

**EMIGRATION OF SOUTH AFRICAN MIGRANTS TO AUSTRALIA AND  
NEW ZEALAND: A MIXED-METHOD STUDY**

by

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## DECLARATION

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### **EMIGRATION OF SOUTH AFRICAN MIGRANTS TO AUSTRALIA AND NEW ZEALAND: A MIXED-METHOD STUDY**

I declare that the above dissertation/thesis is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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SIGNATURE

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DATE

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## SUMMARY AND KEY TERMS

South Africans are leaving South Africa, but a link between political, economic, social, as well as personal factors and the decision to emigrate has not been examined. This study determines which factors contributed to South African emigrants to Australia and New Zealand with a mixed-method study.

The results concluded that, *push* factors included,

- political: South Africa's governance framework, its infrastructure and legislation;
- economic: an uncertain economy;
- social: a perception of a limited future and a narcissistic society; as well as,
- personal: unmet physical, safety, belonging and esteem needs.

*Pull* factors to Australia and New Zealand included,

- political: effective government services and governmental aid;
- economic: economic certainty and a lower cost of living;
- social: familiar circumstances and a better future; as well as,
- personal: safety, belonging and self-actualisation needs.

***Key terms: Brain drain, Brain circulation, Economically active, Emigration, Emigrant, External factors, Internal factors, Pull factors, Push factors, Political factors, Economic factors, Social factors, Personal factors, Lee's Migration Model, Maslow's Hierarchy of Needs, Mixed-method study***

## **ABSTRACT**

Over the past 30 years South Africa has lost valuable human capital due to high volumes of emigration. South Africa has also seen numerous changes in its political, economic and social structure specifically in these decades, but little investigation has been done into the possibility of an association between political, economic and social, as well as personal factors, and the decision to leave South Africa. This study refers to Lee's Migration Model (1966) that was used as a broad theory for migration. The model involves four sets of factors: factors associated with the area of origin, factors associated with the area of destination, intervening obstacles and personal factors. Maslow's Hierarchy of Needs Theory also explains the personal motivational theory for migration. Lee's Model of Migration is used to investigate which political, economic, social and personal factors in the area of origin (South Africa) pushed South African emigrants to leave the country. It also investigates which political, economic, social and personal factors in the area of destination (Australia and New Zealand) pulled South African emigrants toward these countries.

This study involved mixed-methods research (Creswell, 2009), thus the data collection methods were both qualitative and quantitative. The study followed a sequential exploratory strategy in two stages with the qualitative data collection occurring first, followed by a quantitative study – 'QUALquan' study. The data are mixed between analysis of the qualitative data and the quantitative data collection (Creswell, 2009:211). The qualitative data collection instruments used in the first stage of the study in 2009, were face-to-face interviews consisting of one focus group and six personal interviews in New Zealand, as well as twelve personal interviews in Australia. In the second stage of the study in 2015, namely the quantitative research, respondents were selected by contacting 17 closed (secured) Facebook groups that were formed for South Africans living either in Australia or New Zealand. There is no alternative sampling frame available since emigrants do not need to declare themselves as migrants on a work visa, furthermore, official documentation is not accessible to the public. A quantitative data collection instrument was administered with an online questionnaire. In the Australian Facebook groups, 137 respondents completed the questionnaire, and in New Zealand Facebook groups, 118 respondents, which adds up to a total of 255 respondents who completed the questionnaire.

The results concluded that South Africa's governance framework, its infrastructure and legislation acted as political push factors motivating South Africans to emigrate, while an uncertain economy contributed as an economic push factor. Socially, a perception of a limited future and a narcissistic society is what pushed South Africans to emigrate. Personal push factors that drove the emigration decision included, unmet physical, safety, belonging and esteem needs. The political factors that pulled South African emigrants to Australia and New Zealand involved effective government services and governmental aid. Economic pull factors included economic certainty and a lower cost of living. Social pull factors proved to be familiar circumstances and a better future. Personal pull factors were safety, belonging and self-actualisation needs. This mixed-method approach focussed on the gap to a follow-up study that was identified in previous individual qualitative and quantitative studies. These results may assist the South African government to take measures that ensures the retention of highly skilled citizens.

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# CHAPTER 1: INTRODUCTION

## 1.1 INTRODUCTION

Migration is not a new phenomenon. For centuries, people all over the world have moved from their motherland to other countries in search of greater personal, political or religious freedom, as well as greater economic opportunities. As with South Africa's early history, great economic development has occurred as a result of immigrants from Europe, with Jan van Riebeeck and his crew from Holland in 1652 and the Settlers and French Huguenots in the 1820s. It is clear that migrants have had a definite impact on the worldwide phenomenon with more than 247 million people, or almost four percent of the world's population, that live outside their country of birth (United Nations, 2016).

In this chapter, the dissertation titled "Emigration of South African migrants to Australia and New Zealand: a mixed-method study", is introduced and forms a framework to this research study. The background sets the scene to the problem statement upon which the research study was based. The problem statement has set an aim for the research study, which raised specific research questions. The importance and benefit of the research study are discussed. Each of the key concepts that are used throughout this dissertation are discussed with its corresponding definition. Delimitations and assumptions that were identified for this research study are briefly discussed. The chapter concludes with an outline of each chapter in the dissertation.

### 1.1.1 Background information on the research problem

It seems that three topics have dominated media coverage in South Africa over the past 20 years: political issues, crime and violence, and emigration. Local news reports have consistently instilled a belief in the general public's mind that South African emigration is a serious problem, under headings such as is shown in Table 1.1 on page 2.

**Table 1.1: News report headings**

Scholars leave the country in greater numbers than said	Beukman (2000)
The new Great Trek	Mischke (2000)
Oh no, the great exodus is much greater	Rademeyer (2000)
Executives get more, but emigrate	Duvenhage (2001)
Keep doctors in the country with loans, says Wits dean	Rooi (2001)
Exodus from SA not confined to whites	Steinberg (2001:13)
Emigration stats 'wrong' – SSA	Van Dyk (2004a)
Paracon: SA emigration 'a cost'	Van Dyk (2004b)
One million whites left SA – study	Van Aardt (2006)
Campaigns do not stop emigration	Van Wyk (2006)
President: Stop emigrating	Du Plessis (2008)
To leave or to stay?	Henderson (2008)
Job crisis not halting emigration	Reuters (2008)
More blacks consider emigration	South African Principal's Association (SAPA) (2008a)
One in five considers leaving	SAPA (2008b)
SA needs to manage migration	SAPA (2008c)
Half of new SA doctors emigrate	Visser (2008)
Sanlam follows SA emigrants	Brand-Jonker (2010)
SA among worst hit by brain drain	Reuters (2011)
How many South Africans have left the country?	Politicsweb (2012)
Third of SA youth wants to emigrate – survey	SAPA (2012)
Security and skills: the two key issues in health worker migration	Bidwell, Laxmikanth, Blacklock, Hayward, Willcox, Peersman, Moosa & Mant (2014)
400 000 SA 'repats' have come home, but brain drain persists	Petzer (2014)
Why South Africans are leaving – and are happier for it	Business Tech (2015)
SA losing young entrepreneurs to overseas opportunities	Cape Business News (CBN) (2015)
Over 95, 000 Whites have left South Africa and here why they're leaving	Nedu (2015)
To emigrate or stay in sunny SA? The burning question that's got South Africa talking	Cameron (2016)
End of the SA dream? Emigration stats show Zim, Mozambique hotspots	Maynard (2016)
High net-worth individuals are fleeing South Africa like they did Zimbabwe	Nedu (2016a)
South Africa will have no white citizens by 2021	Nedu (2016b)
Cheers, South Africa: reasons behind spike in emigration	Seeth (2016a)

Shortage is 'critical' as nurses emigrate for better pay, conditions and jobs	Seeth (2016b)
South Africa lacks foresight, it's time to leave	Udeh (2016)

It has become an intense discussion topic at many formal and informal assemblies. For many South Africans it is also a reality with friends and family living overseas. It seems that almost everyone in South Africa knows at least one South African emigrant somewhere abroad.

### **1.1.2 Problem statement**

Although it appears as if the topic has been discussed endlessly, not much reliable scientific data are available to explain South African emigration qualitatively and quantitatively. Some quantitative research has been done on specific occupational fields such as doctors (Bidwell, *et al*, 2014) or on one specific emigration destination, such as the United Arab Emirates (Fourie, 2006). Most of these studies focus on the “brain drain” of South Africa and therefore only on the human resource implications for the country. It appears that there is no existing reliable information that explains the broader motivations that economically active South Africans go through in their decision to emigrate and, more importantly, no data that establish whether the motivations remained the same for South African emigrants in general over a period of time or between the terms in office of different presidents.

### **1.1.3 Aim of the study**

The aim of this study is threefold: to profile economically active South Africans that decide to emigrate or to move to Australia and New Zealand; to analyse the factors contributing to the emigration or move of economically active South Africans to Australia and New Zealand; to explore the actions needed to be taken by government to create a favourable environment for the return of emigrants or South Africans living abroad.

It is believed that this study will provide insight into: 1) the reasons *why* economically active South Africans emigrate *or* leave the country to work and live in another country, particularly Australia and New Zealand, and 2) whether the reasons remained the same over a five-year period for South African emigrants in general. The five year period was selected, because a president and political party reigns for five years in South Africa before the next election. Politics, the economy and even the social behaviour in a country largely depends on the

ruling party and president. This implies that in the event that circumstances change, emigrants' outlook and feelings toward South Africa may change – for the better or worse. The findings of the study can contribute towards the efforts of government and employers to retain skilled economically active people. The study is limited to South Africans living in Australia and New Zealand.

#### **1.1.4 Specific research questions**

To explore the phenomenon of emigration or move of economically active South Africans abroad and more specifically Australia and New Zealand, the following research questions are explored:

- 1.1.4.1 What are the main push factors (internal and external) that contribute to the emigration or moving abroad of economically active South Africans?
- 1.1.4.2 What are the main pull factors that contribute to the emigration or moving abroad of economically active South Africans to Australia and New Zealand?
- 1.1.4.3 Is there a correlation between the push and pull factors for South African emigrants in Australia and New Zealand?
- 1.1.4.4 What would motivate these emigrants or South Africans living abroad to return to South Africa?

Two hypotheses were developed in the process of exploring the research questions. Firstly, the hypotheses that was tested was:

H<sub>0</sub>: The South African migrant in Australia and New Zealand do not differ with regards to each of the following push and pull factors; and

H<sub>1</sub>: The South African migrant in Australia and New Zealand do differ with regards to each of the following push and pull factors:

- i) governance framework
- ii) infrastructure
- iii) legislation
- iv) economic uncertainty

- v) future limiting
- vi) narcissistic society
- vii) effective government services
- viii) economic certainty
- ix) lower cost of living
- x) familiar circumstances
- xi) better future

The second hypotheses that was tested was:

H<sub>0</sub>: The South African migrant in Australia and New Zealand does not differ with regards to each of the following personal needs factors; and

H<sub>1</sub>: The South African migrant in Australia and New Zealand does differ with regards to each of the following personal needs factors:

- i) physiological needs
- ii) safety needs
- iii) belonging needs
- iv) esteem needs

### **1.1.5 Importance and benefits of the study**

From a theoretical perspective, the study makes three valuable contributions to the body of knowledge of migration and the management thereof. Firstly, unlike previous studies (Bidwell, *et al*, 2014; Fourie, 2006) which tended to focus only on the human resource implications of emigration, this study explains the broader motivations that economically active South Africans go through in their decision to emigrate. Secondly, as far as could be determined, this is the first scientific study of the motivational factors of South Africans to emigrate or move to Australia and New Zealand. Thirdly, as far as could be determined, this is the first scientific mixed-method study of a sequential nature regarding the motivational factors of South Africans to emigrate or move to Australia and New Zealand.

From a practical perspective, the findings provide the government and stakeholders in South Africa with qualitative findings on the type of individuals who emigrate or move to Australia and New Zealand. Further the push and pull factors that motivate South Africans to emigrate and the possible reasons that may result in these individuals returning to South Africa. The quantitative findings assist the role players in creating a skills profile of emigrants, which Kaplan (2008:75) identified as a critical determinant of the impact on South Africa and its economy. The quantitative study also indicates the existence of a correlation between push and pull factors of emigrants to Australia and New Zealand respectively. The findings also add information on the emigration or moving abroad trends of South Africans and dispel some of the sensationalism and guesswork regarding the topic.

## **1.2 DELIMITATIONS AND ASSUMPTIONS**

### **1.2.1 Delimitations**

This study only focuses on economically active South African emigrants, because only these people have a direct economic impact on the involved countries. The study also focuses the sampling units only to Australia and New Zealand. It is believed that a focussed study on one or two countries will deliver more in-depth information which is direly needed. The reason these two countries were selected is fourfold: first, there seems to be no recent available scientific information on South African emigrants in these two countries; second, the two countries are under the top five emigration destination countries for South African emigrants (Organization for Economic Cooperation and Development (OECD), 2015:432); third, the researcher has a personal interest in these two countries; and fourth, these two countries are geographically close to each other which assisted the researcher to physically visit the countries for the research.

### **1.2.2 Assumptions**

Assumptions are statements that are believed to be true without any scientific evidence and are derived from universally accepted truths, theories and previous research (Oxford Dictionary, 2017). This study is based on the following assumptions:

- 1.2.2.1 An important part of a country's economy is made up of businesses. Businesses are created, driven, managed and operated by individuals; a country's economy

is therefore ultimately dependent on the skills and activities of individuals of the country.

- 1.2.2.2 The general media coverage on the high rate of South African emigration or moving abroad is a fact.
- 1.2.2.3 There are push factors (factors in South Africa motivating economically active South Africans to leave the country), and pull factors (factors in Australia and New Zealand motivating economically active South Africans to go to these countries) involved in the emigration or moving decision process.
- 1.2.2.4 As part of the push factors, there are external factors related to the South African environment, and internal factors related to personal motivation which motivates economically active South Africans to emigrate.
- 1.2.2.5 South African emigrants might be willing to return to South Africa if the push factors were resolved or if the pull factors change in the two countries under discussion.

### **1.3 DEFINITION OF KEY TERMS**

The study involves several key concepts, namely *brain drain*, *brain circulation*, *economically active*, *emigration*, *emigrant*, *external factors*, *immigrant*, *internal factors*, *pull factor* and *push factor*. The definition of these concepts as it will be used in this study appears below.

**Brain drain:** Brain drain refers to the process where a country's skilled citizens (including professional, skilled, technical and trained workers) move to another country with the intention of moving there on a permanent basis (Fourie, 2006:7). The term indicates that the country where the emigrants are emigrating from is losing "brains" – for example, if a South African emigrates to New Zealand, South Africa loses the skills and education invested in that person. The country will also lose future taxes which the person would have paid in the home country, as he or she will now earn a salary and pay tax in a different country.

**Brain circulation:** Brain circulation refers to the pattern where a country's skilled citizens (including professional, skilled, technical and trained workers) leave the home country to work and live in another country, but return to the home country on a permanent basis at a given point in time (Fourie, 2006:7). The skills of the migrant thus return to the home country. The migrant will then also pay tax in the home country again. If a South African migrates to New Zealand and then back to South Africa, South Africa will experience brain circulation and New Zealand will experience brain drain.

**Economically active:** Persons who "contribute to the production of goods and services in the country" (Statistics South Africa, 2016). Distinctions are made between work done for others and receiving an income, versus work done for the benefit of the household (Statistics South Africa, 2016). For the purpose of this study "economically active" refers to the status of an emigrant who is actively engaged in the economics of South Africa (e.g., the emigrant receives an income).

**Emigration:** The phenomenon where citizens of a country "move to a country other than that of his or her usual residence for a period of at least a year, so that the country of destination effectively becomes his or her new country of usual residence" (World Bank, 2016:13). This study will concentrate on economically active South African citizens that move to Australia or New Zealand for a period of at least a year with the intent to stay in the country on a permanent basis.

**Emigrant:** "A person who moves to a country other than that of his or her usual residence for a period of at least a year, so that the country of destination effectively becomes his or her new country of usual residence" (United Nations, 2017). From the country of departure's perspective, the person will be an emigrant (United Nations, 2017). For the purpose of this study, an emigrant is a South African citizen

who has been living in either Australia or New Zealand for at least one year with the intent to stay in the country on a permanent basis.

**External factors:** For the purpose of this study the external factors refer to factors outside of the emigrant's control, such as political, economic or social factors which motivate the South African to emigrate.

**Immigrant:** "A person who moves to a country other than that of his or her usual residence for a period of at least a year, so that the country of destination effectively becomes his or her new country of usual residence" (United Nations, 2017). From the country of arrival's perspective, the person will be an immigrant (United Nations, 2017). For the purpose of this study, a South African citizen who has been living in either Australia or New Zealand for at least one year with the intent to stay in the country on a permanent basis.

**Internal factors:** For the purpose of this study the internal factors refer to the factors the emigrant is able to control, such as personal factors, which motivates the South African to emigrate.

**Pull factor:** For the purpose of this study a pull factor refers to a positive factor of Australia or New Zealand that pulls the emigrant to move to these specific destinations.

**Push factor:** For the purpose of this study a push factor refers to a negative factor of South Africa that pushes the emigrant to leave the country.

**Volume of migration:** The rate or number of emigrants to leave a country or the rate or number of immigrants to enter a country.

#### **1.4 CONCLUSION: OUTLINE OF CHAPTERS**

The layout of the dissertation is presented in logical order (presented on p.10):

## **CHAPTER 1: INTRODUCTION TO THE STUDY**

In this chapter the background of the study was discussed. The main idea of the study was formulated into a problem statement which raised specific research questions. The importance and benefit of the research study were discussed. Each of the key concepts that are used throughout this dissertation were discussed with its corresponding definition.

## **CHAPTER 2: LITERATURE REVIEW OF MIGRATION**

Chapter 2 provides a literature review of the theories of migration, highlighting Lee's migration model (1966) by identifying the basis of the model on which the study was formed. In this literature review, the four components of the migration model are explained in more detail. The chapter also identifies the need for qualitative research in this field with emigrants.

## **CHAPTER 3: RESEARCH METHODOLOGY**

This study made use of a mixed-method research design. A review of literature and theory discussed in Chapter 2 guided the formulation of a list of specific questions to be used as the research instrument in the qualitative part of the study. The information gathered from the qualitative study was then used to formulate a questionnaire which served as the research instrument in the quantitative part of the study. Since the results from the qualitative study was integrated with the literature, it is appropriate to discuss the research methodology in Chapter 3.

## **CHAPTER 4: THE SOUTH AFRICAN ENVIRONMENT AS A MIGRATION ORIGIN**

Chapter 4 investigates current issues in South Africa as an origin of migration in greater detail, by highlighting external and personal factors that *pushes* people to leave South Africa. Evidence from the qualitative study, which formed the first stage of this study, conducted in 2009, is presented to validate selected factors.

## **CHAPTER 5: THE PULL FACTORS: THE AUSTRALIAN AND NEW ZEALAND ENVIRONMENTS AS MIGRATION DESTINATIONS**

Chapter 5 introduces the Australian and New Zealand environments. The magnitude of South African immigration into these countries is described. Subsequently, Australia and New Zealand are explored as migration destinations, with a focus on current known factors that *pull* South Africans to emigrate to Australia or New Zealand. The evidence from the

qualitative study is presented to validate selected factors.

## **CHAPTER 6: THE SURVEY: DATA ANALYSIS**

Chapter 6 explains the methods used in data collection and measures, as well as reports, the statistical results.

## **CHAPTER 7: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

Chapter 7 presents the findings of the study, draws final conclusions and provides recommendations for further research based on the findings of the study.

# CHAPTER 2: LITERATURE REVIEW OF MIGRATION

## 2.1 INTRODUCTION

A considerable number of people – 247 million people, or almost four percent of the world population – live outside their country of birth, of which 13.5 million, or seven percent of the total immigrants, are refugees (World Bank, 2016:17). This signifies that 93 percent of immigrants were motivated by factors other than a fear of being persecuted in their own country to live in another country.

These statistics give an indication of the magnitude of emigration, but does not explain the process emigrants go through in their decision-making to emigrate. Statistics also tend to show the *intentions* of people to emigrate (Grant Thornton International Ltd, 2010; Synovate, 2008), but seldom follow up on whether people acted on their intentions.

Research on emigration intentions definitely has value to businesses, governments, policy makers and other interested stakeholders, to assist in the prevention of unwanted emigration (Agadjanjan, Nedokoluzhko & Kumskov, 2008:247), but it may not be assumed that there are no differences between the reasons for emigration intentions and *actual* emigration. It will therefore only be possible if research has also been conducted on the reasons for actual emigration.

From the literature citizens of a country may have intentions to emigrate, but there are many reasons why these intentions may never result in emigration. Lee (1966:50) explains this notion in a migration model, which will be discussed in greater detail in this chapter.

This chapter will refer to Lee's migration model (1966:50) which will be used as a broad theory for migration by identifying the basis of the model. Subsequently, the model will be explained with reference to the four sets of factors involved in the model: factors associated with the area of origin, factors associated with the area of destination, intervening obstacles and personal factors. Furthermore, Maslow's Hierarchy of Needs Theory will be discussed and followed by a more personal motivational theory for migration. Available literature that

suggests reasons for emigrants to reverse the initial decision-making process and to return to the country of origin will also be explored and discussed.

## **2.2 A MIGRATION MODEL EXPLAINED**

In this section the background of the migration model will be reviewed. The factors associated with the area of origin and the areas associated with destination will be discussed in more detail. Furthermore, intervening obstacles and personal factors will be explored in detail.

### **2.2.1 Background of the migration model**

According to Lee (1966:47), Ravenstein was the pioneer of migration theories. Ravenstein introduced a paper entitled “The Laws of Migration” to the Royal Statistical Society in 1885. This early work of Ravenstein (1885) was based on the British Census of 1881, but was further developed with data from more than 20 countries and reintroduced under the same title in 1887, given to the development of what is called Ravenstein’s Laws. Lee (1966:47) states that Ravenstein’s laws have been proved relevant to modern theories of migration over time and have therefore grounded the development of the migration model on Ravenstein’s work.

Lee (1966:50) formulated a very distinct model to explain the phenomenon of emigration. Though the theory may seem redundant now, Lee’s model has been used in more recent theories (Tolnay & Crowder, 1999:99) and researchers have confirmed that the model is still relevant. The model explains that no matter the type of migration, every act of migration involves an origin, a destination and an intervening set of obstacles (Lee, 1966:49). In relation to this, there are four sets of factors that influence the process of migration (Lee, 1966:50):

- Factors associated with the area of origin.
- Factors associated with the area of destination.
- Intervening obstacles.
- Personal factors.

This study is designed according to these four sets of factors in the migration model. These factors are depicted as a model in Figure 2.1 below and highlights the first three sets of factors in the migration model. The first three factors will now be discussed.

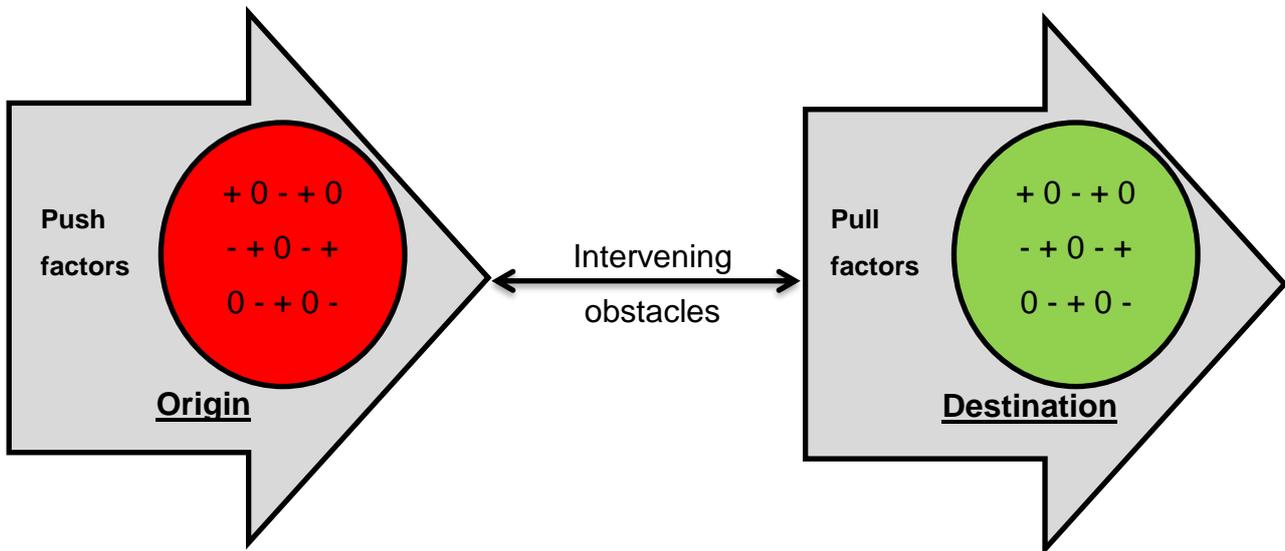


Figure 2.1: Migration model (Adapted from Lee, 1966:50)

In every origin and destination there are positive and negative factors that are shown with “+” and “-” signs in the model. There are also “0” factors, which indicate factors that a person may feel indifferent to. Lee (1966:50) provides the example of a good climate as being a “+” factor and a bad climate as a “-” factor for all emigrants. A good school system, on the other hand, may be a “+” factor to families with young children, but a “-” factor to home owners because of higher real estate taxes in the area. Yet it can also be a “0” factor to a young, unmarried male without taxable property who is indifferent to the situation.

In terms of an emigration decision, the negative factors at the origin may be regarded as *push* factors pushing the emigrant *away* from the country of origin towards another destination. The factors associated with the origin are different to the factors associated with the destination. In terms of an emigration decision, the positive factors at the destination may be regarded as *pull* factors pulling the emigrant *towards* the specific destination. There is always an element of ignorance or mystery and a degree of uncertainty about the destination. Some of these factors can only be fully known by living in the destination (Jensen & Pedersen, 2007:91; Lee, 1966:50).

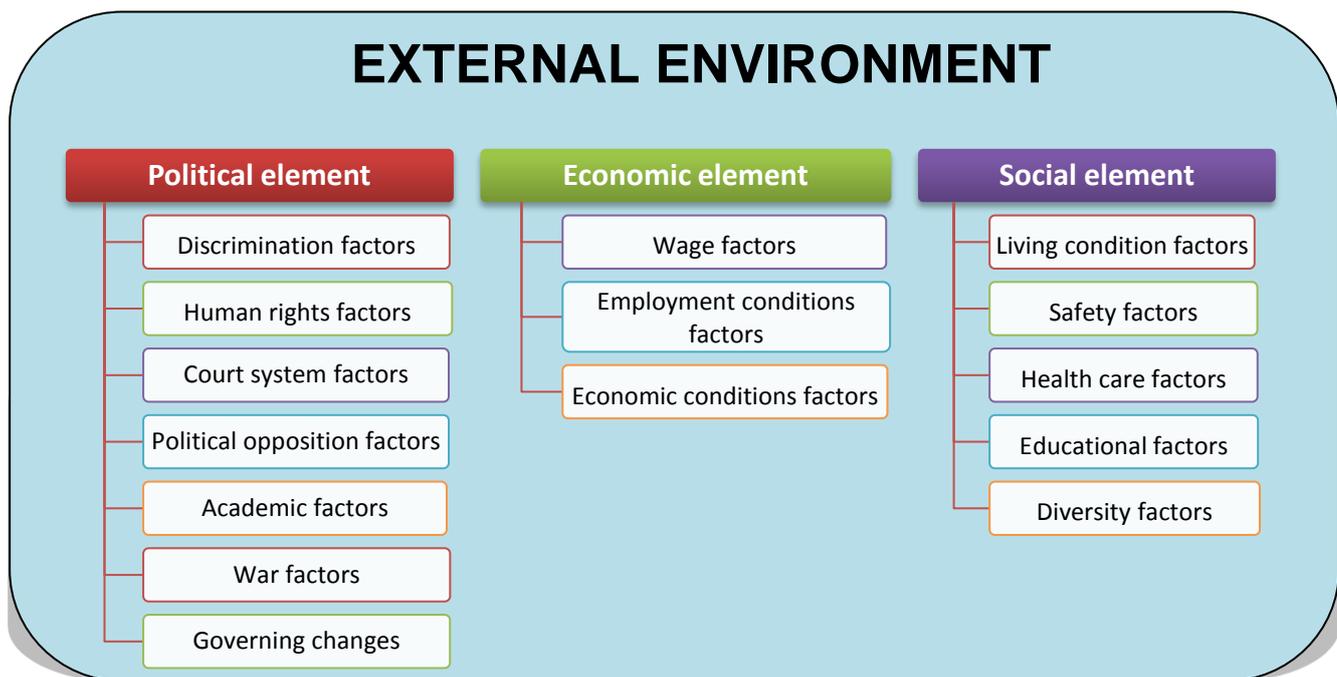
Based on the migration model developed, Lee (1966:56) therefore established the following about migrants:

- Migrants responding primarily to plus (+) factors at the destination tend to make a positive decision – thus are *pulled towards* the destination with the primary desire to *immigrate* to the destination.
- Migrants responding primarily to minus (-) factors at the origin tend to make a negative decision – thus are *pushed away* from the origin with the primary desire to *emigrate* from the origin; or where the minus (-) factors are overwhelming to entire population groups, they may not come to a decision at all.
- Taking all migrants together, the migration decision tends to be bimodal.

Nevertheless, another important consideration about the migration model is that migration will not result due to a mere comparison of the + and – factors of the origin and destination. Lee (1966:51) states that the balance in favour of the migration must be enough to overcome the apathy which always exists. It is also important to note that there are intervening obstacles that may hinder a move to a lesser or greater extent. These obstacles will affect each person differently. A discussion of each one of these sets of factors will now follow.

### **2.2.2 Factors associated with the area of origin**

The external environment can be defined as all the elements outside a business's, and therefore, a person's control that can possibly affect the business and the people of a country (Vrba & Brevis, 2014:75). These external environmental elements may give rise to factors that motivate citizens of a country to emigrate. Many authors differ in the division of these elements that are involved in the external environment, but most authors of migration divide these elements into three broad environments, namely the political, economical and social environments (Agadjanjan, *et al*, 2008:621; Khoo, Hugo & McDonald, 2008:221; Fourie, 2006:10). Figure 2.2 on page 16 depicts a basic design of the external environment.



**Figure 2.2: The external environment**

### 2.2.2.1 Political element

Political situations have recently, and in the past, been the reason for many worldwide emigration episodes, though it remains a sensitive topic.

It is nevertheless important for academics from different disciplines to investigate the perceptions of the citizens of a country, when political factors are pinpointed as motivation for emigration decisions. One such factor, has been cited by different sources, is discrimination.

Discrimination within a country may push economically active citizens to emigrate (Fourie, 2006:12). Fourie (2006:13) highlights the fact that, according to the standard human capital theory, minorities that are being discriminated against tend to invest more in education if the education will provide an opportunity to avoid the discrimination by emigrating to another country. Discrimination of minorities may also lead to persecution, in which case the potential emigrants will become potential refugees.

Policies of governments to deliberately employ specific ethnic groups in certain public-sector roles may also motivate citizens to emigrate. History is filled with examples: Jews from Eastern Europe emigrated during World War II, most African neighbouring countries have seen some migration (legally and illegally) to South Africa.

After the Apartheid era, in which many black South Africans went into exile, the South African Government introduced the new Broad Based Black Economic Empowerment (BBBEE) strategy through enacting legislation. Furthermore, the introduction and implementation of several policies and programmes to empower the previously disadvantaged in the economy (Republic of South Africa. The Department of Trade and Industry, 2003:11). Many of these black South Africans, which were in exile returned to the country. The legislation, plus the flood of illegal immigration to South Africa, have been suggested as a reason why some South Africans decide to emigrate.

Other political factors that may motivate citizens in their decision-making process of a country to emigrate to, includes poor human rights practices and implications, political and/or arbitrary arrests, as well as a backlogged court system, intolerance of political opposition, strict guidelines or lack of academic freedom, civil conflict and the consequences of war, illegal governing changes and favouring specific ethnic affiliation (Shin as cited in Fourie, 2006:13).

#### **2.2.2.2 Economic element**

Economic conditions will be an important factor to consider before any person will emigrate. It is important to understand that although economic conditions are a reality worldwide, the perceptions of emigrants may or may not reflect this reality. For the emigrant, perception is the reality.

From an economics point of view, the neoclassical theory has been the most common theory to explain the international migration occurrence. This theory predicts that differences in wage levels, especially the expected earnings gap, as well as the employment conditions between areas of origin and destination, will be the primary motivational factors for migration (Todaro as cited in Bohlman, 2010:2). This theory hypothesises that sensible actors would migrate if the individual cost-benefit calculations will generate positive net returns (Bohlman,

2010:2). This is supported by most micro-economic applications in that it considers labour as mobile. Labour will therefore be directed to the area where the net rewards are the highest (Gelderblom as cited in Bohlman, 2010:2). In contrast with this, Lee (1966:56) found that the efficiency of migration flow fluctuates with economic conditions – in prosperous times the migration flow is higher and in times of economic depression the migration flow is lower. This makes sense, as countries will adjust their own migration policies to protect the citizens of the country and will even send migrants on temporary work visas home, as was recently the case with Australia and other countries (Janse van Rensburg, 2011:75).

The “new economics of migration theory” and the “dual labour market theory” are both economic theories that may assist in understanding migration decisions and impacts (Bohlman, 2010:2). Bohlman (2010:2) explains that in the new economics of migration theory, migration decisions are assumed to be based on units of related people, “such as families or households who minimise risk, instead of individual actors attempting to maximise income”. A related discussion is set out in section 2.2.5. The dual labour market theory will be explained in section 2.2.3.

### **2.2.2.3 Social element**

Poor living conditions, crime, poor health care, substandard schooling and higher education systems are all social factors that may motivate a potential emigrant to emigrate (Epstein & Gang, 2006:652-653).

A relevant example is the case of one of America’s famous cities, Miami, which experienced push factors, initially crime and corruption, resulting in people leaving the city (admittedly, this specific case was mostly internal migration to other towns within America) (Padgett, 2006:38). This case is still worth mentioning though, as the city had similar push factors that the media is proclaiming for South Africa. Miami residents were mostly willing to deal with crime and corruption, but when the economy was suddenly under pressure for the middle class and retirees, residents finally migrated, even though crime figures decreased during that period. It is quite surprising to note that crime and corruption were, nonetheless, offered as the reasons for migration, since migrants perceived the local government and other residents as untrustworthy (Padgett, 2006:38).

This gives the impression that South Africa is following on the same bleak path when studies and news reports are considered. It was stated in 2013, for instance, that 32 percent of South African business owners are considering emigration because of the high crime levels in South Africa (Grant Thornton International Ltd, 2013:6). It seems that most of these studies about South African emigration indicate this as the main factor that instigates the *intention* to emigrate (Grant Thornton International Ltd, 2010; Synovate, 2008; Fourie, 2006; Oosthuizen, 2005). This corresponds with the research of Meares (2007:161), which indicates that South Africans were mostly motivated by push factors in South Africa to emigrate to New Zealand, rather than by pull factors in New Zealand, further also emphasising that South African emigrants moved families to a safer destination in an attempt to avoid a high crime-ridden and violent society in South Africa.

Another social factor influencing the volume of migration, is predicted to fluctuate with the diversity of people in the country, whether the diversity entails race, ethnicity, tradition, education, religion, income or language (Lee, 1966:52). This is clearly demonstrated in the South African environment where the country includes many different races, ethnicities, traditions, levels of education and income, religions and languages, to a point where the South African population has been titled “the Rainbow Nation”. It has been mentioned in Chapter 1 that Australia and New Zealand are under the top ten countries South Africans emigrate to – English speaking countries with a much smaller diversity of people than South Africa. This confirms that the theory holds true for most South African emigrants.

### **2.2.3 Factors associated with the area of destination**

#### **2.2.3.1 Political element**

Some countries, such as New Zealand, have a need for skilled labour since the population is quite small in relation to its economy. New Zealand’s government developed a migration policy with a focus on numerical targets, but adjusted the policy to one that rather emphasises the quality of settlement outcomes (Bedford, Ho & Liga as cited in Meares, 2007:8). Australia also adjusted its visa entry requirements for skilled temporary migration in 1996 to simplify the process where employers can sponsor skilled workers from abroad. An expansion to the permanent skilled migration policy allows students from abroad to apply to study in Australia, subsequently allowing for the students to apply for residency as skilled

migrants as soon as their studies are completed (Khoo, *et al*, 2007:198). This may serve as a pull factor, where young adults see this as an opportunity to study, while also travelling and experiencing another culture, with the promising opportunity of becoming a resident and skilled worker in a first world country.

A stable political environment is also a great pull factor, especially for migrants coming from countries with political unrest and uncertainties.

### **2.2.3.2 Economical element**

The dual labour market theory, as mentioned in section 2.2.2., reasons that migration is driven by the fundamental labour demands of modern industrial societies and international migration, thus, there is a constant demand for cost-effective immigrant labour (Bohman 2010:2). Still, immigrants initially face additional economic obstacles in the destination that is different to what workers from the host population must face – including pre-migration qualifications, credentials and work experience not being recognised, as well as, adjusting to a new (often a developed) economy, specifically regarding market conditions and policies (Godin, 2008:148).

### **2.2.3.3 Social element**

The social environment includes factors of potential wealth, the benefit or stress of leaving home and the risks and costs of migration (Epstein & Gang, 2006:652-653). Furthermore, immigrants may be faced with discrimination or experience difficulty in rebuilding social networks in the destination (Godin, 2008:149). The communication of information is at the heart of the network and herds explanations of migration decisions (refer to section 2.2.5). Information on migration issues gathered from the network will influence the decision to migrate and where to migrate to, even the duration of time abroad. Friends and family in the migration network may provide information about the labour market in the area of destination and, thus, may increase the expected income and decrease uncertainty by sharing information and enabling the migrant to obtain higher incomes and more stable jobs. Costs of migration decrease with the number of migrants, thereby encouraging more emigration (Epstein & Gang, 2006:654).

#### **2.2.4 Intervening obstacles**

Many factors may prevent migrants from leaving the area of origin. A factor that is always present is the physical distance between the area of origin and destination. While physical distance is still regarded as a present obstacle, recent technological advances in transport and communication have improved the flow of international migration and therefore, the decision to emigrate has been made much easier. Bohlman (2010:2) concur that these advances have created a modern “global worker”, who lives and works across the globe for extended periods of time.

Still, these obstacles are important to take note of since these are also the obstacles that create the most stress to immigrants that may undergo an emotional or spiritual difficulty (Bekker, 2008:9-10). Obstacles for immigration do not only entail legal form – migrants need to leave friends and family, support networks, such as medical doctors and dentists and culture behind.

Assets need to be liquidated, mostly with great losses, flight tickets need to be purchased and air freight or cargo fees need to be paid (Bekker, 2008:9-10). When the migrants arrive in the area of destination, they are usually faced with many uncertainties – sometimes finding work, the new laws, new cultural norms and language or accent issues (Bekker, 2008:9-10).

Lee (1966:56) found that to make a positive decision (thus be *pulled towards* the destination), the positive factors should increase with the difficulty of the intervening obstacles. Therefore, a potential migrant may decide not to emigrate if the difficulty of intervening obstacles is greater than the positive factors of the destination.

Epstein and Gang (2006:663) state that individuals may be unwilling to move, even if another area of destination offers a higher quality of life. Costs of the decision to emigrate are very important, as it is likely that the individual will most probably incur both financial and nonfinancial costs.

Lee (1966:55) explains that the “efficiency of migration streams will be high if the intervening obstacles are great. The migrants who overcome a considerable set of obstacles do so for compelling reasons, and such migrations are not undertaken lightly”. As Lee’s (1966) model

predicts, the costs may be significant enough to outweigh the potential gains offered (Epstein & Gang, 2006:663-664).

Networks are an important element in lowering costs of migration (Epstein & Gang, 2006:664) and will be discussed in the following section as a personal factor that may motivate a person to emigrate.

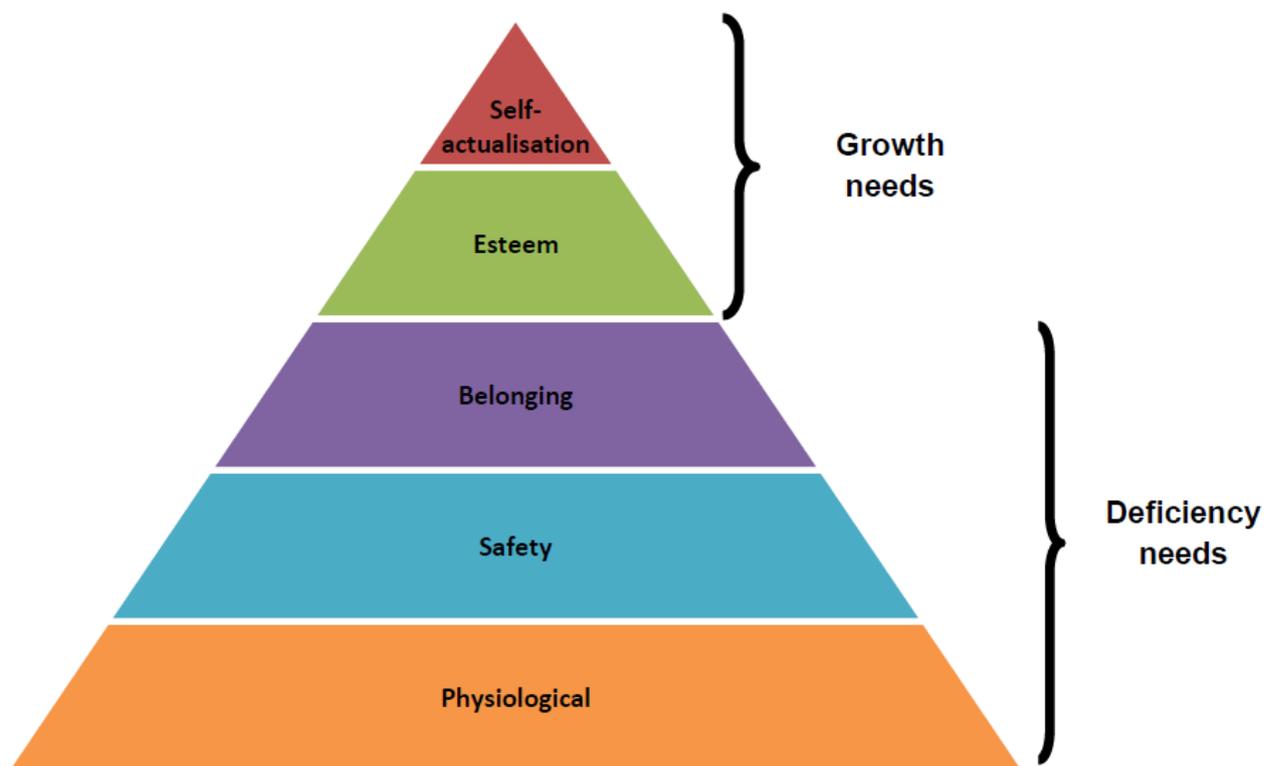
### **2.2.5 Personal environment**

The personal environment includes factors such as personality, personal motivation, encouragement of friends and family already overseas or peer pressure (Lee, 1966:50). Maslow's Hierarchy of Needs may also explain individuals' motivations to migrate. This theory holds that all individuals' needs may be categorised into five levels of needs on a hierarchy and that the satisfaction or lack of satisfaction of these needs may lead to a change in the individual's behaviour (Oosthuizen, 2005:18). Therefore, if an individual's need is not met in his or her area of origin, it creates an unsatisfied need which may motivate a change in the individual's behaviour, for example, migrating to a different destination, in pursuit of satisfying the need.

Maslow categorises the five sets of needs in a hierarchy on different levels of importance, with the most basic needs at the bottom of the hierarchy (Figure 2.3 on p.22) (Moorehead & Griffen as cited in Oosthuizen, 2005:18). The three sets of needs at the bottom of the hierarchy are also grouped and classified as *deficiency needs* because these needs "must be satisfied for the individual to be fundamentally comfortable" (Oosthuizen, 2005:18). The other two sets of needs at the top of the hierarchy are grouped together as well and are classified as *growth needs*, because an individual strives to satisfy these needs in order to grow and develop personally. Deficiency needs thus contain physiological, safety and belonging needs, whereas growth needs contain esteem and self-actualisation needs (Maslow as cited in Oosthuizen, 2005:18). Maslow (as cited in Oosthuizen, 2005:18) reasons that lower-level needs must be satisfied before an individual will be motivated to satisfy higher level needs.

The five levels of needs in the hierarchy of needs, arranged from most basic to highest level of needs (Maslow as cited in Oosthuizen, 2005:18-19) are listed on the next page:

- Physiological needs – basic human needs, for example, food, water, air, sleep and money.
- Safety needs – needs for security, for example physical shelter, freedom from threat and for psychological security and stability.
- Belonging needs – social needs for love, friendship and acceptance.
- Esteem needs – needs for self-esteem, to be admired and respected by other people, as well as, class, status, titles and promotion.
- Self-actualisation needs – needs for realising hopes and dreams, self-fulfilment and for achieving one’s full potential.



**Figure 2.3: Maslow’s Hierarchy of Needs (Maslow as cited in Oosthuizen, 2005)**

This theory deduces that a person will endeavour to satisfy the most basic level of needs (i.e., physiological needs) before attempting to satisfy needs at the top level (i.e., self-actualisation needs). It seems logical that a person will first try to satisfy the need for food, before attempting to reach his or her full potential. Hersey, Blanchard and Johnson (as cited in Oosthuizen, 2005:19) explain that each time a level of needs in the lower part of the hierarchy has been successfully satisfied, the individual will move onto the next level of

needs. When a need has been relatively satisfied, Maslow theorised that the satisfied need will be oppressed and that a desire to reach a higher need in the next level will be instigated until the self-actualisation needs have been instigated (Wahba & Birdwell as cited in Oosthuizen, 2005:19).

While a satisfied need on one level of the hierarchy will instigate the need on a higher level, it is important to note that people may have different needs on different levels simultaneously, therefore Oosthuizen (2005:19) derives that all a person's needs will not move down the hierarchy each time the person becomes hungry. Maslow is commended by Simms, Price and Ervin (as cited in Oosthuizen, 2005:20) for also bearing in mind that satisfied needs ceases to motivate.

A person's personality may encourage an individual to emigrate too, especially if the emigrant feels endangered or estranged from society (Lee, 1966:50), which relates to Maslow's theory of a need for security and belonging. Depending on the intention of the individual some personal motivations may include a desire to travel the world (esteem needs), work among different cultures (belonging needs), religious or personal growth (esteem or self-actualisation needs), and a longing for change (belonging or esteem needs) (Lee, 1966:50).

When Maslow's theory is considered, it seems logical that if a person decides to emigrate that he/she will mostly emigrate to a country where friends and family already live, to satisfy a need for belonging. Epstein and Gang (2006:652) agree that the motivation to emigrate, as well as the choice of destination, may be influenced by others' choices or plans, especially if these people are migrants, former migrants or potential migrants themselves. Many countries' visa regulations also make room for cases where family lives in the country. These emigrants have an advantage and usually score extra points on these countries' points systems. Many emigrants may also be influenced by their peer group, for example, a school leaver may be influenced to take a gap year and then decide to emigrate, or young families may be influenced by many people in their peer group that emigrates (Lee, 1966:50). Epstein and Gang (2006:652) further describe the concept of "herd behaviour", where the emigrant follows the masses. The emigrant perceives the masses' choice of a migration destination as the best choice, even if the emigrant may most likely have considered

emigrating to a different destination. This concept clarifies the rationale that migrants of the area of origin decide to migrate to the same destination. Potential emigrants consider many factors before deciding to emigrate. If the potential emigrant's family or friends are also considering emigration, or have formerly emigrated, this theory predicts that potential emigrants will either be more strongly motivated to emigrate, or if the relevant migration destination is known, it will influence the choice of migration destination (Epstein & Gang, 2006:652-653).

It is also important to note that potential emigrants' family ties or ties of friendship may cause an intervening obstacle (Mincer as cited in Epstein & Gang, 2006:653). An older parent that lives with one of his or her children's family, who does not want to choose which children and grandchildren to live with, may lead to a family postponing or suspending emigration plans. Despite this, potential emigrants who have acted on their intentions may communicate information about the destination, and as a consequence, convince family and/or friends to emigrate as well (Epstein & Gang, 2006:654). These emigrants can create expectations with family and friends, still in the area of origin, about income, benefits and comfort levels in the migration destination (Epstein & Gang, 2006:654). When family and/or friends decide to emigrate as well, the network of immigrants in a destination may offer lodging and work, support in obtaining credit, and/or generally reduce the stress of relocating to a foreign culture (Epstein & Gang, 2006:660).

In the past few decades, the flow of information has constantly been developed, which makes it much easier to communicate information over the phone, the internet and in person by utilising advanced transportation systems. This advancement in technology has pinpointed the transmission of information at the centre of migration decisions (Epstein & Gang, 2006:254). A trend in the search and distribution of information has emerged with social networking. Insignificant are the days where people consulted only professional agencies for advice on emigration. Of little value are the days when information was obtained from only unknown migrants in the network. Contemporary research shows that potential migrants want to consult known migrants (i.e., friends and family). Epstein and Gang (2006:659), however, found that "going with someone, or someone else going, is more important than the information provided by others having gone and returned, or not returned". The key concept here is that of the two influences - herding and networking - the

plans of others to emigrate are the primary influence on the motivation of potential migrants to emigrate, with the secondary influence being networks “as people naturally tend to follow the herd” (Epstein & Gang, 2006:660). Still, both the herds and networks offer varying degrees of assistance and information to potential migrants (Epstein & Gang, 2006:660).

Each one of these sets of factors may motivate the potential migrant to make the final decision to leave his or her area of origin. It will be valuable for any country to determine which factors are the main push factors in the area of origin, as well as the pull factors associated with the area of destination. Clearly, each origin and destination will have unique factors to contribute to these theories, but all factors need to be considered as a whole. Bohlman (2010:3) states that different explanations of migration theories do not contradict each other, since all factors that will motivate a potential migrant to leave the area of origin may be traced back to the attempt to improve the potential migrant’s own and/or family’s wellbeing. Intervening obstacles will always be present in a greater or lesser degree, but the potential migrant will have to be able and willing to overcome obstacles before emigration will take place.

### **2.3 POSSIBLE REASONS FOR RE-IMMIGRATION**

Whereas the economic environment influences the decision-making process for emigration, emotional attachments are frequently equally important in the decision-making process to return to the original country (Logan, 2009:96; Sanderson, 2009:296). The neoclassical migration theory supports this economic notion by expecting the decision to return to the original country to be “only among ‘failed’ migrants whose initial migration was based on erroneous information and are thus unable to realise their expected earnings” in the destination (Thomas, 2012:92). Jensen and Pedersen (2007:91) are of the same opinion that a degree of uncertain information about the destination always exists. This suggests that unplanned re-immigration reveals frustrations with misinformation and unmet expectations as a result of the uncertainty.

That aside, it has been determined that migrants’ reasons to return home is dominantly noneconomic, mostly because of a desire to re-join family and friends at the origin destination (King as cited in Sanderson, 2009:296). However, a migrant who studies and

graduates in the destination, will form stronger social networks the longer the migrant stays in the destination after the graduation (Alberts & Hazen as cited in Logan, 2009:96). This may reduce the personal and societal desire to re-immigrate, or alternatively over a period, enable the migrant economically to assist family to emigrate to the destination, thereby discontinuing social isolation (Logan, 2009:96).

Paradoxically, a migrant's family situation may be part of the uncertain information about the destination that could not be known beforehand – in a scenario where a migrant marries a citizen of the destination and have children, personal preferences and restrictions may produce obstacles to a decision to re-immigrate (Jensen & Pedersen, 2007:93). On the other hand, migrants experiencing difficulties in assimilating into a new environment may be motivated to re-evaluate the positive and negative factors at the destination that are now known to the migrant, and may result in a contrary to the initial, but equally erroneous, decision to re-immigrate (Lee, 1966:51).

In the case where children of migrants did not have a choice in the emigration decision, the confusion associated with a new country and culture, together with natural tensions of growing up, may result in these children deciding to re-immigrate some time after reaching adulthood (Bartley & Spoonley, 2008:73). This may also be true where most of the formative years of a migrant has been spent in the country of origin, therefore “the general good health of youth and the absence of annoying responsibilities” - this stage in the migrant's life cycle may initiate, in retrospect, an over-evaluation of the positive factors at the origin and an under-evaluation of the negative factors at the destination (Lee, 1966:51).

Factors in the destination may change as well. If the initial pull factors in the destination have changed during the immigrant's residence, in a way that immigrants could not anticipate (Jensen & Pedersen, 2007:93), this may serve as an opportunity for governments of the country of origin to instigate re-immigration for these migrants. Other central reasons for re-immigration, identified in the literature, include patriotic and nationalistic sentiments and personal reasons including illness and homesickness (Sanderson, 2009:296).

## 2.4 CONCLUSION

In this literature review, theories of migration were discussed. The topic of migration was firstly introduced with some relevant statistics and identifying the need for qualitative research in this field with emigrants. This was followed by a discussion of Lee's (1966) migration model, by depicting and explaining the different components of the model. The four components of the migration model were explained in more detail.

The factors associated with the origin that may push a potential migrant to leave his or her country of origin was considered in different sub-categories, namely political factors, economical factors and social factors. The factors associated with the destination that may pull a potential migrant towards the destination, were also considered in different sub-categories, namely political factors, economical factors and social factors. The intervening obstacles that may stop the progress of actual emigration, despite the intention of potential migrants to leave the area of origin, were explained.

Maslow's Hierarchy of Needs was discussed as a theory for personal factors that motivate people to emigrate. The theories of herd behaviour and networking as possible motivations for people to emigrate were also explained. Some possible factors that may motivate emigrants to re-immigrate, was briefly referred to.

# CHAPTER 3: RESEARCH METHODOLOGY

## 3.1 INTRODUCTION

This chapter discusses the research methodology used in the research study to explore the phenomenon of emigration of South Africans to Australia and New Zealand. Ultimately, the purpose of this study was to gather reliable information that explains the broader motivations that economically active South Africans go through in their decision to emigrate, and more importantly, data that establishes whether the motivations remained the same for South African emigrants in general over a period of time. The methodology was designed to provide results for the reasons *why* South Africans emigrate to Australia and New Zealand, and whether the reasons remained the same over a five-year period for South African emigrants in general. To answer the research questions, the study made use of a mixed-method research design. The review of literature and theory that was discussed in Chapter 2, guided the formulation of a list of specific questions to be used as the research instrument in the qualitative part of the study. The information gathered from the qualitative study was then used to formulate a questionnaire which served as the research instrument in the quantitative part of the study. Since the results from the qualitative study were integrated with the literature, it is appropriate to discuss the research methodology in Chapter 3. This chapter is presented by briefly reiterating the aim of the research and the research questions to sketch a clear picture of the research philosophy and design. To discuss the methodological choices in depth, the research instruments, data and analysis are discussed. Furthermore, the ethical considerations are reported to ensure a holistic view of the research process.

## 3.2 AIM OF THE RESEARCH AND RESEARCH QUESTIONS

The degree to which the research question has been crystallised can be done by either a formal study or an exploratory study (Cooper & Schindler, 2006:139). A formal study has a precise procedure and data source specifications. The aim of a formal study is to test the hypothesis or answer the questions posed from previous studies (Cooper & Schindler,

2006:140). This study can be considered as a formal study, because it builds on literature from previous studies. The study aimed to explain, or answer questions posed in this study.

The aim of this study is threefold: to profile economically active South Africans that decide to emigrate or to move to other countries; to analyse the factors contributing to the emigration or move of economically active South Africans to Australia and New Zealand; to explore the actions needed to be taken by government to create a favourable environment for the return of already emigrated South Africans or South Africans living abroad.

To explore the phenomenon of emigration or move of economically active South Africans abroad, more specifically Australia and New Zealand, the following research questions will be explored:

- What are the main push factors (internal and external) that contribute to the emigration or moving abroad of economically active South Africans?
- What are the main pull factors that contribute to the emigration or moving abroad of economically active South Africans to Australia and New Zealand?
- Is there a correlation between the push and pull factors for South African emigrants in Australia and New Zealand?
- What would motivate these emigrants or South Africans living abroad to return to South Africa?

Two hypotheses were developed in the process of exploring the research questions. Firstly, the hypotheses that was tested was:

H<sub>0</sub>: The South African migrant in Australia and New Zealand do not differ with regards to each of the following push and pull factors; and

H<sub>1</sub>: The South African migrant in Australia and New Zealand do differ with regards to each of the following push and pull factors (displayed on p.31):

- xii) governance framework
- xiii) infrastructure

- xiv) legislation
- xv) economic uncertainty
- xvi) future limiting
- xvii) narcissistic society
- xviii) effective government services
- xix) economic certainty
- xx) lower cost of living
- xxi) familiar circumstances
- xxii) better future

The second hypotheses that was tested was:

H<sub>0</sub>: The South African migrant in Australia and New Zealand does not differ with regards to each of the following personal needs factors; and

H<sub>1</sub>: The South African migrant in Australia and New Zealand does differ with regards to each of the following personal needs factors:

- i) physiological needs
- ii) safety needs
- iii) belonging needs
- iv) esteem needs

### **3.3 PROCESS OF THE RESEARCH DESIGN**

Research designs describe the logic and processes underlying academic writing by linking research questions with the collection and analysis of data, as well as the ultimate conclusions drawn from the research (De Villiers, 2016). Cooper and Schindler (2014:125) emphasise the importance of proper research designs that answer questions about the strategy followed, the manner in which information was obtained and the means by which the researcher received the information. The formulation of the research design, therefore, should form the action plan to address a study's perspective research problem (Yin, 2014:29; Cooper & Schindler, 2014:125). Saunders, Lewis and Thornhill (2012:160)

developed a model to clarify the process of designing research. This model is portrayed as an onion with its individual layers that ultimately form the research plan or design. This chapter will follow the layers of the research 'onion' (illustrated in Figure 3.1 below) as a layout for the discussions.

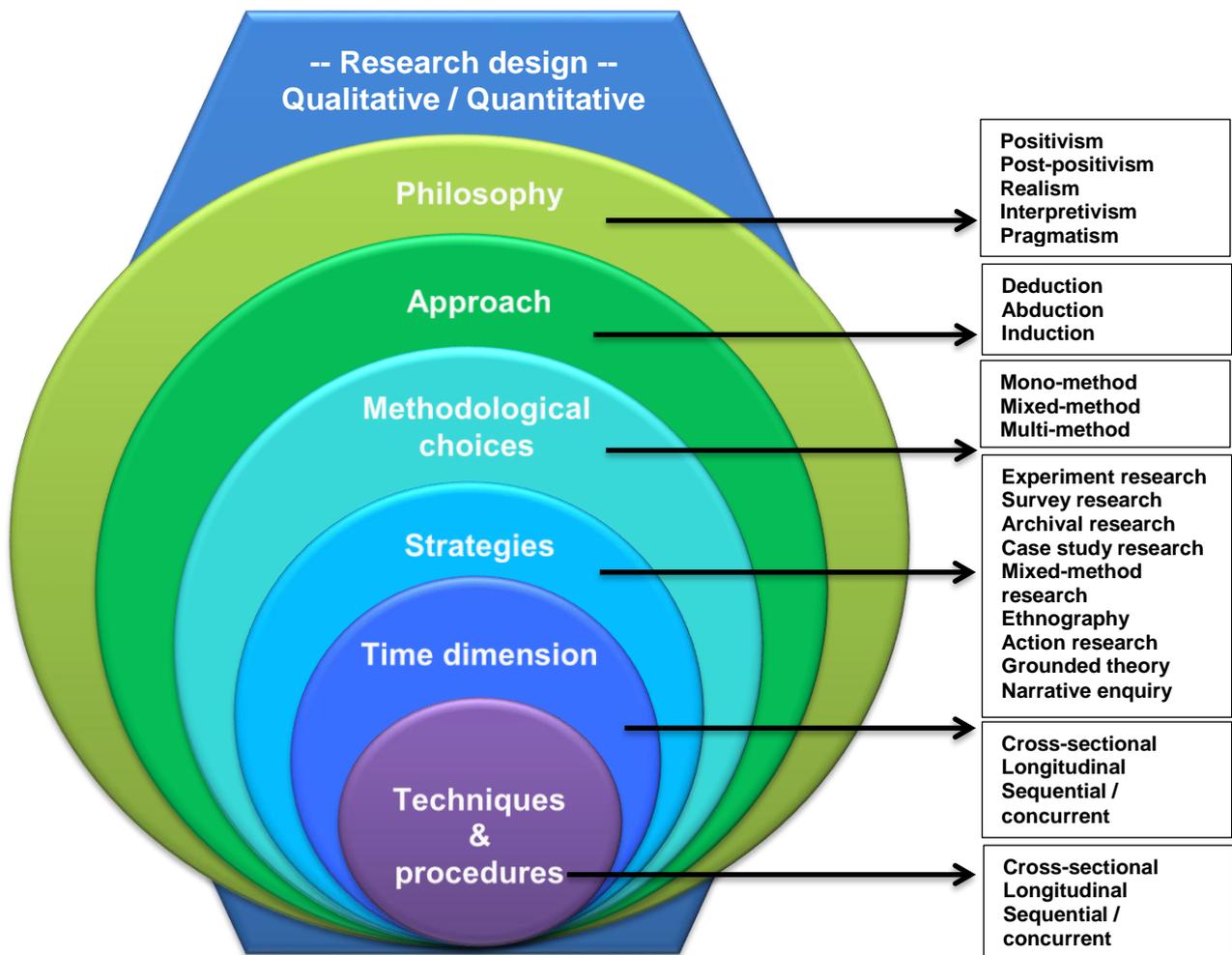


Figure 3.1: The research 'onion' (Adapted from: Saunders, *et al*, 2012:160).

### 3.4 RESEARCH DESIGN

The overall design of the research will fall into either a qualitative or quantitative method research design. It may also fall under a multiple methods research design, but that will be discussed in more detail in section 3.8.

### 3.5 RESEARCH PHILOSOPHY

A research philosophy may be clarified as a pair of glasses through which a researcher views the development of knowledge and the nature of that knowledge. That pair of glasses epitomises a researcher's assumptions and will determine the research strategy the researcher chooses, and the methods included in that strategy (Saunders, *et al*, 2012:128). The most recognised philosophies include positivism, post-positivism, realism, interpretivism and pragmatism. These philosophies are summarised in table 3.1.

Table 3.2: Research philosophies

<b>Philosophical view</b>	<b>Description</b>
Positivism	Advocates that an objective reality exists and that research must provide law-like generalisations, theories and regularities for that reality. It also promotes that existing theories can be verified. This philosophy holds particularly true for physical and natural scientists.
Post-positivism	Expanded view of positivism, but rejecting that there is only one absolute truth of knowledge. Knowledge is generated based on observation and measurement of reality, in particular, studying the behaviour of individuals. Quantitative data is collected to test whether laws, theories and regularities are true or false.
Realism	Accepts that objects exist, whether we know of their existence or not. Reporting is based on objective and factual information, revealing the "true" meaning.
Interpretivism	Rejects the positivist idea that human behaviour is directed by universal laws, theories and regularities. Acknowledges the importance of understanding the differences between humans and the individuals' interpretations of phenomena in the world around them. It draws on practices from human or social sciences, such as sociology and anthropology. It is a subjective means of dealing with peoples' experiences in specific contexts and building theory on them. In the research process, fixed forms and structures are avoided because interpretive research reflects the viewpoint of participants rather than the view of the researcher. The focus is human action and intentional behaviour.

Pragmatism	Argues that the research question is the most important determining factor of the philosophy implemented. This results in a view that it is possible to work from both a positivist and interpretivist philosophical views. Pragmatism is often implemented by pluralistic approaches, mixed-methods research (using both quantitative and qualitative data), and multiple research methods.
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Adapted from: Saunders, *et al* (2012:127-140), Creswell (2009:5-11), De Villiers (2016) & Duberley, Johnson & Caselle (2012:18-28).

From table 3.1 it may seem at first as if this study was done with an interpretivism philosophical view, since the aim of this study is to *understand* individual South African migrants' *interpretations of phenomena of emigration in the world around them*. This study focusses on the South Africans' *experiences in the specific context of emigration* and on their *intentional behaviour*. Conflictingly, the study may seem to adopt a pragmatism philosophical view, since the *research questions* are what drove the implemented philosophy. To answer the research questions about the phenomenon of emigration of South Africans to Australia and New Zealand, a mixed-method study was conducted. Johnson and Clark (2006) developed the point that the question of whether the research is philosophically informed or not, should not overshadow the importance of a researcher's reflection on, and justification of, the philosophical adoptions that were undertaken. In line with this view, the research design and the choices within the methodology will now be described and justified.

### 3.6 RESEARCH APPROACH

A research approach involves skills, assumptions and techniques that a researcher uses in moving from the research philosophy to the empirical research (Visagie, 2013). Empirical research forms part of the typology of research design. The typology can be separated into two groups, namely empirical or non-empirical research. In the event that a researcher collects data directly from the units of analysis, empirical research will be conducted. Alternatively, a researcher may collect data indirectly by reviewing secondary data, such as journal articles and books (Mouton, 2013:57). The qualitative-quantitative, mixed method research methodology was appropriate to reach the purpose of the study by providing findings for both (i) the reasons *why* South Africans emigrate to Australia and New Zealand (explorative and descriptive), and (ii) whether the reasons remained the same over a five-

year period for South African emigrants in general (causal, quantitative). In this study the primary data were collected through interviews, a focus group and questionnaires which are discussed in section 3.8.1.

### **3.7 METHODOLOGICAL CHOICES**

The degree to which the research question has been crystallised can be done by either a formal study or an exploratory study (Cooper & Schindler, 2014:129; Godwill, 2015:16; Saunders, *et al.*, 2012:171). A formal study has a precise procedure and data source specifications. The aim of a formal study is to test the hypothesis or answer the questions posed from previous studies (Cooper & Schindler, 2006:140). This study can therefore be considered to be a formal study, because it builds on literature from previous studies. The study aims to explain, or answer questions posed in this study and to test the hypothesis.

### **3.8 STRATEGIES**

The purpose of a study can either be descriptive or causal (Cooper & Schindler, 2006:139; Creswell, 2009:62-64; Godwill, 2015:18; Saunders, *et al.*, 2012:170, Van Zyl, 2014:10). A descriptive study tries to discover who, what, where, when or how much elements of the study it contains (Cooper & Schindler, 2006:141; Saunders, *et al.*, 2012:171; Van Zyl, 2014:11-12). The first phase of the study aimed at *describing* the South African emigrants and the reasons for their emigration to Australia and New Zealand. It can thus be argued that the first phase of the study is a descriptive study. A causal study focuses on relationships among variables. If the study tries to explain how one variable affects another, it is a causal study (Cooper & Schindler, 2006:141; Creswell, 2009:62-64; Saunders, *et al.*, 2012:172). If a study aims to explain the reason for a change caused by one variable on another variable, the study is causal-explanatory (Cooper & Schindler, 2014:127; Saunders, *et al.*, 2012:172). The second phase of the study intended to measure the exploratory findings of the qualitative phase of the study and *explain the reason* for emigration decisions. Thus, the second phase of the study is a causal-explanatory study. A causal-predictive study aims to predict the outcome of one variable influencing another variable, while all other variables are kept constant (Cooper & Schindler, 2014:127). This study did not attempt to predict the outcome of variables and cannot be regarded as a causal-

predictive study. In conclusion, this study is both a descriptive study that describes the relationship between variables and a causal-explanatory study that focuses on an explanation of results.

The topical scope (i.e., breadth and depth) of a study can either be a statistical study or a case study (Cooper & Schindler, 2006:139). A statistical study is a study that focuses on explaining a phenomenon in a broad sense rather than to give explanations in depth (Cooper & Schindler, 2006:142). It makes use of a sample's characteristics and present general findings that are measured by the representativeness of the sample and the validity of the design (Cooper & Schindler, 2006:142). In essence, this study aimed to explain the broader factors that contribute to the emigration or move of economically active South Africans to Australia and New Zealand. It studied a sample of 24 South Africans who live in Australia and New Zealand and used the characteristics of those participants for the wider community of South Africans living in those countries. Based on the description by Cooper and Schindler (2006:142), this study can hence be classified as a statistical study. A case study focuses on full contextual analysis of fewer events or conditions and their interrelations (Cooper & Schindler, 2006:142). It relies on qualitative data that makes support or rejection of hypotheses more difficult (Cooper & Schindler, 2006:142). A case study uses multiple sources to obtain information (Cooper & Schindler, 2006:142). This study cannot be seen as a case study, because it does not focus on only a few conditions, does not obtain its information from various sources, and hypotheses is not tested qualitatively. Finally, it is clear that this study is a statistical study.

### **3.8.1 Research instruments**

In the first phase, data were collected in 2009 with face-to-face personal interviews and a focus group. The qualitative research instrument was developed with four open-ended questions based on the four components of Lee's Migration Model. The objective of the choice of qualitative instrument was to allow follow-up questions based on the respondent's feedback, allowing for themes to grow. The data were coded and formulated into questions in the questionnaire in the quantitative phase of the study. The second phase of data collection was done in 2015 with web-based questionnaires. A message about the questionnaire and a link to the questionnaire was posted on the private Facebook pages'

walls for the entire population to view. Pilot studies for both phases were not conducted, which poses a limitation to the study in terms of the validity of the results. The aim of conducting a pilot study is to identify the feasibility of the research instrument, as well as, revealing potential problem areas. The pilot results may indicate modifications that are needed in the design of the instrument (Leon, Davis & Kraemer, 2011:626), as well as,

### **3.8.2 Sampling**

#### **3.8.2.1 Target population and context**

The target population for the study consists of all economically active South African adults who have emigrated to Australia and New Zealand. For the purposes of this study, adults are defined as people aged 18 years or older (African Commission on Human and People's Rights, 1990:2). The reason this study focussed only on economically active South African emigrants and South Africans living overseas, is that only these people have a direct economic impact on the involved countries (OECD, 2018). The units of analysis are the individual South African adult emigrants of Australia and New Zealand.

#### **3.8.2.2 Sampling method**

The sampling method can be considered to be non-probability sampling, where the odds of selecting any one member of the population are unknown (Creswell, 2014:158). Participants and respondents were selected in a non-random manner by making use of snowball sampling. In the first phase, the qualitative research started with emigrants that are known to the researcher. These participants were asked to refer other possible participants who comply with the inclusion criteria of economic active and above 18 years. The group included members of both genders and a spread of age groups – from young to old.

In the second phase of the study, respondents were selected purposively by contacting closed (secured) Facebook groups that were formed for South Africans that live in either Australia or New Zealand. The quantitative research selected geographical sample units that were identified in the first phase of data collection.

The participants' perceptions of the research activity can either be the actual or modified routine (Cooper & Schindler, 2006:139). Cooper and Schindler (2006:142) argue that

participants' perceptions influence the outcomes of a study, therefore it is important to identify if the participant was aware of the study or not. As soon as participants are aware that they are part of a study, the study becomes an actual routine. The participants in this study were aware that they are the subjects of a study. Thus, this study is an actual routine. A modified routine is a study where the participants of the study are not aware that they are the subjects of a study (Cooper & Schindler, 2006:142). As mentioned above, the participants in this study were aware that they are the subjects of a study, so the study is not a modified routine. To conclude, this study uses an actual routine.

The research environment will either be in field conditions or laboratory research (Cooper & Schindler, 2006:142). Field conditions are when research is conducted under actual environmental conditions (Cooper & Schindler, 2006:142). The actual environment for this study was in Australia and New Zealand, where the personal interviews and focus group were conducted, and on Facebook, where the invitation to complete the questionnaire was posted. Thus, it can be said that the study is a field study. Laboratory research takes place under staged or manipulated conditions (Cooper & Schindler, 2006:142). The environment of this study was not staged or manipulated in any way, therefore the study cannot be regarded as a laboratory study. Simulations are increasingly used in operations research. Simulations use mathematical models to represent major characteristics of various conditions and relationships in actual situations (Cooper & Schindler, 2006:142). This study did not use any simulations to create an environment where the study was conducted. Subsequently, the research in this study did not use simulations for the research environment. In conclusion, the research environment of this study was field conditions.

### **3.8.2.3 Sample size**

The sample size chosen depends on several factors such as cost, staff availability and time. For non-probability sampling, these factors need to be taken into consideration before deciding on a sample size (Cooper & Schindler, 2006:413). In the first phase this study attained a sample size of 12 participants in Australia and 13 participants (of which seven participants took part in a focus group) in New Zealand. Cooper and Schindler (2006:146) indicate that six to ten participants are an adequate number for a focus group. The sample sizes are, therefore, in line with the requirements set for a qualitative study.

The greater the variance is within a population, the larger the sample size needs to be when administering a questionnaire. The greater the number of subgroups in a population, the larger the sample size needs to be (Cooper & Schindler, 2006:413). In the second phase, large population groups of Facebook users that are subscribed to the specific groups were available. The total number of Facebook users were 38 660 on Australian migrant pages and 35 000 on New Zealand migrant pages. There are also two clear subgroups, Australia and New Zealand. A sample size calculator was used to determine an optimum sample size by using a normal distribution (50%). This calculator of the world's leading provider of web-based survey solutions, Survey Monkey, takes into account the population size, the confidence level and the margin of error. The population sizes of Australia and New Zealand were entered as separate subgroups. The confidence level, indicating the probability that the sample size accurately represents the experiences and attitudes of the entire population, was set to the industry standard of 95 percent (Survey Monkey, 2015). The sampling error, measuring the degree to which the experiences and attitudes of the sample may differ from the entire population, was set at two percent (Van Zyl, 2014:103). As a result of the calculation, response targets of 2 261 respondents on the Australian Facebook group pages and 2 247 respondents on the New Zealand Facebook group pages were set. An open invitation to participate in the study was posted on the private Facebook groups' walls. In the Australian Facebook groups 137 respondents completed the questionnaire which represents 6.05% of those targeted. In the New Zealand Facebook group 118 respondents completed the questionnaire which represents 5.25% of those targeted. A total of 255 respondents completed the questionnaire which represents 5.65% of those targeted.

### **3.9 TIME DIMENSION**

The time dimension of a study can either be cross-sectional, longitudinal, or with mixed-method research it can be concurrent or sequential. A sequential study is done at different points in time, where the researcher conducts one research method and follows up with a different method to elaborate on the findings (Creswell, 2009:14). This study conducted qualitative research by means of personal interviews and a focus group in 2009 and followed up with a quantitative design by means of a questionnaire in 2015, to enable the generalisation of the results to a larger population and elaborate on the findings. It can thus be accepted that this study made use of a sequential time dimension. A cross-sectional

study is carried out only once and shows research of a specific point in time (Cooper & Schindler, 2006:141). This study was done more than once, therefore the study cannot be regarded as a cross-sectional study. A longitudinal study is done more than once with the same group of respondents. It is continually conducted and traces changes in a study over an extended period of time (Leedy & Ormrod, 2010:186; Cooper & Schindler, 2006:141). This study was not conducted with the same participants over an extended period of time. A larger and anonymous group was involved in the second phase of the study. For this reason, the study cannot be regarded as a longitudinal study. A concurrent study uses a mixed method design, but the data is collected at the same point in time to provide a comprehensive analysis of the research problem. This study was done more than once at different points in time, therefore the study cannot be regarded as a concurrent study. To conclude, the time dimension of this study is sequential.

### **3.10 TECHNIQUES AND PROCEDURES**

#### **3.10.1 Data collection method**

The method of data collection can either be a communication study or by monitoring (Cooper & Schindler, 2006:139). Communication studies use personal and impersonal means to question and obtain information from the subjects of the study (Cooper & Schindler, 2006:140). This may occur through "... (1) interviews or telephone conversations, (2) self-administered or self-reported instruments ... or (3) instruments presented before and/or after a treatment or stimulus condition in an *experiment*" (Cooper & Schindler, 2006:140-141). This study used a focus group, personal interviews and a survey to collect data from South African emigrants in Australia and New Zealand. The review of literature and theory that was discussed in Chapter 2, guided the formulation of a list of specific questions to be used as the research instrument in the qualitative part of the study. The interviews and focus group were recorded by means of a voice recorder. All participants were informed that the interviews and focus group would be recorded and gave consent for the recordings. The recordings were transcribed by an external source. The researcher read through the transcriptions while listening to the recordings to ensure accuracy and trustworthiness of the data. The information gathered from the qualitative study was then used to formulate a questionnaire which served as the research instrument in the quantitative part of the study. The questionnaire was formulated in collaboration with

the study leader. The questionnaire was informally pre-tested by means of convenience sampling. The pre-test was administered to participants that are known to the researcher and took part in the qualitative phase of the study. The final quantitative collection instrument was formulated and administered with an online questionnaire. A professional at the University of South Africa created the format and uploaded the questionnaire to the internet. A message about the questionnaire and a link to the questionnaire was posted on the 17 private Facebook pages' walls that were formed for South Africans that live in either Australia or New Zealand, for the entire population on those pages (termed by Facebook as "members") to view. The detail of the self-administered questionnaire, such as the items, scales and tests for internal consistency are discussed in detail in Chapter 6, tables 6.1 to 6.8.

For first part of the study, qualitative research methodology was deemed appropriate for this part of the study was exploratory and descriptive. The purpose was to explore and describe the reasons *why* South Africans emigrate to Australia and New Zealand. For the second part of the study the quantitative methodology was deemed appropriate because a wider audience (complying with inclusion criteria) could be reached and included in the study, due to the social organisation of the South African emigrants in Australia and New Zealand and the social media platforms that they use to communicate. This enabled the researcher to determine whether the reasons remained the same over a five-year period for South African emigrants in general (causal, quantitative).

### **3.10.2 Errors in data collection**

#### **3.10.2.1 Focus group and interviews**

The specific forms of data collection errors that are believed to be the most likely to have influenced the results of the study in the first phase of the focus group and interviews, follow.

- **Response-based error**

Respondents may have failed to answer questions correctly or in full, which would have caused response errors.

- **Intentional distortion of data**

A deliberate distortion occurs when data are misrepresented to suite a specific purpose (Saunders, *et al.*, 2012:329). The intention of such a study may be to reach a predetermined conclusion (Smith in Saunders, *et al.*, 2012:3). An effort to void this error was made by involving an external source to transcribe the focus group and interviews. Once the transcriptions were received, the researcher listened to the recordings while reading the transcriptions. Errors were corrected which is known as data cleaning (Saunders, *et al.*, 2012:550). The data were used to formulate the questionnaire in the second phase of the study and the results allowed for triangulation, which validated the data and results.

- **Participant error by embellishment**

If a participant did not fully remember the experience of emigration or was not able to fully convey the memory of the experience, the participant may have included creative additions to his/her memory to fully participate in the research. This would have negatively influenced the results, as it would not be a true representation of the interviewees' and focus group members' descriptions of the reasons *why* South Africans emigrate to Australia and New Zealand.

- **Participant error by misrepresentation of information**

A participant may cause error by, consciously or unconsciously, misinterpreting his/her actual behaviour, attitudes, motivations or intensions; this results in response bias. A participant may create response bias when he/she wants to be socially acceptable or boost a reputation with the interviewer (Cooper & Schindler, 2006:252). This will be a definite challenge in this study, as it will measure the participant's own personality. The participant may want to create a better image of his/her personality with the interviewer.

- **Interview error by inappropriate influencing behaviour**

The interviewer of this study can interfere with the results of the study, either intentionally or unintentionally, by making inappropriate suggestions or directions to the respondents of the questionnaire that may influence the answers respondents give. Verbal probes, such as word emphasis and rephrasing questions or the tone of voice that the interviewer uses while asking questions from the questionnaire may influence responses. Non-verbal probes (by

body language or facial reactions to answers) can either encourage or discourage participants to give true and accurate answers (Cooper & Schindler, 2006:249).

### **3.10.3 Data analysis**

The data of the first phase were analysed with content analysis, by means of thematic analysis. The qualitative data were analysed with an inductive approach where codes were identified and derived from the data. An inductive approach allows conceptual categories and descriptive themes to emerge from the data, whereas a deductive approach enforces a specific theory in order to test hypothesis (Suter, 2012:346; Greener, 2008:16). The codes were further defined and grouped into themes. Data were then analysed within these themes. King (as cited in Saunders, *et al*, 2012:572-574) describes this type of data analysis as template analysis. The findings of the analysed qualitative data are presented as evidence throughout the following chapters to validate selected factors.

The data contained in the questionnaires of the second phase were coded in consultation with the study leader and statistician and imported into Statistical Program for the Social Statistics (SPSS) version 17.0, cleaned and new variables were computed for computer analysis. A descriptive analysis was conducted, and trends and distributions were detected. Appropriate statistical tests were identified, and the data was analysed to answer the research questions.

### **3.10.4 Establishing trustworthiness**

There are various verification procedures that can be followed to increase the trustworthiness of a study, including validity strategies, reliability procedures and triangulation (Creswell, 2009:190). Similarly, a study's trustworthiness can be increased by overcoming quality criteria such as credibility and transferability, (Sinkovics, Penz & Ghauri, 2008:691). Validity means that the accuracy of the finding are checked through certain procedures (Creswell, 2009:190). Reliability means that the approach to the research is consistent across different researchers or projects (Creswell, 2009:190). Validity and reliability do not mean the same for qualitative and quantitative research. Each of the concepts will now be discussed separately for qualitative and quantitative research.

Qualitative validity can be separated into internal (credibility) and external (transferability) validity. Credibility refers to the correctness of the data (Quilan, Babin, Carr, Griffen & Zikmund, 2015). It was addressed by triangulating the data collection, as well as, results between the data sources (interviews and focus group) to justify themes that were formed. Moreover, participants' responses during the interviews and focus group were consistently repeated back to them to ensure that the interpretation of the information was accurate and well understood. The interviews were audio recorded and the transcriptions outsourced to a professional transcriber. Transcriptions were read through while listening to the audio recordings to ensure that there were no obvious mistakes. Codes that were developed during the process of coding were cross-checked by the study leader to ensure the level of consistency. Furthermore, direct verbatim quotes from the participants support the discussion of the data analysis. Transferability refers to the degree to which findings may be generalised (Saunders, *et al.*, 2012:194; Yin, 2014:48). The research methods and data collection were fully described to allow the transferability to other research studies. Qualitative reliability entails making it possible for other researchers to conduct the same research in other fields (in this case, countries). Also, the qualitative data collection instrument is included in appendix D. Furthermore, as mentioned, the audio recordings and transcriptions are kept for auditing purposes.

The type of validity in the study can be classified as predictive criterion-related validity. Criterion-related validity refers to the use of one measure to predict either an influence on another or the future of that occurrence (Churchill in University of Pretoria, 2007:103). There are two types of criterion validity, (1) concurrent validity and (2) predictive validity. Concurrent validity simultaneously collects data from respondents "... on the new scale to be validated (i.e., the predictor) and on the predictor to be predicted" (University of Pretoria, 2007:104). This means that the researcher should collect the data from a sample of respondents by asking them all relevant questions in the same questionnaire at the same point in time. With predictive validity, data for the predictor is collected "before the data for the criterion is collected" (University of Pretoria, 2007:105). The researcher first gathered data for the new scale to be validated (i.e., the predictor) by gathering data from participants in the qualitative phase in 2009. Based on the outcome of the data, respondents answered a questionnaire in 2015. The quantitative data collection instrument is included in appendix F. This data were then compared to the initial data and the researcher tried to draw

correlations between the results. Data was not gathered on the same questionnaire for the predictor and the criterion at the same point in time and can subsequently not be a concurrent criterion-related validity. It can therefore be concluded that the type of validity used in the study is a predictive criterion-related validity.

The form of quantitative reliability assessed in the study is internal consistency achieved through split-half, KR20 or Cronbach's Alpha. This form of reliability occurs when a test produces the same results when the test is conducted more than once (Van Zyl, 2014:115; Babbie, 2016:146; Yin, 2014:148). The formula that was used for all multiple item rating scales in this study are Cronbach's coefficient alpha, with the decision rule (i.e., cut-off value) of 0,70 or greater to be reliable. This represents a 70 percent true score variance, whereas 30 percent represents error variance.

### **3.11 ETHICAL CONSIDERATIONS**

The power of the researcher to produce effects in the variables under study differs depending on if it has an *ex post facto* or experimental design (Cooper & Schindler, 2006:139). In an *ex post facto* design, researchers have no control over variables in the sense of being able to influence them; only what has happened or what is happening, can be reported (Cooper & Schindler, 2006:141). In this study the researcher was not able to influence or manipulate the variables and thus had no control over the variables. With an experimental design, the researcher tries to manage and influence the variables in the study (Cooper & Schindler, 2006:141). An experimental design is appropriate to use when the study focuses on establishing the effects and influences that variables have on each other, especially in the cases of causal hypotheses (Cooper & Schindler, 2006:141). This study did not test causal hypotheses and the researcher did not control or manipulate the variables, it is therefore not an experimental design. In this line of reasoning, it is apparent that the study has an *ex post facto* design.

### 3.12 A SUMMARY OF THE RESEARCH DESIGN

Table 3.2 provides a summary of the research design. The descriptions used in this table are summarised views of Cooper and Schindler (2006) and Creswell and Plano Clark (2011).

**Table 3.2: Descriptors of the overall research design**

<b>Category</b>	<b>Type used in study</b>	<b>Description</b>	<b>Reason for use</b>
The degree to which the research question will be crystallised	Exploratory study	Explores a research question and involves measuring the exploratory findings.	The study aimed to answer questions posed in this study.
The method of data collection	Communication study by qualitative data collection and analysis, followed by quantitative data collection and analysis	The researcher uses personal and impersonal means to question and obtain information from the subjects of the study, as opposed to a monitoring study that collects data by only observing subjects.	Personal interviews and an online research questionnaire were used to collect data from subjects who have emigrated to Australia and New Zealand.
The power of the researcher to produce effects in the variables under study	<i>Ex post facto</i> study	The researcher had no control over variables in the sense of being able to influence them; only what actually happened or was happening, can be reported.	In this study the researcher collected data on an event that had already occurred, and therefore, was not able to influence or manipulate the variables and thus had no control over the variables.
The purpose of a study	Descriptive study  Causal-explanatory	A descriptive study tries to discover who, what, where, when or how much elements of the study.  A causal-explanatory tries to explain how one variable causes a change in another variable.	This study aimed to describe and explain who emigrates, whereto, when and why; it describes the motivation process of emigration. The study also aimed to measure the qualitative exploratory findings.

<b>Category</b>	<b>Type used in study</b>	<b>Description</b>	<b>Reason for use</b>
The time dimension	Sequential study	The study is carried out in two stages with the qualitative data collection occurring first, followed by a quantitative study – a 'qual-quant' study	This study was conducted in two stages by first interviewing emigrants, followed by administering a survey on events that have already taken place.
The research environment	Field conditions	Field conditions are when research is conducted under actual environmental conditions.	Research was done by questioning South Africans that have already moved/emigrated to Australia and New Zealand and the respondents were therefore in their field conditions while answering questions.
Primary mixing strategy	Connecting qualitative and quantitative data	Connection of qualitative data analysis to quantitative data collection.	The qualitative results of the first phase were used to compile a research instrument for the quantitative research study, sampling and data collection in the second phase.

### **3.14 CONCLUSION**

In Chapter 3 the research methodology for this study was discussed and summarised. Chapter 4 will investigate current issues in South Africa as a destination in greater detail, by highlighting external and personal factors that may push people to leave South Africa. Chapter 5 will investigate Australia as a migration destination, by examining current known factors that may pull South Africans to emigrate to Australia. Similarly, it will investigate New Zealand as a migration destination. The findings of the qualitative study are integrated into the literature in Chapters 4 and 5. Chapter 6 will explain the quantitative research survey, the analysis of the data and the findings of the study. In Chapter 7, conclusions will be drawn and recommendations will be made based on the findings.

# **CHAPTER 4: THE PUSH FACTORS IN THE SOUTH AFRICAN ENVIRONMENT AS A MIGRATION ORIGIN**

## **4.1 INTRODUCTION TO THE SOUTH AFRICAN ENVIRONMENT**

South Africa is a beautiful country that can be located at the tip of the southern part of Africa. The country covers 1 219 602 km<sup>2</sup> of land, from a 3000 kilometre coastline to majestic mountains, from tropical forests to characterful bushveld. The country is home to more than 52 million people of different ethnicities, cultures, languages and religions. The vast majority of South Africans are black (79,2%) and the rest of the population includes coloured (9%) and white (9%) people, as well as Indian/Asian people (2,5%). South Africa is a constitutional democracy with a three-tier (national, provincial and local) system of government. The country is divided into nine provinces: Western Cape, Eastern Cape, Northern Cape, North West, Free State, KwaZulu-Natal, Gauteng, Mpumalanga and Limpopo. As Africa's third largest economy (behind Nigeria and Egypt), South Africa is viewed as an emerging market with the most prominent economic sectors contributing to the Gross Domestic Product (GDP), being manufacturing, mining, agriculture, communications, tourism, wholesale and retail trade, finance and business services, and investment incentives (Brand South Africa, 2014). Even with the third largest economy in Africa, South Africa has a poverty headcount of 55.5 percent of which the highest levels were identified in Limpopo (Statistics South Africa, 2017).

One of the research questions explores the main push factors (internal and external) that contribute to the emigration or moving abroad of South Africans. In its essence, the external environment is influenced by political, economic and social factors. A discussion will now follow on general factors within the political, economic and social elements that have been recognised in previous studies as possible push factors in the external environment that may push a South African to emigrate. More importantly, evidence from the qualitative study which formed the first stage of this study, conducted in 2009, will be presented to validate selected factors.

## 4.2 MAGNITUDE OF SOUTH AFRICAN EMIGRATION

The South African media has created a perception for many decades that emigration is a problem of note. Some of the more recent news headlines were provided in Chapter 1, introducing the study to illustrate the perception of the South African media and the perception that may be created in individual South Africans. A few earlier headlines include: *"Number leaving doubles in seven months"* (Lund, 1998:3), *"Skills drain mounts as thousands quit country"* (Sawyer, 1998:2), *"74% with skills want to quit SA"* (Gill, 1998:5), *"SA losing 100 doctors a year to emigration"* (Pela, 1999:6) and *"Steep decline in employment of whites"* (Bhorat, 2000:8). These earlier news headlines are important, because formal statistics of emigration were collected up to 2003, when the Immigration Act 13 of 2002 was introduced. Statistics were comprehensive to the point where the total number of emigrants, their occupational fields, exact distribution numbers for specific periods, as well as, the number of emigrants in the destination countries, could be reported. For instance, during 1997, a total of 6 855 South Africans emigrated mainly to Europe (33,8%), Australia (17%), North America (16,4%), New Zealand (14,3%), other African countries (14,4%), the Middle East (2,9%) and other countries (1,2%). During the first eight months, the number of economically active emigrants added up to 3 843 people and were further identified in the following occupational fields: 375 engineers, 352 teachers and lecturers, 98 computer experts and auditors, 65 medical practitioners, 30 farmers and 23 architects (Sawyer, 1998:2).

Even with the comprehensive figures, Meyer, Brown and Kaplan (2000) have provided evidence that shows the brain drain in South Africa to be three times higher than what is described in the official statistics. There are a number of reasons why official statistics on South African emigration are not reliable. Firstly, according to Statistics South Africa (2014:3) the Department of Home Affairs (DHA) does not collect applicable data on South African residents leaving South Africa – neither the purpose for travel, nor the number of days to be or that have been spent abroad. In 2003, Doctor Buthelezi (the South African Minister of Home Affairs at the time) explained it during a speech:

*"In terms of the new law (Immigration Act), in order to protect our citizens' privacy and recognize the right to travel internationally, the Department of Home Affairs*

*will not have the power to keep track on the international movements of South Africans. Therefore either we have no figures in respect of those who have emigrated or we have figures of people who have left South Africa without us being in a position of differentiating between those who have done so for tourism and those who have done so for purposes of permanent relocation."*

It is therefore impossible to determine the number of South African emigrants with those datasets. Secondly, in order for migration to be reportable, documented migration of self-declared emigrants and documented immigrants need to be available – the data are insufficient and have many shortcomings (Statistics South Africa, 2009:16).

External sources may assist in a broad estimation of the numbers of South African emigrants. At the second High-level Dialogue on International Migration and Development, organised by the United Nations General Assembly, it was reported that between 2010 and 2011 there was a total of 540 000 South Africans living in countries that form part of the Organisation of Economic Co-Operation and Development (OECD). Australia and New Zealand are two of the 34 countries that are members of the OECD. The statistics further showed that of those emigrants, 294 000 had at least a tertiary education. This showed an emigration rate of more than one in nine (11,6%) highly educated South Africans (United Nations, 2016; UN-DESA & OECD, 2013).

Table 4.1 serves as an overview of the themes that will be discussed in the chapter.

**Table 4.1 Themes discussed in chapter 4**

<b>Section</b>	<b>Subsection</b>	<b>Element</b>	<b>Discussion of factor</b>
4.3	4.3.1	Political	Recent political history of South Africa
	4.3.2		Affirmative action
	4.3.3		Affirmative action: political vs economic factor
	4.3.4		Poor service delivery
	4.3.5		Poor leadership
	4.3.6		Mistrust in political leaders
	4.3.7		Public infrastructure
	4.3.8		Corruption
4.4	4.4.1	Economic	Economic state of South Africa
	4.4.2		Limited economic opportunities
	4.4.3		Unemployment

	4.4.4		Economic uncertainty
	4.4.5		Financial loss
	4.4.6		Labour supply and labour demand
	4.4.7		Labour unrest
4.5	4.5.1	Social	Perception of crime
	4.5.2		Poor future prospects
	4.5.3		Violence
	4.5.4		Poor service delivery
	4.5.5		Limited education opportunities
	4.5.6		Racism
	4.5.7		Aggressive and mistrusting society
	4.5.8		Negative work culture
4.6	4.6.1	Personal motivations	Physiological needs
	4.6.2		Safety and security needs
	4.6.3		Social needs
	4.6.4		Esteem needs
	4.6.5		Self-actualisation needs

### 4.3 THE POLITICAL ELEMENT

South Africa has seen many noteworthy political changes in its recent history. The year 2014 marked the twentieth year of political freedom for all South Africans. The majority of the participants in the first phase of the study indicated that political reasons motivated them to emigrate from South Africa. All of the participants were born in the period in which the previous government of Apartheid governed South Africa. It became clear that the political issues that the participants raised were a comparison between the two different governments and the way in which the country is currently governed.

This section will firstly provide a brief overview of the most important political events in the history of South Africa that is relevant in this study. Thereafter, each of the six factors within the political element, which participants identified as motivation for South Africans to emigrate from South Africa, will be discussed. From the most to the least frequently supplied factors include: Affirmative action, poor service delivery, poor leadership, mistrust in political leaders, public infrastructure and corruption.

#### 4.3.1 Recent political history of South Africa

South Africa became a full democracy in 1994, when the previous government was forced by internal unrest and pressure through sanctions and boycotts from the rest of the world to

allow all races to vote in the election of the government. South Africa is now a federal state that consists of a national government and nine provincial governments. The African National Congress (ANC), the main party of the anti-apartheid struggle, has been the governing body of South Africa for the past 20 years. The legal system is based on Roman-Dutch law and the 1996 constitution was officially in force since 4 February 1997 (Republic of South Africa. Government Communications, 2017).

With the new governing body came new legislation. Since 1994, first, Black Economic Empowerment (BEE) in the Employment Equity Act, No.55 of 1998 and later a Broad-Based Black Economic Empowerment (B-BBEE) strategy was established through enacting legislation (The Broad-Based Black Economic Empowerment Act, Act 53 of 2003). The legislation and the implementation of several policies and regulations were introduced to rectify the discrimination of the past and deracialise the economy (Republic of South Africa. Parliament, 2004). B-BBEE was defined as "the economic empowerment of all black people including women, workers, youth, people with disabilities and people living in rural areas, through diverse, but integrated socio-economic strategies" (Republic of South Africa. Parliament, 2004:4). The B-BBEE strategy follows on the narrow-based BEE strategy to include further development and opportunities on a broad front, to increase the number of black people who manage, own and control enterprises and productive assets, to invest in these enterprises and to ensure preferential procurement for these enterprises. This includes, but is not limited to, the following (Balshaw & Goldberg, 2008:75):

- Black people that manage, own or control enterprises and productive assets.
- Ownership and management of enterprises and productive assets by communities, workers, cooperatives and other collective enterprises.
- Human resources in designated groups and empowerment through skills development.
- Equitable representation at all occupational categories and levels within the workforce.
- Preferential procurement.
- Investment in enterprises that are owned or managed by black people.

In 2014, Parliament published the Broad-Based Black Economic Empowerment Amended Act, Act 46 of 2013, by clarifying and inserting certain definitions to the previous Act. "Black

people" were further defined to include Africans, Coloureds and Indians "who are citizens of the Republic of South Africa by birth or descent" or those who became citizens by naturalisation before 27 April 1994 (Republic of South Africa. Parliament, 2012).

During 1995, the White Paper, a national strategy for the development and promotion of small businesses in South Africa was launched, with a key component of the strategy being the creation of new black-owned and black-controlled enterprises (Republic of South Africa. Parliament, 1995). In 1996, Parliament published the National Small Business Act, 102 of 1996, to provide an enabling environment for Small, Medium and Micro-sized Enterprises (SMMEs) and to set up several institutions to provide financial and other support to entrepreneurs. The Ntsika Enterprise Promotion Agency was established as a juristic person to, in essence, direct significant proportions of their programmes at black entrepreneurs (Republic of South Africa. Parliament, 2002). In 1997, the government issued a policy document on public sector procurement reform, the Green Paper, which recognised that the government was the largest buyer of goods and services in the economy. Therefore, the government had the responsibility to leverage this purchasing power in support of its preferential procurement policy and economic policy objectives (Republic of South Africa. Ministry of Finance & Ministry of Public Works, 1997). This recognition of responsibility eventually led to the implementation and promulgation of the Preferential Procurement Policy Framework Act, Act 5 of 2000 (Republic of South Africa. Parliament, 2000). Finally, in 1998, the Employment Equity Act, Act 55, outlawed all forms of unfair discrimination at work and required all enterprises that employed more than fifty people to take affirmative action to bring about a representative spread of designated groups in all occupations and organisational levels within defined time periods (Republic of South Africa. Parliament, 1998). The Act was again amended in 2013, bringing forth the Employment Equity Amendment Act, Act 47, wherein provision was made for an employee to refer a dispute to the Commission for Conciliation, Mediation and Arbitration (CCMA) for conciliation. If conciliation fails, it can be referred for arbitration; and where unfair discrimination was alleged against an employer, the burden of proof that the discrimination did not occur, remains the responsibility of the employer (Republic of South Africa. Parliament, 2014).

In spite of the necessity of these legislations, policies and regulations, many South Africans feel that corrective actions occur against minorities (being Caucasians) that were previously

being preferred. Discrimination within a country may push economically active citizens to emigrate (Fourie, 2006:12). The South African Institute of Race Relations (SAIRR) reported that roughly one million white South Africans emigrated between 1999 and 2009, mostly due to crime and affirmative action (Du Toit & Roodt, 2009).

#### **4.3.2 Affirmative action**

The regulations and policies that were described in section 4.3.1 gave impetus to the general application of *affirmative action* throughout the workplace and economy in South Africa. The term 'affirmative action' was first used in 1961 by John Fitzgerald Kennedy, former president of the United States of America, to prohibit unfair discrimination against certain groups of people because of non-job-related characteristics – which later led to the Civil Rights Act of 1964 (Harris, 2009; National Conference of National Legislatures (NCSL), 2014; and Equal Employment Opportunity Commission (EEOC), 1964).

One of the participants in this qualitative study, a former South African entrepreneur employing many people, shared his experience with the application of the B-BBEE Act by the government:

P7(Aus): *"And after the new, the affirmative action and everything they [the government] didn't want to sign the contract ...they said to us 'sorry, you're a, you are a white company'. That's what they said to us, just like that. They did it repeatedly. The Minister of Education once — ...They rented buildings from me as well and that was their attitude as well, 'I'm sorry, you're a white company, we don't sign any agreements with you'."*

The majority of participants, former South African employees, clearly identified affirmative action to be the main political reason for their decision to emigrate. Some of the participants experienced affirmative action first-hand. A few relevant segments of these participants' interviews are quoted below:

P3(NZ): *"I got involved in IT, and at first I was involved in support. So I did software support. Then we, then I moved on to go into QA [quality assurance] and those types of things. And then at some stage I started, I started getting*

*really good at what I did. I did courses and all those types of things. At one stage I was working for a company, and the company started to go under. Okay, so they, they gave us pay reductions and all those types of things, and I then started to apply for other jobs. And at one point I found this job, which was a great job at that stage which was exactly what I did and in which I had gained a lot of experience. So I had a lot of experience in that field. And then I went for the interview and the interview went well, and the people said well, it just looks like a formality. And, at that stage I was, we were, we were almost hopeless. Because we had a house to pay and things like that. And we were getting behind because the salary I had gotten at the previous place was getting less, and less. They went, they went through their restructurings and then eventually closed down. And, went for the interview, it went well and, yeah, they let me know that I didn't get the job because of affirmative action. Okay. I went and looked around a bit and found out that a matric boy had, had gotten the job. He wasn't even finished with school yet. So, so he still had to write his matric examinations and those types of things. And they gave him the job. And it was for a really good salary. We're talking about over a hundred and fifty K here. And at that stage it was fairly a lot of money for someone who's just starting to work. So, there, there, that, it was a big blow for me. Particularly because I had to care for a family and those types of things."*

FG(NZ) *"I applied for a position. I was the right candidate. I was the only candidate who had the correct qualifications and had experience. And I know that, because I spoke to a previous employee I've known personally and who worked there, who were part of the decision making process to create and fill the position. And after seven months he phoned me and asked 'did they phone you for at least an interview?' and I said 'no, I haven't heard anything, so I assumed it is just over'. And that was a black colleague. And then he came back to me a month later and said he must be honest, it is purely about race. I struggled through that and then at the end of it... I decided, 'if this is how it is going to be, for me'... it doesn't seem as if affirmative action is ever going to end and I have two caucasian sons."*

From the cases above it seems that the affirmative action legislation and policies within the Employment Equity Act, Act 55 of 1998, are not followed. It stipulates that an organisation needs to ensure that "suitably qualified people from designated groups have equal employment opportunities and are equitably represented in all occupational categories and levels in the workforce of a designated employer" (Republic of South Africa. Parliament, 1998). This means that any person may only be appointed if they are "suitably qualified" – irrespective of their race. Only once there is more than one candidate who is suitably qualified for the position, may race or gender be offered as a final choice factor. Other participants also identified affirmative action, in general, to be the main political factor that motivated them to emigrate from South Africa:

P1(Aus): *"Well, the affirmative action in the mining industry was pretty big so, it was just, it was just the big thing. ... Yes, you apply for positions and then you don't even get invited for an interview, or you go to the interview but it is done so half-heartedly because they have already decided who they are going to appoint."*

P7(Aus) *"...when they were doing the Gautrain, they said to him 'all the whites, can leave the room' because there isn't work for them. It will only be the blacks. The blacks can hire the white people'."*

P1(NZ) *"... before I left South Africa it, it was very difficult for young white men to get a job."*

P4(Aus): *"In South Africa you have to, the blacker the better. I worked for a large organisation and I saw it there. The requirements for colleagues to be appointed were that you had to be black. In other words, for my children, what future do I have? No future for my child. The apprentices that were being appointed, it was said that only five percent may be white. So it was completely about race, skin colour. Although it was said that we weren't, we aren't going according to race anymore, it's, it's not going to, we are the new*

*South Africa that was the biggest load of rubbish I ever heard in my life. It's, it's just reverse racism."*

Friedman and Erasmus (2008) also suggest that younger white South Africans experience affirmative action as "reverse racism", resulting in negativity and an increased potential for future uncompromising attitudes. One participant's view was:

P7(Aus): *"It's because of affirmative action that all our top police, let's start with the police. They leave. They either took packages, and they're out of the police. ... Affirmative action is the cause of all these things. Affirmative action, yes there should be righting as a result of apartheid. I agree one hundred percent with that, but it should be done with convention and expertise. Not just 'I, I vote for the ANC and now I'm on top', do you follow?"*

The Pondering Panda Youth Report supports this particular participant's argument by pointing out that although three quarters (75%) of South African youth (aged 13 to 34) thinks that B-BBEE is a good thing, more than three quarters (78%) believes that reverse job discrimination is happening (Pondering Panda, 2014).

#### **4.3.3 Affirmative action: political vs economic factor**

Meyer, *et al* (2000) argue in a study that the brain drain of South Africa's top economic skills should not be narrowly politicised. The study found that the phenomenon of emigration did not originate in the recent political changes, since South Africans have been emigrating for decades. Nonetheless, political changes have influenced the progression of emigration significantly. Although affirmative action has been introduced politically in South Africa, its affects are predominantly economical. Arcidiacono and Lovenheim (2015:32) acknowledge that most policy makers and researchers in academia focus on the way in which affirmative action "levels the playing field" between black and white students, but find that some preferred students are truly at an advantage in the *absence* of affirmative action. Their findings support that affirmative action has negative impacts on the labour market, due to employers' perceptions that these "beneficiaries" are only employed for affirmative action quota purposes. This perception creates an expectation with employers that these candidates have lower productivity levels and therefore pay lower salaries. As a result of

this perception, employers are resistant to employing affirmative action students (or employees). Affirmative action may also discourage both the groups of employees with the potential to become highly skilled through further education. The beneficiaries of affirmative action may feel entitled without studying further while the other group may feel that further education has no use due to affirmative action's discrimination against them. In South Africa, the same argument may apply to minority (white) students that are discouraged by the prospect of being discriminated against and affirmative action candidates being preferred in all circumstances. Although the intention of affirmative action is positive, it may lead to a negative attitude for all parties, which is not good for the economy. The situations involving affirmative action of the participants in this study have been discussed as a political factor, but are evidently a push factor of economic proportions.

#### **4.3.4 Poor service delivery**

Almost half of the participants in the qualitative study mentioned poor service delivery as a factor that motivated them to leave South Africa. Of the service institutions that were identified, poor service delivery from the South African Police Services (SAPS) was most discussed:

P7(Aus): *"They broke into my house. I had. My house has burglar bars. They came in there, and they [my family] were all in a closet there, they were all locked in one room and tried to phone the police. The police said 'we can't come, we don't have a vehicle.' They came two hours later. I remember. It was seven in the morning here when they phoned me."*

FG(NZ) *"You stay in a security complex, but then you read in the one [the security complex] next to yours someone was shot dead in broad daylight and the police didn't show up."*

A study conducted by Pondering Panda, a South African consumer insights research company among South African youth (between the ages of 18 and 34), revealed that a third (33%) of the participants did not trust the South African police under any circumstances. Alarming, only one in ten (11%) of the youth trust the police most or all of the time. Just more than half (53%) trust the police only sometimes. The younger coloured and black South

Africans were the least likely to trust the police and only seven percent of the respondents in Gauteng trusted the police (SAPA, 2013b). It was also revealed that an overwhelming number (71%) of respondents believe that the police are becoming progressively worse at their jobs. Exactly three quarters of respondents also believe that corruption in the police is increasing (SAPA, 2013c).

These findings were reflected among the participants in this study too:

P7(Aus): *"Two hours later the police arrived. They then said one vehicle didn't have petrol and the other vehicle was involved in an accident. Yeah, two hours later the police came. And it was never followed up, off course. Arranged to take fingerprints, which never came. Fingerprints were clearly seen, never came. And it's, it's now. And it's a problem. Now. That the shock which you get, someone like that will never again, has no more trust."*

P6(Aus) *"And because the systems don't work. If the things didn't crumble and the police did their jobs there would at least be consequences for, for bad actions. Where I've felt in my life that if you do something wrong, people who do wrong things then, there has to be consequences and that was simply not in place. And it's things that simply didn't work. It just frustrated me more and more that, that these systems didn't work, that that which is done wrongly, people that do wrong things simply just, don't carry the consequences thereof. They just get away. And that was very hard for me."*

A report by Pondering Panda publicized that the vast majority (79%) of young South Africans now agree that it is either always or conditionally acceptable for the general public to take matters into their own hands and apprehend and also punish criminals. Almost half (47%) of the respondents thought people choose to personally punish criminals due to ineffective police. Another belief mentioned by many respondents (34%) was that the sentences passed by courts are not harsh enough and some (16%) others blamed the lengthy process of the court which delayed justice to be served (SAPA, 2013a). Participants in this study felt the same way:

P5(Aus): *"They break into my car. They are— I bought the car, it was three weeks old when a black man broke into my car. I catch the guy, the police arrive. Well they have him. He went to fetch his friends who broke in with him. Gave all my things back to them. After a long struggle he was found not guilty, because there was no one to say it was him. Two days before the case the police calls me and asks me if I can go look for a witness for them, because they don't have the time to do it [laughs] It's [laughs] things like that. Yeah, it just becomes pointless. [laughs] So, I mean, you don't want to deal with them anymore."*

Many governmental and municipal services were also described as poor:

P10(Aus) *"... we've been back again now for three weeks ... Let's say, cleanliness in the streets, which the scary thing is, the people, our family and friends that are there are not noticing it to the same extent as we are. Because I think it's a very gradual process with them. Whereas if you come from somewhere where it's clean and you suddenly see it again, and it's bad."*

P4(NZ) *"Things like having to license your car, you don't have to go wait in queues for hours, to speak to someone who doesn't know what he's doing."*

Participants questioned the presence and level of medical services and care:

P6(Aus) *"It is harder and harder for me to get medication and it was easily eleven thousand rand a month, and, which the medical aid paid, but I truly struggled. Especially the last two years, a year before we came, to get my things approved. Which left me with absolutely no opportunities. The chances that I would have gotten it from the government would have been non-existent."*

The educational services offered in South Africa were a great concern for participants:

P7(Aus) *"But, my children felt the education was busy sinking ... when my son said he wasn't going to put his children through school here, then we said 'very well, then we go as a family'."*

P4(Aus) *"Oh, you're dyslexic ... In South Africa I had to change schools because they refused to do it. They, I, it cost me thousands of rands for all these reports to say that he has to do his examinations vocally, then the school just tells me they don't have the, the, the manpower to do so. I eventually had to move him to another school to achieve it."*

A survey reported that learners (aged 13 to 24) regard the biggest problem that South African schools face, to be: a shortage of textbooks (27%), overcrowded classrooms (22%) and incompetent teachers (17%) (SAPA, 2013f). Three months into the new school year in 2013, more than half of learners recognised that they did not have all the textbooks they needed for school (SAPA, 2013g).

#### **4.3.5 Poor leadership**

Some of the participants put poor leadership forward as a political factor that motivated them to emigrate. One participant referred to a specific event, **inter alia**, where political leaders sang a song, "dubula ibhunu" ("shoot the boer") at several public events.

P4(Aus) *"I was in the army in nineteen eighty five [1985] and there they told me that the ANC was going to take over this country without firing a bullet. That happened, and what's busy happening now was predicted years and years and years ago. If the people still, and if the political leaders still walk on a stage and say 'one settler, one bullet' that doesn't mean that changes are happening in the right direction. The youth league, where, where is change going to come from? I can't see it."*

This specific incidence was later taken to the Equality Court in South Africa. Judgement was passed in *Afri-Forum and TAU SA vs Malema, African National Congress and Vereniging van Regslui vir Afrikaans*, 2011 (6) SA 240 (EqC) that the song (and the words of the song) constituted hate speech. The political leader, Julius Malema, and the ruling party, the ANC,

were interdicted and restrained from singing the song at any public or private meeting. Nevertheless, in 2012, President Jacob Zuma sang the same song at the celebrations of the ANC's 100<sup>th</sup> year of existence. This indiscretion assisted a South African couple in their application and approval for asylum in Canada. Although this study focusses on push factors in voluntary emigration, some of the factors may hold value for any form of emigration - the act of **leaving** South Africa. The participants in this study expressed themselves as follows:

P8(Aus) *"I would like to say to the government that you're sometimes angry because they couldn't give you a safe country to live in and for your children ... Could raise a family, and that they forced you, not really forced you, but are the reason that you felt that they no longer provided for us and I'm going to look for a country that can better provide for my children and their future."*

P6(Aus) *"Well, to the South African government I can say that they are truly busy, losing all their quality people, and I think if I just look at the health, health alone, and everywhere people get sick. So I really think it was very bad of them to not look after the health sector like they should. Because that's something that's always in place, it doesn't matter in which country you are. And even if you're at war, there are still healthcare workers needed. So, the situation that they created has, has really resulted in that the quality people have, have left the hospitals. Both State and, and private. And I think it is just, another way the State, in South Africa fails the people. Because they take quality healthcare away, away from the people. So they deprive the people on another plain as well."*

P3(Aus) *"... at the end for me, it all came down to leadership. And in actuality it is impossible for the general public to, to evaluate the leadership of, of a government that is in power, but you still form a perception."*

#### **4.3.6 Mistrust in political leaders**

A Truth and Reconciliation Commission (TRC) was created in 1995 that revealed and acknowledged the crimes of both political sides (the oppressors and the liberators) during Apartheid. The hope was that it will promote reconciliation among South Africans by offering

the perpetrators amnesty in return for the truth. After the dissolution of the TRC, one of its key staff members founded and launched the Institute for Justice and Reconciliation (IJR) in 2000 to continue the process of reconciliation (UNESCO, 2009). The IJR annually compiles a report, titled the South African Reconciliation Barometer (SARB), which measures South Africans' perceptions and experiences of reconciliation. According to the latest SARB, that evaluates the data from 2003 to 2013, an "important measure of political culture for reconciliation is the degree of trust that ordinary citizens have in the country's leaders and the institutions over which they preside" (IJR, 2014:17). Yet, many participants declared that they do not fully trust political leaders, if at all.

P8(Aus): *"I think if you were to sum it all up, the big reason was the politics which came over a long time, like the English would say perceived, that the government wasn't really busy adding value, and started to victimise especially the white community."*

P3(Aus) *"And then you say, do you cradle the leadership with your confidence that we are dynamically moving forward with this world? So in the future that I don't want to give my children a second option?"*

Recent research in South Africa supports that the majority of South Africans do not trust political leaders. The latest report of the SARB shows a definite decrease of South Africans' trust in Parliament and national leaders between 2003 and 2013. Two of the statements asked South Africans whether they agree or not: "The South African parliament can usually be trusted to make decisions that are right for the country as a whole" and "Most of the time I can trust the country's national leaders to do what is right" (IJR, 2014:18). The results in 2003 presented that the majority (61,6%) of all South Africans feel that they can trust Parliament and just over half (54,5%) felt they can trust national leaders. However, in 2013, South Africans' levels of trust in both decreased to less than half (48,9% for Parliament and 48,3% for national leaders). The levels of trust varied for different race groups, but in each of the race groups trust levels decreased between 2003 and 2013 (IJR, 2014:16).

#### 4.3.7 Public infrastructure

A small number of participants offered an inadequate public infrastructure as a push factor:

P7(Aus) *"We got a first world airport. But if I drive from there to Potch, then I have to dodge the potholes."*

A survey indicated that half of young South Africans who make use of public transport considers it to be unsafe to do so. Among the forms of public transport, more than half of these respondents emphasised that taxis are the most dangerous. Trains and busses were ranked next as being high risk forms of public transport (SAPA, 2013e).

P3(Aus) *"Drinking water. No electricity. I know now that afterwards electricity came out. Drinking water started to bother me and I thought about placing the refuse bags outside every Tuesday and then I saw that it wasn't removed for an entire week and then my father and I had to take the pick-up truck to take it away. And then they hijacked one of my dad's friends when he took his refuse bags to the landfill in Van der Bijl because there is no service delivery from the municipality. And then I thought, 'okay, what are the long term prospects in terms of, you know, roads, water, infrastructure'. It's one thing to maybe say crime now. I can put up bigger fences and get bigger dogs and buy bigger guns, or whatever. But what about what's outside that network that he's creating? I mean, there's still a whole, there's a whole infrastructure..."*

Finally, in a study it was found that amongst learners in public schools, almost half of South African learners labelled the condition of the toilets at their schools as "bad", referring to it being dirty and unkempt. Five percent even labelled their toilets to be unusable. Furthermore, a third of learners claimed that the number of toilets at their schools are insufficient, and shockingly, almost a quarter (22%) revealed that they do not have any toilets at their schools (Ispas, 2014a).

#### 4.3.8 Corruption

A sequential study surveying South African youth (aged between 18 and 34) during 2012 and 2013, reported that in the first half of 2012, corruption was the third factor that worried respondents most for the next ten years (Pondering Panda, 2012b) and the fourth most worrying factor in the second half of 2012 (Pondering Panda, 2012c), as well as in 2013 (Pondering Panda, 2013). The majority (69%) of respondents claimed that government corruption is becoming worse. Almost half (45%) of the youth believes that corruption in South Africa is mostly in government (Pondering Panda, 2015).

A survey by Corruption Watch (2014) displayed that the great majority (84%) of the South African youth is concerned about corruption and that most (70%) of the respondents were personally affected by corruption. These respondents' cases include one in four (26%) who did not have access to proper basic services, almost a quarter (22%) who were less likely to find work and some (14%) who had to pay a bribe – all as a result of corruption. Two sectors were specifically identified as corrupt, namely the police and transport and licensing (Talane, 2014). Participants in this study amongst emigrants agreed:

NZ(FG) *"I was in the police in South Africa for twenty-four years, occupied a high position. And if you look at the decision-making process, there isn't really a nice opportunity, a decision-making process within the police—the way in which it deteriorates. The corruption already within the police. Then you don't want to associate yourself with that anymore."*

Pondering Panda piloted an investigation into South Africans that pay bribes for a driving licence. It discovered that a third of licenced respondents listed long waiting times as the main reason for bribery, closely followed by a view that traffic officials will fail applicants unless a bribe is paid. More than half (59%) of respondents claimed that they know someone who paid a bribe to pass their driving test. Of all the respondents, the great majority (81%) believed that there is corruption in traffic departments (SAPA, 2013d).

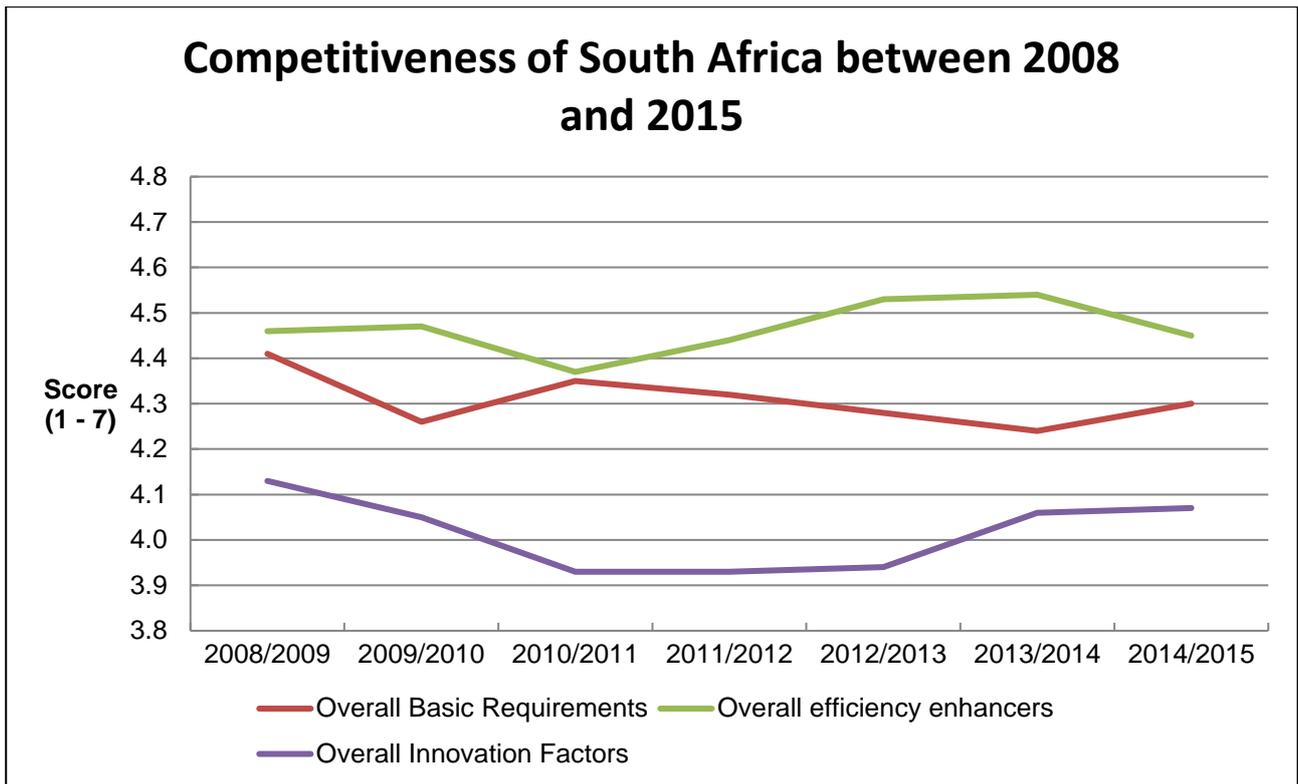
## 4.4 THE ECONOMIC ELEMENT

This study solely focusses on the emigration or moving abroad of *economically active* South Africans, therefore it is very important to consider the economic element and the factors associated with it within the South African environment. The 2007/2008 global financial crisis has resulted in a recession that shook the most progressive economies. Many emerging markets and developing countries, including South Africa, have been able to withstand the harsh pressures of the recession to some degree. Still, these economies have been distressed by a sharp decline in trade and fluctuating exchange rates. This new phase created many uncertainties in their existing growth models and brought out many questions about the way forward to economic growth (South African Reserve Bank, 2013). With the economic changes happening in South Africa, it is reasonable that South Africans may have become worried about their economic future.

This section will firstly provide a little background on the economic state of South Africa. Thereafter, each of the six factors within the economic element, which participants identified as motivation for South Africans to emigrate from South Africa, will be discussed. From the most to the least frequently supplied factors include: limited economic opportunities, unemployment, economic uncertainty, financial loss, the labour supply exceeds the labour demand, and strikes.

### 4.4.1 Economic state of South Africa

The World Economic Forum annually publishes a report that assesses 144 countries' economies, scores it on a scale from 1 to 7, and then ranks these countries on a Global Competitive Index (GCI). The scores are weighed and adjusted for individual countries' stage of development. These stages of development consist of economies that are driven by basic factors (mostly developing economies), efficiency (mostly semi-developed economies) or innovation (mostly developed economies). The ultimate score of the competitiveness of a country compared to others are therefore determined by the collective scores of the sub-indexes for basic requirements, efficiency enhancers and innovation factors (World Economic Forum, 2014:9-11). Figure 4.1 displays the individual scores, set for South Africa, for each of the three sub-indexes from 2008 to 2015.



**Figure 4.1: The competitiveness of South Africa between 2008 and 2015 for sub-indexes - basic requirements, efficiency enhancers and innovation factors (Adapted from World Economic Forum, 2008; 2009; 2010; 2011; 2012; 2013; 2014).**

Figure 4.1 shows that South Africa's efficiency enhancers sub-index are scored the highest, while its innovation factors sub-index is scored the lowest for the entire period. When the scores, only at the beginning and the end of the periods, are considered, the efficiency enhancers' sub-index remains relatively unchanged. Similarly, the innovation factors' sub-index experienced a slight drop, but remained relatively unchanged. The basic requirements' sub-index, however, experienced a noteworthy drop in score. It is also noticeable that there has been a low score for the innovation factors' sub-index between 2010 and 2012.

The GCI identified twelve "pillars" of competitiveness that are measured within the three sub-indexes: the basic requirements, efficiency enhancers and innovation factors. The pillars are: 1) institutions; 2) infrastructure; 3) macroeconomic stability; 4) health and primary education; 5) higher education and training; 6) goods market efficiency; 7) labour market efficiency; 8) financial market sophistication; 9) technological readiness; 10) market size; 11) business sophistication; and 12) innovation. The basic requirements' sub-index considers the first four pillars of this list. The efficiency enhancers' sub-index considers the

subsequent five pillars of this list. The innovation factors' sub-index considers the remaining two pillars of this list (World Economic Forum, 2014:4-9).

To understand the basic requirements' sub-index, it is therefore important to analyse the condition of institutions, infrastructure, macroeconomic stability and health and primary education. For South Africa, this is displayed for the period between 2008 and 2015.

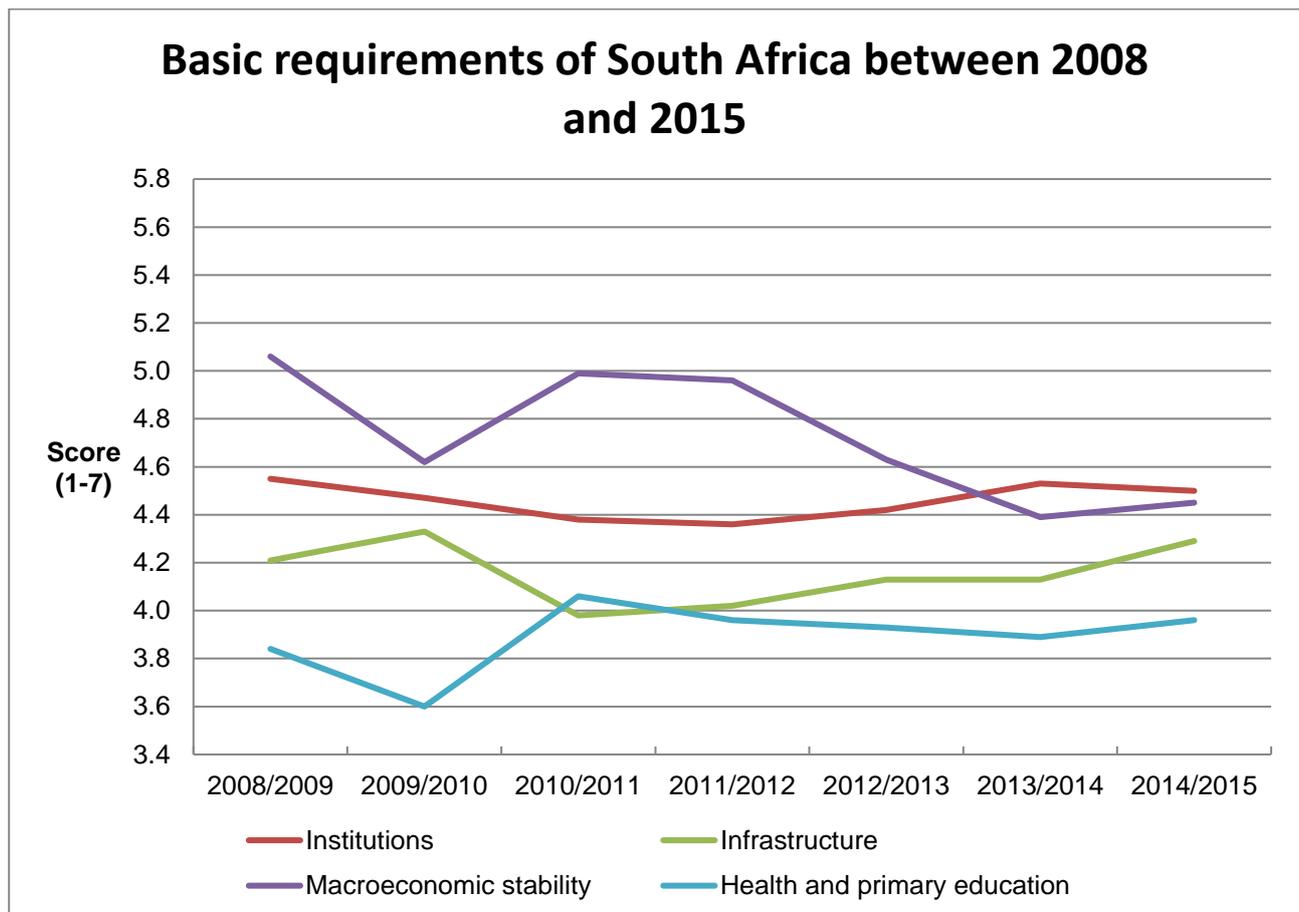


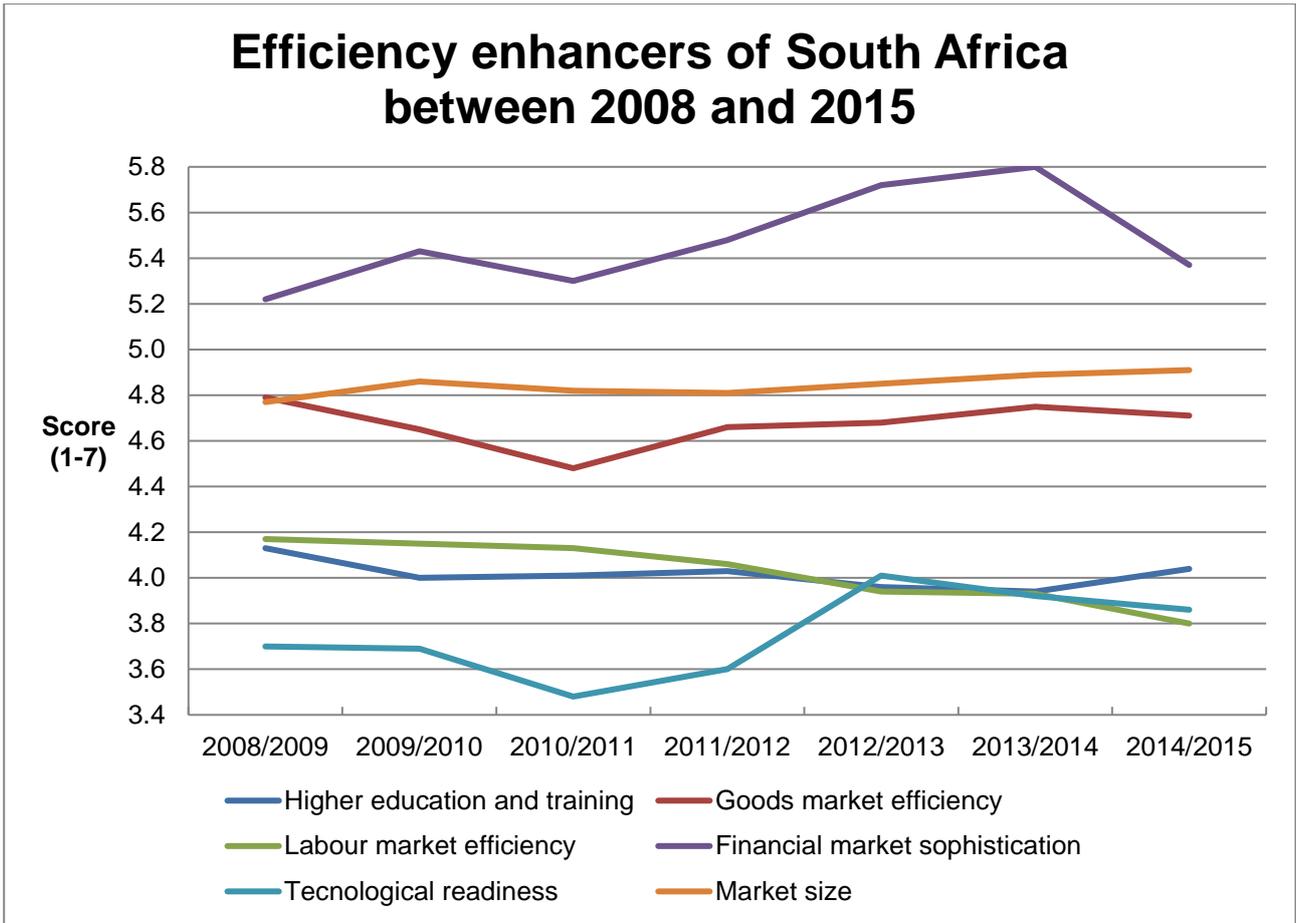
Figure 4.2: The basic requirements' sub-index of South Africa between 2008 and 2015 (Adapted from World Economic Forum, 2008; 2009; 2010; 2011; 2012; 2013; 2014).

Figure 4.2 shows that South Africa's macroeconomic stability in 2008 was strong, but that it suffered a significant decline from 2012. The scores for institutions remained relatively unchanged for the period, but due to the decline of macroeconomic stability, institutions were scored the highest in the basic requirements' sub-index. South Africa's infrastructure displayed a decrease between 2009 and 2011, which seems strange, since South Africa was preparing for the Soccer World Cup in 2010. Health and primary education are

noticeably an area of concern for South Africa with this pillar being scored the lowest for the period.

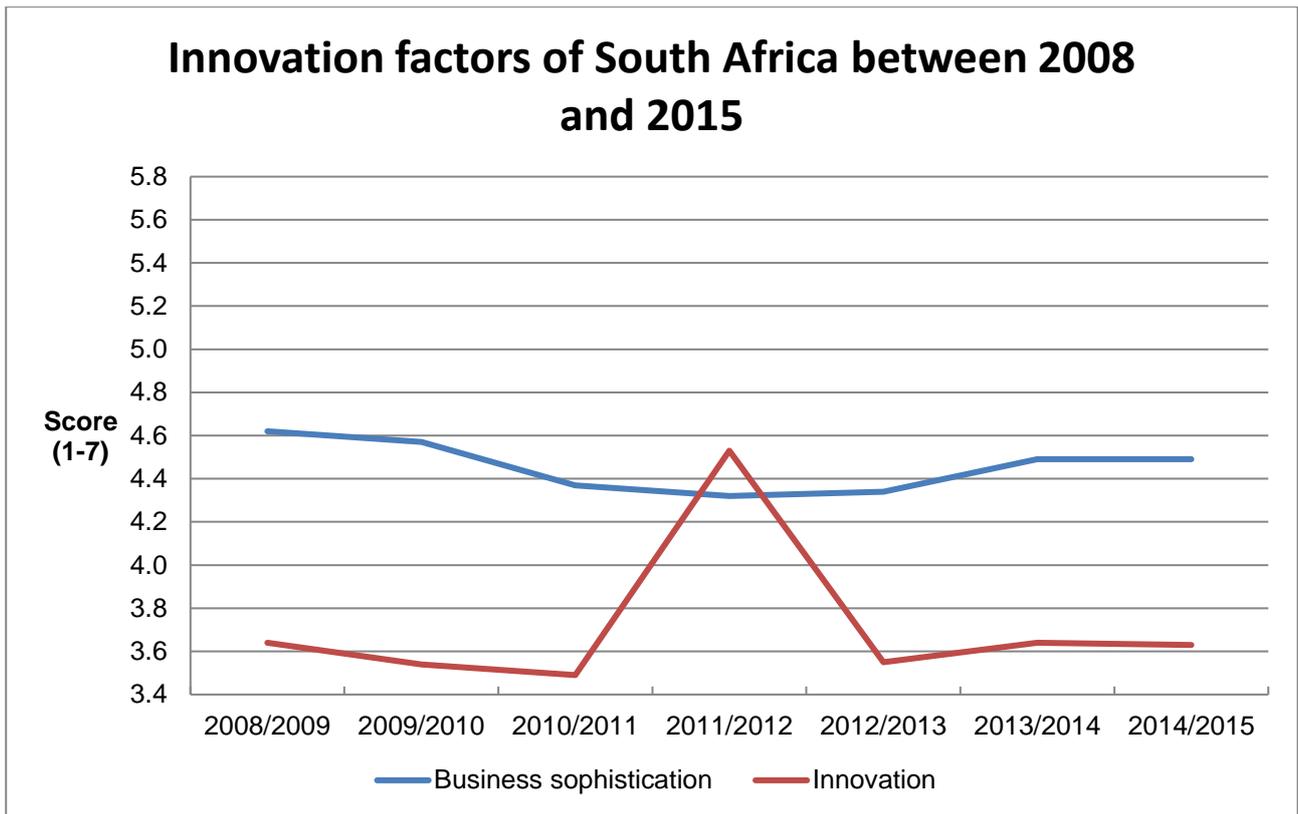
Furthermore, in order to understand the efficiency enhancers' sub-index, it is important to analyse the condition of higher education and training, goods market efficiency, labour market efficiency, financial market sophistication, technological readiness and the market size. For South Africa, this is displayed in for the period between 2008 and 2015.

Figure 4.3 shows that South Africa's financial market sophistication remained the strongest pillar throughout the entire period, with its highest score during 2013. South Africa's market size increased slightly over the full period. The efficiency of the goods market saw a drop in 2010, but recovered during the remaining period. Since 2008, the efficiency of the labour market continued to deteriorate for the entire period, resulting in it being the lowest scored pillar in 2015. Higher education and training remained relatively constant for the entire period. South Africa's technological readiness was the lowest scored pillar and even saw a decline in 2010, but it improved to its highest score in 2012.



**Figure 4.3: The efficiency enhancers’ sub-index of South Africa between 2008 and 2015 (Adapted from World Economic Forum, 2008; 2009; 2010; 2011; 2012; 2013; 2014).**

Lastly, in order to understand the innovation factors’ sub-index, it is important to analyse the level of business sophistication and innovation. For South Africa, this is displayed in Figure 4.4 for the period between 2008 and 2015.



**Figure 4.4: The innovation factors' sub-index of South Africa between 2008 and 2015 (Adapted from World Economic Forum, 2008; 2009; 2010; 2011; 2012; 2013; 2014).**

Figure 4.4 shows that South Africa's business sophistication decreased slightly between 2009 and 2012, but that it has recovered in 2015. Of all twelve pillars, innovation hinders South Africa's competitiveness most. A sharp, but temporary, increase in innovation was perceptible in 2011.

It is important to investigate the individual state of South Africa, but it will not hold value if it cannot be put into perspective by comparing the data to other countries' data. South Africa has been ranked among a 144 countries. The overall rank of South Africa was placed at 45 in 2008, but has since lowered in rank to a spot in 56th place in 2015. Even so, it is important to not only consider the facts of South Africa's economy, but to rather understand South African emigrants' perceptions of the country's economy. In the event South Africans have emigrated due to economic reasons, it is irrelevant for the emigrants' decision-making process whether the reasons are true or not. For the emigrant, perception is the reality.

#### **4.4.2 Limited economic opportunities**

Most of the participants in the qualitative study discussed the limited extent of economic opportunities in South Africa as the main economic motivation for emigration. Affirmative action also forms part of the limited economic opportunities (refer to sections 4.3.2 and 4.3.3). Other references of participants included that progress in economic situations are being restricted by the negative prospects of career advancement:

P1(Aus): *"Well there wasn't, the thing with job opportunities, there weren't equal opportunities, you know, it was very one sided and that was just one of the big motivating things to, to expand my career, I wouldn't have been able to go further there and that's why I decided to see what's out there."*

P2(Aus): *"... for the men there were no career advancement. So they came to a point where promotion opportunities were no longer available. And I mean they studied hard and all the training they did over the years, I think that was the biggest part at that stage."*

P6(Aus): *"... if they [our children] don't want to go study, they can still go and work and receive competent salaries. Where you can survive with a salary here, actually make a living for yourself with minimum wage, whereas in South Africa you need two salaries just to make a, a standard living. And it makes a big difference."*

P12(Aus): *"... my pay as an assistant in private practice was pretty poor and I just felt there were no opportunities really in Pretoria to progress."*

FG(NZ): *"...where I couldn't even progress to a better position because of my skin colour."*

One of the participants summed it up well, by admitting that there are opportunities available in South Africa, but emphasised the limits that surround those opportunities:

P3(Aus): *"I feel, although unemployment is forty percent, a person who is able to work and who is willing to work hard in South Africa will have a job. Will he have career advancement? Maybe not. Will he be happy in his job? Maybe not."*

This holds that even though there are economic opportunities in South Africa (according to the participants' perceptions), the range and variety of those opportunities are constrained and may affect South Africans to a point of emigration.

#### **4.4.3 Unemployment**

The majority of participants in the qualitative study discussed unemployment as a key factor in their decision to emigrate:

P6(Aus): *"And especially with his son, I mean, he's twenty two now and he simply doesn't get work there."*

P7(Aus): *"And that's why the South Africans are here. A lot of them lost their jobs."*

The South African youth (aged between 18 and 34) supported this notion throughout 2012 (Pondering Panda, 2012b; 2012c and 2013) by listing unemployment as the most worrying factor for the next ten years.

P1(NZ): *"I was negative about South Africa ... because there wasn't any work."*

P2(Aus): *"So if your children want to go study further you would firstly have to think about where they would go study. At that stage if you spoke with friends whose children studied, they all had to provide for apartments, separate accommodation from the hostels which were there for the children. And I mean, with all those things I don't really know where they would have found a job."*

Statistics South Africa (2014) produced a report of the national and provincial labour market outcomes among youth for the period between 2008 and 2014. A distinction was made between the youth (aged 15 to 34) and adults (aged 35 to 64), but the unemployment rate

for both categories was defined as "the proportion of the labour force that is trying to find work" (Statistics South Africa, 2014:2). Keeping this definition in mind, the unemployment rate for youth is shown to have increased from 32,7 percent in 2008 to 36,1 percent in 2014 (Statistics South Africa, 2014). According to the Competitiveness Index, youth unemployment in South Africa is close to 50 percent (World Economic Forum, 2014:14).

#### **4.4.4 Economic uncertainty**

Political instability or social unrest is a structural constraint on economic growth and leads to uncertainty (Ndung'u, 2012:151). In each period before the South African elections (1992, 1997, 2002, 2007 and 2012) there was an increase in political tension and uncertainty, causing a reduction in economic growth (Ndung'u, 2012:163). Most noteworthy is the post-election violence in 2008 that obstructed economic activities. Some of the participants in the qualitative phase, said:

P3(Aus): *"But then things started to become apparent, I saw my job opportunities were limited because of affirmative action, because of unemployment, maybe because of the economic uncertainty in South Africa."*

P4(Aus): *"Should I reach the average life which the Aussies reach of seventy two years, South Africa would have walked the same path as Zimbabwe. They will also realise that technology and all these things don't fall from the sky, they are going to go bankrupt, and they will then ask for the actual skills and knowledge... The, the government that's there now just have to walk the same path as Zimbabwe, South Africa just has to go completely bankrupt, everyone has to die of hunger and of AIDS. And when that process is done, then it will be the unpleasant task for my grandchildren to go and build the country up again."*

P6(Aus): *"I feel, that they [our children] truly don't have any opportunities there and because the financial situation is, is like it is in South Africa, it is harder and harder to survive there."*

P7(Aus): *"Do you know what the mines do? The mines do this: the mines say to them: 'there, either you take your severance package, or we send you'. Because Goldfields is here. Anglo American's here, Sasol is here, everyone's here. They all sit there on top. And he takes his package or he comes here. I don't know if you saw in the newspapers a while back, they almost have no CAs left. Everyone is in Sydney and everyone's outside. That's the reality."*

P2(NZ): *"Is, is it going to stabilise in the country in terms of, of jobs, of, merits which, which are looked at if one does a job, or if one, applies for [stutter] a bursary at, at tertiary institutions?"*

FG(NZ): *"...my boss said: 'it's just a matter of time before you don't sit in front of me anymore and I find a Black in your position'."*

#### **4.4.5 Financial loss**

Some participants noted that a financial loss motivated them to emigrate. An entrepreneur who was one of the participants in the qualitative stage explained how a financial loss due to South Africa's policy on affirmative action, motivated and even created an opportunity to emigrate:

P7(Aus): *"I was in the coal business as well. I had a coal mine. And after the new, the affirmative action and everything they didn't want to sign the contract. But I had an export contract to Turkey. And that is how I found Australia. Then we, then we, if you don't want to sign it for us, then we export the coal from Australia. Because Australia is a big exporter of coal. Iron as well. It's not just South Africa. And then we had the coal from Australia to—because I had a contract I had to deliver thirty thousand tons of coal to Turkey. ...we moved the contract from South Africa to Australia and exported from Australia..."*

#### **4.4.6 Labour supply and labour demand**

One of the findings in a Statistics South Africa report, about the national and provincial labour market, is that there were low labour force participation rates between 2008 and 2014, and

a reason is that some of the youth chooses to continue studying in the hope of improving their chances of employment in future. It also shows that other workers are more and more discouraged and exit the labour force entirely. Even with improved education levels youth still struggles to find work, while there are shortages of skills in certain industries or provinces, which clearly proves a mismatch between the skills available and those that are needed in South Africa. Contrariwise gaining skills are also not the answer. Older unemployed youth (aged 25 to 34) who has work experience shows an increase in their share of unemployment from 2008 to 2014 in relation to the entire youth group (Statistics South Africa, 2014).

A participant who studied in New Zealand discusses the difference in approach to the labour supply and demand between South Africa and New Zealand:

P5(NZ): *"I think, with, with the friends and stuff I still have contact with, it's a lot harder for them to find a job. Because there's less jobs available. But it could also just be that it's a bigger population and there are just so many people who can take the job. But for them it's a lot harder to find a job. A lot have them have finished with university and are now looking for jobs. Whereas I had a job a year before I finished university."*

#### **4.4.7 Labour unrest**

The World Economic Forum (2014:28) published a list of countries where social unrest was present in 2013 and ranked these countries according to the numbers of participants in that study – South Africa was placed eighth on that list for labour unrest. A participant in the qualitative study summarised most participants' sentiment about the persistence of strikes in South Africa's economy:

P4(NZ): *"Just before we left South Africa there was the normal, sorry to say that it's normal, but we, it, it there were the normal striking type of things that were going on. There were a bunch of security workers who were striking and people who were killing each other and things."*

## 4.5 THE SOCIAL ELEMENT

There is a general perception that the quality of life has declined in South Africa (Fourie, 2006). Factors such as corruption, declining standards in health care, education and public services, load shedding, mismanagement, incompetence and a growing decline in morality created undeniable negativity in South Africa (HSRC as cited in Fourie, 2006). Crime further distresses South Africans with daily reports on violent attacks, rape, murder, armed robbery, household and car theft, hijackings and child abduction, to name but a few (Hamber as cited in Oosthuizen, 2005). A few years ago, it was upsetting to watch the news, but crime was still a distant concept that only affected a few people. Today, it seems that everyone personally knows at least one person who has been affected by crime. To the general public crime appears to increase, and the government has been reporting a continual increase in violent crime over the past 10 years (Crime Stats SA, 2018). Many studies indicated crime and violence as the main reason for emigration (Fourie, 2006; Mittner, 1999; Ncayiyana, 1999; Van Rooyen as cited in Oosthuizen, 2005; Rogerson & Rogerson, 2000). Although crime and violence are clearly the most important factor, other social factors also contribute to emigration. Many South Africans feel disempowered in South Africa. The power shortages that resulted in load shedding contributed to a feeling of hopelessness. South Africans also realised that they were more vulnerable to crime without power to operate their security systems. Furthermore, the xenophobic attacks earlier in 2008 shocked the nation to its core. The reality of crime and violence was once again broadcasted on television, radio and the internet. These attacks also convinced the general public of the decline in morality in South Africa (Van Rooyen as cited in Oosthuizen, 2005). HIV/AIDS, together with a decline in the health sector have added to the negative perceptions of the quality of life (Fourie, 2006).

Even though the vast majority of the participants in the qualitative study discussed social reasons for motivating them to emigrate from South Africa, it became clear that the social element contributed to the decision, but was not the primary reason for the decision. For some of the participants, many of the factors in the social element were just the final straw that broke the camel's back. This section will discuss each of the nine factors within the social element, which participants identified as motivation for South Africans to emigrate from South Africa. From the most to the least frequently supplied factors include: a perception of crime, a believe that there is no future for the participants' children, violence,

poor service delivery, limited education opportunities, racism, an aggressive society, negative competition in the work environment and also a work culture that intrudes on private lives.

#### **4.5.1 Perception of crime**

Almost all participants in the qualitative study admitted to a negative perception of crime in South Africa. From all of the factors within all the elements, it was undoubtedly the most discussed factor that contributed to South Africans emigrating. Surprisingly, a few of the participants who discussed crime as a push factor were not personally affected by crime, but formed definite perceptions of crime.

P1(Aus) *"No nothing affected us. It was just, you know reading and seeing the newspapers and TV what was going on. That's all."*

P2(Aus): *"So in our case it wasn't that something happened to us with regards to safety, that those type of things happened to us, it was more that you heard it happened to others."*

P6(Aus) *"And then the third reason is the crime. Things, things are just getting worse."*

FG(NZ): *"Your exposure of your family to, to crime at the end of the day was very bad."*

Crime was listed as the second most worrying factor for the next ten years among South African youth (aged between 18 and 34) throughout 2012 (Pondering Panda, 2012b and c) and 2013 (Pondering Panda, 2013). In 2012, 62 percent of the respondents perceived crime to be increasing, and an alarming 65 percent of the respondents claimed they know somebody that makes a living out of crime (Pondering Panda, 2012a). Even though there were some participants who were not affected by crime, but formed definite perceptions of crime, the *majority* of the participants in the qualitative study were personally affected by crime, albeit on varying levels of seriousness.

P4(Aus): *"My family, they were assaulted in their homes, they were robbed in their homes, they had guns pointed at their heads."*

P5(Aus): *"When we look at the, we're from Durban, what happened around us, especially the crime. There they killed people on a soccer field for a pair of shoes. And they, I mean they stole my car and you just get tired to worry every time you go to a shop, will your car still be there when you get out, those types of things. And yeah, that was also part of it."*

P7(Aus): *"[names another South African emigrant] that's also a young man, he's, he's about forty. But he was thirty when he- [interrupts self] and his dad lived in Sandton. And his [stumbles] dad's sick. He takes his car and he goes to Sandton. I think he lives in Krugersdorp. He drove to Sandton. And when he got to Sandton, there close to Sandton or whatever, they hijacked him. They undressed him, took his car and they were gone with him. About two blocks from his dad. The next, two days later, he goes with his wife's car, and they hijack his wife's car. And then they fired off a shot as well and it went past him. That guy had to get two years' of psychological treatment here, because just then and there he packed his things."*

P8(Aus): *"There just happened a lot, a lot of things in our street with families and small children. And like that it piled up ... People who were kept hostage, broken into ... and hijackings. ... So I said, well, you know, he has to get it [thoughts of travel and/or emigration] out of his system, you know, you either have to get it out of your system and have that reassurance, or, you know, we will know if we want to stay or if we want to go. And we then booked the tickets [flight tickets for a 'Look, See and Decide' trip], I think it was the Wednesday and the Sunday night we had a hijacking right next to our house and everything. And then we decided, hmm, everything is just coming closer and closer and what is the future for our children."*

P9(Aus): *"Since my birth, in my family, we have been burgled. Physically nothing happened to us, but yes, since I was a little girl, we have often been*

*burgled... In my, in our, married life of seven years, seven and a half years, we have been burgled about four times."*

P12(Aus): *"... there was an armed robbery at my workplace. I was working for a firm of lawyers and they came in and stole all of our laptops."*

P3(NZ): *"We had, I had a lot of cars that had been broken into, we were in our, our house was broken into, our things were stolen, our furniture was stolen. So definitely, yeah, crime played a big role in it."*

FG(NZ): *"... in the last few months we were also detained in the house once, and so on. Then, the people in the area where we lived, were killed. And so on. I mean, it's not, it's not a unique situation."*

#### **4.5.2 Poor future prospects**

In both 2012 and 2013, more than half of the youth in South Africa reported that they believe South Africa will be a better place to live in ten years down the line. They identified that unemployment (23% in both 2012 and 2013), crime (19% in 2012 and 20% in 2013) and corruption (10% in 2012 and 8% in 2013) are of the top three factors that worry them most about the approaching ten years. Noteworthy, politics was the least worrying factor on the list in the first half of 2012 (at 6%), but was listed as the third most worrying factor in both the second half of 2012 and in 2013 (at 11%) (Pondering Panda, 2012b & 2013). On the other hand, 41 percent of young South Africans (aged between 18 and 34) believe that a person is more likely to get the best jobs when he/she knows the right politicians. According to the survey, 53 percent believed that the most qualified candidate will more likely be appointed in a top position (SAPA, 2013i).

It became clear that the participants in this study were worried about their children's future.

P3(Aus): *"And then you read about the debate surrounding the schools and then you hear about people whose children are older, and you wonder if you should send your child to a hostel, is our University, will it be Afrikaans, will those*

*qualification be worth something if he gets a degree will he find a proper job."*

P6(Aus): *"Yeah, I think I would encourage anyone to move, [laughs] at this stage. It's probably bad propaganda, but yeah, I do think that if they want their children to have a future, I think it is best to leave the country at this stage. Definitely."*

P8(Aus): *"Where the big thing started for us, for me specifically, the beginning of two thousand and seven, January, when my wife said, you know, 'shouldn't we maybe think about going abroad' or something not because the political situation or the climate or things like that, which was really an eye opener. Because it was the children the whole time. And getting the children on their feet."*

P2(NZ): *"I thought hard about if my child, or you know, a, a, [stuttering] white boy in South Africa should get a job on merits, and study and a bursary, without out any pressure or, or any, political side, it would be very challenging, or, you know, would have been very difficult for him. And I think it would have come down on him unfairly. It is maybe, you know it is, it's not his fault that, that the country is the way it is at this present time."*

P6(NZ): *"And opportunities, work opportunities, study opportunities, all those types of things are open to him, for our children one day and for [my husband], in another country and things, better than what he would have gotten there, that we know for sure."*

FG(NZ): *"Evidently, it is about our children also, the opportunities for them."*

FG(NZ): *"I, I take my opportunities, how it played out. At the end of the day what is it going to be like for my children. What are their opportunities going to be like at the end of the day?"*

### 4.5.3 Violence

A survey revealed that 23 percent of young South Africans fear the police. The majority (80%) of respondents believe that situations where the police beat and torture people occur frequently. The spokesperson for Pondering Panda was quoted as saying: "Young people are trapped between a high rate of crime and a police force they don't trust, a situation that can only lead to further disillusionment with South Africa's future" (SAPA, 2013h). The participants in this study expressed themselves as follows:

FG(NZ): *"We can't expose our children to a, to an abnormal society where corruption and violence and fear are the norm of the day."*

P4(Aus): *"Because we are in [were part of] a farming community. Ellisras is a farming community and the farmers in the area, there is this huge commotion now about twenty or twelve Americans who were shot and killed by this guy. I don't understand why there is a commotion over twenty Americans. More than twenty farmers are murdered in cold blood in South Africa every month. And, and the people, the country, the world is blind to it. I'm not blind to it. And, and, and that just told me it's definitely going to sink in."*

P7(Aus): *"... my quantity surveyor, he is a contract manager, he worked for me for fifteen years. His wife got scared in Potchefstroom. It's safer in the Cape. They moved to the Cape, to Plettenberg Bay. Three weeks ago both of them were shot dead. He was shot outside and his wife was shot in the bed. They found his BMW around there somewhere."*

P8(Aus): *"And the violence as well. At the end it all accumulated, and the people next to us who were hijacked, then it was just too close for comfort. That was basically the last straw which truly made us spring into action... The general violence definitely played a roll."*

P1(NZ): *"I was negative about South Africa, about everything that happens there, violence."*

FG(NZ): *"The period before we came here, more than a million children were exposed to violent crime in South Africa. What does that cultivate? Those kids will never forget that. A five year old, six year old who saw how his mother was raped on a bed? By a lot of robbers, burglars? They grow up with it. It's not right."*

#### **4.5.4 Poor service delivery**

Brink (2012: 26-28) found in a study among emigrants of many nationalities, that the majority (65%) of South African emigrants viewed poor service delivery, among others, as a reason for their decision to emigrate. The participants in this study related to that finding:

P5(Aus): *"We're driving, we stop at a stop sign, a traffic light. Her phone rings, she takes it from the cubbyhole box and answers it, a black guy hits her through the face, grabs the phone, runs into the taxi rank. I go to the police station. They refuse to accept a case. They stole my car, I phone the police. They ask me if I drove and went looking for my car. When they finally came to me they asked me but how should they know if it was my car that got stolen. You know, I have to, they can't do anything until I've proven that it's my car and they've confirmed it's not their car."*

P6(Aus): *"Then yes, the healthcare is a problem. That which I have is very rare and uncommon and the medical aids in South Africa are becoming more and more selective and everything is basically being pushed into HIV now. Which I truly feel are bad because there are so many other medical conditions which also, which needs more attention. Or, or in which research should also be done."*

P4(NZ): *"The typical things that would attract South Africans to other countries with regards to service delivery and everyday things that are a pain in South Africa."*

#### **4.5.5 Limited education opportunities**

The participants in the qualitative study felt strongly that the education opportunities are limited in South Africa. Interestingly enough, even the South African youth identified education to be one of the top six worrying factors for the next ten years (Pondering Panda, 2012b, 2012c & 2013). It became clear that the most significant reason for the participants' believe was because of the financial burden education would imply:

P6(Aus): *"... you can't afford tertiary education for your children anymore."*

P6(Aus): *"... the State will pay her, or pay her studies for her so that she can go and study in any field that she wants to. As long as her, her grades are good enough to qualify at the institution to get in. Something that is completely unheard of in South Africa."*

P5(NZ): *"For me it was, I, I know in South Africa, I don't know how easy it would have been for my parents to send us to university."*

#### **4.5.6 Racism**

Meyer (2014:28-29) argues that each racial group in South Africa perceives to be experiencing racism. As was previously noted, many white South Africans feel that they experience reverse racism in the social environment. The participants in the qualitative study discussed that:

P7(Aus): *"And we brought them in and we had their chairman and they just did absolutely nothing. They laughed at everything. "We are white". And they have a different point of view. And that's how they have that... If I say to them "but you are black" then I will be sitting in court tomorrow, then I'm a racist. But he can say that to me. He has all the right to say that to me."*

FG(NZ): *"...in any case, many times I felt like an immigrant in my own country."*

Most of the participants were worried that their children may be discriminated against in the future and discussed that as part of their decision to emigrate. The fact that these

participants emigrated to countries with a variety of races and cultures, where those differences are celebrated, validates this push factor.

#### **4.5.7 Aggressive and mistrusting society**

Meyer (2014:29-30) notes that Afrikaans speaking South Africans have even termed violent crimes against white farmers as "ethnic cleansing" – this leads to interracial tension. The tension may explain why the participants in the qualitative study experienced South Africa as an aggressive society.

FG(NZ): *"It was a general, it's the culture in South Africa today, we felt, and we did not want to expose our kids to it."*

P4(NZ): *"If I had to talk about it three years ago, it would still have been normal for me. For me it would still have been, the manner in which people, people, interact and, and how, how the community in general is very violent. It was very normal for me. People who yell and curse at each other in a, in a misunderstanding, was the norm..."*

A general negativity seems to have dawned on South Africans in the past few decades. This became clear from the results of a survey conducted by Ispas in 2014 among South Africans. It was found that the majority of people know at least one person who receives a social grant and that 73 percent of those respondents believe social grant recipients regularly commit fraud (Ispas, 2014b). This strong culture of mistrust may have something to do with the aggression that the qualitative study participants experienced.

#### **4.5.8 Negative work culture**

A number of participants in the qualitative study pointed out that, generally, there was a culture in the workplace of competing against other employees to the detriment of those others – a so called 'dog eat dog' culture.

P1(NZ): *"I did feel that in South Africa they, how can I say, they competed a lot with each other. They compete with each other."*

FG(NZ): *"It was constantly that of: 'this guy works too hard, now we have to do it too, if he can get out of here then it will be better for all of us'. You know?"*

In addition, one of the participants in the qualitative study indicated that there was a general culture in South Africa's work environment that it was acceptable to intrude on employees' private time. Workers had to cooperate, because they felt trapped in two ways:

- 1) Knowing that many people are unemployed and that they may be replaced if they do not cooperate.
- 2) Knowing that, due to affirmative action, if they did not cooperate they could easily be replaced by an affirmative action candidate.

P4(NZ): *"In South Africa, with the amount of people, companies take chances and they don't deal very well with their people. They don't look well after their people and, they impose a lot on people's private time."*

#### **4.6 INTRODUCTION TO PERSONAL MOTIVATION OF SOUTH AFRICAN EMIGRANTS**

The personal environment includes all factors that personally affects the economically active South African and may influence his/her decision to emigrate. These factors may include personality, personal motivation, encouragement of friends and family already overseas or peer pressure (Lee, 1966:50). A person's personality may encourage an individual to emigrate, especially if the emigrant feels endangered or estranged from society (Lee, 1966: 50). Personal motivation may include a desire to travel the world, work among different cultures, religious or personal growth, and a longing for change (Lee, 1966: 50). It seems logical that if a person decides to emigrate that he or she will mostly immigrate to a country where friends and family already live. Many countries' visa regulations also make room for cases where family lives in the country. These emigrants have an advantage and usually score extra points on these countries' points systems. Many emigrants may also be influenced by their peer group: for example, a school leaver may be influenced to take a gap year and then decide to emigrate; and young families may be influenced by many people in their peer group who emigrate (Lee, 1966:50).

This section will discuss the factors within the personal environment, which participants in the qualitative study identified as motivation for South Africans to emigrate. These factors will be discussed in Maslow's Hierarchy of Needs under the headings: physiological needs, safety needs, belonging needs, esteem needs and self-actualisation needs.

#### **4.6.1 Physiological needs**

As was discussed in Chapter 2, physiological needs involve all of those needs that a person needs in order to survive on a daily basis. A few participants acknowledged that they believed South Africa could not provide for their physiological needs:

P3(Aus): *"Everywhere we visited in the Vaal triangle everyone had cans of water which they bought from some or other shop. After a while we were also scared and we also had bottled water the entire time. [everyone laughs] Can't drink it anymore."*

P5(Aus): *"There are various reasons why we left. The biggest one is the healthcare in South Africa. She, my wife has a chronic sickness and the medication was extremely expensive. Even with our medical, so it didn't really help. It just got unaffordable in some aspects."*

#### **4.6.2 Safety and security needs**

The vast majority of the participants in the qualitative study had a full discussion about their safety needs not being met in South Africa. Most of those unsatisfied needs were of a physical nature:

P4(Aus): *"Like I told you this morning, for me it is our good friend Mister Maslow. I, I felt my, my basic need for safety and security was no longer there. And that's number one."*

P4(NZ) *"...especially my family, they, my parents were farming at that stage and the whole situation of, farm murders was a different reality for them than it just being in the news and, their everyday experience was different than was being politically presented, than reality."*

P10(Aus) *"... you have to think I have to lock the car door, I have to do that."*

P12(Aus): *"I was just tired of things, scared all the time, and having to, you know, no freedom whatsoever to just do what you want and having to look over your shoulder the whole time."*

P1(NZ): *"I just feel that if I should one day have children in South Africa, it would just feel to me that you would have to look where they are constantly and look where your wife is, and all those type of things."*

FG(NZ): *"Violent crime and we began to feel that it is only a matter of time before it could hit us and too many people close, who lived close to us were hit and it began to feel as if it is coming closer and closer to home. And it has started to feel, but it was just too much. We... The anxiety and stuff that one felt in relation to it was too much."*

FG(NZ): *"... which kept everyone in South Africa in a cage. You had a braai [barbeque] with a gun on the hip, watching that no one jumped over a wall."*

P3(Aus): *"In the same time four people were hijacked within five kilometres of our house, of which two were fatal, and, and you remember that."*

P2(Aus): *"And in the neighbourhood and surrounding areas where we lived there were hijacking, murder and rape. And you always felt like you lived in a good neighbourhood but all these things were happening around you and it could at any time happen to you too, regardless of all the security you have."*

P7(Aus): *"But I think the crime got ten times worse because of illegal immigrants. Look in the first place it's illegal, their arrival is already like a crime. And they sent millions over. And just remember, they have nothing. Where should he find food? He has to steal. You know, that's, that's —and that's the problem."*

*Those illegal immigrants, I think, are also one of our, our biggest—You'll never get it right again. You can never. You can't turn it around ever."*

P3(Aus): *"So I want to stress that, it's with difficulty that I say which one. Because there were so many things that had an effect that it's actually not right to just pick one. I will say to you that my family's security. Even though career started the process... I do believe that I would still have been able to provide for my family in South Africa but I couldn't guarantee that I would be able to ensure my family's safety. So I would say that it may be a male thing, safety, my family's safety."*

FG(NZ): *"...with the economic crisis here currently, if a position is cut here, then you sit here without a job. In South Africa, what's the difference? [chuckles] I'd rather sit here without a job at this stage, due to economic conditions, than there, because here at least I can still go for a walk in the field and stride myself from frustration."*

In conformance with the last quoted focus group participants' statement, another participant voiced many of the other participants' underlying fear of losing employment security:

P4(NZ): *"...as a, a white Afrikaans man in South Africa it was a really big stress for me. To lose my job in South Africa was a massive thing. It was really a big issue."*

#### **4.6.3 Social needs**

The South African society has become increasingly negative and it seems as if there is a feeling of hopelessness for the future. In 2014, a survey showed that almost a third of those young South African adults registered for the general elections, had no intention to vote. Asked upon the reason for this behaviour, more than half (54%) replied that nothing will change and 21 percent felt that none of the parties are worth voting for (SAPA, 2014a). The participants in the qualitative study voiced their hopelessness:

P7(Aus): *"There at, I don't know if you know the area, there at Zuurbekom, there was a SA Brewery lorry that was going down the, the trailer fell off. Then all that alcohol fell, all that beer, fell on the pavement there. I can't, no one can get past. Everyone just stopped in the middle of the road and everyone just grabbed himself a case of beer. That poor driver was standing there just looking at how they were stealing everything from the lorry. And that was in July. And I stood there for half an hour, longer than that, I stood still in the middle of the road. At the side of the street, a guy who was collared and tied who drove in a Mercedes, he went and fetched his case of beer. Well, then I said ... 'I'm back in South Africa'."*

P1(NZ): *"[my parents] say many times that they are glad that we're here, because to them, there is no future for anyone in South Africa, not for them or for us."*

P2(NZ): *"... at that stage I didn't know if there was, you know, hope in the future. Is, is there something to look forward to? Is there a light at the end of the tunnel?"*

The trend of these feelings seem to continue because after the state-of-the-nation address in 2015, half of the respondents (aged between 35 and 44) in a study conducted by Pondering Panda, said they had less hope for South Africa and 52 percent of all the respondents believed that the president did not address issues that were important to them (SAPA, 2014b).

#### **4.6.4 Esteem needs**

The esteem needs that were not met among the participants in the qualitative study mostly revolved around affirmative action, which was discussed in section 3.2.

FG(NZ): *"And I am well qualified. I mean, I also have many postgraduate qualifications and so on. But that doesn't count any more. Those things you've done in the past, now actually became worth nothing."*

#### **4.6.5 Self-actualisation needs**

None of the factors that participants in the qualitative study discussed as part of their decision to leave South Africa seems to fit the needs category of self-actualisation. Maslow's theory that lower-level needs must first be satisfied before an individual will be motivated to satisfy higher level needs (Oosthuizen, 2005: 18) proves to be true for the participants in the qualitative study, since all of them identified lower-level needs that were not satisfied within South Africa.

### **4.7 CONCLUSION**

In this chapter, push factors within the South African political, economic and social elements have been discussed with reference to possible factors that may push a South African to emigrate. Participants identified six factors within the political element that motivated them to emigrate from South Africa, namely: affirmative action, poor service delivery, poor leadership, mistrust in political leaders, public infrastructure and corruption. It was pointed out that affirmative action was introduced in South Africa by politics, but that its affect was mostly economical and that it should be considered as such. Similarly, the six factors that the participants identified in the economic element were discussed: limited economic opportunities, unemployment, economic uncertainty, financial loss, the labour supply exceeds the labour demand, and strikes. The factors within the social element were by far the most discussed and had a great impact on the participants, but were not the main reason for the majority of the participants' decision to emigrate. Those factors include: a perception of crime, a belief that there is no future for the participants' children, violence, poor service delivery, limited education opportunities, racism, an aggressive society and a negative work culture that intrudes on private lives. Lastly, the factors within a personal environment were discussed under Maslow's Hierarchy of Needs. Although unmet needs were true for the levels of physiological, safety, belonging, as well as esteem needs, it became clear that participants experienced a definite deprivation of safety and also belonging. Evidence from the qualitative study was presented throughout the chapter to validate selected factors.

# **CHAPTER 5: THE PULL FACTORS: THE AUSTRALIAN AND NEW ZEALAND ENVIRONMENTS AS A MIGRATION DESTINATION**

## **5.1 INTRODUCTION TO THE AUSTRALIAN ENVIRONMENT**

Australia is the world's sixth largest country, as well as an island continent, that can be located southwest from Asia between the Indian and Pacific oceans. The country covers 7 682 300 km<sup>2</sup> of land (more than six times larger than the land of South Africa) and a 36 735 kilometre coastline, which includes the coastlines of more than 8 000 surrounding islands. The geography of Australia is diverse; from tropical rainforests to the precious coral reef ecosystem, from hot and arid deserts, which covers nearly 20 percent of the land mass, to snow covered mountains (Australian Government, 2015a). The country is home to just over 23 million people – less than half of the population in South Africa (Australian Bureau of Statistics, 2015a). The country has a rich history of migrants, leading to a population of numerous ethnicities, cultures, languages and religions. In 2014, the overseas-born population accounted for more than a quarter of the total Australian population (Australian Bureau of Statistics, 2015b). Australia is a representative democracy, and at the same time, a constitutional monarchy with Queen Elizabeth II being Australia's head of state. A three-tier system of government divides the power between federal, state and local governments (Australian Government, 2015b). There are six states: Western Australia, Queensland, South Australia, New South Wales, Victoria and Tasmania. Australia has a strong and stable open economy, which has shown a constant annual economic growth over 23 consecutive years in 2014. The service sector is the most prominent part of the economy, as it supplies work to four out five people and contributes more than three-quarters of the gross domestic product. There are five significant industries that Australia competes with globally: agriculture (top 15 of exporters in the world), education (fourth largest in the world), tourism (11th largest in the world), mining (top four of exporters in the world) and wealth (third largest in the world) (Australian Trade Commission, 2015:12).

## **5.2 INTRODUCTION TO THE NEW ZEALAND ENVIRONMENT**

New Zealand, on the other hand, is a small country, similar in size to Japan or Great Britain, spread over two main islands and a number of smaller islands (New Zealand Tourism, 2015a). The two main islands, North Island and South Island, can be located southeast from Australia in the Pacific Ocean. The country covers 268 107 km<sup>2</sup> of land –that is less than a quarter of the land of South Africa (Statistics New Zealand, 2015a). It has a 15 134 kilometre coastline (The World Factbook, 2013). The geography of New Zealand is picturesque with an abundance of waterfalls flowing into fiords, towering mountains, clear lakes, untainted rainforests, large glaciers, enormous valleys and dramatic geothermal areas, including active volcanoes (New Zealand Tourism, 2015b). The country is home to just over 4,5 million people – less than a tenth of the population in South Africa (Statistics New Zealand, 2015b). Although the Maori tribe was the first people to settle in New Zealand, history verifies that, New Zealand was also once a British Colony (similarly to South Africa and Australia). The arrival of several nationalities in the succeeding years resulted in a population of several ethnicities, cultures, languages and religions. In 2013, a census determined that more than a quarter of the total population in New Zealand were overseas-born (Statistics New Zealand, 2013a).

A discussion will now follow on the factors within the political, economic and social elements that may pull South African citizens towards either Australia or New Zealand as a migration destination. *Evidence will be presented from the qualitative study*, which formed the first stage of this study, conducted in 2009, to validate possible pull factors in the external environment. The personal environment will also be discussed based on Maslow's Hierarchy of Needs.

## **5.3 MAGNITUDE OF SOUTH AFRICAN IMMIGRATION**

In 2013, the Department of Immigration and Border Protection of the Australian Government recorded 173 820 South African-born people living in Australia – an increase of 45 percent since 2006 – which positioned it as the eighth largest source country of all Australian migrants, and accounts for almost one percent of the entire Australian population (Australian Government, 2015a). Other statistics, which exclude New Zealand from the migrant

population, show that almost 42 000 South African migrants received permanent Australian resident status since the year 2000 (Australian Bureau of Statistics, 2015c). Although South Africa is the eighth largest source country for all Australian immigrants, South African born migrants rank higher within the total skills stream (placing South Africa as the seventh largest source country for all skilled migrants in Australia). Furthermore, South African born migrants rank even higher within the employer sponsored migrants, placing South Africa as the sixth largest source country for all skilled migrants in Australia (Australian Government, 2015b). This ranking implies that South African born migrants are positively accepted by Australian employers. There are two opportunities available in becoming a permanent resident in Australia: 1) the Migration Programme of Australia includes economic migration (skilled migration) and family migration, or 2) acceptance by Australia based on humanitarian grounds. Skilled migration has consistently accounted for over 80% of all permanent visas that were granted to South African migrants between 2010 and 2014 (Australian Government, 2015a). Family migration has accounted for between 11 and 16 percent of the permanent visas that were granted to South African migrants for the same period. Migrants may also apply for citizenship. The Australian Citizenship Test Snapshot Report has shown that 4 397 South African born migrants have applied for Australian citizenship in 2014 – of those applications, only one was not conferred (Australian Government. Department of Immigration and Border Protection, 2015:5). The 2011 Census reported that 71 000 South African born migrants have received Australian citizenship (Australian Government. Department of Immigration and Citizenship, 2011:10).

In 2013, a census determined that 28 656 South African people live in New Zealand – an increase of 32 percent since 2006 – which positioned it as the fifth largest source country of all long-term New Zealand migrants, and accounts for less than one percent of the entire New Zealand population (Statistics New Zealand, 2013b). An overwhelming 96,8 percent of South Africans living in New Zealand were born in South Africa, which clearly shows that there is a recent outflow of South Africans to New Zealand (Statistics New Zealand, 2013c).

Table 5.1 on page 95 serves as an overview of the themes that will be discussed in the chapter.

**Table 5.1 Themes discussed in chapter 5**

Section	Subsection	Element	Discussion of factor
5.4	5.3.1	Political	Good service delivery
	5.3.2		Facilitates immigration
	5.3.3		Government assists financially
	5.3.4		Law is enforced
5.5	5.4.1	Economic	Job opportunities
	5.4.2		Better work environment
	5.4.3		Career advancement
	5.4.4		Government assists financially
	5.4.5		Stronger economy
	5.4.6		Lower cost of living
	5.4.7		Variety of job opportunities
5.6	5.5.1	Social	Familiar circumstances
	5.5.2		Better future for children
	5.5.3		Public safety
	5.5.4		Friends and family
	5.5.5		Quality of life
	5.5.6		Words-of-mouth
5.6	5.6.1	Personal motivations	Physiological needs
	5.6.2		Safety and security needs
	5.6.3		Social and belonging needs
	5.6.4		Esteem needs
	5.6.5		Self-actualisation needs

## **5.4 THE POLITICAL ELEMENT**

In both instances, political factors were the least likely to pull South Africans to Australia and New Zealand. The political factors that were identified to contribute to the decision to live in Australia or New Zealand included: good service delivery, the country facilitates immigration, financial assistance from the government and the law is enforced.

### **5.4.1 Good service delivery**

Almost half of the participants from both Australia and New Zealand discussed good service delivery as a factor that motivated them to live in Australia or New Zealand.

P4(Aus): *"Public transportation system. The roads aren't wider than the roads in South Africa. But they are maintained. We drove out for the day to, Kalba, no, Jurien Bay. When we saw a pothole we were ecstatic, then we missed home. [laughs] There's actually a pothole here. We saw a pothole. So. And*

*it's not like the freeways here are seven lanes wide. No, no, no, the roads are small. But, but the roads are maintained, they truly are maintained. If you see that the road is getting a bit bad now, give it two months and you'll see machines on it. And they start repaving and they start to do it over. You don't have to wait for anybody. The, the taxes which you pay, you can truly see what they are being used for. The politics in Australia are around what they are going to do with the excess funds. That's the politics. Go and look, just the other day they showed them on television sitting in parliament and showing what's going on. It's about excess funds. That's the politics of this country."*

P5(Aus): *"A lot. I mean, all the government departments with which we've had to deal with, like tax and things like that, there's no hold up, a few minutes and it's done. All their structures seem to work. I don't know how they do it, but it just works, and anything you do here gets done very quickly."*

P8(Aus) *"I would say the most important is your tax money. You see that things are happening here with your tax money. You get value for your tax money. Yeah, and, you, you see the grass still gets cut on the sidewalks and maintenance is being done."*

P2(NZ): *"That which we've heard about, how their schools, are set up and the whole structure around, kids, is a bigger priority than, than some other countries would see it, we knew that here you can truly have a quality life and lifestyle and, and maintain it. So, yeah, it is, it was certainly a very big positive for us."*

P3(NZ): *"We had, healthcare, especially for pregnant women, is free. If you're a resident. Well, if you have a two year working permit here, then it's almost free. You literally just pay for your scans, yeah. Children go to school for free here. That's a big plus point. It is, if they are older than three then they start, the State subsidises for school fees. And then when they go to school it is free. So they go to school for free. Not private schools off course, the*

*State schools. And then all you do is you give donations." "Especially the, oh the hospitals, the State hospitals are, are one of the best quality hospitals that I've ever seen. South Africa's private sector hospitals don't even come near some of these State hospitals, so, absolutely."*

P4(NZ): *"Things like having to license your car, you don't have to go wait in queues for hours, to speak to someone who doesn't know what he's doing. You go to the post office and you don't wait in a queue and it takes you five minutes and it's cheap and it's done. The same thing when registering a house. If you register a house, in that same week it's on your name and it doesn't cost you an arm and a leg from the government. Those types of service delivery and things are really outstanding. It makes your life so much easier."*

#### **5.4.2 Facilitates immigration**

One of the participants from Australia and a few from New Zealand discussed the way in which the government assists people to migrate to their countries as a contributing factor that motivated them to live in Australia or New Zealand.

P3(Aus): *"A permanent place to stay is important to us. If you then go and analyse which countries and what which requirements have permanent residency, then you realise you don't have an American green card. It's a very difficult situation. UK is, is possible, but still very difficult. Australia is actually one of the countries which are fairly open for skilled migrants, for professional people. They want you for, you for, you for, for your labour." "Something interesting. You get five bonus points now if you can speak Afrikaans. Because Afrikaans is now an accredited community language in Australia. It just tells me we are very close to critical mass."*

P4(NZ): *"New Zealand's government websites are truly of top quality. Their information is put together very well and is very user friendly. When I saw what the process entails. They have three or four documents that are almost the same, which completes the process. The one, the one explains what the*

*process is and what the processes are that you have to go through. With regards to a working permit. And, the other is just an application form. Then there's a guide for the application form which tells you a little more about what each question means. And then there's a general knowledge type of, of document which tells you what it's like to work in New Zealand and what you can prepare yourself for. And there was really throughout that whole process no place where someone had to step in on behalf of myself and, and negotiate with, with the government. It was really a situation of filling in this form, fill in the form and hand it in."*

One of the participants in New Zealand also pointed out a difference between Australia's and New Zealand's approaches to facilitate immigration:

FG(NZ): *"I think what should also be mentioned is, as far as I know, New Zealand is one of the few countries where you can get permanent residency without having to come and work here first. Some of the people, they have a category about skilled migrants where they allow this type of thing if you can prove certain things. I'm not sure that Australia has that. It is relatively well-known that people come to New Zealand, because when they are here for five years, they can get citizenship and then they can move to the rest of the world."*

#### **5.4.3 Government assists financially**

A few participants in Australia and New Zealand mentioned that the financial assistance that the governments provide contributed to the decision to live in Australia or New Zealand.

P5(Aus): *"And yeah, furthermore we've been here a few months now, and we want to buy a house. And, I mean the government is helping us to buy a house, we get twenty-one thousand Dollars from the government to buy our first house."*

P6(Aus): *"... my eldest child, who is finishing her schooling here, she can go to Centrelink which is a State institution in Australia and she can apply for a*

*bursary. And the State will pay her, or pay her studies for her so that she can go and study in any field that she wants to. As long as her, her grades are good enough to qualify at the institution to get in."*

P9(Aus): *"We bought this house and the government gave us fourteen thousand Dollars. Where do you get that? Yes, it is just those differences between a first world country and a third world country that was attractive to us this side."*

One of the participants in New Zealand finished her last few school years in New Zealand after her parents decided to migrate to the country:

P5(NZ): *"For me it was, I, I know in South Africa, I don't know how easy it would have been for my parents to send us to university. Here there is obviously a study line and things available to us. So, there were no issue to get me into university and then to find me a job afterwards, and to go and do anything really. My brother and my sister went in very, very different directions than me, and I mean in that way it is for me, I think it worked out well. I don't have trouble finding a job, nor keeping one, and so forth."*

#### **5.4.4 Law is enforced**

A few of the participants in Australia mentioned that the fact that the law is enforced, contributed to the decision to live in Australia. None of the participants in New Zealand mentioned this to be a factor in their decision to move to New Zealand.

P6(Aus): *"Also I think one thing that may stand out is that we heard how strict they are here, and I like that. We, I mean, it is a renowned fact that they are truly extremely strict with their people and that their rules truly get implemented and I think that kind of sucked me in." "The government's structure are completely in place, which I liked. I mean they are completely intolerant of drunk drivers. So that is a good point. [laughs] So, we heard from people that you can't even think about going over your limit and then go driving around and drinking. And they implement that. It's not just that they placed*

*a rule there and there are no consequences. They placed a rule there and they enforce it. And I liked that."*

## **5.5 THE ECONOMIC ELEMENT**

Australia is the fifth wealthiest nation in the world and has been sharing that wealth on a national scale, resulting in Australian adults' median wealth to be the highest in the world since 2010 (Shorrocks, Davies & Lluberas, 2014).

The median wealth per adult for 2014 was calculated at 225 337 US dollars per annum for Australia and 82 610 US dollars for New Zealand, compared to 4 007 US dollars for South Africa (Shorrocks, *et al*, 2014).

The majority of Australian adults (62,9%) earn between 100 000 and one million US dollars per annum, with a mere 6,4 percent earning less than 10 000 US dollars per annum. Similarly, the majority of New Zealand's adults (43,3%) earn between 100 000 and one million US dollars, but a larger proportion of adults (24,7%) earn less than 10 000 US dollars per annum. Contrastingly, only a few South African adults (2,8%) earn between 100 000 and one million US dollars per annum, but a significant majority of South African adults (68,2%) earn less than 10 000 US dollars per annum (Shorrocks, *et al*, 2014).

Oddly, economic factors were unlikely to pull South Africans to Australia and New Zealand when compared to social and personal factors. The economic factors that were identified to contribute to the decision to live in Australia or New Zealand included: job opportunities, a better work environment, career advancement, government financial assistance, a stronger economy, lower cost of living and a variety of job opportunities.

### **5.5.1 Job opportunities**

A third and final longitudinal survey among immigrants in Australia, determined that 32 percent of all skilled migrants identified work or business opportunities as the main reason for their decision to live in Australia (Australian Government. Department of Social Services, 2007:16). The unemployment rate is 6,2 percent in Australia (Australian Bureau of Statistics, 2015d) and 5,8 percent in New Zealand (Statistics New Zealand, 2015c) in comparison to

South Africa's unemployment rate of 25 percent (Statistics South Africa, 2015) – a clear indication that South African migrants may experience job opportunities as a pull factor to live in Australia and New Zealand. The majority of participants from Australia and New Zealand identified job opportunities as the greatest economic factor that motivated them to live in Australia and New Zealand.

P3(Aus): *"A permanent place to stay is important to us. If you then go and analyse which countries and what which requirements have permanent residency, then you realise you don't have an American green card. It's a very difficult situation. UK is, is possible, but still very difficult. Australia is actually one of the countries which are fairly open for skilled migrants, for professional people. They want you for, you for, you for, for your labour."*

P4(Aus): *"Looked at what opportunities there were on this side (Australia). And New Zealand, and in Canada. New Zealand was eliminated. Australia and Canada, there's little mining in New Zealand. Australia and Canada mining is big. I'm in the, the mining industry so that's where I focussed and that's off course what I looked at."*

P4(NZ): *"I work in the, information technology field and there is a lot of work in it. So I didn't have a lot of tension regarding finding a job, and as a, a white Afrikaans man in South Africa it was a really big stress for me. To lose my job in South Africa was a massive thing. It was really a big issue."*

P5(NZ): *"Whereas I had a job a year before I finished university. I don't know. For me I don't know, it just feels like it was easier here."*

P6(NZ): *"The biggest thing for us, or the biggest reassurance which we had, we knew XXX would get a job easily, with his qualifications and his experience. And I also think it was, not that he wouldn't have been able to in Canada, but we knew for a fact that there was a work for him here. So that was, that also had a big, big influence in our decision."*

FG(NZ): *"He got an opportunity to work in New Zealand before he even had a work permit."*

A census reported that South African migrants were most active in the following industries: professional, scientific and technical services (13,9%), education and training (13,4%), healthcare and social services (9,3%), and manufacturing (9%) (Australian Government, 2011:64).

### **5.5.2 Better work environment**

A better working environment was mentioned by an Australian participant, but was identified by the majority of New Zealand participants as an economic factor that motivated them to live in Australia and New Zealand:

P4(Aus): *"That's why the Aussies are very strong on the word 'mate'. Meaning you're not going to stab me in the back, we're friends. And, and a lot of the guys take the 'mate' thing lightly. It's not such a light thing. Meaning with the 'mate', we are friends, we look after each other. Doesn't matter where you're from, what you do, we're here to do a job. And when you're at work, you do your work. If it's on a weekend and you want to be around a bunch of South Africans, go for it. But while we're at work, we do our job."*

P1(NZ): *"And to me it feels like in New Zealand they give every guy a, a chance to prove yourself. And once you've proven yourself, then it is easy for you to go further in whatever career you find yourself."*

P3(NZ): *"From a working point of view, it isn't it is, it is not as competitive as South, South Africa, but it's still busy."*

P4(NZ): *"They are not slaves to their jobs, to their jobs and I think it is because of how, the market is structured in New Zealand, with the abundance of jobs in comparison with the amount of people there are."*

FG(NZ): *"Here you get that, 'well done!', 'great!' You know? 'That's it!' To her too. Very, very, very, great positive feedback."*

FG(NZ): *"The support she gets from co-workers is like 'ah, now I don't mind to walk this extra mile'."*

### **5.5.3 Career advancement**

More than half of the South African working population in Australia are employed at higher levels, with the majority being professionals (34,5%) and managers (16,3%) (Australian Government, 2011:64). A few participants in Australia and New Zealand mentioned that the opportunity to advance their career was an economic factor that motivated them to live in Australia and New Zealand.

P12(Aus): *"Uhm, economically the rewards have been very, very good as well uhm, out here in Australia you get promoted on merit, no matter what your skin colour, your nationality, your, your gender. It's just very, very fair and equitable. Uhm, and I've really made a lot of progress with my career in the six and a half years I've been here. I can't believe how well I've done."*

P1(NZ): *"Yes, it's just, I feel they make it easy for you to be promoted in, in your job. They make it, they give you options."*

### **5.5.4 Government assists financially**

A few of the participants from Australia and New Zealand indicated that the way in which the government assisted them financially was a political and an economic factor that motivated them to live in Australia and New Zealand. It is discussed in more detail under the political element in Section 5.4.3.

### **5.5.5 Stronger economy**

In 2014, Australia was forecasted to be the 13th largest economy in the world (Australian Trade Commission, 2015:4).

The minority of the participants indicated that the stronger economy of Australia and New Zealand served as a pull factor to live in Australia and New Zealand:

P1(Aus): *"A better economy than South Africa, so that is also the other side, I mean everyone has to eat and live of something, so I think the economy is a lot better."*

P3(NZ): *"The currency here is a lot stronger."*

### **5.5.6 Lower cost of living**

Only a few participants indicated that a lower cost of living in Australia and New Zealand motivated them to live in one of these two countries.

P4(NZ): *"And, with regards to banking costs, that which I learned from my research didn't really make sense to me because it just sounded too good to be true. I was used to paying a lot of banking costs. Among others my, my account in South Africa was closed because I, didn't have enough money in my account to cover my banking costs, and, that was after I hadn't used the account in six months. So, yeah. There's a big, big difference with those types of things. And, my research sounded very good and it was quite fable like, you know."*

P6(NZ): *"And the living costs and the livelihood and those types of things, we didn't know it was that much better and cheaper than what we were used to. In all aspects – food, cars, water, any type of thing you can think of, worked out cheaper in the end. So you go further with your money. You can get along easier than we thought."*

A few other participants had the opportunity of moving to Australia without incurring the costs to relocate, which made living in Australia more economical from the start:

P1(Aus): *"Yes, yes they have a branch here and they also carried all the costs and it was an opportunity I couldn't pass up."*

P9(Aus): *"Yes, and it cost us very little because my husband's company kind of sorted everything out."*

### **5.5.7 Variety of job opportunities**

The minority of the participants indicated that a variety of job opportunities in Australia and New Zealand was a pull factor to live in Australia and New Zealand.

P4(NZ): *"Part of the, part of the research I did, just about that point, I read that people say on, on average the Kiwis change industries up to six times in their lifetime. Not work in the same field, physical, industry moves. I didn't, it sounded very gutsy to me at that stage. Now that I'm here I also understand it better. But still they have a lot of freedom on that point."*

## **5.6 THE SOCIAL ELEMENT**

A census showed that the greatest number of South Africans, in relation to Australians and all other migrants, are based in Queensland and Western Australia, specifically in Perth. In 2006, South Africans made up 1,3 percent of Perth's population. This number grew and in 2011 South Africans were calculated at 1,8 percent of Perth's population – putting South Africans in fourth place of the inhabitants of Perth (Australian Bureau of Statistics, 2014).

### **5.6.1 Familiar circumstances**

All of the participants from Australia and the majority from New Zealand held that the familiarity of circumstances in these two countries motivated them to live in Australia or New Zealand.

P3(Aus): *"Something interesting. You get five bonus points now if you can speak Afrikaans. Because Afrikaans is now an accredited community language in Australia. It just tells me we are very close to critical mass."*

P4(Aus): *"The, the thing that makes the Australians and the South Africans fit in is our sense of humour. The Australians love to, like we say in Afrikaans, to have a go at you. They would, they would insult you. You know, they, they, you would easily tell a guy he's gay. That's why you are so, you're gay. Not meaning that this guy is actually a homosexual. But, but you don't want to come and drink a beer with us. Now, now they would have a go at this guy. And in South Africa it's exactly*

*the same. The sense of humour is exactly the same. The Australians aren't sensitive. The South Africans aren't sensitive."*

P7(Aus): *"But your living situation and your living standard in South Africa, is more or less like South Africa."*

P8(Aus): *"because Australia's culture is a lot like South Africa's"*

P9(Aus): *"you can speak English, that helps a lot. If I have to think of an example now, a country like India or even Dubai, if you go there, there will always be a language barrier and all those religion stuff that goes on there. So I think the fact that we can speak Afrikaans here. My manager and I at work are both Afrikaans. [Laughs] She is English, but South African, so she understands Afrikaans and I have a lot of other Afrikaans colleagues. So, the language helped, or the fact that we can speak the language."*

P11(Aus): *"I think the lifestyle is mostly the same, like I say a lot of times I have to tell myself I'm not in South Africa. Drinking tea and coffee, we braai, we watch rugby and cricket. It's so similar. I think it's the fact that the weather is the same, that the people have the same culture, I think it's those types of things."*

P12(Aus): *"The culture is very similar to South Africa. You can see, uhm you can go to a rugby match and see the Springboks play twice a year if you want to, you can still see the Bulls when they come over here for Super Fourteen's, you can go and watch the cricket, uhm the language is no problem. It's not like when you move to Switzerland you have to learn French or German or something like that. It's just a very, very easy-going, similar culture."*

P3(NZ): *"The people are almost the same as us, traffic rules are the same. It's basically a lot like South Africa. And we, yeah, we read a lot and started to make contact with the people here and they told us a bit more about what was going on there, here in New Zealand, and talked about politics, talked about the weather, talked about sport, and about, just about, the lifestyle basically."*

P4(NZ): *"And I looked at the cultural story and looked at how we, think about sport, and our cultures are actually very close to each other regarding that. In cultures are in general close to each other. There are small things which give the Afrikaans people an Afrikaans identity and that you won't find in any other culture. But on wider spectrum we have a very similar way of life and we have very similar, after hours' pastimes as well. So, if one, can spend socially spend time with people you can easily make friends, so. That also worked out well for me."*

P6(NZ): *"But then we went and sat and really thought about it, and New Zealand is still in the southern hemisphere. And the cultural difference between the South Africans and the Kiwis is not that big. So there we thought it would be easier. The seasons stay the same and they still drive on the, drive on the same side of the road. All those things we thought would have a huge impact. So that was the norm of everything for us."*

FG(NZ): *"And then, at the same time someone, I can't remember his name anymore, but it was one of the Ministers of New Zealand, said in a newspaper the culture in New Zealand is closer to Europe than what Australia's is. So Australia is much more Afrikaans. And I think that was, with our prayers, we decided it [New Zealand] probably is the best place for our children."*

### **5.6.2 Better future for children**

A perception that Australia or New Zealand offered better futures for their children motivated some of the participants in Australia and the majority of the participants in New Zealand to live in these two countries.

P1(Aus): *"I think the school career here is a lot better than in South Africa. So for our children it is a better future here than in South Africa."*

P4(Aus): *"O yes, my children's future. If I, if any person, you can have Grade two and a will to work, then you can get rich here with a Grade two. You just have to have the will. If you have willpower, then you'll make it here. That and, and, funnily enough*

*it has nothing to do with the colour of your skin. Nothing, nothing, nothing on this planet. You can be black, you can be white, you can be a Dutchman, a Chinese, a Japanese, it doesn't matter what race you are. If you have a will to work, you will become rich." "The schools here, if you have a problem child in South Africa. My son is dyslectic. He came here. The language changed, the school he is in, is, is a, is a single medium, in other words they only accept English as a language. He's doing better here than in the school in South Africa. What is the benefit? Half. I'm telling you now half of it. A big amount of his teachers speak Afrikaans. But there is really a drive to get this guy to the level of the rest of the team and go on." "Tutoring classes. If there is an Afrikaans teacher and he, he's struggling with the language of the Queen, then they tutor him in the afternoons. He has to stay here. They leave the teacher for him, no extra costs, no nothing. Oh, you're dyslexic, don't worry you do all your examinations vocally. And it actually gets done like that."*

P6(Aus): *"And employment opportunities are, I mean, if I, if you go and look at the unemployment rate, I know there are problems here as well, but it is just less than South Africa. And if you go look on the internet here, there is just a lot more work here for young people. So it makes it possible for them, that even if they study, they would still be able to go work, or if they don't want to go study, they can still go and work and receive competent salaries. Where you can survive with a salary here, actually make a living for yourself with minimum wage, whereas in South Africa you need two salaries just to make a, a standard living. And it makes a big difference. Yeah."*

P7(NZ): *"XXX and I, that's my husband, decided to give our children a better future." "We just wanted a better place and better opportunities for our children... And opportunities, work opportunities, study opportunities, all those types of things are open to him, for our children one day and for XXX, in another country and things, better than what he would have gotten there, that we know for sure."*

FG(NZ): *"... for my children's university opportunities. I mean exposure to an international study opportunities, where they can go anywhere in the world. They don't have*

*to prove their qualifications, they don't have to do a bridging course here. What they've done is accepted throughout the world."*

FG(NZ): *"When we just arrived, oh, the tears were close the second weekend you're here and you cry and you mourn over everything you left behind. And we drive up to Mount Victoria and we drop this one off just where you come up to the mountain, and XXX wants to get a fit, but are you mad! Where are we going to get this child? No, she runs through the bushes and she comes up to Mount Victoria. And when she got to the top, we were here a week, she looked at us and she said 'this is the greatest day of my life!' And to realise she's running, that's it! That's a basic, that's what we had as children. You played outside until ten o'clock in the evening when your mom called you inside. For them it's not a given anymore. For them it is, it's a privilege just to run."*

### **5.6.3 Public safety**

Some of the participants in Australia, but none of the participants in New Zealand discussed a general safer public environment as a pull factor to live in Australia and New Zealand.

P1(Aus): *"Better living standards and their crime is also a lot less. So it was a very big selling point... Well you don't live in such fear. You can enjoy the parks and you don't have to lock up everything."*

P3(Aus): *"Last night we were with friends that said the worst that can happen to our children is that they can become jailbirds, but still in these prisons they would be safer than in C Max in Pretoria." "In, in Perth specifically, let's say Australia, but we focused it on Perth, we found one place that showed crime statistics. Even though the Australians think there are safety problems here, we know the scale of it is nugatory. In a South African context the crime here is trivial."*

P4(Aus): *"One of my biggest reasons for moving here was that here it's about enforcing law and order. Here they understand that. If you want to test them, drink and drive. Behave improperly in public and see what happens. So there is really enforcement of the law and order here. There are still murders here. I want to*

*take a guess and say that over ninety percent of the time it takes twenty four hours and you can go and watch the news and the guilty were caught. So if you commit murder, it's actually a sort of 'I want to go to jail'. You, you don't have to wonder whether they are going to catch you, they will catch you. In South Africa I don't know."*

#### **5.6.4 Friends and family**

The minority of the participants in Australia and the majority of the participants in New Zealand indicated that family or friends were a pull factor to live in Australia or New Zealand.

P2(Aus): *"And then also where there would be a network of friends and people who were already, came from the same town and environment. It was then. Therefore everyone who started with the process at that stage came here."*

P3(Aus): *"In the end friends and a network just comes together. And then it stands out."*

P8(Aus): *"And I have a friend who also came here and also decided that they were going to emigrate, applied as a PR. Yeah, I think XXX played a big role in it for me, you know, to convince me to come here. Because I thought that if she's here, [laughs] then I can do it too."*

P10(Aus): *"We came here because our children came here. We visited them here. They weren't going to come back again. So we decided that when the time became appropriate then we would move."*

P1(NZ): *"I went to England first and then just came to visit my brother, and I decided then that New Zealand would be a better option for me." "And, yeah I decided because I have family here, and it would be easy for me to get a job and to build a future for myself here."*

P2(NZ): *"Our friends at that time, came to New Zealand. And I think one of the influences was, was my friends as well, who came here and gave us confirmation that it was a nice place and what, what need there is here in terms of our vision. And we*

*thought that, yeah, it is, it is very good." "But, well, because our friends were already settled here and because we only heard good things about New Zealand and, yeah, I think that's it.*

P4(NZ): *"So, when friends of mine came with the idea that they were going to move to New Zealand, I saw it as a, as an opportunity to take the chance and see what I could go and do somewhere else."*

FG(NZ): *"Our family interests are here and we, for us it was important to reunite our family. Because my daughter was here and she married a New Zealander."*

### **5.6.5 Quality of life**

The minority of the participants in Australia and the majority of the participants in New Zealand indicated that the quality of life was a pull factor to live in Australia or New Zealand.

P3(NZ): *"And, how we finally decided on New Zealand, was because of the great lifestyle that is available here. We had, healthcare, especially for pregnant women, is free. If you're a resident. Well, if you have a two year working permit here, then it's almost free. You literally just pay for your scans, yeah. Children go to school for free here. That's a big plus point. It is, if they are older than three then they start, the State subsidises for school fees. And then when they go to school it is free. So they go to school for free. Not private schools off course, the State schools. And then all you do is you give donations. You give donations to the school and those types of things. The programs that are available here for children's development is awesome. There are things, for example camps and those types of things, where they learn things outdoors, and learn skills and things like that. So, yeah. It's just, the lifestyle here is absolutely, absolutely wonderful. And the benefits here as well. Especially the, oh the hospitals, the State hospitals are, are one of the best quality hospitals that I've ever seen. South Africa's private sector hospitals don't even come near some of these State hospitals, so, absolutely."*  
*"And salaries are at the end of the day not that important here. Because your standard of living is so great. So we don't have that, how can I say? In South Africa I experienced it a lot, a drive towards money. You are driven by money."*

*And here it's not like that. Here it is – as long as you can spend time with your family. That is important to me. "*

FG(NZ): *"And that opportunity wasn't there for us to move out of a big city to a better environment. And here in Wellington, New Zealand, you get best of both worlds. You are, in Wellington you are, my husband can work in, in, in a, in a large industry, but we have a small town feeling around us."*

### **5.6.6 Word-of-mouth**

A few participants from Australia, but none from New Zealand, offered word-of-mouth as a pull factor to live in Australia.

P5(Aus): *"I would say the main one was basically all the people I spoke to told me that they wouldn't easily go back, they are extremely happy in Perth. That's just the feedback from all the people who already live here."*

P9(Aus): *"We heard a lot about it from people. You know, everybody in South Africa has got a friend or cousin or uncle or aunt that is here. We received a lot of feedback from Australia."*

## **5.7 THE PERSONAL ENVIRONMENT OF SOUTH AFRICAN MIGRANTS**

This section will discuss the factors within the personal environment, which participants in the qualitative study identified to pull South Africans toward Australia or New Zealand. These factors will be discussed in Maslow's Hierarchy of Needs under the headings: physiological needs, safety needs, social and belonging needs, esteem needs and self-actualisation needs.

### **5.7.1 Physiological needs**

Only participants in Australia described physiological needs to be a contributing pull factor in the decision to move to Australia. The majority of the participants mentioned that Australia's weather patterns contributed to the decision to live in Australia.

P2(Aus): *"We went around and thought which countries have the same weather as our weather. And I think for us the biggest decision was weather and climate which would be the same as ours."*

P3(Aus): *"And then, second to that, I looked at the weather. Can one adapt? Because some of my friends in Germany who worked there, some of my colleagues said to me 'It kills us. We sometimes don't see the sun for thirty days. It is very bad. We hate it.' Then I thought well maybe they have a point. Let's look at rainfall, let's look at temperatures, climate things like that."*

P4(Aus): *"If you, if you like the Cape's weather, that's what we have here, temperatures are exactly the same."*

P5(Aus): *"Okay, that, that was, like I said, we first looked for the country and then we thought Australia due to the weather. That is where it started. Their weather patterns are the same."*

P6(Aus): *"For me personally the climate. [laughs] I hate cold weather. So yeah it, the biggest reason for me was the climate. I think there are other very beautiful countries out there, but Australia's climate is definitely the closest to South Africa. And I think, I have had, a lot of friends who, who also nurse who ended up in England and who are so miserable because it rains constantly, and I think climate influences your mood. So yeah. I think it is very important to at least get that part on your side [laughs] than to not have it. So yeah, climate is the biggest reason which I, why I chose Australia."*

One of the participants also indicated health needs which were unmet in South Africa, resulted in healthcare to be a pull factor to live in Australia.

P6(Aus): *"Then yes, the healthcare is a problem. That which I have is very rare and uncommon and the medical aids in South Africa are becoming more and more selective and everything is basically being pushed into HIV now. Which I truly feel is bad because there are so many other medical conditions which also, which*

*needs more attention. Or, or in which research should also be done. And that is probably because of my own personal reasons, I won't go into what that is, that would be too involved. But yeah, it is harder and harder for me to get medication and it was easily eleven thousand rand a month, and, which the medical aid paid, but I truly struggled. Especially the last two years, a year before we came, to get my things approved. Which left me with absolutely no opportunities. The chances that I would have gotten it from the government would have been non-existent. So yeah, it just supported it."*

### **5.7.2 Safety needs**

Some of the participants in Australia and the majority of the participants in New Zealand discussed personal safety needs as a pull factor to live in Australia and New Zealand.

P3(Aus): *"The guys don't know what hijacking is, what crime is. If you tell them that my dad bought me a shotgun in Grade five as a gift to shoot guinea fowl on grandma's farm. They think my dad's not right in the head. [laughs] If you tell them the security company told you to put a Trelidor in your hallway because of the crime, otherwise your insurance goes up, then they ask 'Why?' Here dogs are pets, genuine pets. If we tell them our dogs slept outside so that they don't break into our house, my father had a Rottweiler for safety, then it's [makes a sound]."*

P4(Aus): *"I don't have to worry to be away from home for four, five days a week. My wife doesn't have to worry when she's home alone. [laughs] She actually sleeps well when I have to leave. So it makes it easy for you."*

P8(Aus): *"I, on the positive side it's just that you don't have electric fences. You can literally forget your garage door open for a day and nothing disappears from it."*

P1(NZ) *"Firstly it is a lot safer than there, than in South Africa. We can go out for a walk in the evenings, we can walk around outside, we can do what we really, what you really want to do without worrying that something is going to happen to you."*

P3(NZ): *"The fact I said about the hospitals, the schools, the fact that my child can run around in the streets without being afraid, the fact that there are no safety bars in front of our windows, the fact that I don't have to lock my door when I stop at a robot or at an off ramp or something like that. You know, all those thing played a part."*

P6(NZ): *"Safety. Definitely for the children's safety."*

FG(NZ): *"I can see the difference here where we currently stay in New Zealand, how my children changed. The freedom they have. My eldest daughter has her own car. She's now in, in the proverbial standard nine in South Africa basically. She has her own car, she drives in the evenings, she visits her friends, she comes back ten o'clock. She does her own thing."*

FG(NZ): *"We can walk hiking trails, we can be in the bushes, we can be in nature, we can, nowhere is that fear constantly with you."*

### **5.7.3 Social and belonging needs**

The majority of the participants in Australia and New Zealand indicated that the need to belong to a group was the pull factor to live in either Australia or New Zealand.

P2(Aus): *"There were another two groups who came and then, at the end of the day, some of their families which had almost become friends. [laughs]"*

P3(Aus): *"Then I did some research on the internet. There are a lot of webpages that helps you with stuff like that. They compare all sorts of funny stuff like food and sports. I didn't think of that, but they play rugby and they like rugby. There are a lot of other sports. These guys play cricket, so it gives you social levels to talk about."*

P4(Aus): *"In proper Afrikaans: it's the new home country [tuisteland]. There is easily the most concentrated group of South African here that I know of."  
"So, why here? The temperature. The home country. I had, you were in church this morning, I walked into the church here. Here, our church currently has seven*

*hundred people. And I have to mention this: we had our bazaar last weekend, just before it started we started making the “wors”, biltong and so forth. Our bazaar went on for four hours. We made thirty five thousand dollars profit. If you convert it to rand it's two hundred and fifty four thousand rand. That, that says, it has to say something to you about what we do here in our church. So my religion is extremely important to me, it's number one in my life. Here I can live it out. My church is right, I can give my inputs there where I am in the church. Why Australia? There are churches here that I like."*

P8(Aus): *"I also think because, I think you know that there are a lot of South Africans here, so you know it will be easier to adapt here."*

FG(NZ): *"And I think the fact that we sit here at a South African church today says you still have a need to hear your language and a need to worship God in your own language. We go to dances together. We go to stuff that is Afrikaans together. Yes, because you enjoy it."*

#### **5.7.4 Esteem needs**

The minority of participants in Australia and New Zealand discussed esteem needs as a factor that pulled them to live in Australia and New Zealand.

P8(Aus): *"I've wanted to for a long time, even though I wanted to go and work abroad, more for the experience thereof, or to get more experience."*

P12(Aus): *"Out here in Australia you get promoted on merit, no matter what your skin colour, your nationality, your, your gender. It's just very, very fair and equitable. And I've really made a lot of progress with my career in the six and a half years I've been here. I can't believe how well I've done."*

P1(NZ): *"Yes, it's just, I feel they make it easy for you to be promoted in, in your job."*

FG(NZ): *"Here you get that 'well done, great!'. You know. 'That's it'. For her too. Very, very, very good, positive feedback."*

FG(NZ): *"And that opportunity to move from a big city to a better environment wasn't there for us. And here in Wellington, New Zealand, you get best of both worlds. You are in Wellington, my husband can work in a, in a large industry, but we have that small town feeling around us."*

### **5.7.5 Self-actualisation needs**

In 2014, the majority (80%) of the entire population in New Zealand reported high levels of overall life satisfaction, as well as almost 90 percent indicated that their activities created a sense of purpose (Statistics New Zealand, 2015d). The majority of the participants in Australia and New Zealand discussed self-actualisation needs to have been the pull factor to live in Australia and New Zealand.

P1(Aus): *"No, it was also a big adventure to see what was in other countries and what they offered." "No, we couldn't fast enough, wait to get away. Because we are fairly adventurous and we've travelled the world over."*

P3(Aus): *"And I came back with that thought, there's a first world out there, we have to broaden our horizon a bit, off course the adventure was part of it."*

P4(Aus): *"So my religion is extremely important to me, it's number one in my life. Here I can live it out. My church is right, I can give my inputs there where I am in the church."*

P6(Aus): *"So for me it is a, a legacy that you leave behind for them to come here for, to give them the opportunity to do something with their lives, with their futures."*

P7(Aus): *"I am one of the founders of the church here."*

P2(NZ): *"Our friends at that time, came to New Zealand and at that time we, we started to think is it, is it may be a sign, should we, should we also move here because, among others these friends of ours we also with us in this vision and this plan and, and the same passion as well for, for youth, for children, for adventure and,*

*and obviously to spread the Word. And we, we then made very sure , through word, through people, and spoke to people and got confirmation from my family, and we, we decided New Zealand was a very, very good place to start. And we were, we were then blessed with the, the answer and the confirmation that we specifically needed to come here."*

P3(NZ): *"I also came here because I am a Christian and I, I have a calling in my life, I also came here to spread the Word of the God."*

P4(NZ): *"So, when friends of mine came with the idea that they were going to move to New Zealand, I saw it as a, as an opportunity to take the chance and see what I could go and do somewhere else."*

P5(NZ): *"But I know the big thing was just to see to it that we would be able to have a good future, that whatever we wanted to do we would be able to do it."*

P6(NZ): *"We just wanted a better place and better opportunities for our children and we saw it as an adventure."*

## **5.8 CONCLUSION**

In this chapter, the Australian and New Zealand environments were examined. The information from the first phase of the study was analysed and presented the factors that South African migrants identified to have pulled them to live in Australia and New Zealand. The factors associated with the destination that may pull a potential migrant to leave his or her country of birth was considered in different sub-categories, namely political factors, economical factors and social factors. Maslow's Hierarchy of Needs was discussed as a theory for personal factors that motivate people to emigrate.

# CHAPTER 6: THE SURVEY: DATA ANALYSIS

## 6.1 INTRODUCTION

In this chapter, the data collection methods is discussed and the sample is clarified. Thereafter, the demographics profile of the respondents, as well as the push, pull and personal needs items is analysed through exploratory factor analysis to determine if meaningful factors emerged. Inferential statistics show the relationship between these factors and whether there are differences in importance of the push, pull and personal needs factors between emigrants residing in Australia and New Zealand. Binary Logistic regression show whether there are factors that are statistically significant predictors of the odds that a South African emigrant will choose to locate to New Zealand. The results is discussed throughout and a brief conclusion is presented.

## 6.2 DATA COLLECTION METHODS

This study was a mixed-method study, thus the data collection methods were both qualitative and quantitative. In 2009, in the first phase of the study, the qualitative data collection instruments consisted of one focus group with seven participants and six personal interviews in New Zealand, as well as twelve personal interviews in Australia. The qualitative data collection method was discussed in Chapter 1. The findings of this qualitative study were discussed in Chapters 4 and 5. In the second phase in 2015, a quantitative data collection instrument was administered with an online questionnaire. A message about the questionnaire and a link to the questionnaire was posted on the 17 private Facebook pages' walls that were formed for South Africans that live in either Australia or New Zealand, for the entire population on those pages (termed by Facebook as "members") to view.

## 6.3 SAMPLING

### 6.3.1 Target population and context

A population refers to a group of potential participants to whom the results of the study may be generalised (Van Zyl, 2014:95). The target population for this study consisted of

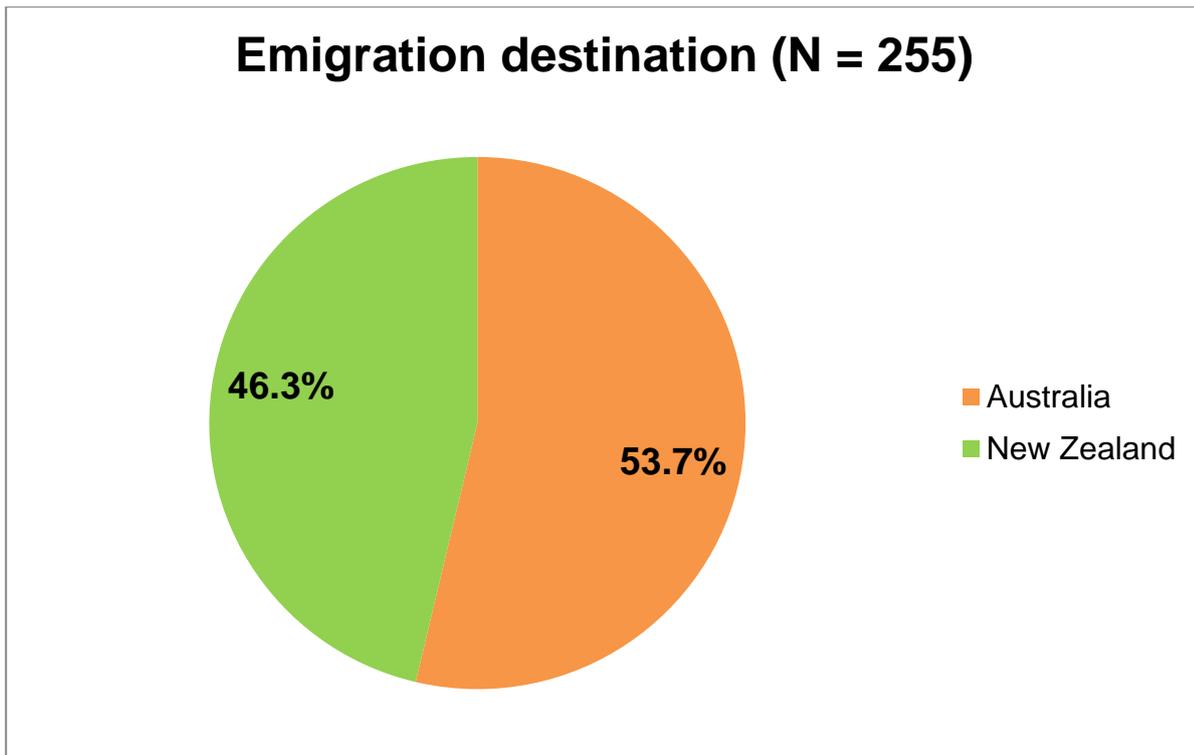
economically active South African emigrants who live in Australia and New Zealand. The reason this study focussed only on economically active South African emigrants, is that only these people have a direct economic impact on the involved countries. The unit of analysis is the individual South African adult emigrants in Australia and New Zealand.

### **6.3.2 Sampling method**

In the second phase of the study, respondents were selected by contacting 17 closed (secured) Facebook groups that were formed for South Africans that live in either Australia or New Zealand. There is no alternative sampling frame available, since migrants did not need to declare themselves as migrants on a work visa and official documentation is not accessible to the public. Subsequently, the sampling method can be considered to be non-probability sampling, where the odds of selecting any one member of the population is unknown (Van Zyl, 2014:96).

### **6.3.3 Sample size**

The sample size chosen depends on several factors such as cost and time. For non-probability sampling, these factors need to be taken into consideration before deciding on a sample size (Cooper & Schindler, 2006:413). A link to an electronic survey was posted onto the walls of 17 Facebook groups in December 2015. These groups collectively contained 162 923 Facebook users, but it was clear that the same Facebook users were members of several of these groups. No specific sampling method thus applies since the link was posted and available to the total target population on the 17 Facebook groups, thus a census. A total of 255 South African emigrants on the Facebook groups responded to the survey. The distribution of the sample of 255 respondents was fairly similar between Australia and New Zealand (refer to Figure 6.1).



**Figure 6.1: Emigration destination (N = 255)**

A slightly higher percentage of respondents are from Australia (53.7%) probably due to a larger number of Facebook users on the Australian Facebook groups than the New Zealand Facebook groups. This distribution correlates with the distribution of the qualitative samples of Australia (12 participants) and New Zealand (13 participants). All questionnaires collected were usable. The reason for the difference in some of the sample sizes is that there may have been missing responses at some questions.

#### **6.4 LAYOUT OF STATISTICAL RESULTS**

Figure 6.2 displays a visual presentation of the format in which the statistical results will be discussed. The demographic profile of the respondents and the frequency distribution of the push, pull and needs factors will form the basis of the discussion. Thereafter, the results of the exploratory factor analysis and the inferential statistics will be discussed. Lastly, the results of the binary logistic regression modelling will be presented.

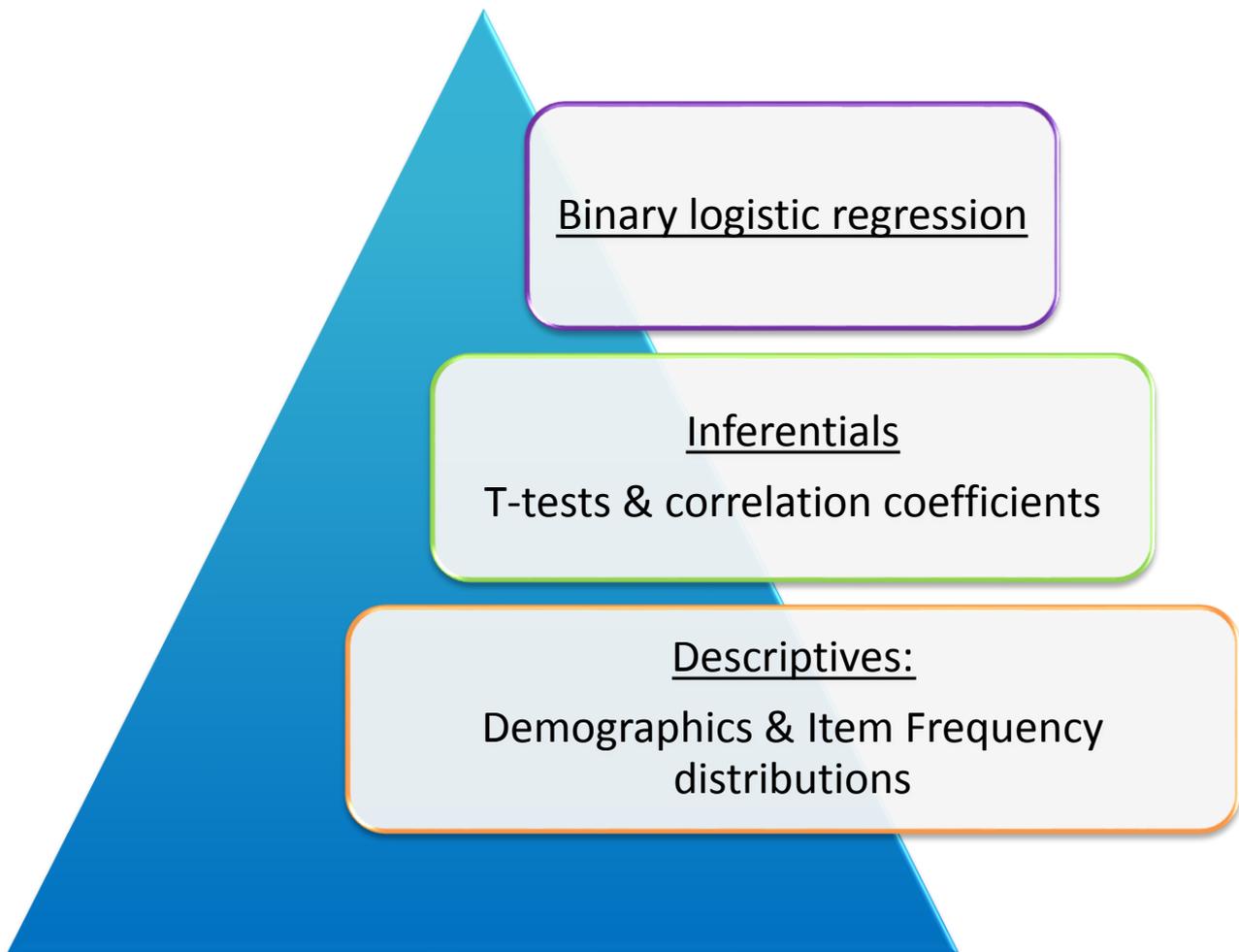


Figure 6.2: Layout of the statistical discussion

## 6.5 DESCRIPTIVE STATISTICS

The term "descriptive statistics" is used as reference to statistics that describe variables (Saunders, *et al*, 2012:669). The data contained in the questionnaires of the second phase was cleaned, coded and imported into Statistical Program for the Social Statistics (SPSS v23). A descriptive analysis was conducted and trends and distributions were detected. The statistics that describe the demographic profile, including gender, race, age, educational qualification and employment, are discussed first. Thereafter, the push factors in South Africa and pull factors in Australia and New Zealand as well as the needs are described. Missing values account for the smaller number of responses (N) where it differ from the sample size of 255 respondents.

## 6.5.1 Demographic profile

### 6.5.1.1 Gender

The gender distribution of the sample shows a slight marginal domination by female respondents (54%) (refer to Figure 6.3). This distribution differs slightly from the qualitative phase of this study where male participants were more likely to participate in the interviews. It seemed that male participants were more likely to participate in the qualitative phase, because they were speaking on behalf of their families, since men are traditionally the "head" of the household in South African culture.

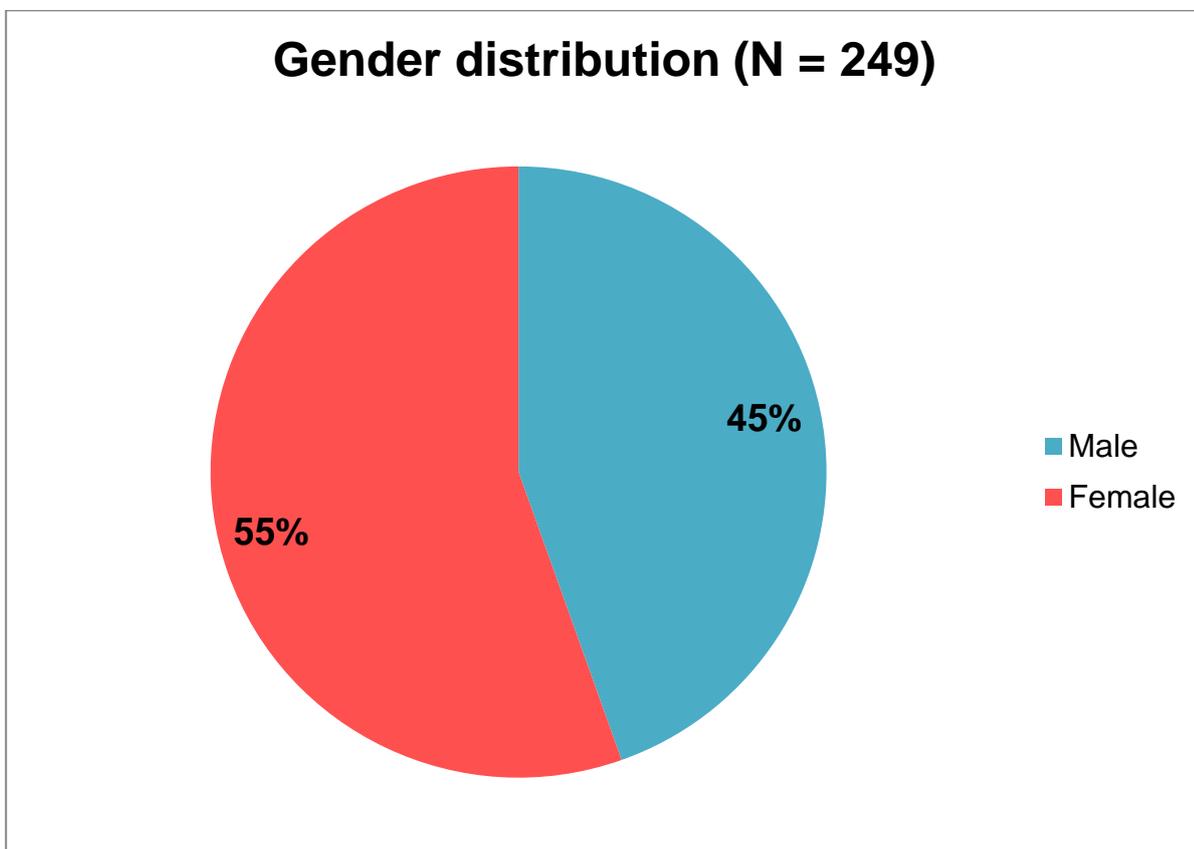


Figure 6.3: Gender distribution (N = 249)

### 6.5.1.2 Race

The distribution of race indicates that almost all of the respondents (94.5%) are white (refer to Figure 6.4). The race distribution corresponds with the qualitative phase of this study where all participants in the interviews and focus group were white.

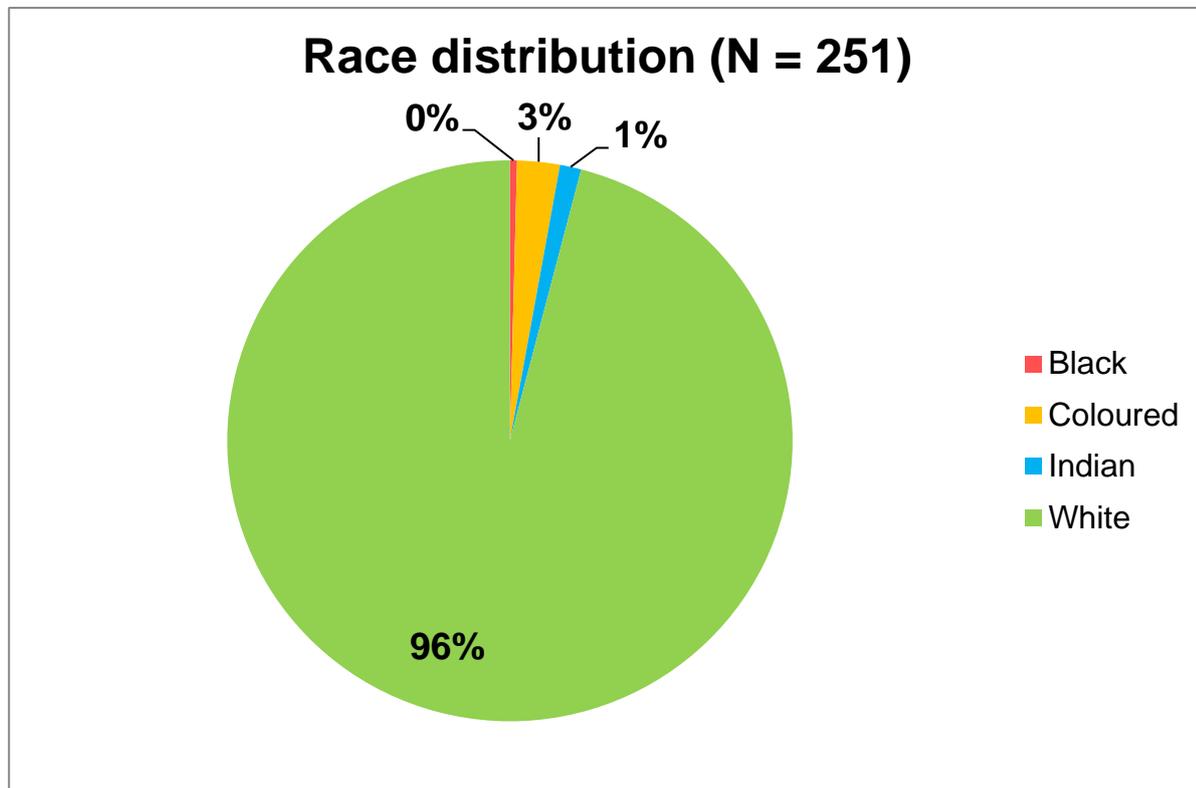


Figure 6.4: Race distribution (N = 251)

### 6.5.1.3 Age

The age distribution indicates that the majority (67%) of the respondents are between 35 and 54 years old (refer to Figure 6.5). This result indicates that the respondents are of the age where work experience has already been acquired. This distribution corresponds with the qualitative phase of this study where the vast majority of participants in Australia relate to these age groups. The ages of the participants in the qualitative phase from New Zealand were slightly younger with ranges between 26 and 34, as well as 35 and 44 years old.

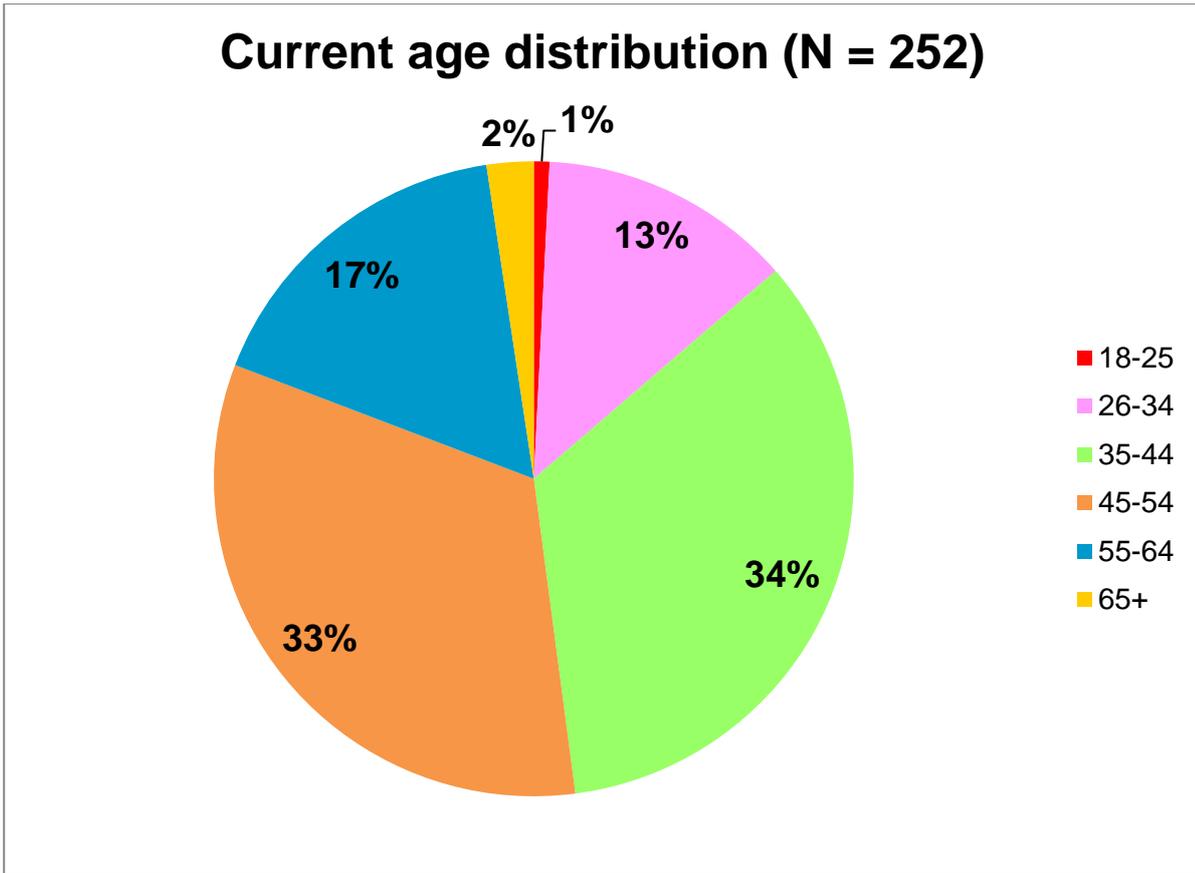
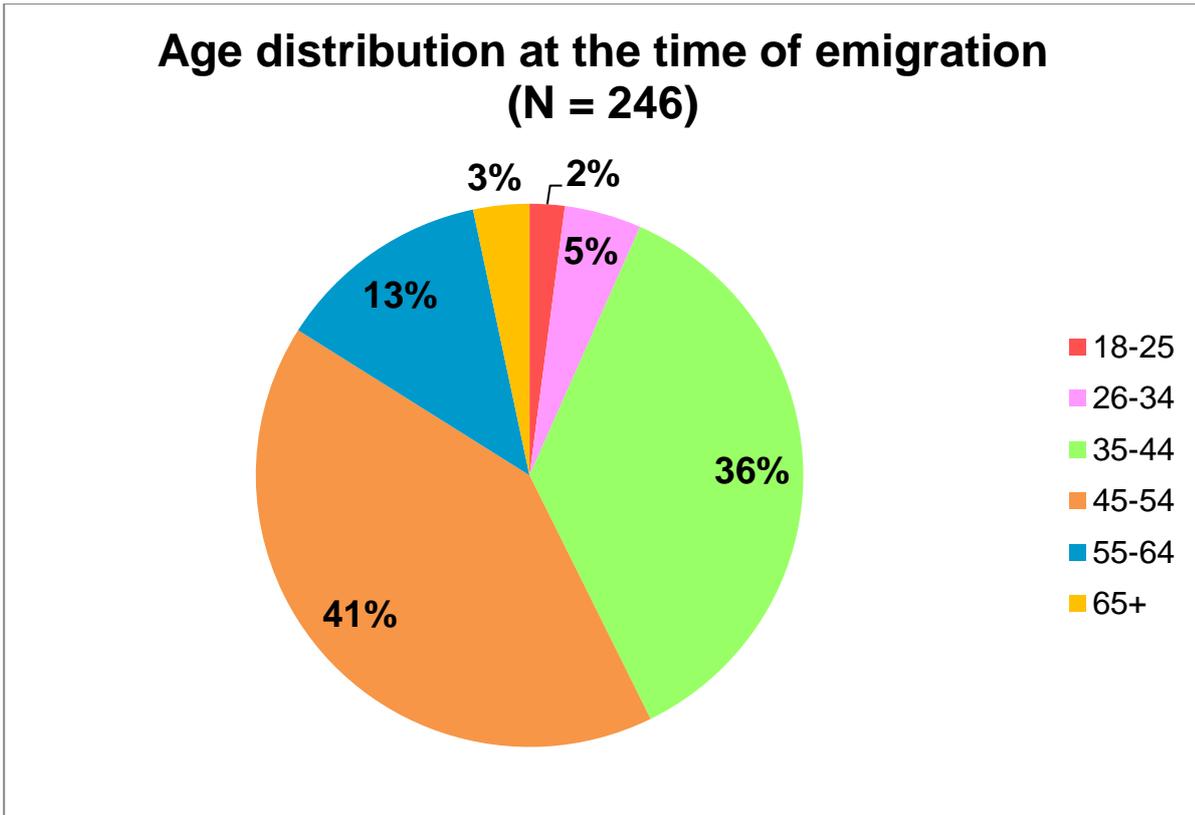


Figure 6.5: Current age distribution (in years) (N = 252)

#### 6.5.1.4 Age distribution at time of emigration

The distribution of the age that the respondents were at the time of emigration from South Africa indicates that the respondents were mostly between 45 – 54 years old (41%), with a slightly lower percentage of respondents between 35 – 44 years old (36%) (refer to Figure 6.6). This distribution shows that older respondents (therefore, most likely the respondents with the most work experience) were more likely to emigrate from South Africa. This distribution corresponds with the qualitative phase of this study where the vast majority of participants relate to these age groups.



**Figure 6.6: Age distribution at the time of emigration (in years) (N = 246)**

**6.5.1.5 Educational qualification**

The distribution of the highest educational qualification indicates that (refer to Figure 6.7) a large majority (91%) of the respondents have post-matric qualifications. This distribution corresponds with the qualitative phase of this study where the majority of participants in the interviews and focus groups had a diploma or a degree.

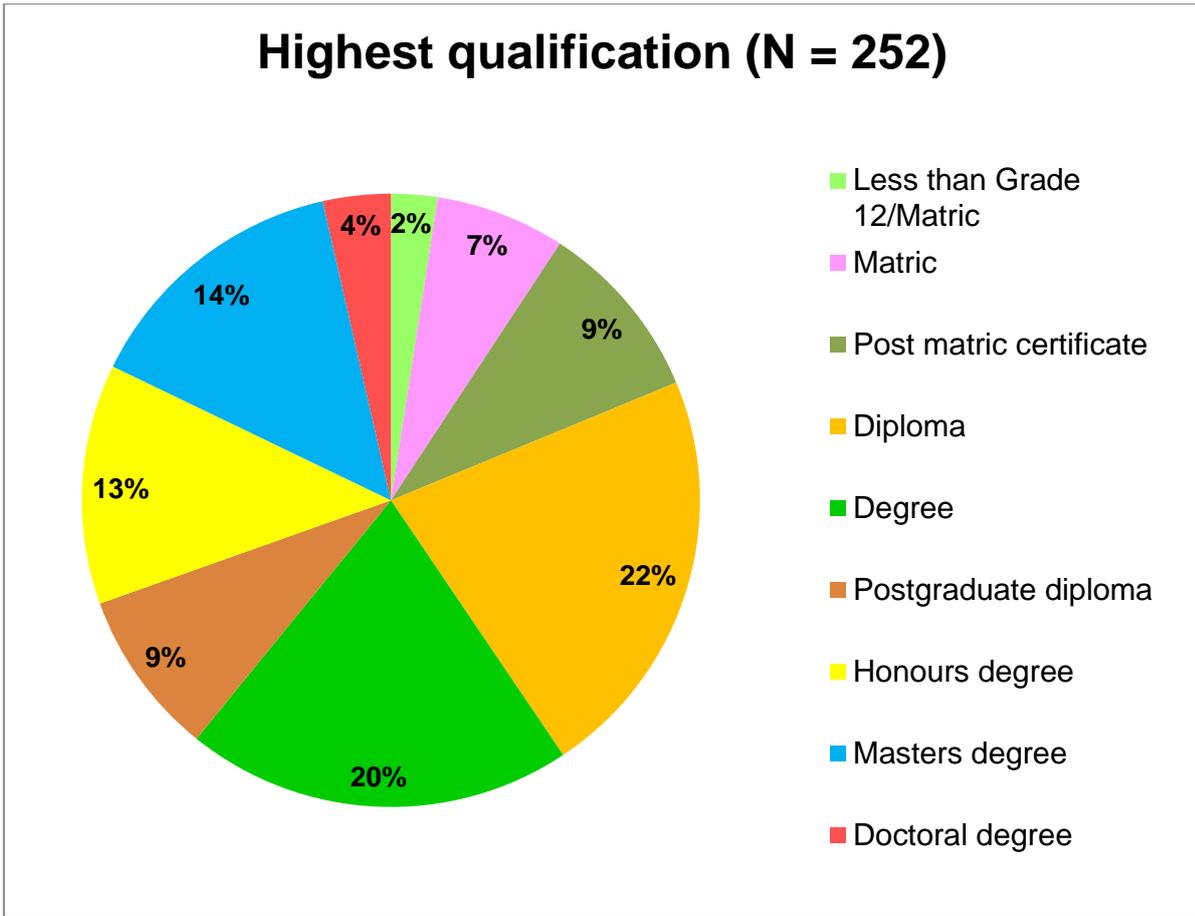
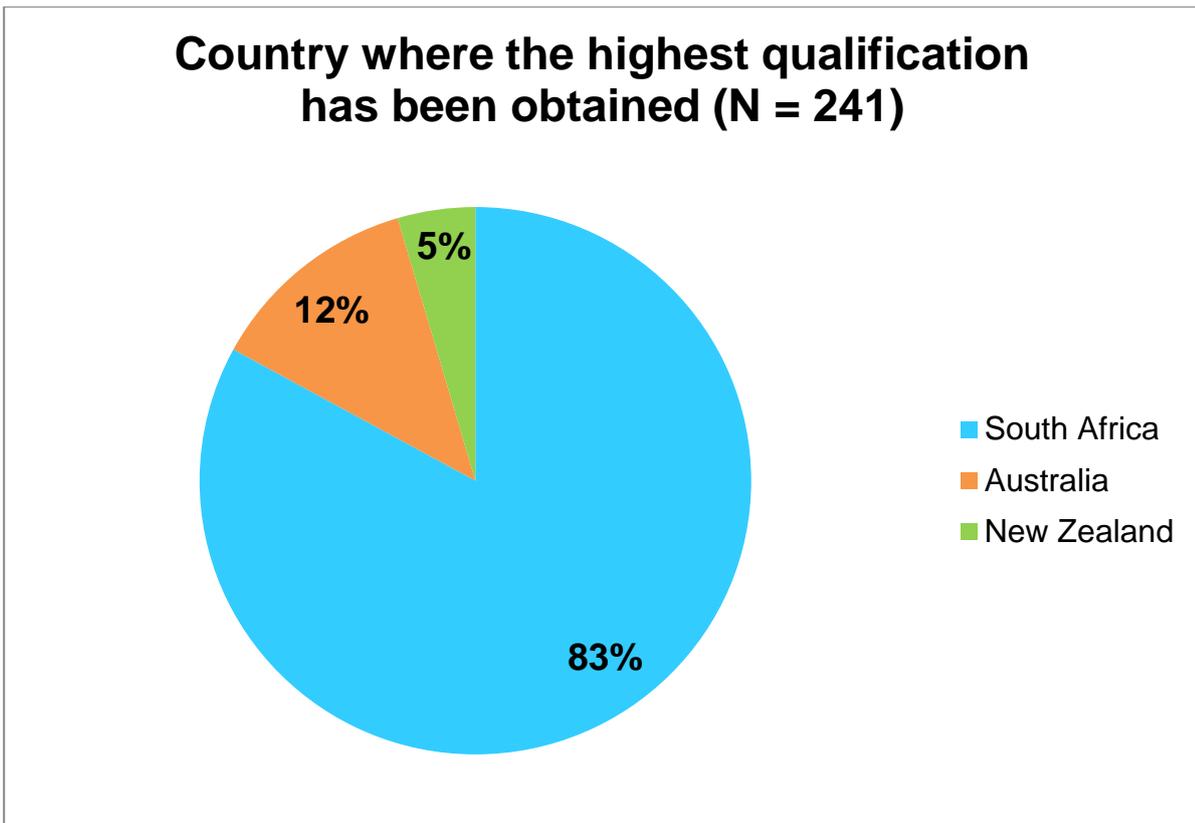


Figure 6.7: Highest qualification (N = 252)

#### 6.5.1.6 Origin of educational qualification

More than three quarters of the respondents (83%) obtained their highest qualification in South Africa (refer to Figure 6.8). This indicates that the respondents obtained their qualification in South Africa, but then used that knowledge in another country. Thus, in this study, emigrants used their knowledge to the advantage of Australia's and New Zealand's economies. This distribution corresponds with the qualitative phase of this study where the majority of participants obtained their highest qualification in South Africa.



**Figure 6.8: Country where the highest qualification has been obtained (N = 241)**

**6.5.1.7 Employment in South Africa**

The vast majority of respondents (87%) were employed in South Africa at the time of emigration. Figure 6.9 shows that South Africa has lost the skills and contribution to the economy of more than eighty percent of the respondents in this study. This distribution corresponds with the qualitative phase of this study where the majority of participants were employed in South Africa at the time of emigration.

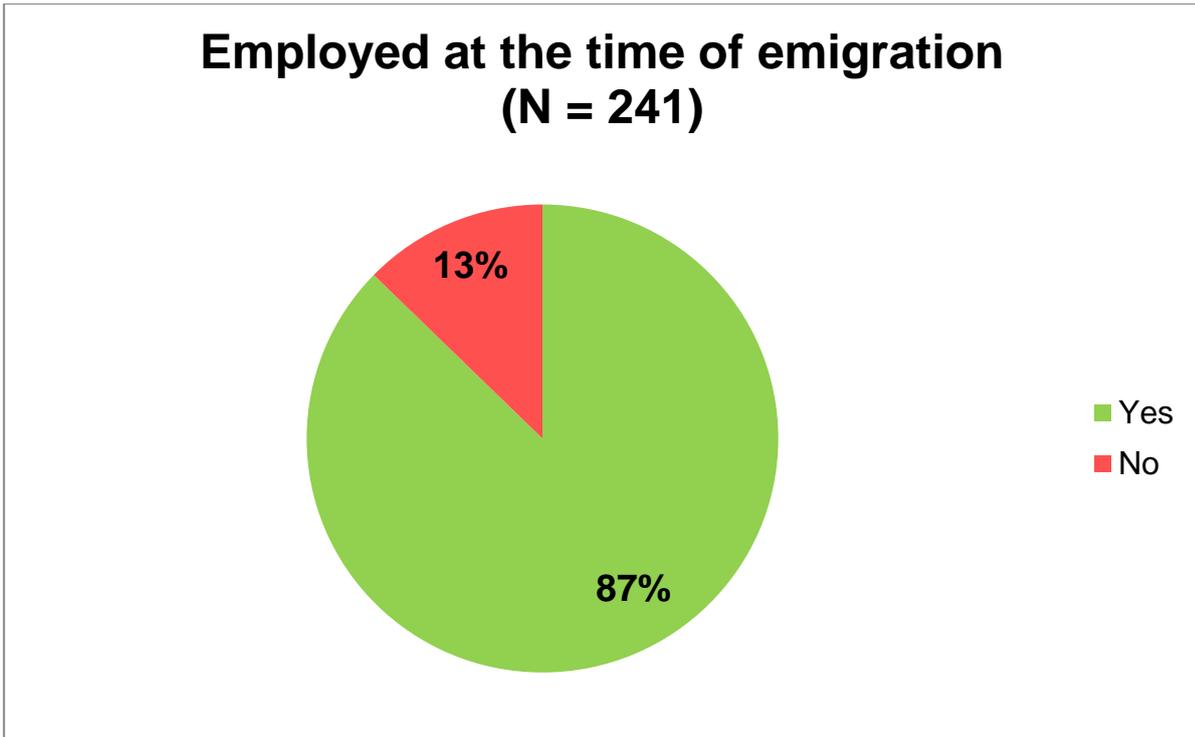
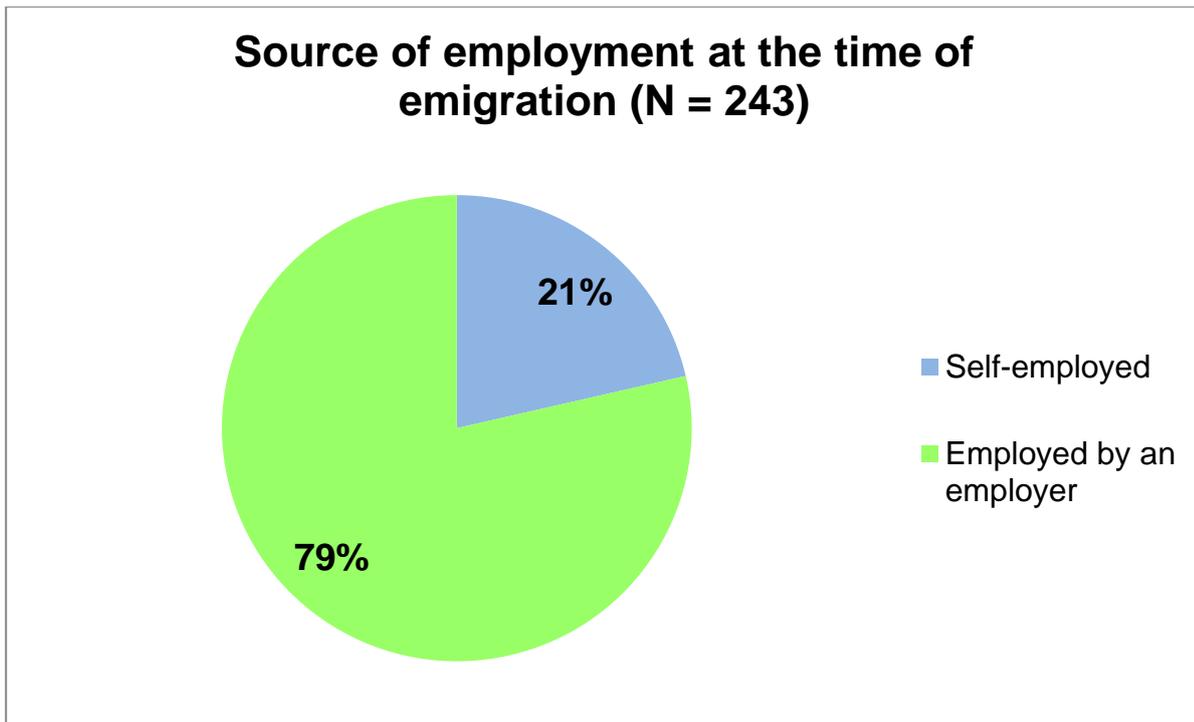


Figure 6.9: Employed at the time of emigration (N = 241)

#### 6.5.1.8 Source of employment in South Africa

More than three quarters of the respondents (79%) were employed in South Africa by an employer. Figure 6.10 also shows that more than twenty percent of the respondents were self-employed, thus were entrepreneurs, which means that they were more than likely to employ other people. This means that jobs in South Africa were probably lost when these respondents emigrated to Australia or New Zealand. This distribution corresponds with the qualitative phase of this study where the majority of participants were employed in South Africa by an employer at the time of emigration.



**Figure 6.10: Source of employment at the time of emigration (N = 243)**

#### **6.5.1.9 Industry of employment in South Africa**

Regarding last employment in South Africa, the highest percentage (13.3%) of respondents was in the information, media and telecommunications industry (refer to Figure 6.11). The South African Government has identified several scarce skills within the information, media and telecommunications industry in 2014 (Republic of South Africa. Department of Higher Education and Training, 2014:9) and 2015 (Republic of South Africa. Department of Higher Education and Training, 2016:12). The scarce skills list points out that South Africa has lost the skills of the respondents within an industry that have already been acknowledged as having dire shortages of skills and knowledge.

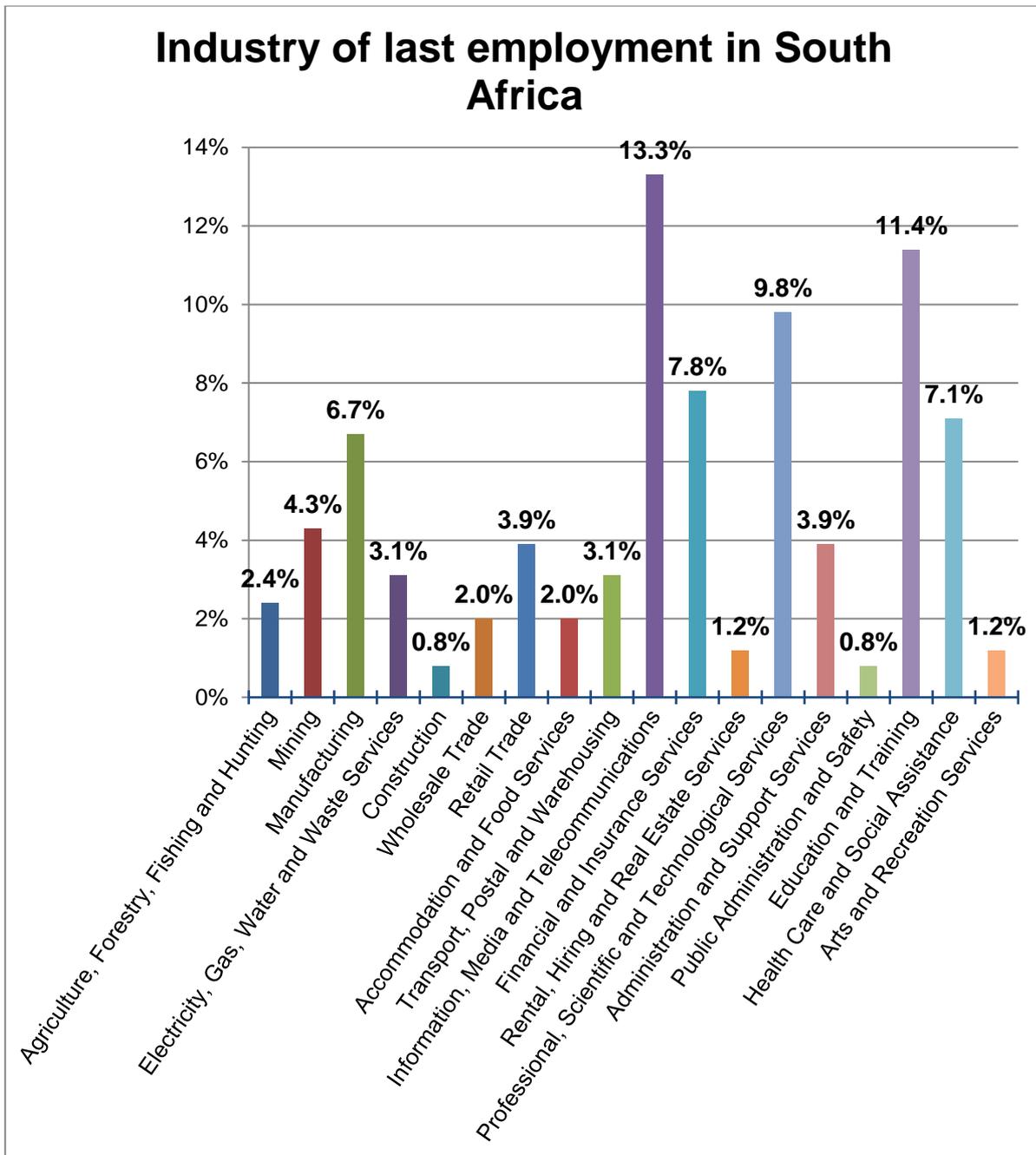
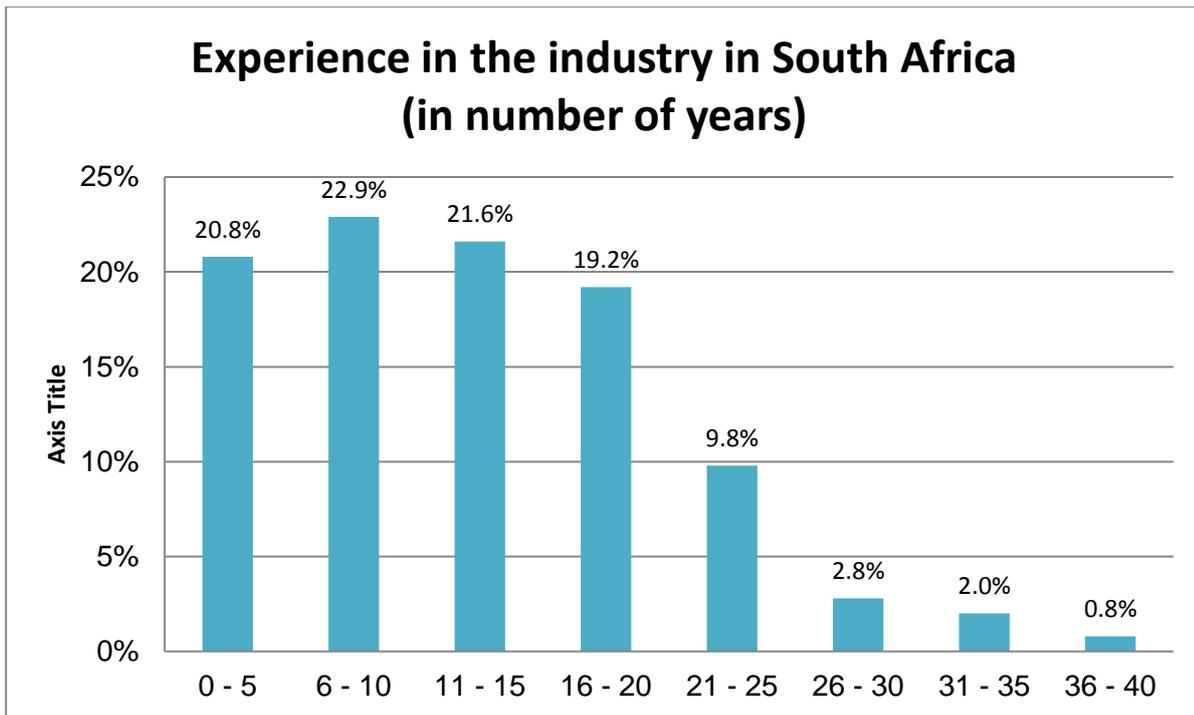


Figure 6.11: Industry of last employment in South Africa (N = 216)

#### 6.5.1.10 Industry experience in South Africa

Figure 6.12 shows that the majority of respondents (65.3%) had between no experience in the relevant industry in South Africa and fifteen years of experience before leaving South Africa. This distribution corresponds with the qualitative phase of this study where the majority of participants were employed in the relevant industry in South Africa between six and fifteen years at the time of emigration.



**Figure 6.12: Experience in the industry in South Africa (in number of years) (N = 245)**

#### **6.5.1.11 Industry of employment in the migration destination**

The two industries in which the highest percentage of respondents (12.9%) were employed in Australia and New Zealand are shown in Figure 6.13, being education and training (12.9%) and information, media and telecommunication (11.8%). The Australian Government keeps an updated Consolidated Sponsored Occupations List (CSOL) of scarce skills for which a State or Territory Government may nominate a migrant by sponsoring the migrant's visa to live and work in Australia (Australian Visa Bureau, 2017). The CSOL has identified several scarce skills within the education and training industry. The New Zealand Government has a Long Term Skill Shortage List (LTSSL) that identifies professions with a complete shortage of skilled workers both globally and throughout New Zealand (New Zealand Government. New Zealand Immigration, 2017a). The LTSSL did not identify any shortages in skills in the education and training industry (New Zealand Government. New Zealand Immigration, 2017a). The New Zealand Government similarly has an Immediate Skill Shortage List (ISSL) that identifies professions with a shortage of skilled workers throughout New Zealand or in certain regions (New Zealand Government. New Zealand Immigration, 2017b). Conversely, the ISSL identified scarce skills within the education and training industry (New Zealand Government. New Zealand Immigration, 2017b).

## Industry of employment in migration destination

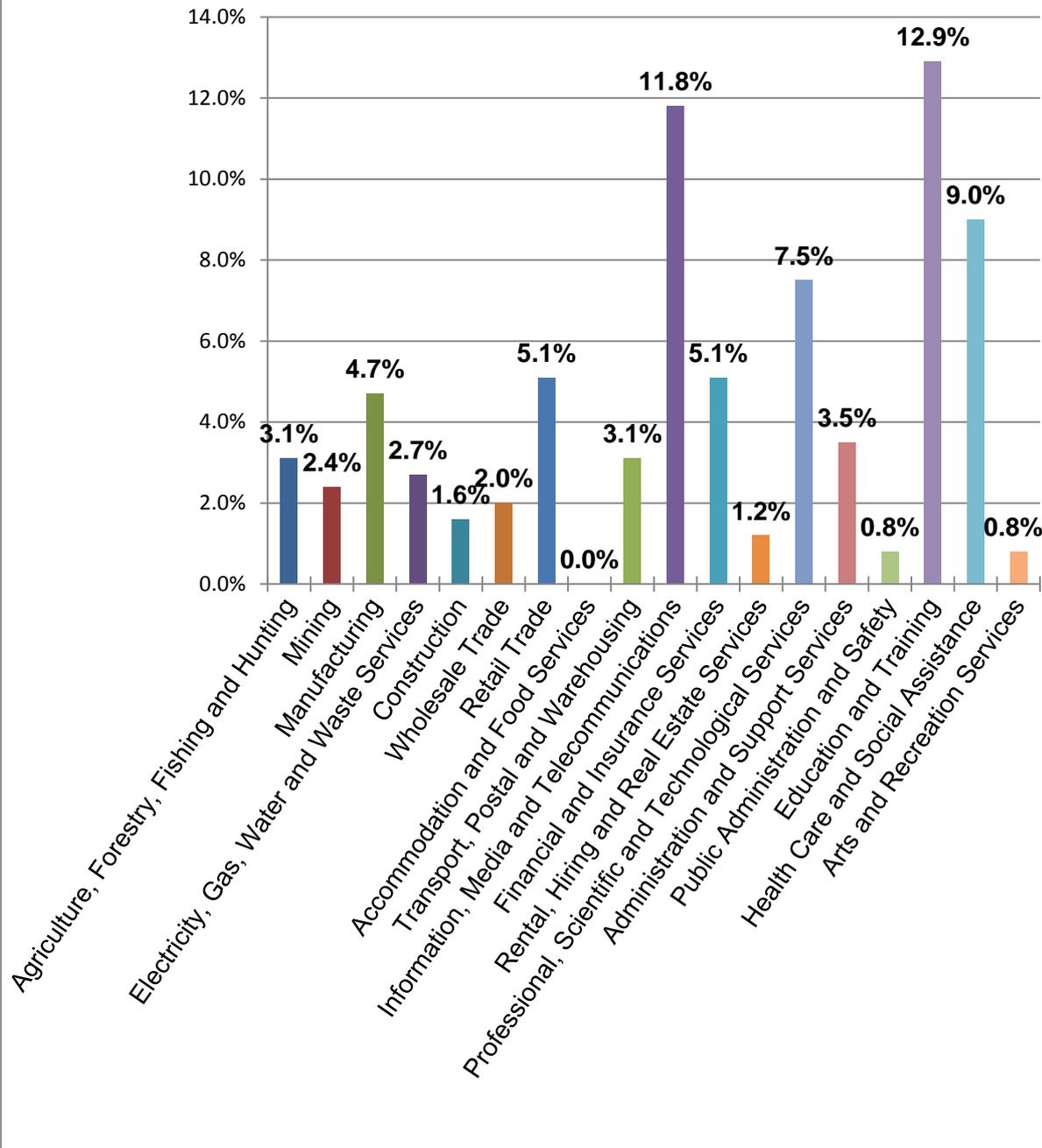


Figure 6.13: Industry of employment in the migration destination

## **6.5.2 Description of push factors in South Africa**

### **6.5.2.1 Political push factors in South Africa**

Figure 6.14 indicates to which extent the political element played a role in the respondents' decision to emigrate from South Africa. The largest majority of respondents (70.2%) perceived a poor outlook for politics in South Africa to be the major and most important role in their decision to emigrate from South Africa. This corresponds with the qualitative data for the overall political element. The second and third highest majority of respondents classified inadequate leadership from government (64.3%) and corruption within the government (63.1%) as playing a major and most important role in their decision to emigrate from South Africa. These distributions correspond with the qualitative data results, since poor leadership and corruption were identified and discussed by the majority of migrants in the interviews. More than half of the respondents also identified the following components as playing a major and most important role in their decision to emigrate from South Africa: the affirmative action legislation (57.7%), racism under some political leaders (57.3%), the service provided by police (53.4%), the Broad-Based Black Economic Empowerment (B-BBEE) legislation (52.5%), extremism of political parties (50.6%) and the quality of public education (50.6%). These distributions correspond with the qualitative data results, especially the affirmative action legislation and the Broad-Based Black Economic Empowerment (B-BBEE) legislation, which were identified and discussed most by the majority of migrants in the interviews.

Peculiarly, more than half of the respondents identified the availability of water (65.5%), the quality of water (64.7%) and the condition of public roads as playing only a minor role in their decision to emigrate from South Africa. The qualitative data analysis showed a definite identification of public infrastructure as a factor that contributed to the decision to leave South Africa. To summarise, more than half of the respondents identified the availability and quality of water and the condition of public roads as playing a role, albeit a minor role, in their decision to emigrate from South Africa.

## Political push factors in South Africa

■ Major and most important role ■ Moderate role ■ Minor role ■ I do not know

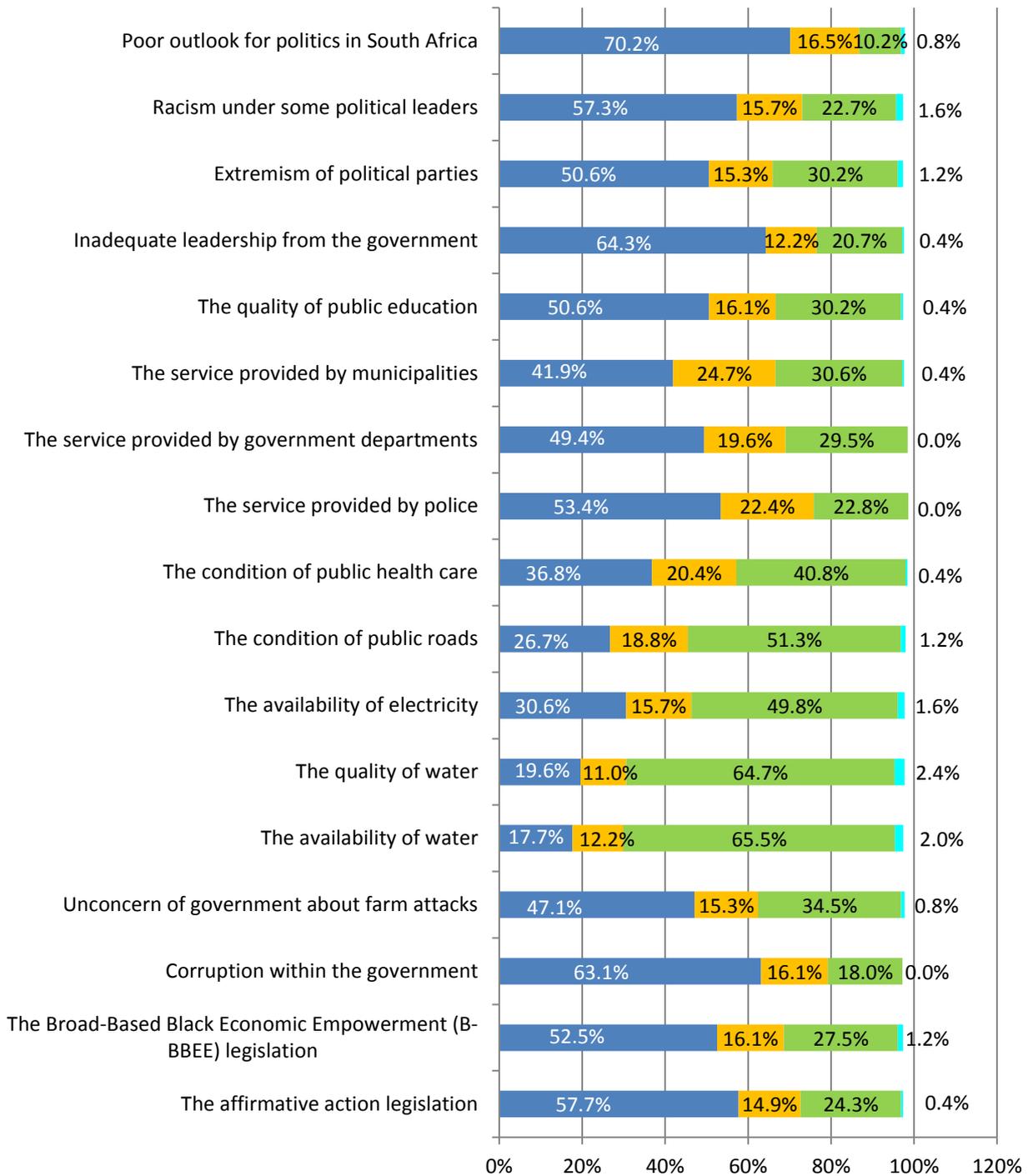


Figure 6.14: Political push factors in South Africa <sup>1</sup>

<sup>1</sup> Numbers do not add up to 100% due to missing values.

### 6.5.2.2 Economic push factors in South Africa

Figure 6.15 illustrates that, with regard to the economic push factors, the majority of respondents perceived that economic uncertainty (65.0%), the availability of jobs (64.7%), limited economic opportunities (58.4%) and a difficulty to be promoted due to affirmative action (56.8%) as playing a major and most important role in their decision to emigrate from South Africa. Contrastingly, the scenario of an employing organisation becoming bankrupt played a minor role (64%) in migrants' decision to emigrate from South Africa. These distributions correspond with the qualitative data results, since limited economic opportunities, unemployment and economic uncertainty were the factors that were most discussed by the majority of the participants in the qualitative phase of the research.

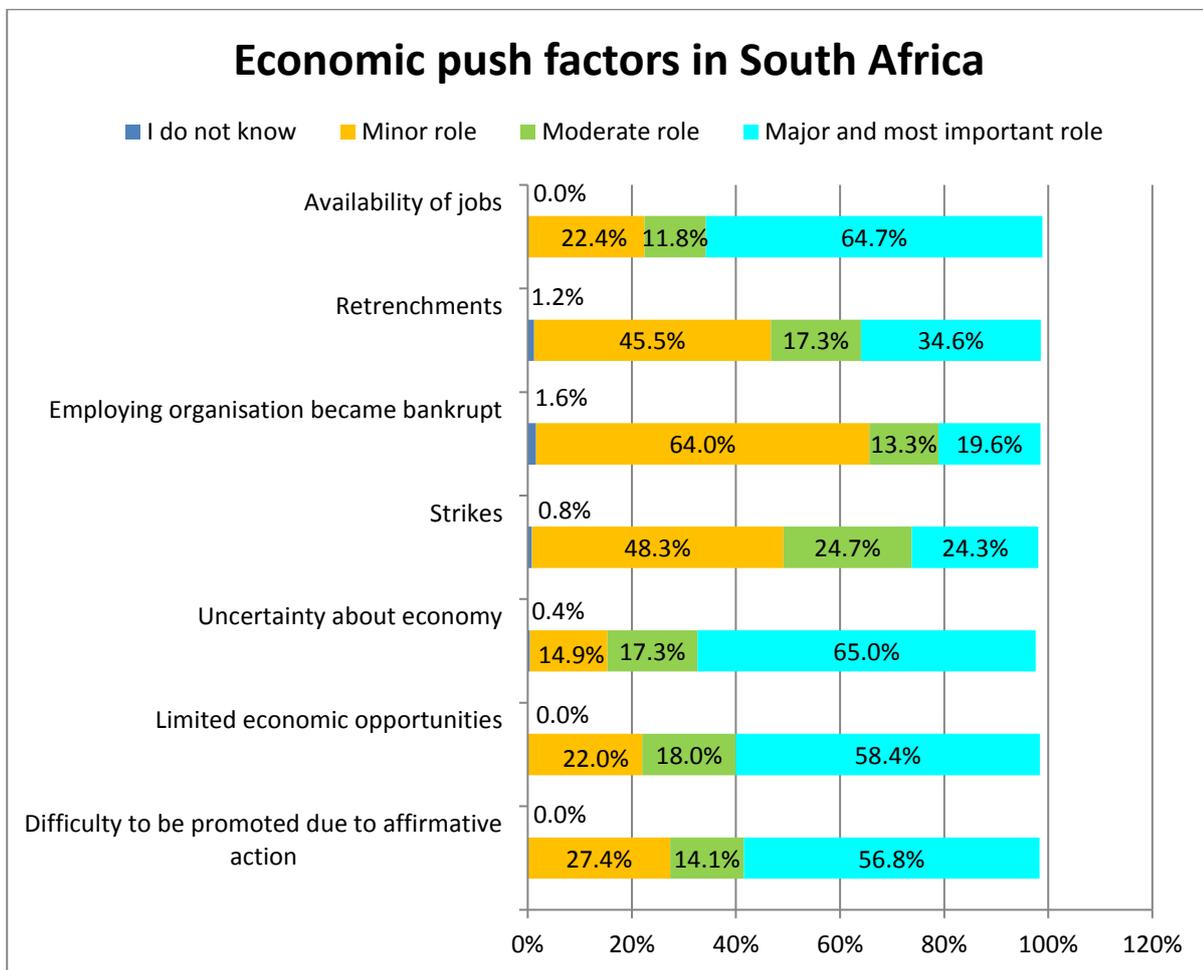


Figure 6.15: Economic push factors in South Africa <sup>2</sup>

<sup>2</sup> Numbers do not add up to 100% due to missing values.

### 6.5.2.3 Social push factors in South Africa

Figure 6.16 clarifies the social elements that were rated the highest as playing major and most important roles in the respondents' decision to emigrate from South Africa. Almost all the respondents rated an uncertain future for their children (87.1%) and crime levels (86.7%) as playing a major and most important role in their decision to emigrate from South Africa. This corresponds well with the qualitative data results, since these two factors were discussed the most and by the majority of participants in the qualitative phase of the study. Furthermore, approximately two thirds of respondents rated public violence (68.7%), an aggressive society (64.8%), racism (62.0%) and limited education opportunities (60.0%) as playing major and most important roles in their decision to emigrate from South Africa. In contrast, more than half of the respondents identified a culture of work intruding on private lives (53.7%) as playing only a minor role in their decision to emigrate from South Africa. The qualitative data analysis showed a definite identification of a culture of work intrusion as a factor that contributed to South Africans' decision to leave South Africa, albeit a minor one.

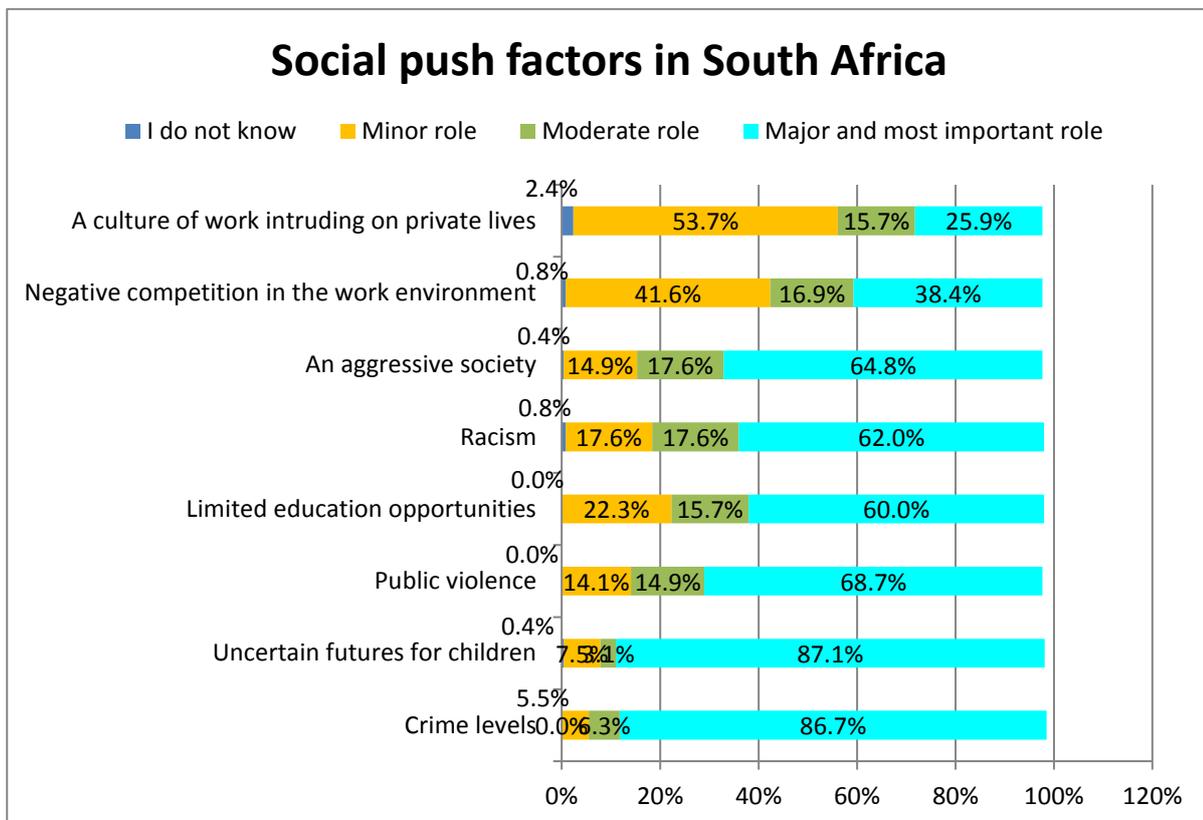


Figure 6.16: Social push factors in South Africa <sup>3</sup>

<sup>3</sup> Numbers do not add up to 100% due to missing values.

#### **6.5.2.4 Personal push factors in South Africa**

The personal needs that may motivate migrants to leave South Africa are depicted in Figure 6.17. Almost all the respondents (93.7%) agreed or strongly agreed that feeling unsafe influenced their decision to emigrate from South Africa. The vast majority of respondents also agreed or strongly agreed that a sense of a hopeless future for South Africa (81.6%), the fear of the legacy for their children (76.9%) and being personally affected by crime (72.9%) influenced their decision to emigrate from South Africa. These distributions correlate with the qualitative data results. An unfulfilled basic need of food and water appears to be the needs that were least important as only 11.7% and 19.2% agree or strongly agree respectively regarding these needs.

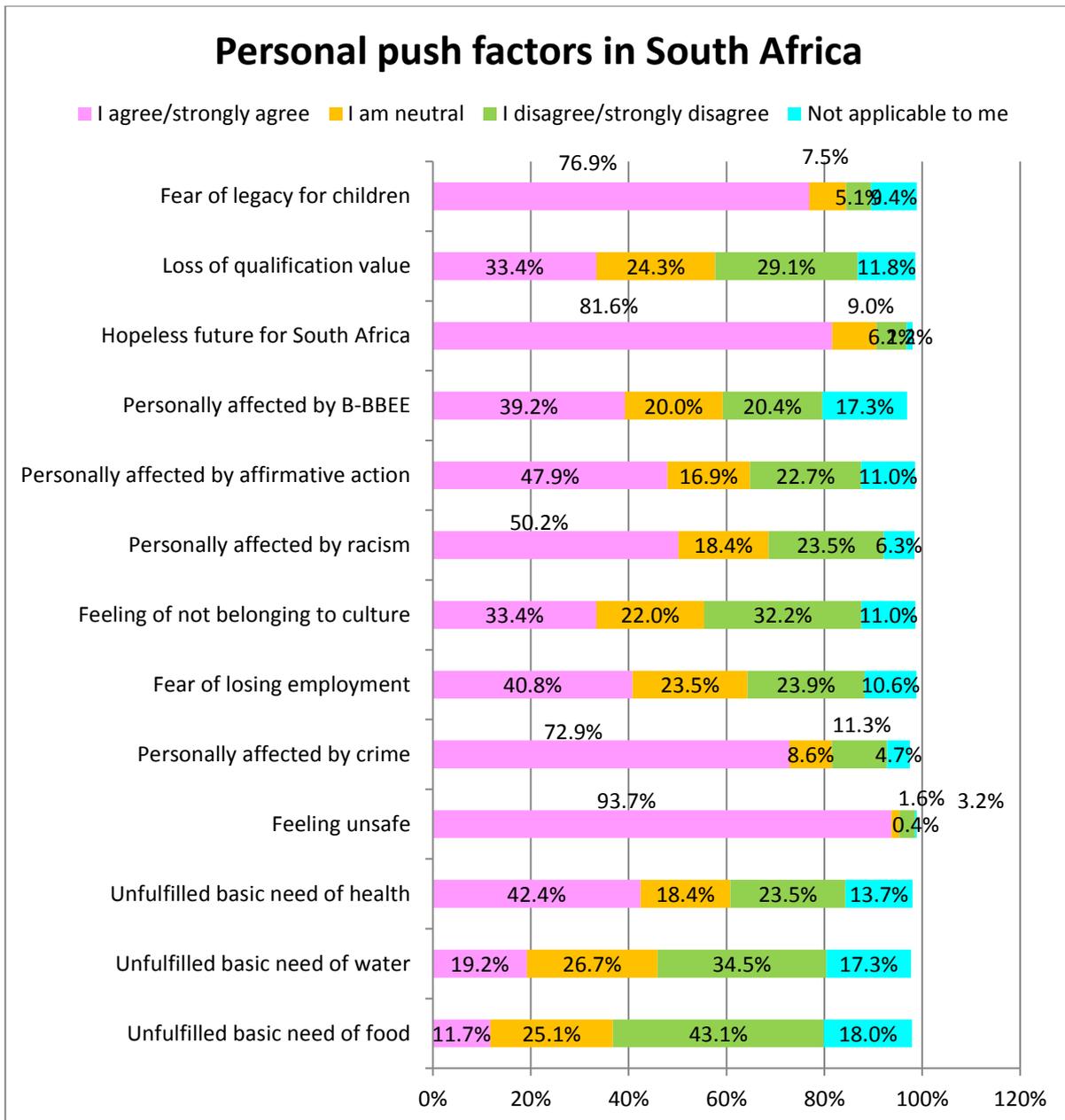


Figure 6.17: Personal push factors in South Africa <sup>4</sup>

### 6.5.3 Description of potential countries as migration destination

Figure 6.18 identifies that the majority of migrants considered moving to Australia (82.4%) and New Zealand (69.4%). It is important to note that participants had the opportunity to select more than one option in answering the question.

<sup>4</sup> Numbers do not add up to 100% due to missing values.

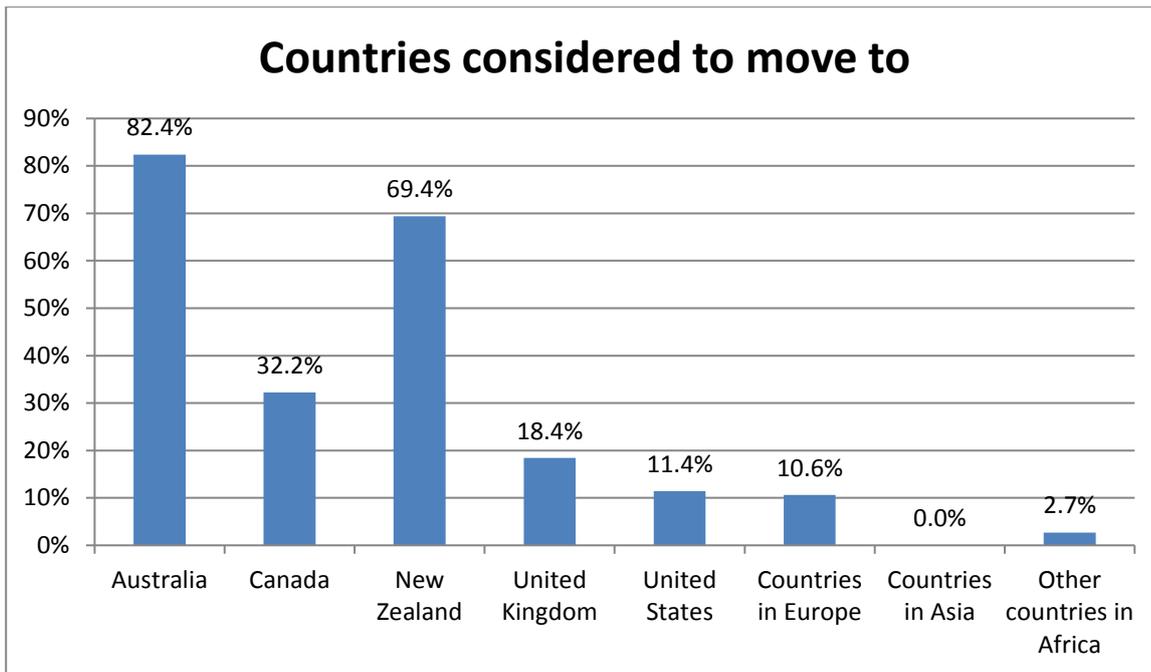


Figure 6.18: Countries considered moving to

## 6.5.4 Description of pull factors in Australia and New Zealand

### 6.5.4.1 Political pull factors

Figure 6.19 indicates to which extent the political element in Australia and New Zealand played a role in the respondents' decision to migrate to these countries. Approximately a third of the respondents (32.2%) indicated that the enforcement of the law in Australia or New Zealand as the **most important** role in their decision to migrate to Australia or New Zealand, the highest percentage across all the listed pull factors. This corresponds with the qualitative data results for the enforcement of law. With regard to playing a major role, health care services (44.7%), public service delivery (41.2%) and the school services (37.6%) were the factors with the highest percentage of respondents. These distributions correspond with the qualitative data results of good service delivery.

Noticeably, more than a third (34.9%) of the respondents indicated that financial assistance from the government of Australia or New Zealand did not play a role in their decision to migrate to Australia or New Zealand. In contrast, the qualitative data analysis showed a definite identification of financial assistance from the government as a factor that contributed to South Africans being pulled towards Australia or New Zealand.

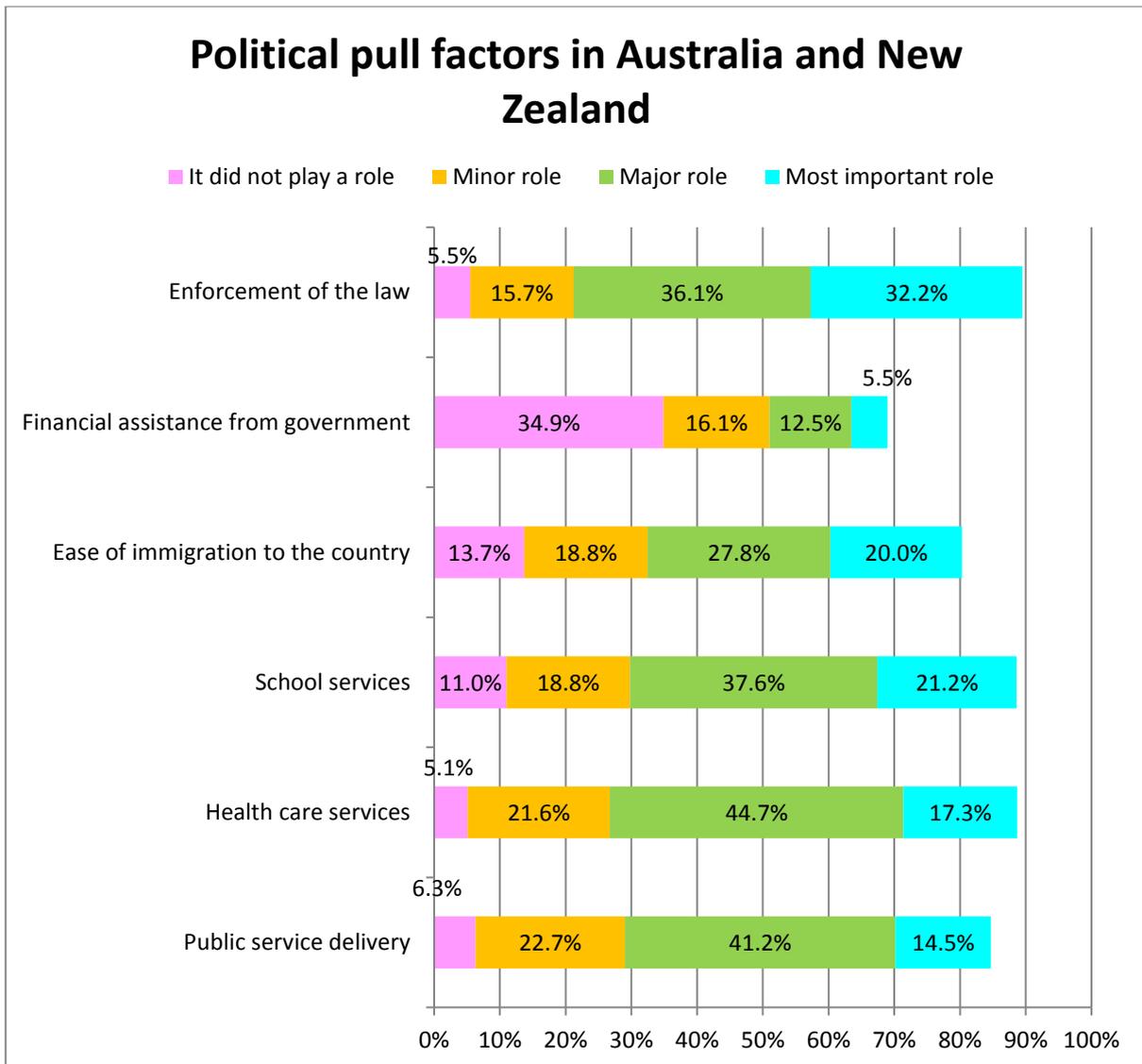


Figure 6.19: Political pull factors in Australia and New Zealand <sup>5</sup>

#### 6.5.4.2 Economic pull factors

With regards to economic pull factors, more than a third of the respondents (38.8%) specified that opportunities for work played the **most important role** in South Africans being pulled towards Australia or New Zealand (refer to Figure 6.20). With regards to playing a major role, a strong economy (48.6%), better work environment (39.2%) and opportunities for career advancement (36.5%) were the factors with the highest percentage of respondents. These distributions correspond with the qualitative data results of employment opportunities.

<sup>5</sup> Numbers do not add up to 100% due to missing values.

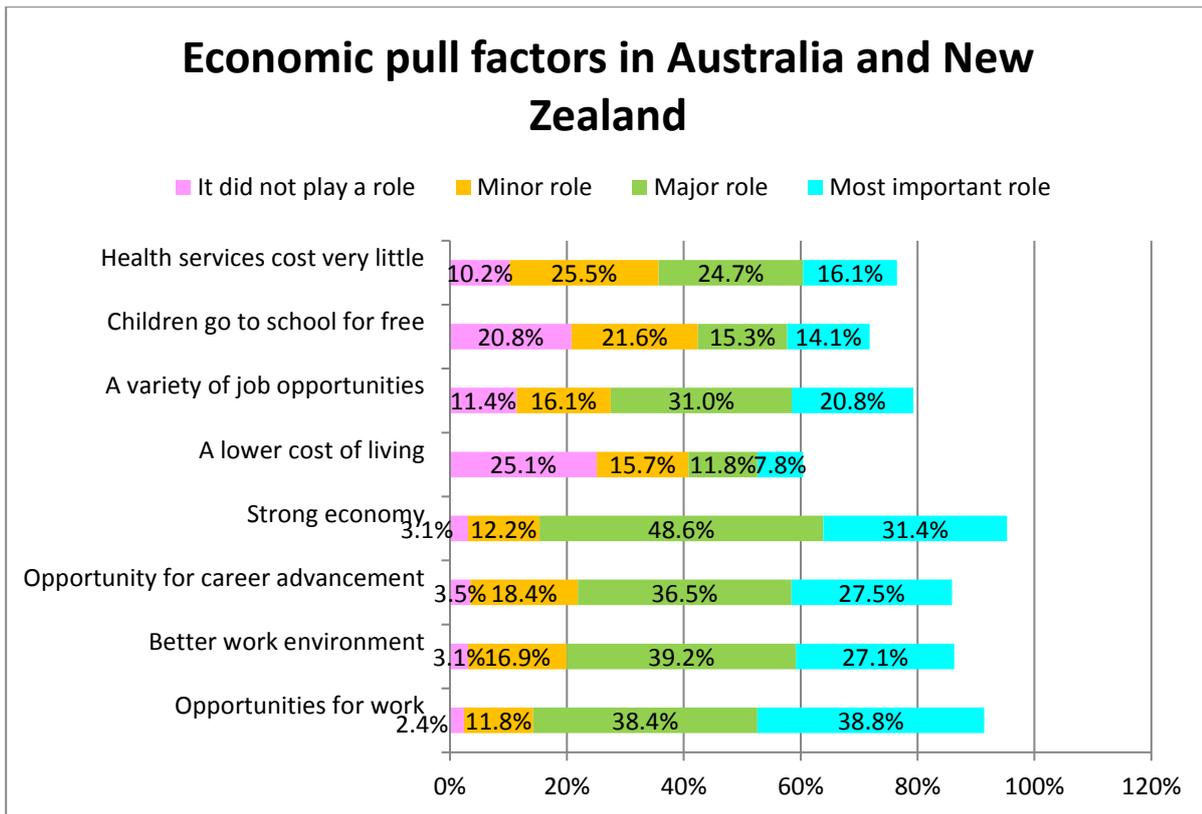


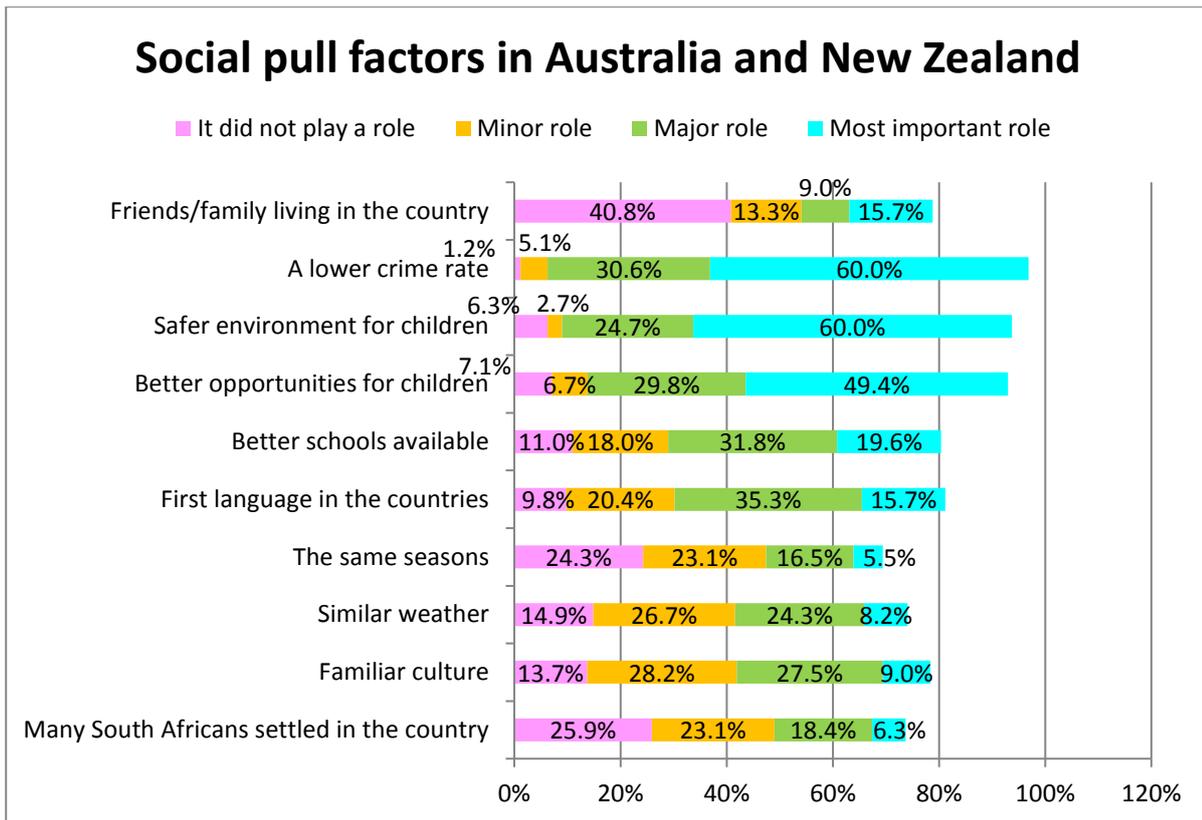
Figure 6.20: Economic pull factors in Australia and New Zealand <sup>6</sup>

#### 6.5.4.3 Social pull factors in Australia and New Zealand

For social factors, the majority of respondents indicated that a lower crime rate (60%) and a safer environment for children (60%) both played the **most important** role in the decision to move to Australia or New Zealand (refer to Figure 6.21). Almost half of the respondents (49.4%) also indicated that better opportunities for children played the most important role in their decision.

Markedly, more than a third of the respondents (40.8%) indicated that friends or family that live in the country did not play a role in their decision to migrate to Australia or New Zealand. In contrast, the qualitative data analysis showed a definite identification of friends or family that live in the country as a factor that contributed to South Africans being pulled towards Australia or New Zealand.

<sup>6</sup> Numbers do not add up to 100% due to missing values.



**Figure 6.21: Social pull factors in Australia and New Zealand**

#### 6.5.4.4 Personal pull factors in Australia and New Zealand

In terms of personal pull factors, almost all participants (97.3%) agreed or strongly agreed that they feel safer in Australia or New Zealand (refer to Figure 6.22) and indicated it as a factor that contributed to South Africans being pulled towards Australia or New Zealand. Likewise, a large majority of respondents agreed or strongly agreed with the following: that the health system caters for their needs (88.2%), that they heard many great things about the country (84.2%), that the people of the country share many of their interests (78.3%), that the respondents can connect with the people of the country on a social level (77.6%) and that the respondents can connect with the people of the country about sports (72.2%). Between fifty and sixty percent of the respondents also agree or strongly agree that the respondent wanted to be promoted based on merit (60%), that the respondent can work in a large industry, but still have a small town feeling around them (58.8%), that the people of the country's humour are very similar to South Africa's (57.2%), that the respondent wanted to have an adventure (53.7%) and the respondent received a job offer (52.2%). These distributions correspond with the qualitative data results.

## Personal pull factors in Australia and New Zealand

■ Not applicable to me 
 ■ I disagree/strongly disagree 
 ■ I am neutral 
 ■ I agree/strongly agree

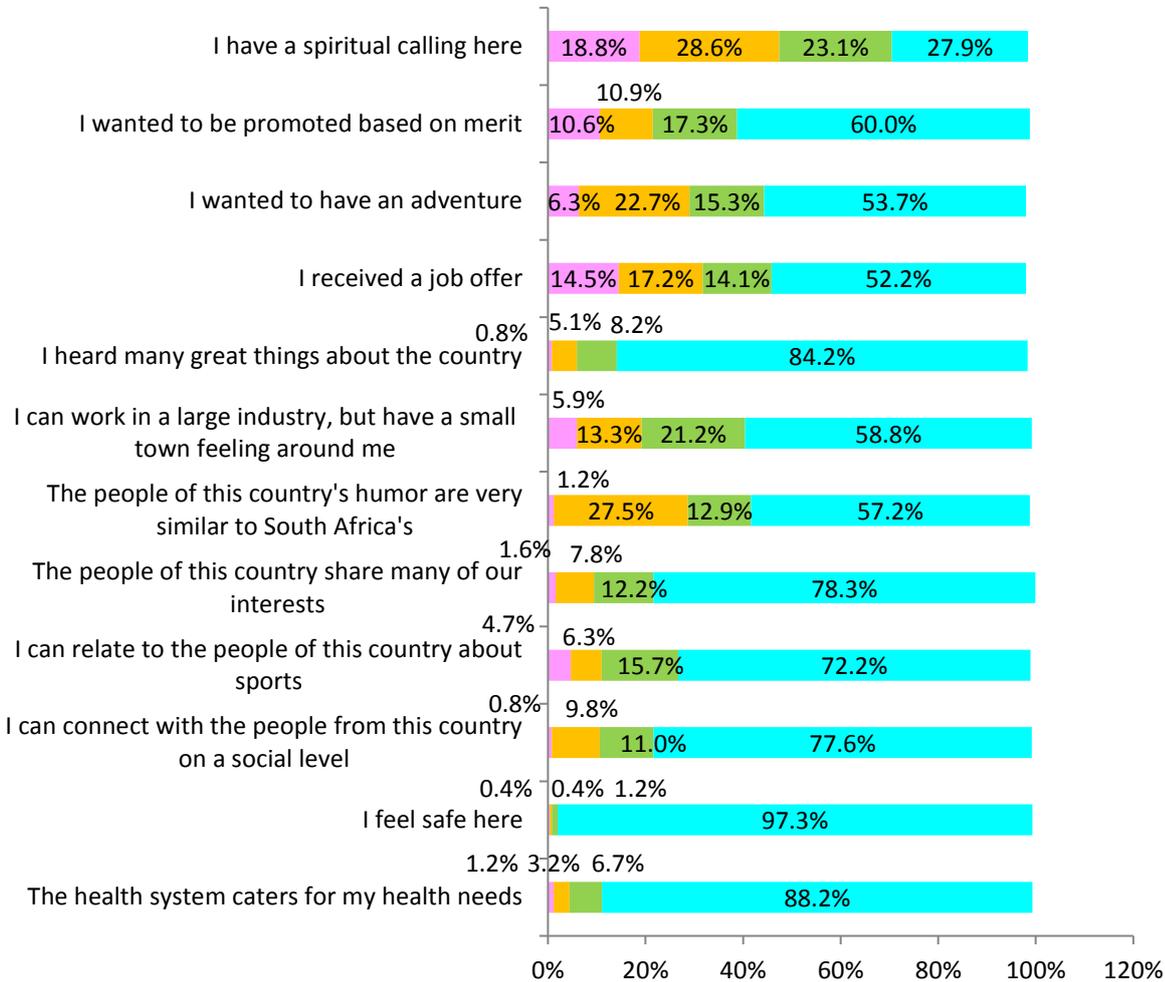


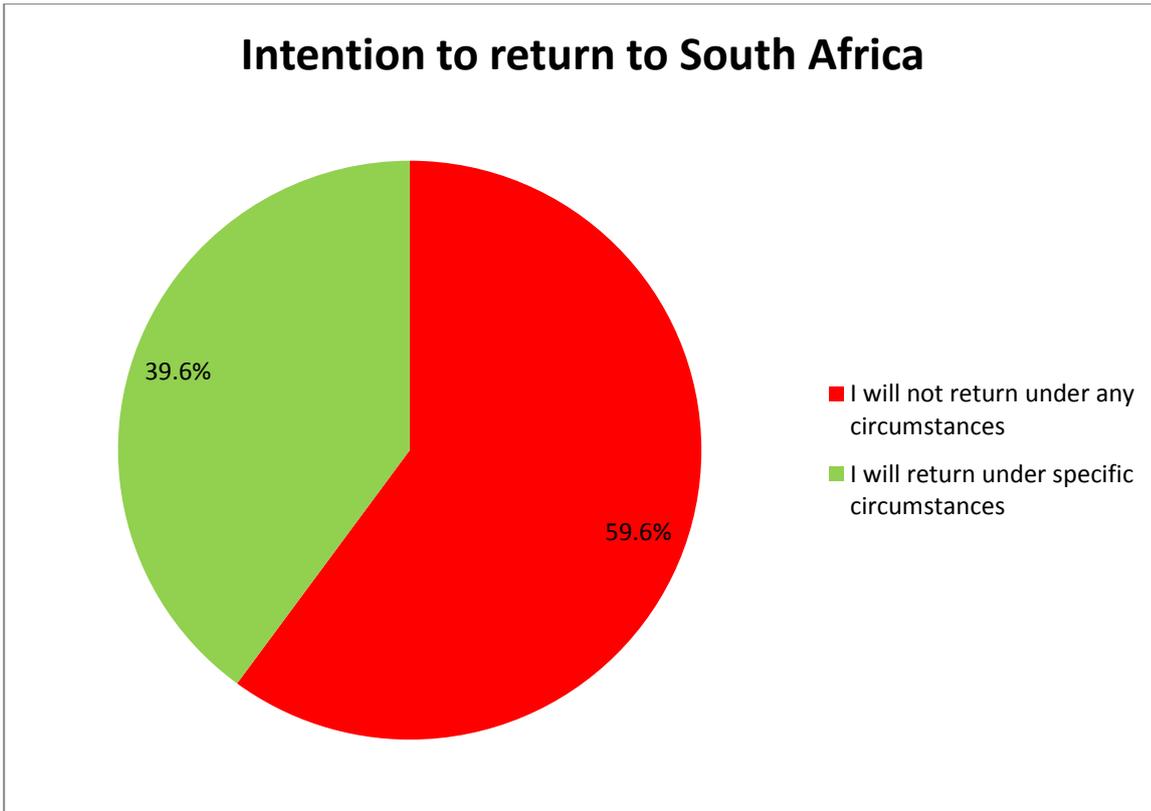
Figure 6.22: Personal pull factors in Australia and New Zealand <sup>7</sup>

### 6.5.5 Description of reason for intention or no intention to return to South Africa

#### 6.5.5.1 Distribution of intention or no intention to return to South Africa

Figure 6.23 illustrates the intention of South African emigrants in Australia and New Zealand to return to South Africa. More than half (59.6%) of the respondents will not return under any circumstances. This distribution correlates with the data results of the qualitative study.

<sup>7</sup> Numbers do not add up to 100% due to missing values.



**Figure 6.23: Intention to return to South Africa <sup>8</sup>**

#### **6.5.5.2 Description of reasons for no intention to return to South Africa**

Figure 6.24 illustrates the reasons that respondents selected for not intending to return to South Africa. More than half of the respondents will not return because of a perception that there is nothing worth going back to in South Africa (50.6%). This distribution correlates with the data results of the qualitative study.

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<sup>8</sup> Numbers do not add up to 100% due to missing values.

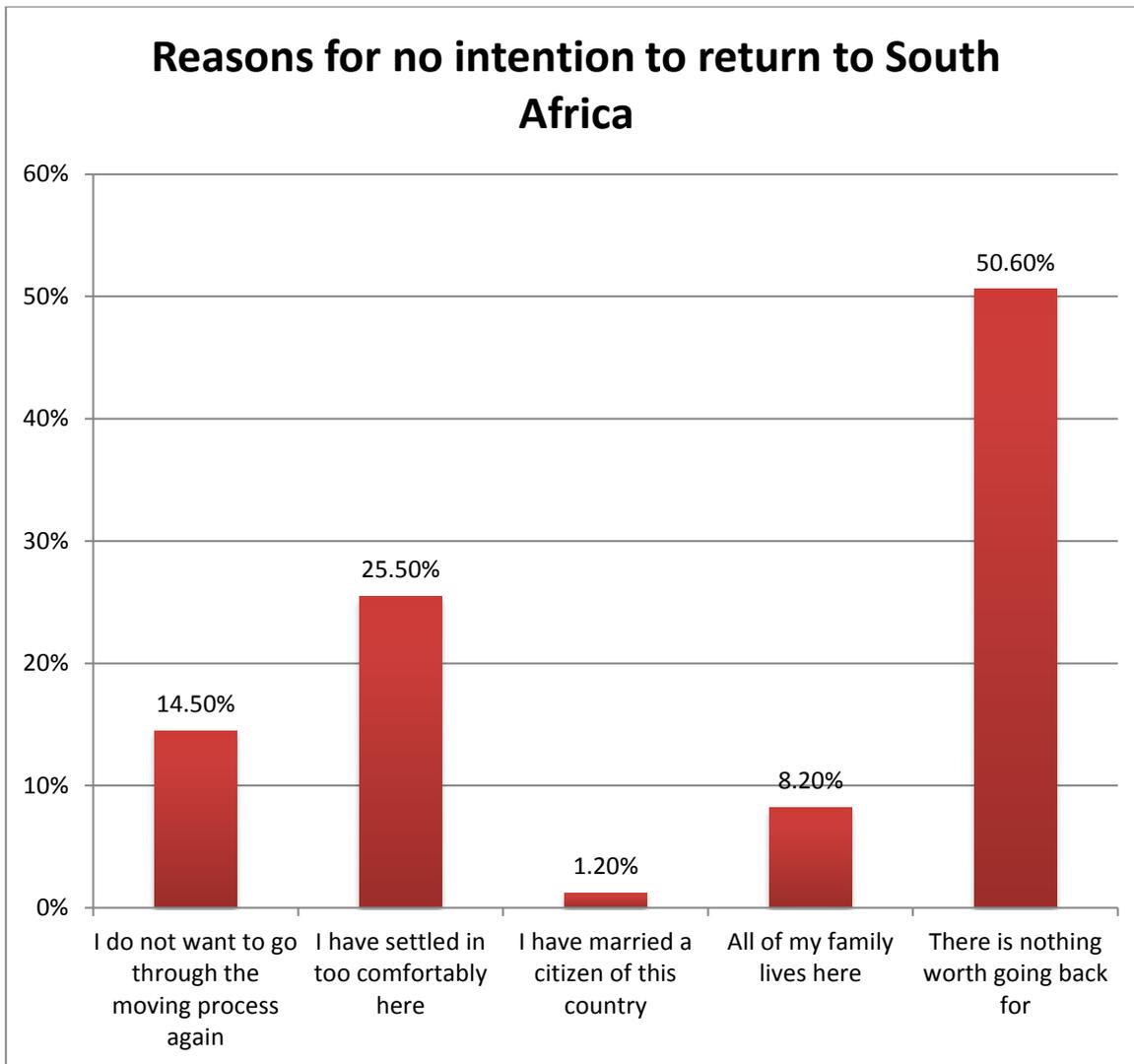


Figure 6.24: Reasons for no intention to return to South Africa

### 6.5.5.3 Description of intention to return to South Africa

Figure 6.25 illustrates the reasons that respondents selected for a scenario in which the respondent will be willing to return to South Africa. More than a third (34,9%) indicate that they will return if South Africa can offer them the same level of safety that they have in Australia and New Zealand. Approximately a quarter of the respondents will return if South Africa can offer their children better education opportunities (27.1%), or if healthcare in South Africa improves significantly (26.3%) or with the abolishment of affirmative action (25.5%) or B-BBEE (22.7%). This distribution correlates with the data results of the qualitative study.

## Reasons for possible return to South Africa

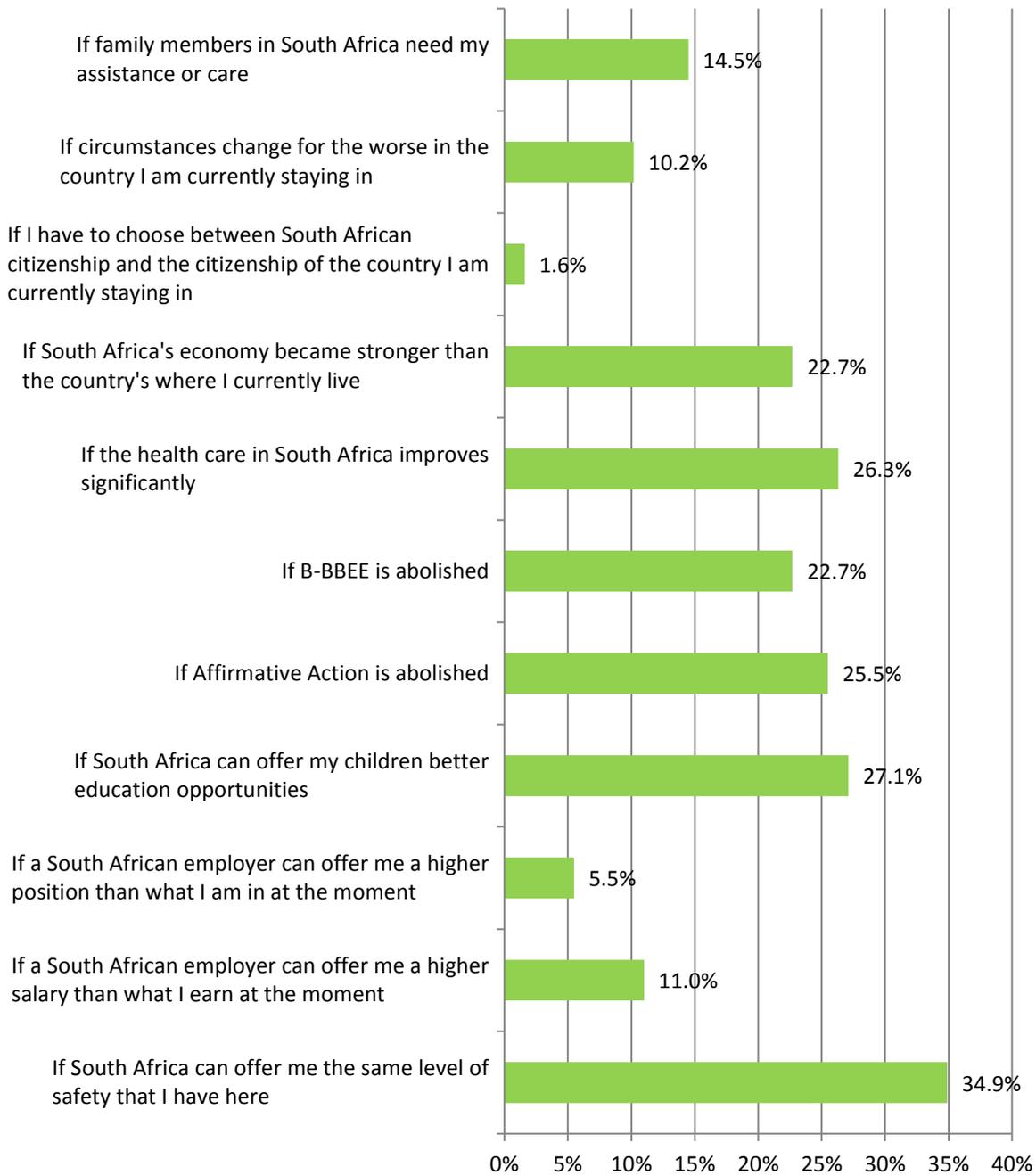


Figure 6.25: Reasons for possible return to South Africa

## 6.6 DATA REDUCTION

The questions formulated with regard to all the pull and push elements were subjected to principal component analysis with varimax rotation in order to determine if any meaningful factors emerge, thereby reducing the number of variables for further inferential analysis. Varimax rotation is the most popular orthogonal factor rotation method; it focuses on simplifying the columns in a factor matrix (Hair, Black, Anderson & Tatham, 2006:104). Orthogonal rotation was chosen, since the analytical procedures are better developed than those of Oblique rotation. Varimax was chosen in particular, because it results in a clearer separation of factors (Hair, *et al*, 2006:126).

### 6.6.1 Political push factors in South Africa

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.918, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the 17 items dealing with political factors in South Africa that may push South African migrants to leave the country, therefore indicating that a factor analysis was appropriate.

The analysis identified three political push factors within the political element based on the eigenvalue criterion (eigenvalue greater than 1) and the three factors combined explain 73.4% of the variance. The factor loadings are shown in table 6.1. The three factors were subsequently labelled "governance framework", "infrastructure" and "legislation".

**Table 6.1: A description of the measurement scale used to measure the political element at the origin (South Africa)**

Element at the origin	Factors	Items	Factor loadings	Cronbach Alpha
Political element	Governance framework	Corruption within the government	0.740	0.931
		Unconcern of government about farm attacks	0.509	
		The service provided by police	0.684	
		The service provided by government departments	0.707	
		The service provided by municipalities	0.690	
		The quality of public education	0.511	
		Inadequate leadership from the government	0.833	
		Extremism of political parties	0.754	
		Racism under some political leaders	0.768	
		Poor outlook for politics in South Africa	0.733	
		Infrastructure		
The quality of water	0.887			
The availability of electricity	0.839			
The condition of public roads	0.758			
The condition of public healthcare	0.729			
Legislation		The affirmative action legislation	0.874	0.868
		The Broad-Based Black Economic Empowerment (B-BBEE) legislation	0.834	

Using Cronbach alpha, the internal consistency (reliability) for the three factors was found to be 0.931, 0.931 and 0.868 respectively. As all the Cronbach Alpha values are above the acknowledged threshold of 0.7, it was deemed satisfactory (Wiid & Diggins, 2015:249).

### **6.6.2 Economic push factors in South Africa**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.819, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the seven items dealing with which economic factors in South Africa may push South African migrants to leave the country, therefore indicating that a factor analysis was appropriate.

The analysis confirmed unidimensionality of the economic push factors within the economic element, as the analysis identified only one factor based on the eigenvalue criterion

(eigenvalue greater than 1) and the factor explains 55.80% of the variance. The factor loadings are shown in table 6.2. The factor was labelled "economic uncertainty".

**Table 6.2 A description of the measurement scale used to measure the economic element at the origin (South Africa)**

Element at the origin	Factor	Items	Factor loadings	Cronbach Alpha
Economic element	Economic uncertainty	The availability of jobs	0.726	0.867
		Retrenchments	0.753	
		Employing organisation becomes bankrupt	0.727	
		Strikes	0.752	
		Uncertainty about economy	0.720	
		Limited economic opportunities	0.783	
		Difficulty to be promoted at work due to affirmative action	0.766	

Using Cronbach alpha, the internal consistency (reliability) for economic uncertainty was found to be 0.867. As this value is above the acknowledged threshold of 0.7, it was deemed satisfactory (Wiid & Diggins, 2015:249).

### **6.6.3 Social push factors in South Africa**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.828, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the eight items dealing with the social factors in South Africa which may push South African migrants to leave the country, therefore indicating that a factor analysis was appropriate.

The analysis identified two social push factors within the social element based on the eigenvalue criterion (eigenvalue greater than 1) and the two factors explain 49.3% of the variance. The factor loadings are shown in table 6.3. The factors were subsequently labelled "future limiting" and "narcissistic society".

**Table 6.3: A description of the measurement scale used to measure the social element at the origin (South Africa)**

Element at the origin	Factors	Items	Factor loadings	Cronbach Alpha
Social element	Future limiting	Crime levels	0.671	0.775
		Uncertain futures for children	0.810	
		Public violence	0.696	
		Limited education opportunities	0.741	
	Narcissistic society	Racism	0.780	0.814
		An aggressive society	0.723	
		Negative competition in the work environment	0.804	
		A culture of work intruding on private lives	0.755	

Using Cronbach alpha, the internal consistency (reliability) for the social push factors were 0.775 and 0.814 respectively. As these values are above the acknowledged threshold of 0.7, it was deemed satisfactory (Wiid & Diggins, 2015:249).

#### **6.6.4 Unmet personal needs in South Africa**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.873, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the 13 items dealing with understanding which personal needs in South Africa may push South African migrants to leave the country, therefore indicating that a factor analysis was appropriate.

The analysis confirmed four unfulfilled personal needs factors within the personal needs element based on the eigenvalue criterion (eigenvalue greater than 1) and the four factors combined explain 69.4% of the variance. The factor loadings are shown in table 6.4. The factors were subsequently labelled "physical needs", "belonging needs", "safety needs" and "esteem needs".

**Table 6.4: A description of the measurement scale used to measure the personal needs element at the origin (South Africa)**

Element at the origin	Factors	Items	Factor loadings	Cronbach Alpha
Personal needs element	Physical needs	I felt that South Africa was not meeting my basic need of food.	0.827	0.840
		I felt that South Africa was not meeting my basic need of water.	0.956	
		I felt that South Africa was not meeting my basic health needs.	0.805	
	Belonging needs	I was afraid to lose my job.	0.572	0.850
		I personally experienced racism towards me.	0.635	
		I was personally affected by affirmative action.	1.004	
		I (or my business) was affected by B-BBEE.	0.663	
	Safety needs	I felt unsafe in South Africa.	0.816	0.625
		I was personally affected by crime.	0.596	
	Esteem needs	I felt hopeless about South Africa's future.	0.731	0.567
I was worried about the legacy that I will leave for my children.		0.565		

Using Cronbach alpha, the internal consistency (reliability) for the four components was found to be 0.840, 0.850, 0.625 and 0.567 respectively. Two of the values were above 0.7, the acknowledged threshold, one above 0.6 and one above 0.5. These lower Cronbach alphas are also deemed acceptable for exploratory research (Wiid & Diggins, 2015:249).

### **6.6.5 Political pull factors in Australia and New Zealand**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.785, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the six items dealing with political factors in Australia or New Zealand that may pull South African migrants towards the country, therefore indicating that a factor analysis was appropriate.

The analysis identified two political pull factors within the political element based on the eigenvalue criterion (eigenvalue greater than 1) and the factors explain 71.6% of the variance. The factor loadings are shown in table 6.5. The factors were subsequently labelled "effective governance services" and "governmental aid".

**Table 6.5: A description of the measurement scale used to measure the political element at the destination (Australia and New Zealand)**

Element at the destination	Factors	Items	Factor loadings	Cronbach Alpha
Political element	Effective governance services	Public service delivery	0.803	0.809
		Health care services	0.848	
		School services	0.626	
		Enforcement of the law	0.676	
	Governmental aid	Financial assistance from government	0.776	0.512
		Ease of immigration to the country	0.551	

Using Cronbach alpha, the internal consistency (reliability) for the two components was found to be 0.809 and 0.512. One of the values is above the acknowledged threshold of 0.7, therefore it was deemed satisfactory (Wiid & Diggins, 2015:249). The lower Cronbach alpha is also deemed acceptable for exploratory research (Wiid & Diggins, 2015:249).

#### **6.6.6 Economic pull factors in Australia and New Zealand**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.812, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the eight items dealing with understanding which economic factors in Australia or New Zealand may pull South African migrants towards the country, therefore indicating that a factor analysis was appropriate.

The analysis identified two economic pull factors within the economic element based on the eigenvalue criterion (eigenvalue greater than 1) and the factors explain 69.2% of the variance. The factor loadings are shown in table 6.6. The factors were subsequently labelled "economic certainty" and "lower cost of living".

**Table 6.6: A description of the measurement scale used to measure the economic element at the destination (Australia and New Zealand)**

Element at the destination	Factors	Items	Factor loadings	Cronbach Alpha
Economic element	Economic certainty	Opportunities for work	0.865	0.861
		Better work environment	0.805	
		Opportunity for career advancement	0.843	
		A strong economy	0.694	
		A variety of job opportunities	0.727	
	Lower cost of living	A lower cost of living	0.587	0.778
		Children go to school for free	0.888	
		Health services cost very little	0.848	

Using Cronbach alpha, the internal consistency (reliability) for the two economic pull factors was found to be 0.861 and 0.778 respectively. As these values are above the acknowledged threshold of 0.7, it was deemed satisfactory (Wiid & Diggins, 2015:249).

#### **6.6.7 Social pull factors in Australia and New Zealand**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.763, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the 11 items dealing with understanding which social factors may pull South African migrants towards Australia and New Zealand, therefore indicating that a factor analysis was appropriate.

The analysis confirmed two social pull factors within the social element based on the eigenvalue criterion (eigenvalue greater than 1) and the two factors explain 65.7% of the variance. The factor loadings are shown in table 6.7. The factors were labelled "familiar circumstances" and "better future".

**Table 6.7: A description of the measurement scale used to measure the social element at the destination (Australia and New Zealand)**

Element at the destination	Factors	Items	Factor loadings	Cronbach Alpha
Social element	Familiar circumstances	Many South Africans already settled in the country	0.809	0.864
		Familiar culture	0.900	
		Similar weather	0.888	
		The same seasons	0.877	
		First language in the countries	0.457	
		Friends or family already living in the country	0.534	
	Better future	Better schools available	0.776	0.818
		Better opportunities for children	0.901	
		Safer environment for children	0.901	
		A lower crime rate	0.649	

Using Cronbach alpha, the internal consistency (reliability) for the two components was found to be 0.864 and 0.818 respectively. As this value is above the acknowledged threshold of 0.7, it was deemed satisfactory (Wiid & Diggins, 2015:249).

### **6.6.8 Personal needs in Australia and New Zealand**

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was 0.838, which is above the recommended threshold of 0.5 and the Bartlett's Test of Sphericity was significant ( $p < 0.000$ ) for the 12 items dealing with understanding which personal needs may pull South African migrants towards Australia or New Zealand, therefore indicating that a factor analysis was appropriate.

The analysis confirmed three personal needs factors within the personal needs element based on the eigenvalue criterion (eigenvalue greater than 1) and the three factors explain 59.1% of the variance. The factor loadings are shown in table 6.8. The factors were subsequently labelled "belonging needs", "safety needs" and "self-actualisation needs".

**Table 6.8: A description of the measurement scale used to measure the personal needs element at the destination (Australia and New Zealand)**

Element at the destination	Factors	Items	Factor loadings	Cronbach Alpha
Personal needs	Belonging needs	I can connect with the people from this country on a social level	0.786	0.875
		I can relate to the people of this country about sports	0.794	
		The people from this country shares many of our interests	0.843	
		The people from this country's humour are very similar to South Africa's	0.760	
		I can work in a large industry, but have a small town feeling around me	0.540	
	Safety needs	The health system caters for my health needs	0.701	0.487
		I feel safer here	0.829	
	Self-actualisation needs	I received a job offer	0.682	0.667
		I wanted to have an adventure	0.726	
		I wanted to be promoted based on merit	0.725	
		I have a spiritual calling here	0.620	

Using Cronbach alpha, the internal consistency (reliability) for the three components was found to be 0.875, 0.487 and 0.667 respectively. One of the values is above the acknowledged threshold of 0.7, therefore it was deemed satisfactory (Wiid & Diggines, 2015:249). However, the factor with a Cronbach alpha below 0.5 is not acceptable and will not be used in subsequent analysis (Wiid & Diggines, 2015:249). The other Cronbach alpha coefficient value is above 0.6, which is considered to be acceptable for exploratory research (Wiid & Diggines, 2015:249).

Factor-based scores were subsequently calculated as the mean score of the variables included in each factor for all the factors identified in this section. This is discussed in section 6.7.

## 6.7 FACTOR DESCRIPTIVES

The descriptive statistics of the factors identified during the principal component analysis are shown in Tables 6.9 and 6.10.

**Table 6.9: Identified external push factors**

	Governance framework	Infrastructure	Legislation	Economic uncertainty	Future limiting	Narcissistic society
N Valid	237	241	242	247	247	247
Missing	18	14	13	8	8	8
Mean	4.3937	3.4398	4.2996	4.1053	5.0688	4.1862
Median	4.6000	3.2000	4.5000	4.1429	5.2500	4.2500
Standard Deviation	1.02845	1.17972	1.22055	1.00957	0.86180	1.10120
Skewness	-0.537	-0.547	-0.567	-0.154	-1.013	-0.197
Kurtosis	-0.304	-0.712	-0.720	-0.508	0.374	-0.635
Minimum	2.00	2.00	2.00	2.00	2.50	1.00
Maximum	6.00	6.00	6.00	6.00	6.00	6.00

**Table 6.10: Identified internal push factors**

	Physical needs	Safety needs	Belonging needs	Esteem needs
N Valid	198	237	194	225
Missing	57	18	61	30
Mean	3.8131	5.3966	4.3673	5.3511
Median	4.0000	5.5000	4.2500	5.5000
Standard Deviation	0.98631	0.79382	1.08217	0.80667
Skewness	-0.070	-1.636	-0.490	-1.656
Kurtosis	-0.318	2.914	-0.373	3.124
Minimum	2.00	2.00	2.00	2.00
Maximum	6.00	6.00	6.00	6.00

## 6.8 INFERENCE STATISTICS

### 6.8.1 Pearson's correlation coefficient matrix

Inferential statistics were done to determine the statistical significance and strength of the relationship between the age and experience, respectively, of a South African migrant and the different factors that contributed to the migration. Pearson correlation coefficients were used to evaluate the strength and statistical significance of the relationships between the age and the different factors (governance framework, infrastructure, legislation, economic uncertainty, future limiting, narcissistic society, efficient government services, economic certainty, lower cost of living and familiar circumstances and a better future) the results are summarised in table 6.11. The results of the correlation analysis between age and personal needs are summarised in table 6.12.

**Table 6.11: Correlation between age and push and pull factors**

<i>Variable combination</i>	<i>Pearson</i>	<i>p value</i>
Importance of age as a differentiator and governance framework as a push factor	-.100	.124
Importance of age as a differentiator and infrastructure as a push factor	-.094	.146
Importance of age as a differentiator and legislation as a push factor	-.087	.179
Importance of age as a differentiator and economic uncertainty as a push factor	-.003	.968
Importance of age as a differentiator and future limiting as a push factor	-.095	.137
Importance of age as a differentiator and narcissistic society as a push factor	-.038	.557
Importance of age as a differentiator and efficient government services as a pull factor	-.006	.939
Importance of age as a differentiator and economic uncertainty as a pull factor	-.085	.270
Importance of age as a differentiator and lower cost of living as a pull factor	.001	.989
Importance of age as a differentiator and familiar circumstances as a pull factor	.155*	.017
Importance of age as a differentiator and better future as a pull factor	-.100	.117

The results indicated that a statistical significant relationship exist at the 5% level of significance between the combination of age and of familiar circumstances as a pull factor. The value of the correlation coefficient was 0.155, indicating a weak positive relationship

between these variables. This result confirmed that age is associated with familiar circumstances being a pull factor.

Pearson correlation coefficients were used to evaluate the strength and statistical significance of the relationships between the number of years of experience and the different factors (governance framework, infrastructure, legislation, economic uncertainty, future limiting, narcissistic society, efficient government services, economic certainty, lower cost of living and familiar circumstances and a better future) the results are summarised in table 6.12.

**Table 6.12: Correlation between the number of years of experience and push and pull factors**

<i>Variable combination</i>	<i>Pearson</i>	<i>p value</i>
Importance of number of years of experience as a differentiator and governance framework as a push factor	.084	.203
Importance of number of years of experience as a differentiator and infrastructure as a push factor	.122	.064
Importance of number of years of experience as a differentiator and legislation as a push factor	.197**	.002
Importance of number of years of experience as a differentiator and economic uncertainty as a push factor	.162*	.012
Importance of number of years of experience as a differentiator and future limiting as a push factor	-.015	.823
Importance of number of years of experience as a differentiator and narcissistic society as a push factor	.058	.376
Importance of number of years of experience as a differentiator and efficient government services as a pull factor	.060	.426
Importance of number of years of experience as a differentiator and economic uncertainty as a pull factor	-.034	.659
Importance of number of years of experience as a differentiator and lower cost of living as a pull factor	.043	.648
Importance of number of years of experience as a differentiator and familiar circumstances as a pull factor	.123	.062
Importance of number of years of experience as a differentiator and better future as a pull factor	-.087	.181

The results indicated that a statistical significant relationship exist at the 1% level of significance between the combination of number of years of experience and of legislation as a push factor. The value of the correlation coefficient was 0.197, indicating a weak positive relationship between these variables. This result confirmed that the number of years of experience is associated with legislation being a push factor. The results also indicated

that a statistical significant relationship exist at the 5% level of significance between the combination of number of years of experience and of economic uncertainty as a push factor. The value of the correlation coefficient was 0.162, indicating a weak positive relationship between these variables. This result confirmed that the number of years of experience is associated with economic uncertainty being a push factor.

The results of the correlation analysis between age and personal needs are summarised in table 6.13.

**Table 6.13: Correlation between age and unmet personal needs**

<i>Variable combination</i>	<i>Pearson</i>	<i>p value</i>
Age and physical needs (as an unmet need)	-.010	.891
Age and safety needs (as an unmet need)	-.160*	.014
Age and belonging needs (as an unmet need)	-.077*	.285
Age and esteem needs (as an unmet need)	-.061	.366

The results indicated that a statistical significant relationship exist at the 5% level of significance, between the combination of age and unmet safety needs ( $P=0.014$ ). The value of the correlation coefficient was -0.160, indicating a weak negative relationship between these variables. This result confirmed that age is negatively associated with safety as an unmet need. All the other relationships between age and unmet personal needs were not statistically significant ( $p > 0.05$ ).

### **6.8.2 t-test results**

The Student t-test was applied to test for statistically significant differences between South African migrants in Australia and New Zealand with regards to each push and pull factor. In the event that a numerical variable can be split into two unique groups, an independent group t-test can be used to evaluate the likelihood of the two groups being significantly different (Saunders, *et al*, 2012:517). The t-test compares the differences in the means of the two groups using the spread of the scores. According to Saunders, *et al* (2012:517), if the p-value is greater than the significance level(s), then the null hypotheses cannot be rejected.

The first hypotheses that will be tested are:

H<sub>0</sub>: The South African migrant in Australia and New Zealand do not differ with regards to each of the following push and pull factors; and

H<sub>1</sub>: The South African migrant in Australia and New Zealand do differ with regards to each of the following push and pull factors:

- i) governance framework
- ii) infrastructure
- iii) legislation
- iv) economic uncertainty
- v) future limiting
- vi) narcissistic society
- vii) effective government services
- viii) economic certainty
- ix) lower cost of living
- x) familiar circumstances
- xi) better future

The mean and standard deviation value per push and pull factor are given in table 6.14 below.

**Table 6.14: Push and pull factors for South African migrants in Australia and New Zealand**

<b>Factor</b>	<b>Country</b>	<b>Mean</b>	<b>Standard deviation</b>
Governance framework	Australia	4.3437	1.02709
	New Zealand	4.4523	1.02483
Infrastructure	Australia	3.3815	1.26032
	New Zealand	3.5081	1.08351
Legislation	Australia	4.4216	1.23118
	New Zealand	4.1481	1.18661
Economic uncertainty	Australia	4.0437	0.97935
	New Zealand	4.1783	1.02852
Future limiting	Australia	5.0280	0.90373
	New Zealand	5.1173	0.81262
Narcissistic society	Australia	4.1523	1.12588
	New Zealand	4.2259	1.06975

Effective government services	Australia	4.5000	1.09067
	New Zealand	4.7694	0.94566
Economic certainty	Australia	4.9511	0.91917
	New Zealand	4.9470	0.92529
Lower cost of living	Australia	3.4025	1.30747
	New Zealand	4.2344	1.22539
Familiar circumstances	Australia	4.6031	1.11847
	New Zealand	4.2685	1.16744
Better future	Australia	5.9442	1.19351
	New Zealand	6.0043	1.01273

The results of the Student t-test are shown in table 6.15.

**Table 6.15: Student t-test for the push and pull factors for South African migrants in Australia and New Zealand**

			Levene's test for equality of variances (5% level of significance)		t-test for equality of means	
			F	Sig	t	Significance (2-tailed)
Governance framework	H <sub>0</sub>	Equal variances are assumed	0.003	0.955	-0.809	0.419
	H <sub>1</sub>	Equal variances not assumed			-0.808	0.420
Infrastructure	H <sub>0</sub>	Equal variances are assumed	0.440	0.508	-0.830	0.408
	H <sub>1</sub>	Equal variances not assumed			-0.826	0.410
Legislation	H <sub>0</sub>	Equal variances are assumed	0.518	0.473	1.740	0.083
	H <sub>1</sub>	Equal variances not assumed			1.732	0.085
Economic uncertainty	H <sub>0</sub>	Equal variances are assumed	2.538	0.112	-1.044	0.298
	H <sub>1</sub>	Equal variances not assumed			-1.055	0.292
Future limiting	H <sub>0</sub>	Equal variances are assumed	0.993	0.320	-0.810	0.418
	H <sub>1</sub>	Equal variances not assumed			-0.818	0.414
Narcissistic society	H <sub>0</sub>	Equal variances are assumed	0.264	0.608	-0.523	0.601

	H <sub>1</sub>	Equal variances not assumed			-0.524	0.601
Effective government services	H <sub>0</sub>	Equal variances are assumed	6.334	0.013	-1.843	0.067
	H <sub>1</sub>	Equal variances not assumed			-1.852	0.066
Economic certainty	H <sub>0</sub>	Equal variances are assumed	0.005	0.942	0.029	0.977
	H <sub>1</sub>	Equal variances not assumed			0.030	0.976
Lower cost of living	H <sub>0</sub>	Equal variances are assumed	4.315	0.040	-3.730	0.000
	H <sub>1</sub>	Equal variances not assumed			-3.654	0.000
Familiar circumstances	H <sub>0</sub>	Equal variances are assumed	0.007	0.935	2.267	0.024
	H <sub>1</sub>	Equal variances not assumed			2.269	0.024
Better future	H <sub>0</sub>	Equal variances are assumed	0.012	0.912	-0.428	0.669
	H <sub>1</sub>	Equal variances not assumed			-0.429	0.668

An assumption of the Student t-test is equality of variances. The Levene's test for equality of variances was used to test this assumption. For all the factors, except effective government services and a lower cost of living, the null hypotheses of equal variances assumed could not be rejected (those p-values were above 0.05) and thus, we can assume equal variances for those factors. The null hypotheses of equal variances assumed was rejected for effective government services ( $p = 0.013$ ) and a lower cost of living ( $p = 0.040$ ) and thus, we cannot assume equal variances for those two factors.

There were no statistically significant differences between South African migrants in Australia and New Zealand with regards to:

- i) governance framework
- ii) infrastructure
- iii) economic uncertainty
- iv) future limiting
- v) narcissistic society

- vi) economic certainty
- vii) better future

This means that the South African migrants experienced the governance framework, infrastructure, economic uncertainty, future limiting and narcissistic society in South Africa, to be push factors that resulted in their emigration to Australia and New Zealand. Similarly, South African migrants experienced the economic certainty and a better future to be pull factors that resulted in their emigration to Australia and New Zealand.

However, with regard to legislation ( $p = 0.083$ ) and familiar circumstances ( $p = 0.024$ ), statistically significant differences exist at the 5% and 10% level of significance. In the case of legislation, South African migrants in Australia "feel stronger" than the ones in New Zealand regarding the legislation push factor. On the topic of pull factors, South African migrants in Australia also feel stronger than the ones in New Zealand regarding the familiar circumstances.

The second hypotheses that was tested are:

H<sub>0</sub>: The South African migrant in Australia and New Zealand does not differ with regards to each of the following personal needs factors; and

H<sub>1</sub>: The South African migrant in Australia and New Zealand does differ with regards to each of the following personal needs factors:

- i) physiological needs
- ii) safety needs
- iii) belonging needs
- iv) esteem needs

The mean and standard deviation value per unmet need are given for each country in the table 6.16 on page 165.

**Table 6.16: Descriptive statistics**

Factor	Destination	Mean	Standard deviation
Physiological needs	Australia	3.73	1.008
	New Zealand	3.90	0.960
Safety needs	Australia	5.37	0.819
	New Zealand	5.43	0.766
Belonging needs	Australia	4.33	1.088
	New Zealand	4.41	1.080
Esteem needs	Australia	5.31	0.870
	New Zealand	5.40	0.731

The results of the Student t-test are shown in table 6.17.

**Table 6.17: Student t-test**

			Levene's test for equality of variances (5% level of significance)		t-test for equality of means	
			F	Sig	t	Significance (2-tailed)
Physiological needs	H <sub>0</sub>	Equal variances are assumed	0.124	0.725	1.167	0.245
	H <sub>1</sub>	Equal variances not assumed			1.170	0.244
Safety needs	H <sub>0</sub>	Equal variances are assumed	0.758	0.385	0.536	0.593
	H <sub>1</sub>	Equal variances not assumed			0.539	0.591
Belonging needs	H <sub>0</sub>	Equal variances are assumed	0.006	0.938	0.541	0.589
	H <sub>1</sub>	Equal variances not assumed			0.541	0.589
Esteem needs	H <sub>0</sub>	Equal variances are assumed	2.020	0.157	0.898	0.370
	H <sub>1</sub>	Equal variances not assumed			0.906	0.366

An assumption of the Student t-test is equality of variances. The Levene's test for equality of variances was used to test this assumption. For all the factors, the null hypotheses of equal variances assumed could not be rejected (all p-values were above 0.05) and thus, we can assume equal variances for all these factors.

There were no statistically significant differences between South African migrants who live in Australia or New Zealand with regards to the unmet needs of:

- i) physiological
- ii) safety
- iii) belonging
- iv) esteem

This means that the South African migrants in Australia and New Zealand experienced unmet needs namely: physiological, safety, belonging and esteem needs, similarly.

## **6.9 BINARY LOGISTIC REGRESSION**

This study aimed to determine whether, or not, any of the set of push factors namely governance framework, infrastructure, legislation, economic uncertainty, future limiting and narcissism society, are statistical significant predictors of the likelihood that a person will emigrate to New Zealand rather than Australia by using binary logistic regression.

In assessing the model adequacy and fit, table 6.18 sets out the information regarding the predictors included in the model of push factors, while table 6.19 provides information regarding overall model fit. The number of respondents included in this model was 216 as a case-wise removal process was used for missing data on any of the variables.

The results are tabled on page 167.

**Table 6.18: Variables in the equation of predictors included in the model of push factor**

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	Gov_framework	.153	.236	.424	1	.515	1.166
	Infrastructure	-.018	.166	.012	1	.914	.982
	Legislation	-.288	.145	3.957	1	.047	.750
	Economic_Unc	.240	.220	1.185	1	.276	1.271
	Fut_limiting	-.069	.209	.109	1	.741	.933
	Narc_Soc	-.027	.195	.019	1	.889	.973
	Constant	-.142	.840	.029	1	.866	.868

The overall correct prediction classification of the model is 56.5%.

The results indicate that legislation is the only statistically significant predictor, at the 5% level of significance. The odds ratios indicate further that:

- For each one point increase in the importance level of legislation as a push factor, the odds of a person emigrating to New Zealand decrease to 0.75.

**Table 6.19: Variables in the equation of the overall model fit for push factor**

	Model summary			Hosmer and Lemeshow Test		
	-2-Log-likelihood	Cox & Snell R Square	Nagelkerke R Square	Chi-square	df	Sig
Step 1	291.754	.021	.028	10.334	8	.242

The Hosmer and Lemeshow test shows non-significance indicating that the data fits the model adequately (Hosmer & Lemeshow, 2000). The R<sup>2</sup> measures (Nagelkerke R<sup>2</sup>, Cox and Snell R<sup>2</sup>), however, are low (0.028 and 0.021 respectively) and indicate that follow-up studies are needed to validate and improve the current model.

In assessing the model adequacy and fit, table 6.20 sets out the information regarding the predictors included in the model of pull factors, while table 6.21 provides information regarding overall model fit. The number of respondents included in this model was 75 as a case-wise removal process was used for missing data on any of the variables.

**Table 6.20: Variables in the equation of predictors included in the model of pull factor**

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	Eff_gov_services	.037	.382	.010	1	.922	1.038
	Econ_certainty	-.645	.368	3.068	1	.080	.525
	Lower_costliving	.684	.286	5.698	1	.017	1.982
	Fam_circumstances	-.409	.260	2.467	1	.116	.664
	Better_Future	.328	.295	1.238	1	.266	1.388
	Constant	.617	1.592	.150	1	.698	1.854

The Overall correct prediction classification of the model is 61.3%.

The results indicate that lower cost of living is the only statistically significant predictor, at the 5% level of significance. The odds ratios indicate further that:

- For each one point increase in the importance level of a lower cost of living as a pull factor, the odds of a person emigrating to New Zealand decrease to 1.982.

**Table 6.21: Variables in the equation of the overall model fit for pull factor**

	Model summary			Hosmer and Lemeshow Test		
	-2-Log-likelihood	Cox & Snell R Square	Nagelkerte R Square	Chi-square	df	Sig
Step 1	89.399	.133	.180	10.187	7	.178

The Hosmer and Lemeshow test shows non-significance, indicating that the data fits the model adequately (Hosmer & Lemeshow, 2000). The R<sup>2</sup> measures (Nagelkerke R<sup>2</sup>, Cox and Snell R<sup>2</sup>), however, are low (0.133 and 0.180 respectively) and do indicate that follow-up studies are needed to validate and improve the current model.

In assessing the model adequacy and fit, table 6.22 sets out the information regarding the predictors included in the model of personal needs factors, while table 6.23 provides information regarding overall model fit. The number of respondents included in this model was 162 as a case-wise removal process was used for missing data on any of the variables.

The results are tabled on page 169.

**Table 6.22: Variables in the equation of predictors included in the model personal needs**

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1	PhysNeeds	.310	.209	2.192	1	.139	1.363
	SafetyNeeds	.000	.229	.000	1	.998	1.000
	Belonging	-.096	.200	.232	1	.630	.908
	Esteem_Needs	.137	.240	.325	1	.568	1.147
	Constant	-1.519	1.290	1.386	1	.239	.219

The Overall correct prediction classification of the model is 50.6%.

The results indicate that safety needs is the only statistically significant predictor, at the 5% level of significance. The odds ratios indicate further that:

- For each one point increase in the importance level of safety needs as a push factor, the odds of a person emigrating to New Zealand decrease to 1.000.

**Table 6.23: Variables in the equation of the overall model fit for personal needs**

	Model summary			Hosmer and Lemeshow Test		
	-2-Log-likelihood	Cox & Snell R Square	Nagelkerke R Square	Chi-square	df	Sig
Step 1	220.937	.022	.029	7.964	8	.437

The Hosmer and Lemeshow test shows non-significance indicating that the data fits the model adequately (Hosmer & Lemeshow, 2000). The R<sup>2</sup> measures (Nagelkerke R<sup>2</sup> · Cox and Snell R<sup>2</sup>), however, are low (0.029 and 0.022 respectively) and do indicate that follow-up studies are needed to validate and improve the current model.

## 6.10 CONCLUSION

The purpose of this chapter was to determine what the main push factors and pull factors (both internal and external) are that contribute to the emigration or moving abroad of economically active South Africans. It also set out to determine whether there is a correlation between the push and pull factors for South African emigrants in Australia and New Zealand. The chapter reviewed the demographics profile of the respondents. Secondly, the push, pull

and personal needs items were analysed through exploratory factor analysis to determine whether meaningful factors emerged. Inferential statistics explored the relationship between these factors by focussing on differences in importance of the push, pull and personal needs factors between emigrants residing in Australia and New Zealand. Binary Logistic regression showed whether there were factors that are statistically significant predictors of the odds that a South African emigrant will choose to locate to New Zealand. The results will be discussed in Chapter 7.

# CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

## 7.1 INTRODUCTION

In this chapter, an overview of the study is presented. Thereafter, the research questions are revisited. Limitations to the study is discussed. Recommendations of research opportunities that may be pursued in future are suggested. A final conclusion ends off the chapter and this study.

## 7.2 OVERVIEW OF THE STUDY

A definite tendency for South African emigrants to emigrate to Australia and New Zealand has been identified in Chapter 1. In Chapter 2, Lee's Migration Model explained that there are four sets of factors involved in any decision to emigrate: 1) factors associated with the area of origin, 2) factors associated with the area of destination, 3) intervening obstacles and 4) personal factors. The factors in the area of origin usually involve push factors, therefore factors that the migrant perceives to be negative. The factors in the area of destination usually involve pull factors, therefore factors that the migrant perceives to be positive. The intervening obstacles are those issues that may hinder a potential migrant to follow through with the migration. The personal factors have been explained in terms of Maslow's Hierarchy of Needs, containing physical, security, social, esteem and self-actualisation needs. This migration model formed the basis for the study. Chapter 3 explained the methodology and the use of a mixed-method research design. A review of literature and theory that was discussed in Chapter 2 guided the formulation of a list of specific questions to be used as the research instrument in the qualitative part of the study. The information gathered from the qualitative study was then used to formulate a questionnaire, which served as the research instrument in the quantitative part of the study. Chapters 4 and 5 discussed the South African, Australian and New Zealand environments with evidence from the qualitative study that was presented throughout the chapters. The findings of the qualitative study were integrated in Chapters 4 and 5. Chapter 4 discussed current issues in South Africa in greater detail, by considering external and personal factors that may push people to emigrate from South Africa. Chapter 5 introduced the Australian and New Zealand environments. The magnitude of South African immigration into these

countries was described and further explored as migration destinations, with a focus on current known factors that *pull* South Africans to emigrate to Australia or New Zealand. Chapter 6 presented the data collection, measures, analysis and statistical results by presenting a demographic profile, exploratory factor analysis of the push, pull and personal needs items, inferential statistics of the resulting factors between Australia and New Zealand and binary logistics regression, exposed predictors of the odds that a South African emigrant will choose to locate to New Zealand, rather than Australia.

### 7.3 REVISITING THE RESEARCH QUESTIONS

To explore South African emigration to Australia and New Zealand, the following research questions were explored:

- 7.3.1 What are the main push factors (internal and external) that contribute to the emigration or moving abroad of economically active South Africans?
- 7.3.2 What are the main pull factors that contribute to the emigration or moving abroad of economically active South Africans to Australia and New Zealand?
- 7.3.3 Is there a correlation between the push and pull factors for South African emigrants in Australia and New Zealand?
- 7.3.4 What would motivate these emigrants or South Africans living abroad to return to South Africa?

These questions were answered in the following way:

**7.3.1 What are the main push factors (internal and external) that contribute to the emigration or moving abroad of economically active South Africans?**

Participants, in the qualitative phase of the study, identified six factors in the political element that motivated them to emigrate from South Africa, namely: affirmative action, poor service delivery, poor leadership, mistrust in political leaders, public infrastructure and corruption. It is noteworthy that affirmative action was introduced in South Africa by politics, but its affect is mostly economical and it should be considered as such. The six factors that were identified in the economic element were limited economic opportunities, unemployment, economic

uncertainty, financial loss, the labour supply exceeds the labour demand, and strikes. The factors within the social element were by far the most discussed and had a great impact on the participants, but were not the main reason for the majority of the participants' decision to emigrate. Those factors included a perception of crime, a belief that there is no future for the participants' children, violence, poor service delivery, limited education opportunities, racism, an aggressive society and a negative work culture that intrudes on private lives. Lastly, the factors within a personal environment were discussed under Maslow's Hierarchy of Needs. Although unmet needs were true for the levels of physiological, safety, belonging, as well as esteem needs, it became clear that participants experienced a definite deprivation of safety and also belonging. In the mix of the qualitative and quantitative data, it was determined that, *politically*, the governance framework, infrastructure and legislation in South Africa motivated South Africans to emigrate from South Africa. *Economic* uncertainty is what drove people economically. *Socially*, South Africans felt that a limiting future and a narcissistic society motivated them to leave South Africa. Internal push factors (*unmet needs*) that drove people to emigrate, were the most basic form at physical needs, also of belonging, safety and esteem needs.

### 7.3.2 What are the main pull factors that contribute to the emigration or moving abroad of economically active South Africans to Australia and New Zealand?

On the topic of what pulled South African migrants towards Australia and New Zealand specifically, participants in the qualitative phase of the study identified four factors in the political element that motivated them to emigrate to Australia and New Zealand, namely: good service delivery, the governments simplify immigration, it assists financially and the law is enforced. In the economic element, six factors were identified: job opportunities, a better work environment, career advancement opportunities, stronger economies, lower cost of living and a variety of job opportunities. In the social element, six factors were identified, namely: familiar circumstances, a better future for their children, public safety, friends and family already living in the countries, the quality of life and what was heard by word-of-mouth. Lastly, the factors in the personal environment delivered that all of the needs on Maslow's Hierarchy attracted participants to Australia and New Zealand, namely: physiological, safety, belonging, esteem and self-actualisation needs. In the mix of the qualitative and quantitative data, it was determined that *politically*, effective government

services and governmental aid motivated these migrants to move to Australia and New Zealand. On the *economic* front, economic certainty and a lower cost of living served as the centre of the attraction. *Socially*, familiar circumstances and a better future motivated South Africans to live in Australia and New Zealand. *Personal needs* that South Africans believed that would be fulfilled in Australia and New Zealand were safety, belonging and self-actualisation.

### 7.3.3 Is there a correlation between the push and pull factors for South African emigrants in Australia and New Zealand?

It was determined that familiar circumstances as a pull factor matter more to older South African migrants. It was also determined that legislation and economic uncertainty will matter more to South African migrants who have more experience. South Africans in Australia felt stronger about legislation as a push factor and familiar circumstances as a pull factor than South Africans in New Zealand. It was concluded that South African migrants are more likely to emigrate to Australia, rather than New Zealand, when they feel stronger about legislation and safety needs as push factors and a lower cost of living as a pull factor.

### 7.3.4 What would motivate these emigrants or South Africans living abroad to return to South Africa?

More than half of the respondents indicated that they would not return to South Africa under any circumstances, mostly because of a perception that there is nothing to go back for. Of those who indicated that they would return to South Africa, the most prominent conditions under which they would return are if South Africa offers them 1) the same level of safety that they have there, 2) better education opportunities for their children, 3) a significant improvement in health services and 4) the abolishment of affirmative action or B-BBEE.

## 7.4 RATIONALISATION OF RESULTS AND RECOMMENDATIONS

According to the study, the governance framework of South Africa served as a political push factor that motivated South African migrants to emigrate to Australia and New Zealand. South African migrants experienced that the government of South Africa were corrupt.

Furthermore, that the political services, such as services from government departments, municipalities, the police and public education were poor. Moreover that some political parties and leaders were racist and extreme in their behaviour and remarks. Rasool (2010:80) corroborates these findings and affirms that the quality of education and political uncertainty pushed South African migrants to emigrate to other countries. Swart (2012:46) confirms that racism encourages South Africans to emigrate. Several authors support these findings, including Mostert (2014:44), Bamford (2015), Labonté, Sanders, Mathole, Crush, Chikanda, Dambisya, Runnels, Packer, MacKenzie, Murphy and Bourgeault (2015:7), Cameron (2016), Seeth (2016) and Naik (2018). Therefore, the first political recommendation is that the South African government should adopt a zero tolerance policy towards fraud and corruption. Harsher disciplinary action should be taken against government officials and leaders that are supposed to set the example for the rest of the community.

Another political push factor that motivated South African migrants to emigrate to Australia and New Zealand is the public infrastructure. Other authors, including Oosthuizen (2005:237), Fourie (2006:93) Labonté, et al, (2015:8) and New World Immigration (2018) have found similar results. Therefore, the second political recommendation is that municipalities should create forums where communities may critically analyse and comment on the service delivery, including water, sanitation, roadworks and electricity. This will allow the communities' voices to be heard and provide a clear platform and transparent for municipalities, the reigning political party, as well as other and competitive political parties to assess and respond to challenges posted from the public. These platforms may include social media platforms, such as Facebook, YouTube, Twitter and Instagram, as well as suggestion boxes placed around the town or city. It should be possible for the communities to comment anonymously to protect their identities and halt possible victimisation.

The third political push factor that motivated South African migrants to emigrate to Australia and New Zealand is legislation. Several authors support this finding, including Oosthuizen (2005:18), Fourie (2006:95), Mayosi (2014:1347), Bamford (2015) and New World Immigration (2018). One of South Africa's trade unions, Solidarity, has submitted a report about the affirmative action policy to the United Nations on the Elimination of Racial Discrimination (CERD) in 2014. Countries that have signed the convention on the elimination

of racial discrimination are required to submit a report to the United Nations every two years, but the South African government did not comply with the requirements (Hermann, 2015). The United Nations committee's Recommendation 32 of 2009 states that affirmative action may not only focus on race. After investigation, the United Nations' committee determined that affirmative action in South Africa (including the Employment Equity Act and the Broad-Based Black Economic Empowerment Act) should be temporary and have a legitimate goal (Solidarity, 2017). The third political recommendation is therefore that the Employment Equity Act, No.55 of 1998 and the Broad-Based Black Economic Empowerment Act, No.53 of 2003 should have an end date, but in the interim, it should be honoured that persons should only be appointed if they are "suitably qualified" – irrespective of their race. Only once there is more than one candidate who is suitably qualified for the position, may race or gender be offered as a final choice factor.

Economic uncertainty pushed South African migrants to emigrate to Australia and New Zealand. Oosthuizen (2005:18), Fourie (2006:95), Labonté et al. (2015:7) and Seeth (2016) reported the same result. The South African government should create an environment that is conducive for economic growth by removing obstacles that are hampering the economic growth. It is firstly recommended that non-performing state-owned enterprises (SOEs), such as the South African Airways, be privatised. In the same line, monopolies such as Eskom should be removed by allowing private electricity suppliers. Secondly, it is recommended that the South African government inspire job creation by identifying skill shortages and financially investing in internships for the unemployed. The budget on tertiary bursaries could also be raised to address the need for professional and scarce skills. Entrepreneurial education could be increased. Job creation could also be inspired by simplifying the erection of small businesses, reducing the cost of doing business for these newly formed small businesses for the first twelve months, paying a grant or allowing tax exemptions to organisations that employ a predetermined number of people.

The first social push factor that motivated South African migrants to emigrate to Australia and New Zealand is a limiting future. The education sector in South Africa needs an urgent intervention. A large financial investment could be made to build or improve the basic facilities at schools, such as bathroom facilities, electricity and running water. Furthermore, supplies such as books, textbooks, desks, chairs, blackboards and computers should be

available to all teachers and students. Once the infrastructure is set, an urgent financial investment should be made in the human capital. The South African government should promote education as an occupation and pay academics a higher salary. It should become a distinguished occupation to which children strive. Accomplished academics will be best suited to teach children and students and promote the occupation again.

Another social push factor that motivated South African migrants to emigrate to Australia and New Zealand is a narcissistic society. The South African government, media companies (such as the South African Broadcasting Corporation), marketing agencies (such as Brand South Africa) and institutions and organisations in the public eye could encourage patriotism and national pride by focussing on emotional anchor points. In the South African culture, these can include achievements based on sport, culture, history and heritage. One such a successful media campaign was the #HopeJoanna campaign that was launched on 27 April 2018 (Freedom day) featuring Zolani Mahola from the internationally known band, Freshly Ground. The campaign, launched by several private organisations, was a great success and became a social movement.

Once these political, economic and social push factors have been addressed, the personal push factors should be resolved. One personal need that is worth singling out is safety needs. Citizens should be encouraged to get involved in police forums and community security, because of Ubuntu (I belong, because I am human. I am involved. I share.).

## **7.5 LIMITATIONS OF THE STUDY**

Pilot studies were not conducted for both phases of the study. This presents a limitation to the study in terms of the validity of the results as was discussed in Chapter 3.

This study interviewed individual South African emigrants in 2009. In the survey in 2015, a number of unknown individuals responded to the questionnaire. There is no way of knowing whether the same South Africans who participated in the interviews also answered the questionnaire. This may produce a duplicate of answers.

The group members on the Facebook pages that were created for South African emigrants may include members who pose as emigrants, but who may still be living in South Africa. This may create bias by offering a voice to a disgruntled South African who may never spring into action. It may also paint an idyllic picture of what the South African perceives Australia and New Zealand to be.

The period between the interviews and survey would have resulted in the inclusion of new emigrants. The reasons for emigration may fluctuate between different periods. This may contradict some of the results.

This study set out to collect data from all South Africans who have emigrated to Australia and New Zealand. However, black South Africans did not participate in the study. This limits the study in that it may have influenced current factors differently or even have produced other results not considered in this study.

## **7.6 FUTURE RESEARCH OPPORTUNITIES**

As per Lee's model, it may be wise to conduct research on the intervening obstacles that may hinder South African emigration to Australia and New Zealand. This may provide answers to Australia's and New Zealand's governments on obstacles to the migration process and assist in immigration policy decisions. It may also assist South Africa in regulating its migration policies in an attempt to retain skilled workers.

Researchers may be interested in investigating whether there were variances in the motivations to emigrate for different periods. It may also be interesting to explore whether the emigration decision remained the same for emigrants from the same period. This may provide answers to the perceptions of these emigrants and the aspects that may motivate them to return to South Africa. It may also be interesting to explore whether there were specific occupations involved in these different periods.

Future research may also be conducted on emigrants who have returned to South Africa and their experiences since they have been home. It may suggest reasons to the South African government for re-emigration and assist it in its campaigns to keep possible South

African emigrants home, as well as attract South Africans who have emigrated to return home.

## **7.7 CONCLUSION**

The purpose of this chapter was to draw conclusions on the push factors and pull factors (both internal and external) that contribute to the emigration or moving abroad of economically active South Africans. The chapter started with an introduction and provided an overview of the study. The limitations of the study were discussed. Next, suggestions were made for future research opportunities.

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**Appendix A: Ethical compliance notification**

**Ethical compliance for the qualitative phase of the study**

01 April 2014

Ref #: 2014\_CEMS\_BM\_009

**DEPARTMENT OF BUSINESS MANAGEMENT RESEARCH ETHICS REVIEW  
COMMITTEE**

**To: Prof H Badenhorst – Postgraduate Supervisor (012 429 2994)** for Mrs Letitia  
Marcantuono – Student number: 45026203

**From: Prof Watson Ladzani – Chairperson of the Departmental Research Ethics  
Review Committee – Department of Business Management**

**Subject: FEEDBACK ON YOUR STUDENT’S APPLICATION**

This is to certify that the researcher,  
Letitia Marcantuono (student # 45026203)  
has notified the Department of Business Management Research Ethics Review  
Committee that she has complied with the ethical requirements stipulated by the Unisa  
Policy on Research Ethics during the conduct and reporting of the following  
study for the degree purposes (DIS7543):

*Emigration of South African migrants to Australia and New Zealand: A longitudinal study*

**Decision: Application approved**



This compliance notification (2014\_CEMS\_BM\_009) was reviewed by the Department of Business Management Research Ethics Review Committee on 1 April 2014 in compliance with the Unisa Policy on Research Ethics and found to be acceptable.

**Disclaimer**

The student's application complies with ethical requirements. The output of the research is however, the student's own work and does not necessarily reflect the opinion of the University.

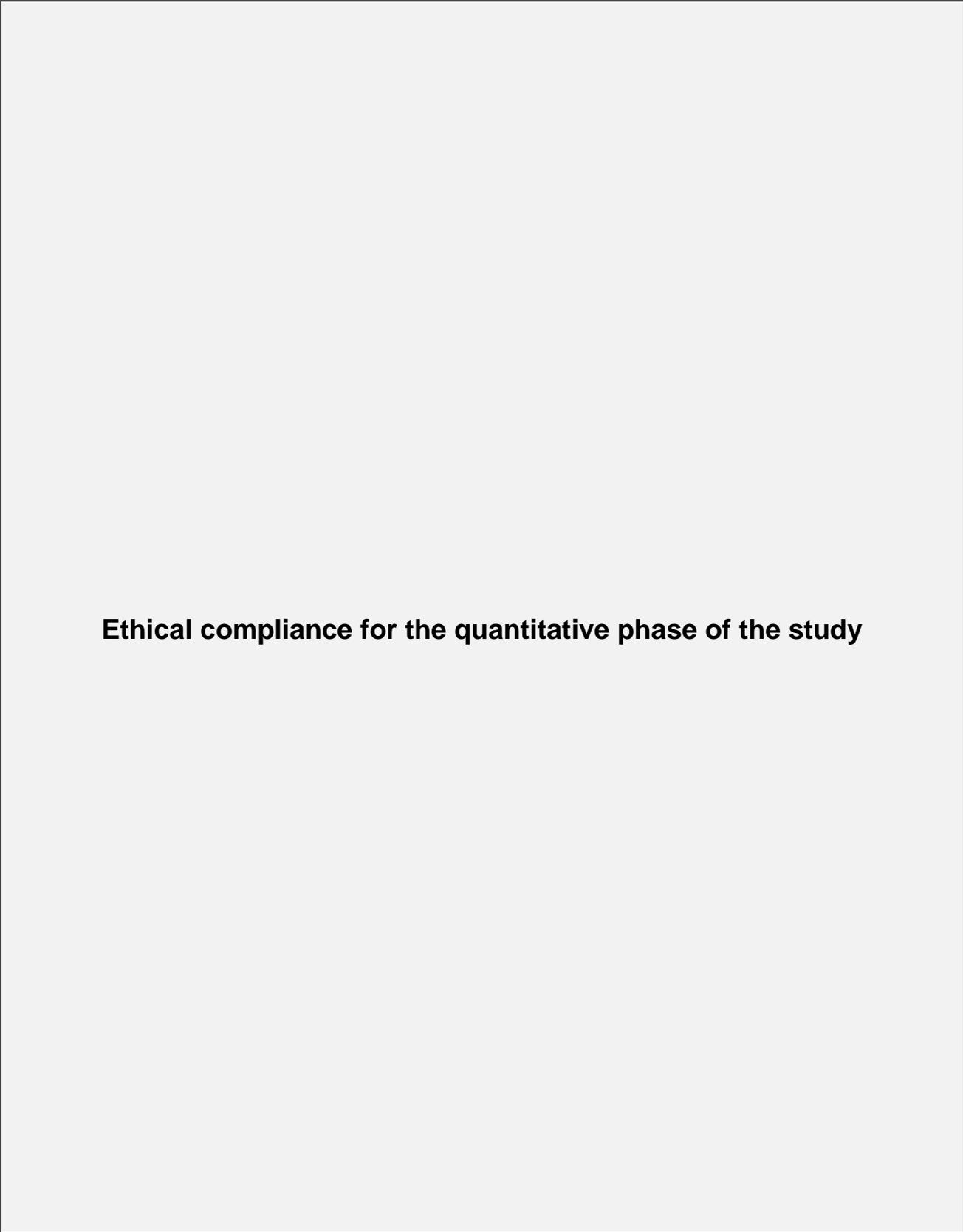
Kind regards,



Prof Watson Ladzani

Chairperson of the Departmental Research Ethics Review Committee  
Department of Business Management  
Email: [wladzani@unisa.ac.za](mailto:wladzani@unisa.ac.za)  
Tel. 012 429 3777

**Appendix B: Ethical clearance certificate**



**Ethical compliance for the quantitative phase of the study**

COLLEGE OF ECONOMIC AND MANAGEMENT SCIENCES  
RESEARCH ETHICS REVIEW COMMITTEE

18<sup>th</sup> November 2015

Ref #: 2015\_CRERC\_042 (FA)  
Name of applicant : Mrs Marcantuono  
Student Number #: 45026203

Dear Mrs L Marcantuono

**Decision: Ethics Approval**

Name: Mrs L Marcantuono, [marcal@unisa.ac.za](mailto:marcal@unisa.ac.za), 012 429 2875 or 082 455 6848

**Proposal: Emigration of South African migrants to Australia and New Zealand: a Mixed Methods study**

**Qualification: Masters Degree**

Thank you for the application for research ethics clearance by the College of Economic and Management Sciences Research Ethics Review Committee for the above mentioned research. Final approval is granted for the duration of the project.

***For full approval: The revised application was reviewed in compliance with the Unisa Policy on Research Ethics by the CRERC on 09<sup>th</sup> November 2015.***

*The proposed research may now commence with the proviso that:*

- 1) The researcher/s will ensure that the research project adheres to the values and principles expressed in the UNISA Policy on Research Ethics.*
- 2) Any adverse circumstance arising in the undertaking of the research project that is relevant to the ethicality of the study, as well as changes in the methodology,*



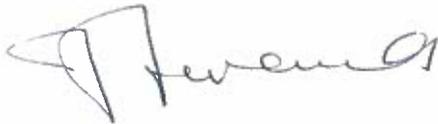
*should be communicated in writing to the CRERC.*

- 3) *An amended application could be requested if there are substantial changes from the existing proposal, especially if those changes affect any of the study-related risks for the research participants.*
- 4) *The researcher will ensure that the research project adheres to any applicable national legislation, professional codes of conduct, institutional guidelines and scientific standards relevant to the specific field of study.*

**Note:**

The reference number **2015\_CRERC\_042 (FA)** should be clearly indicated on all forms of communication [e.g. Webmail, E-mail messages, letters] with the intended research participants, as well as with the CRERC.

Kind regards



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**Prof JS Wessels**

Chairperson of the CRERC, CEMS, UNISA  
012 429-6099 or [wessejs@unisa.ac.za](mailto:wessejs@unisa.ac.za)



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**Prof M.T. Mogale**

Executive Dean: CEMS

012 429 4419 or [mogalmt@unisa.ac.za](mailto:mogalmt@unisa.ac.za)

**Appendix C: Letters of consent**

**Letters of consent to participate in both phases of the study**

**Consent for participation in an academic  
research study**

**Dept. of Business Management**

**Motivations and the decision making process of South African emigrants to Australia  
and New Zealand**

Research conducted by:

Mrs L Marcantuono (45026203)

Cell: 082 455 6848

Dear respondent

You are invited to participate in an academic research study conducted by Letitia Marcantuono, Masters' student from the Department of Business Management at the University of South Africa.

The purpose of the study is to analyse the factors contributing to the emigration or move of economically active South Africans to Australia and New Zealand; to explain the decision-making process economically active South Africans go through to emigrate or move to Australia and New Zealand.

Please note the following:

- This study involves an anonymous interview/focus group. Your name will not appear in the research and the answers you give will be treated as strictly confidential. You cannot be identified in person based on the answers you give.
- Your participation in this study is very important to me. You may, however, choose not to participate and you may also stop participating at any time without any negative consequences.
- Please answer the questions in the interview/focus group as completely and honestly as possible. This should not take more than 30 minutes of your time.
- The results of the study will be used for academic purposes only and may be published in an academic journal. I will provide you with a summary of my findings on request.
- Please contact my study leaders, Prof JW Strydom, on tel. (012) 429-4554 (e-mail: [strydjw@unisa.ac.za](mailto:strydjw@unisa.ac.za)) and Prof JA Badenhorst, on tel. (012) 429 6848 (e-mail: [badenja@unisa.ac.za](mailto:badenja@unisa.ac.za)) if you have any questions or comments regarding the study.

Please sign the form to indicate that:

- You have read and understand the information provided above.
- You give your consent to participate in the study on a voluntary basis.

\_\_\_\_\_  
Respondent's signature

\_\_\_\_\_  
Date

## PARTICIPANT INFORMATION SHEET

November 2015

Title: Emigration of South African migrants to Australia and New Zealand: a mixed method study

### Dear Prospective Participant

My name is Letitia Marcantuono and I am doing research with Hannie Badenhorst, a professor in the Department of Business Management, towards an MCom Business Management degree at the University of South Africa. We are inviting you to participate in a study entitled Emigration of South African migrants to Australia and New Zealand: a mixed method study.

### WHAT IS THE AIM/PURPOSE OF THE STUDY?

The aim of this study is to explore and compare the factors involved in the emigration of South African citizens to Australia and New Zealand over a six year period.

### WHY AM I BEING INVITED TO PARTICIPATE?

You have been identified as a member of one of the following closed Facebook groups: *Aussiekaners; Proudly South African in Perth & WA; Safri-Kiwi – South Africans in New Zealand; South Africans in Brisbane and QLD surrounds; South Africans in Wellington, New Zealand; South Africans living in New Zealand; South Africans living in Perth; or South Africans migrating to Australia.* I have chosen to invite you to participate in this study, because you are a South African citizen who now lives in either Australia or New Zealand. It is important for this study to only include South Africans who have already left South Africa and are now living in Australia or New Zealand. Your contribution to this study is extremely important and its success depends on the number of participants who complete the questionnaire.

### WHAT IS THE NATURE OF MY PARTICIPATION IN THIS STUDY / WHAT DOES THE RESEARCH INVOLVE?

The study involves a web-based questionnaire. It contains statements about the decision to emigrate, which you will be asked to rate on a seven-point scale. The questionnaire also contains demographic questions. It is expected that you will need 20 minutes to complete the questionnaire.



### **CAN I WITHDRAW FROM THIS STUDY?**

Being in this study is voluntary and you are under no obligation to consent to participation. You will be able to withdraw from the study prior to submitting the survey. Also note that the survey is developed to be anonymous and we as researchers will have no way of connecting the information you provide to you personally. You will not be able to withdraw from the study once you have clicked the send button based on the anonymous nature of the survey. By clicking on the web link and proceeding with the completion of this survey, you give your consent to participate and that the results may be used for research purposes only. All answers from you and other participants will be analysed collectively. Individual answers cannot be linked to any names of participants.

### **WHAT ARE THE POTENTIAL BENEFITS OF TAKING PART IN THIS STUDY?**

The benefit to the South African emigrant community will be giving a voice to concerned (mainly pushed from South Africa) and/or attracted (mainly pulled by destinations countries) migrants.

### **WHAT IS THE ANTICIPATED INCONVENIENCE OF TAKING PART IN THIS STUDY?**

We do not foresee that you will experience any negative consequences by completing this questionnaire. The anticipated inconvenience is the time that it may take to complete the survey. There is also a possibility that some of the questions may seem too personal. You may choose not to answer these questions.

### **WILL WHAT I SAY BE KEPT CONFIDENTIAL?**

Your name will not be recorded anywhere and no one will be able to connect you to the answers you give. Your answers will be given a fictitious code number or a pseudonym and you will be referred to in this way in the data and any publications. The anonymous data may also be used for other purposes such as conference proceedings and journal articles. A report of the study may be submitted for publication, but individual participants will not be identifiable in such a report. Your answers may be reviewed by people responsible for making sure that research is done properly, including the external coder and members of the Research Ethics Committee.

### **HOW WILL INFORMATION BE STORED AND ULTIMATELY DESTROYED?**

Electronic copies of your answers will be stored by the researcher for a period of five years on a password protected computer for future research or academic purposes. Future use of the stored data will be subject to further Research Ethics Review and approval if applicable. The data will be permanently deleted from the hard drive of the computer at the end of the five year period.



### **WILL I RECEIVE PAYMENT OR ANY INCENTIVES FOR PARTICIPATING IN THIS STUDY?**

There is no payment or reward offered, financial or otherwise, for your participation in this study, nor should you incur any costs.

### **HAS THE STUDY RECEIVED ETHICAL APPROVAL?**

This study has received written approval from the Research Ethics Committee of the College of Economic and Management Sciences, Unisa. A copy of the approval letter can be obtained from the researcher if you so wish.

### **HOW WILL I BE INFORMED OF THE FINDINGS/RESULTS?**

If you would like to be informed of the final research findings, please contact Letitia Marcantuono on +27124292875 or marcal@unisa.ac.za. The findings are accessible for six months. Should you require any further information or want to contact the researcher about any aspect of this study, please use the same contact details. Should you have concerns about the way in which the research has been conducted, you may contact Prof JA Badenhorst by sending an email to badenja@unisa.ac.za, phoning +27124294356 or sending a fax to 0866415298.

Thank you for taking time to read this information sheet and for participating in this study.

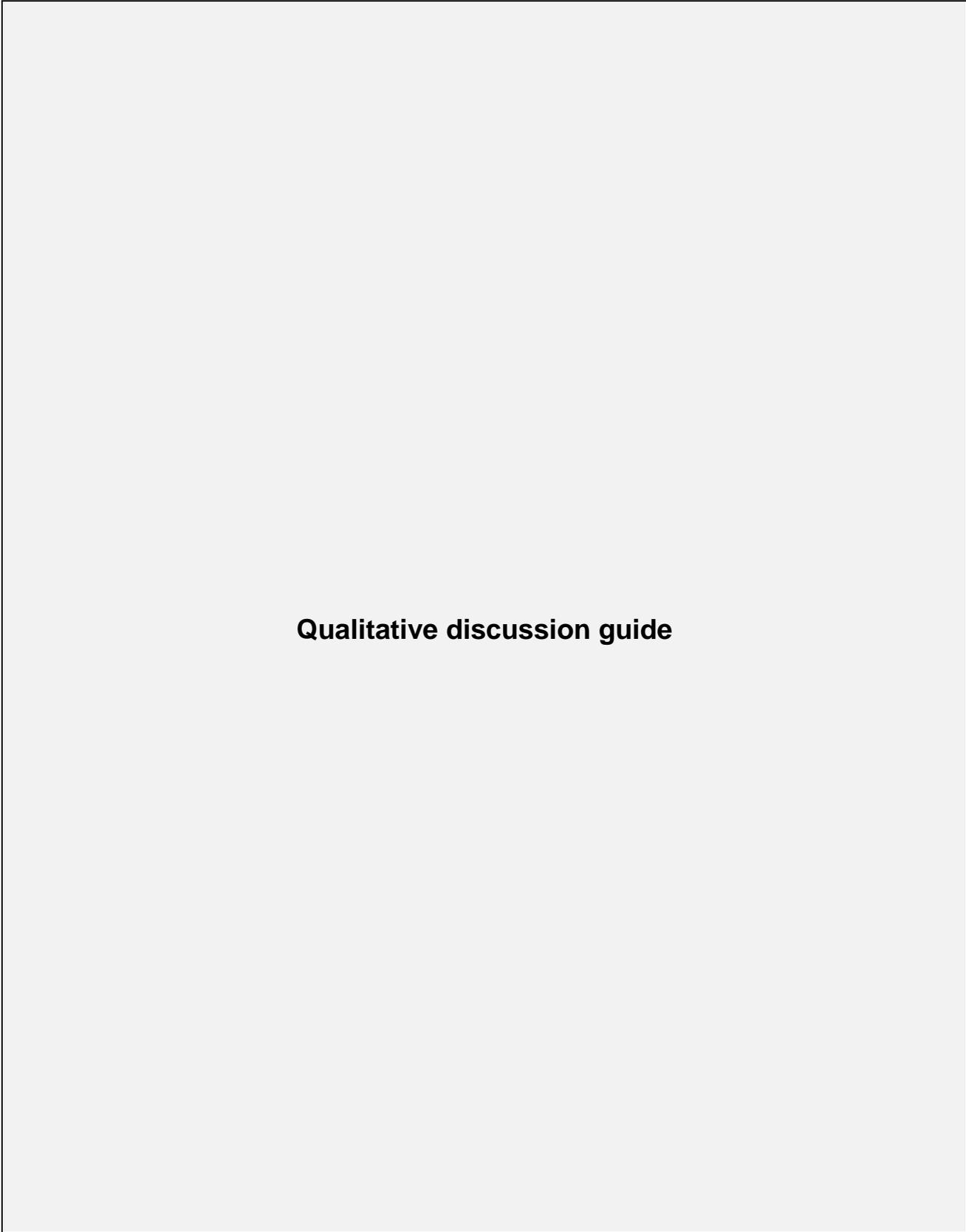
Thank you.



Letitia Marcantuono



**Appendix D: The qualitative research instrument**



## **Interview guide**

Thank you so much for taking the time to participate in this study. Thank you for your willingness to share your experiences and reasons for emigrating to Australia (or New Zealand).

### SEMI-STRUCTURED OPEN-ENDED QUESTIONS TO BE ASKED

This interview is being recorded. There are four questions that I am going to ask you through the duration of the interview.

Firstly, *why did you decide to emigrate from South Africa?*

Secondly, *what made you decide to come to Australia (or New Zealand) specifically?*

Thirdly, *through what decision making process did you have to go through to come here? Like which decisions did you make and what was the process that you had to go through.*

Lastly, *under which circumstances would you decide to go back to South Africa?*

You are welcome to tell me at any time that you want to stop with the interview or that you don't want to proceed. You're welcome to ask any questions and please tell me if something isn't clear. Throughout the interview I am going to make sure that I understand you correctly, so I am going to repeat some things, It's not because you are unclear, I just want to make sure that I am understanding you correctly

### IN CONCLUSION TO THE INTERVIEW

*Is there anything from your side that you want to say that I did not ask, or something that you want to mention about your decision to emigrate?*

Thank you very much for your time and willingness to have participated in the study. I am very grateful for the information that I collected and will definitely be able to use it. Thank you again.

**Appendix E: Qualitative data analysis**

**Codes, sub-themes and main themes**

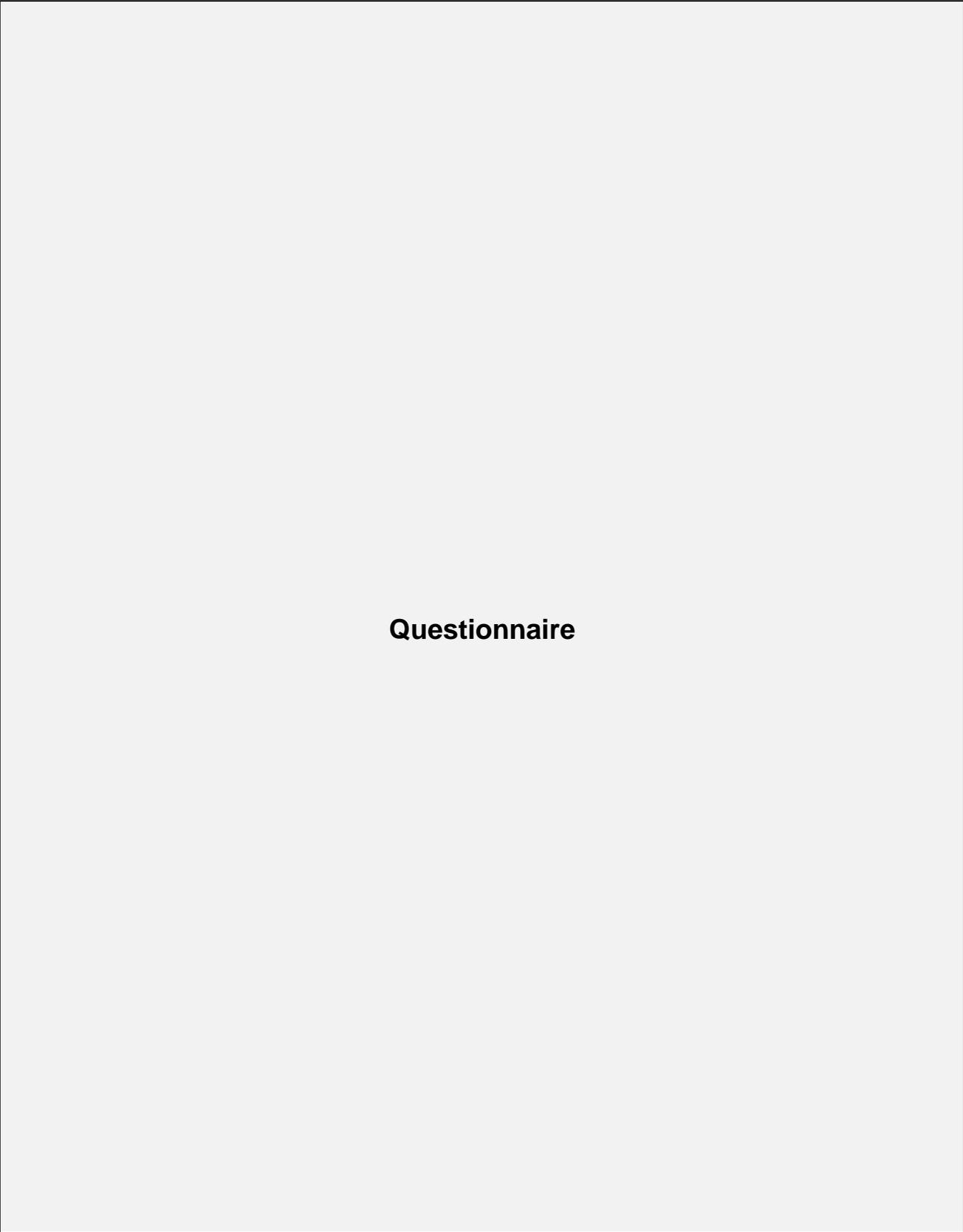
<b>Codes</b>	<b>Sub-themes</b>	<b>Main themes</b>	
Affirmative action	Affirmative action	Political push factor	
Broad-Based Black Economic Empowerment			
Poor service delivery	Poor service delivery		
Lack of municipal services			
Inefficiency of police services			
Incapable police officers			
Poor education offerings			
Poor leadership	Poor leadership		
Mistrust in political leaders	Mistrust in political leaders		
Public infrastructure	Public infrastructure		
Water supply			
Loadshedding			
Public roads			
Corruption	Corruption		
Bribery of traffic police			
Limited economic opportunities	Limited economic opportunities		Economic push factor
Unemployment	Unemployment		
Economic uncertainty	Economic uncertainty		
Financial loss	Financial loss		
Expensive medical care			
Labour supply and labour demand	Labour supply and labour demand		
Strikes	Labour unrest		
Perception of crime	Perception of crime	Social push factor	
No future for children	Poor future prospects		
Degree of violence	Violence		
Poor service delivery	Poor service delivery		
Limited education opportunities	Limited education opportunities		
Racism	Racism		
Aggressive society	Aggressive and mistrusting culture		
Degree of road rage			
Driving habits of taxies			

Street vendors and hawkers		
Work culture of intrusion on private lives	Negative work culture	
Expensive medical care	Physiological need	Personal environment
Quality of water		
Perception of crime	Safety need	
Affected by crime		
Fear		
Hopelessness	Social and belonging	
No future for children		
Limited education opportunities	Esteem	
Belittled		

<b>Codes</b>	<b>Sub-themes</b>	<b>Main themes</b>
Good service delivery	Good service delivery	Political pull factor
Tax application clear		
Efficient government services		
Quality of public schools		
Minor medical costs		
Free school education		
Upkeep of infrastructure		
Facilitates immigration	Facilitates immigration	Political pull factor
Afrikaans is community language		
Government financial assistance	Government financial assistance	
Study assistance		
Law is enforced	Law is enforced	
Intolerance of law violation		
Job opportunities	Job opportunities	
Shortage in job field		
Better work environment	Better work environment	
Competent employees		
Employer paid transfer costs		
Career advancement	Career advancement	
Promotion based on merit		
Equal opportunities to all staff		
Government financial assistance	Government financial assistance	
Stronger economy	Stronger economy	
Low unemployment rate	Lower cost of living	
Lower cost of living		
Variety of job opportunities		
Abundance of job opportunities	Variety of job opportunities	
Familiar circumstances	Familiar circumstances	
Better future for children	Better future for children	
Better future for family		

Study opportunities		Social pull factor
Safety	Public safety	
Law is enforced		
Family	Friends and family	
Friends		
Quality of life	Quality of life	
Career advancement		
Availability of public parks		
Less competitive work environment		
Word-of-mouth	Word-of-mouth	
News from acquaintances		
Facebook pages		
Other social media		
Weather	Physiological need	Personal environment
Good medical care		
Safety	Safety need	
Stability		
Family	Social and belonging	
Friends		
Familiar circumstances		
Better future for family		
Better future for children		
Competent employees		
Aesthetic need		
Career advancement	Esteem	
Variety of job opportunities		
Quality of life		
Accomplishment	Self-actualisation	
Envangelism		
Adventure		

**Appendix F: The quantitative research instrument**



**Questionnaire**

QUALIFIER QUESTIONS					
Question number	Questions	Type of options	Options	Go to question number	Subdivisions
1	Are you 18 years or older?	Bulleted list	Yes No	2 Abort questionnaire	
2	Which country is your home base?	Bulleted list	South Africa Australia New Zealand Other	Abort questionnaire 3 3 Abort questionnaire	
3	Are you currently employed?	Bulleted list with a dropdown list under "Yes" and "No" for reasons	Yes  No	3.1  3.2	I am self-employed. Full-time Part-time I am retired. I am retrenched. I am a student. I am a homemaker. I cannot find work. Other (Spasie om te verduidelik/motiveer vir "other")

WHEN PARTICIPANT QUALIFIES, THE SURVEY CONTINUES	
<b>On a scale from 1 to 5, to which extent did the following statements play a role in your decision to leave South Africa?</b>	
0 = I do not know	
1 = It did not play a role at all	
2 = It played a minor role	
3 = It played a moderate role	
4 = It played a major role	
5 = It was the most important role	

4	The affirmative action legislation
	The Broad-Based Black Economic Empowerment (B-BBEE) legislation
	Corruption within the government
	Unconcern of government about farm attacks
	The availability of water
	The quality of water
	The availability of electricity
	The condition of public roads
	The condition of public health care
	The service provided by police
	The service provided by government departments
	The service provided by municipalities
	The quality of public education
	Inadequate leadership from the government
	Extremism of political parties
Racism under some political leaders	
Poor outlook for politics in South Africa	

5	The availability of jobs
	Retrenchments
	Employing organisation becomes bankrupt
	Strikes
	Uncertainty about economy
	Limited economic opportunities
	Difficulty to be promoted at work due to affirmative action

6	Crime levels
	Uncertain futures for children
	Public violence
	Limited education opportunities
Racism	

An aggressive society
Negative competition in the work environment
A culture of work intruding on private lives

Please rate the extent to which you agree with the following statements on a scale from 1 to 5, where:	
0 = Not applicable to me	
1 = I strongly disagree	
2 = I disagree	
3 = I am neutral	
4 = I agree	
5 = I strongly agree	

7	I felt that South Africa was not meeting my basic need of food.
	I felt that South Africa was not meeting my basic need of water.
	I felt that South Africa was not meeting my basic health needs.
	I felt unsafe in South Africa.
	I was personally affected by crime.
	I was afraid to lose my job.
	I felt withdrawn from the larger South African culture group.
	I personally experienced racism towards me.
	I was personally affected by affirmative action.
	I (or my business) was affected by B-BBEE.
	I felt hopeless about South Africa's future.
	My qualifications became worth nothing.
	I was worried about the legacy that I will leave for my children.

8	Which countries did you consider to move to?	Multi-selection	Australia
			Canada
			New Zealand
			United Kingdom
			United States of America

Countries in Europe
Countries in Asia
Other countries in Africa

On a scale from 1 to 7, to which extent did the following statements play a role in your decision to move to Australia or New Zealand?

1 = I do not know
2 = It did not play a role at all
3 = It did not play an important role
4 = I am neutral
5 = It played a minor role
6 = It played a major role
7 = It was the most important role

9	Public service delivery
	Health care services
	School services
	Ease of immigration to the country
	Financial assistance from government
	Enforcement of the law

10	Opportunities for work
	Better work environment
	Opportunity for career advancement
	A strong economy
	A lower cost of living
	A variety of job opportunities
	Children go to school for free
Health services cost very little	

11	Many South Africans already settled in the country
	Familiar culture

Similar weather
The same seasons
First language in the countries
Better schools available
Better opportunities for children
Safer environment for children
A lower crime rate
Friends or family already living in the country

Please rate the extent to which you agree with the following statements on a scale from 1 to 8, where:

1 = Not applicable to me
2 = I strongly disagree
3 = I disagree
4 = I disagree somewhat
5 = I am neutral
6 = I agree somewhat
7 = I agree
8 = I strongly agree

12	The health system caters for my health needs.
	I feel safer here.
	I can connect with the people from this country on a social level.
	I can relate to the people of this country about sports.
	The people from this country share many of our interests.
	The people from this country's humor are very similar to South Africa's.
	I can work in a large industry, but have a small town feeling around me.
	I heard many great things about the country.
	I received a job offer.
	I wanted to have an adventure.
	I wanted to be promoted based on merit.
	I have a spiritual calling here.

13	If you have a choice to return to South Africa...	Select all that apply	I will not return under any circumstances.	<p>I do not want to go through the moving process again.</p> <p>I have settled in too comfortably here.</p> <p>I have married a citizen of this country.</p> <p>All of my family lives here.</p> <p>There is nothing worth going back for.</p>
			I will return under specific circumstances.	<p>If South Africa can offer me the same level of safety that I have here.</p> <p>If a South African employer can offer me a higher salary than what I earn at the moment.</p> <p>If a South African employer can offer me a higher position than what I am in at the moment.</p> <p>If South Africa can offer my children better education opportunities.</p> <p>If Affirmative Action is abolished.</p> <p>If B-BBEE is abolished.</p> <p>If the health care in South Africa improves significantly.</p> <p>If South Africa's economy became stronger than the country's where I currently live.</p> <p>If I have to choose between South African citizenship and the citizenship of the country I am currently staying in.</p> <p>If circumstances change for the worse in the country I am currently staying in.</p> <p>If family members in South Africa need my assistance or care.</p>

## DEMOGRAPHIC QUESTIONS

14	Please indicate your gender.	Bulleated list	Male Female
15	Please indicate your race.	Bulleated list	Black Coloured Indian White Other  (Spasie om te verduidelik/motiveer vir "other")
16	What is your current age?	Dropdown list	18-100
17	What age were you when you left South Africa?	Dropdown list	0-100
18	What is your highest qualification?	Bulleated list	Less than grade 12/matric Matric Post matric certificate Diploma Degree Postgraduate diploma Honours degree Masters degree Doctoral degee

19	Where did you obtain your highest qualification?	Dropdown list	South Africa	
			Australia	
			New Zealand	
			Other	
			(Spasie om te verduidelik/moti veer vir "other")	
20	Were you employed in the year before you left South Africa?		Yes	Full-time
				Part-time
			No	I was retired.
				I was retrenched.
				I was a student.
				I was a homemaker.
				I could not find work.
Other				
21	What type of employment did you have?	Dropdown list	I was self-employed.	
			I worked for an employer.	
22	In which industry were you last employed in South Africa?	Bulleated list	Agriculture, Forestry, Fishing and Hunting	
			Mining	
			Manufacturing	
			Electricity, Gas, Water and Waste Services	
			Construction	

Wholesale Trade
Retail Trade
Accommodation and Food Services
Transport, Postal and Warehousing
Information, Media and Telecommunications
Financial and Insurance Services
Rental, Hiring and Real Estate Services
Professional, Scientific and Technical Services
Administration and Support Services
Public Administration and Safety

Education and Training

Health Care and Social Assistance

Arts and Recreation Services

Other services (Spasie om te verduidelik/motiveer vir "other")

23	How many years of experience did you have in this industry when you left South Africa?	Dropdown list	0 - 40 years
----	--	---------------	--------------

24	In which industry do you currently work in this country?	Bulleated list	Agriculture, Forestry, Fishing and Hunting
			Mining
			Manufacturing
			Electricity, Gas, Water and Waste Services
			Construction
			Wholesale Trade
			Retail Trade
			Accommodation and Food Services

Transport, Postal and Warehousing
Information, Media and Telecommuni- cations Financial and Insurance Services
Rental, Hiring and Real Estate Services Professional, Scientific and Technical Services Administration and Support Services
Public Administration and Safety Education and Training
Health Care and Social Assistance Arts and Recreation Services

Other Services	(Spasie om te verduidelik/motiveer vir "other")
----------------	---