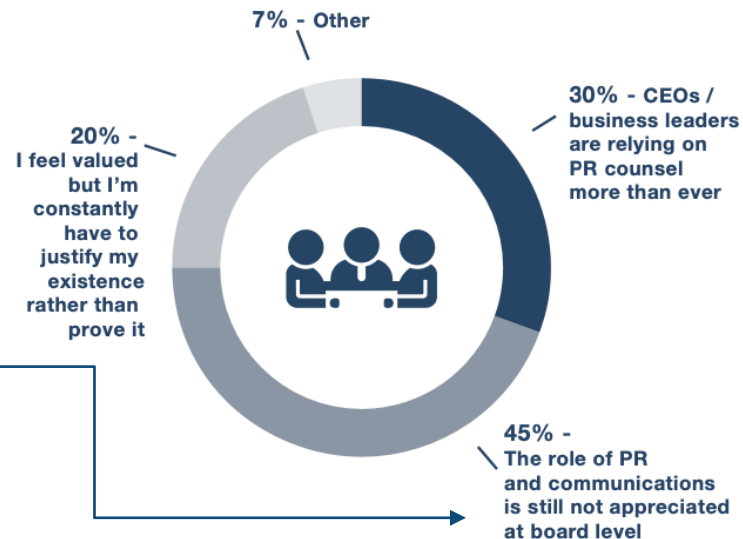
# PR in Africa: Main function and changing role



## Primary function of PR within the organisation And standing in the boardroom:



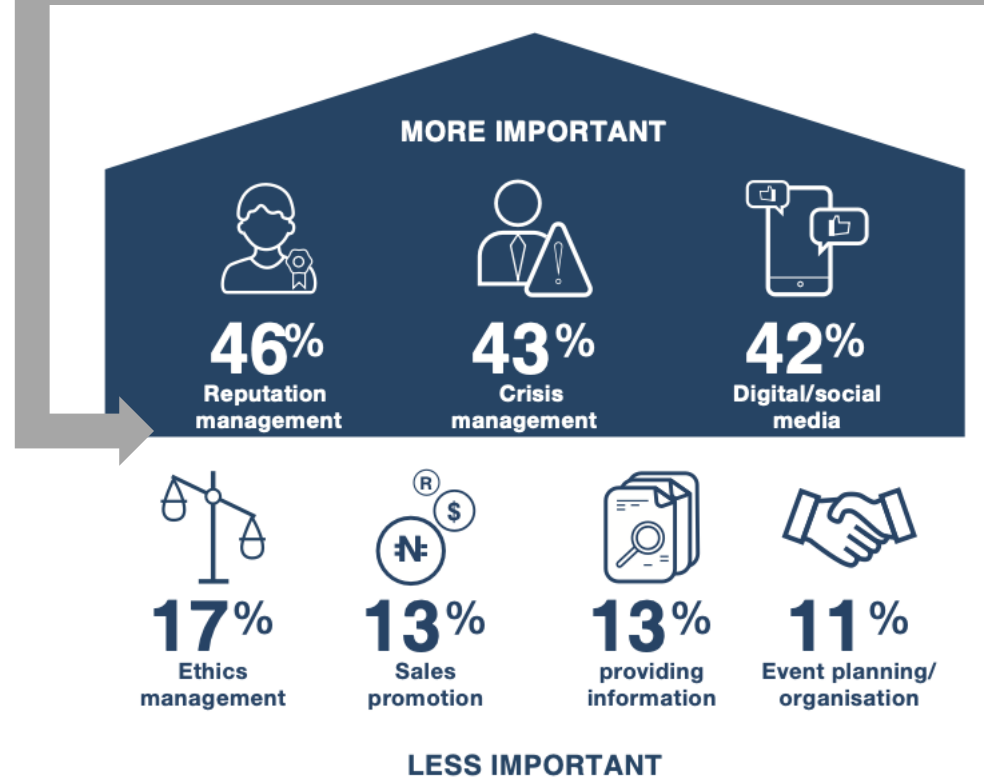
IN YOUR EXPERIENCE, HOW WOULD YOU DESCRIBE PR'S STANDING IN THE BOARDROOM?



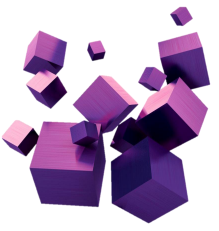
PR continues to be leaned on for its reactive value as opposed to its real value it could add.

## The changing role

Which PR activities gained and lost importance over the last two years:







# PR qualifications, training and recommendations



## Qualifications amongst PR professionals:



- ANIPR qualification - 5%
- Bachelors Degree - 35%
- B-Tech - 2%
- CIM qualification - 1%
- IPR qualification - 2%
- MBA - 9%
- National Diploma - 12%
- NIPR qualification - 4%
- PRCA qualification - 0.4%
- PRISA qualification - 3%
- PRSK qualification - 0.4%
- None - 10%
- Other - 15%

The top qualification for PR professionals

Bachelors Degree (35%)



### 15%

SPECIFIED OTHER QUALIFICATIONS NOT LISTED, SHOWCASING THE DIVERSITY OF EDUCATIONAL BACKGROUNDS WITHIN THE PR INDUSTRY

2023: Professionals listed the following training needs (top 5):

1. Communication strategy (61%)
2. Reputation Management (51%)
3. Media relations (51%)
4. Corporate PR (50%)
5. Crisis (50%)

Ethics were not amongst the top five in 2023 and has moved to number four in 2024: There is a clear need for ethics to not only be prioritise in Africa, but across the PR industry.

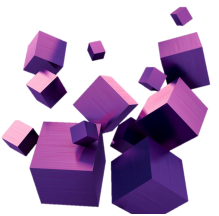
## Recommended training for PR:

### WHAT TRAINING WOULD YOU RECOMMEND



## Training PR professionals are interested in:

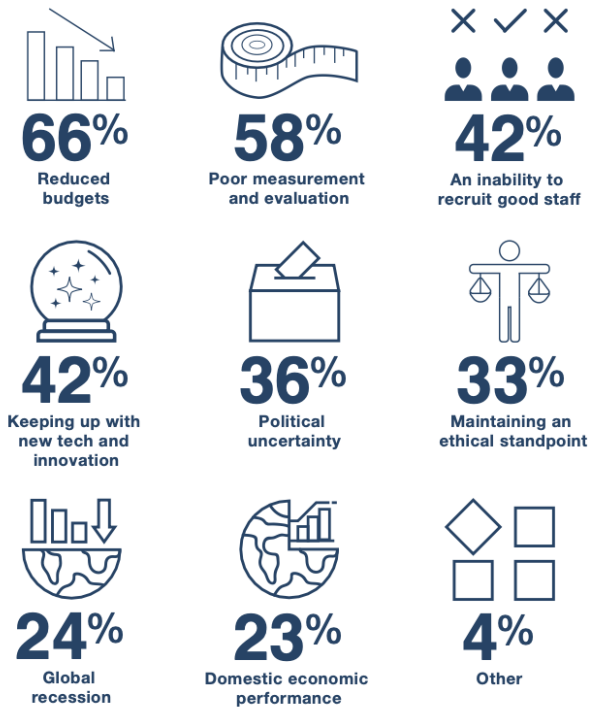
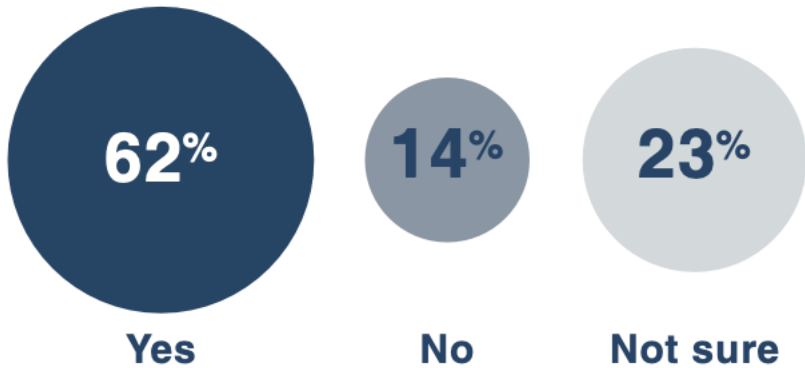




# PR and challenges ~ Recession:



## IS THE INDUSTRY RECESSION PROOF?



**+6%**  
INCREASE FROM LAST YEAR

To survive a recession, be aware of the following future challenges:

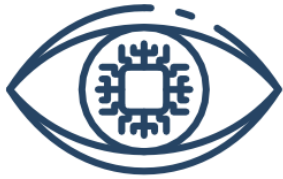


**+7%**  
OVER THE LAST 12 MONTHS



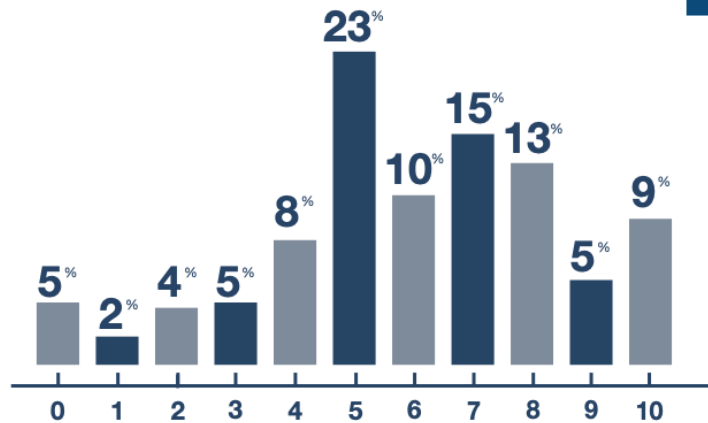
# PR and challenges ~ Artificial intelligence:

Potential risk of relying on AI in the industry:



**23%**

the majority expressing a moderate level of concern



0 = not concern at all, 10 = very concern



Future implications of AI:



**57%**

AI could augment existing practises but not completely replace human involvement



**28%**

AI could revolutionise the industry and transform traditional practises



**9%**

AI could take a lot of work away from PR professionals and is a threat to the industry



**4%**

AI will have minimal impact in PR and communications



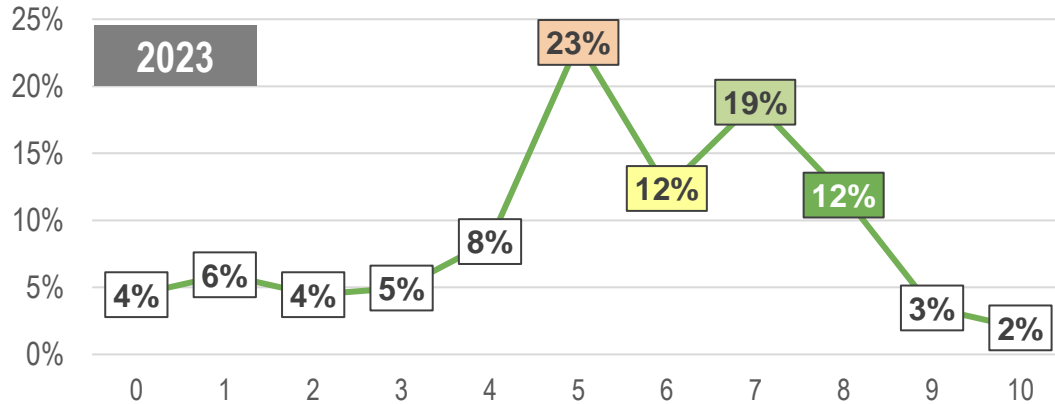
**3%**

Other



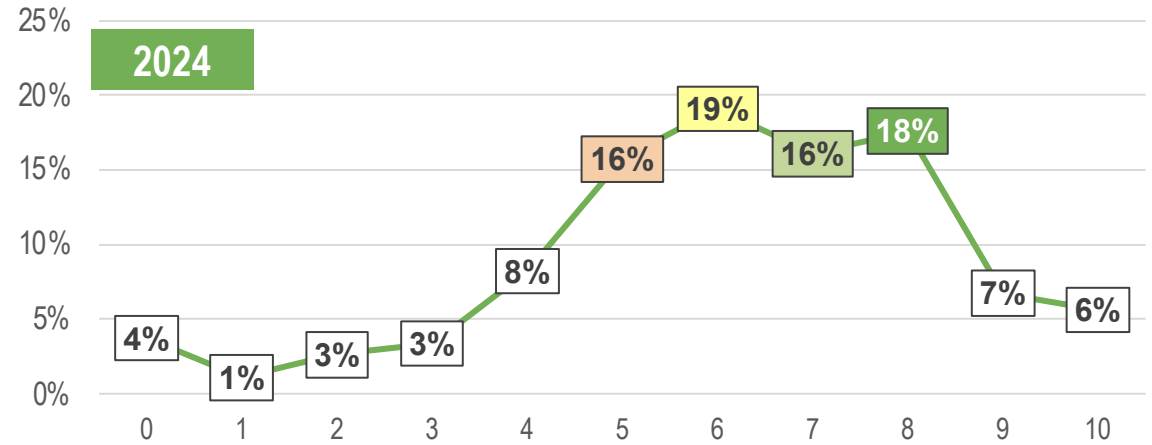
# How ethical is PR?

How ethical is PR regarded in your country? On a scale of 0 to 10, where 0 means not ethical at all, and 10 means definitely very ethical:



Answer choices:	Percentages:
0	4%
1	6%
2	4%
3	5%
4	8%
5	23%
6	12%
7	19%
8	12%
9	3%
10	2%

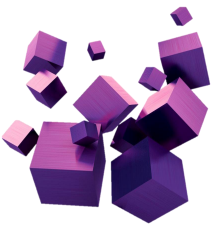
How ethical is PR regarded in your country? On a scale of 0 to 10, where 0 means not ethical at all, and 10 means definitely very ethical



Answer choices	Percentages
0	4%
1	1%
2	3%
3	3%
4	8%
5	16%
6	19%
7	16%
8	18%
9	7%
10	6%

**Consistent findings between 2023 and 2024.**  
Increase in "10" rating from 2023 (2%) and 2024 (6%).





# PR and opportunities: The future of PR



The future is bright

PR should drive ethical businesses which will drive ethical countries

Effectively measure, manage and build reputations

Although the road ahead is long to building an ethical continent, PR has big role to play



“ The future is bright and promising ”



“ Due to rife corruption and mismanagement in both public and private sector, there is great potential and possible high demand for reputation management in Africa ”



“ With so much that social media influence on our day to day lives, the future of reputation management will be a lot of work to handle. ”



“ I believe there is a long way to go its reputation management across the continent but progress is being made its PR senior execs being seen as Trusted Advisors and working at the C-Suite level ”

*Although PR faces many challenges in Africa, the future is bright and promising.  
PR professionals should drive ethics in the organization and take responsibility to communicate it internally and externally.*





# The State of Ethics and the Public Relations Industry in Africa 2025

<https://www.surveymonkey.com/r/EthicsAndPRinAfrica2025>

1. Opportunities in PR in Africa
  2. Challenges in PR in Africa
  3. Demographics' Role in African PR
  4. Tradition and Cultural Nuances in African PR
  5. Media Landscape and Trends
  6. The Role of Policy and Regulation
  7. The Future of PR in Africa (Refocused)
- Cross-Border Collaboration
  - Role of Data



# DO YOU HAVE QUESTIONS FOR ME?

regine@reputationmatters.co.za

FB: @YourRepuattionMatters

X: @ReputationIsKey

