

CRF Institute certifies Tsogo Sun as Best Employer

South African hotel, gaming and entertainment company, Tsogo Sun Group has been certified as one of South Africa's best employers according to the CRF Institute's annual Best Employers Certification Index for 2012/13. The research indicated that Tsogo Sun Group is the leading employer in the hospitality industry and the third Best Employer in the Giants category (for companies with more than 10 000 employees).

The Best Employers certification is only awarded to organisations that meet the highest standard in HR. The standards are rigorous and not all companies who applied were successful. The research measures all critical areas of HR management and the rating showed that Tsogo Sun Group has outstanding employee offerings and thus qualified for the exclusive Best Employers certification.

"We understand that human capital is the fuel that drives the asset. To this end we source the best people, and then reward and retain them, and remove any impediments which may present them from reaching their full potential," said Marcel von Aulock, chief executive officer of Tsogo Sun.

Secret to success is employees

"In an economy where every cent is cautiously and carefully spent, the most important investments become apparent. Most companies admit the secret to their success is their employees. Even in a down economy, we focus on attracting and developing talented people and providing a great place to work, and this certification recognises our efforts and achievements, says Vusi Dlamini, group HR director at Tsogo Sun Group.

Only those organisations that meet the requirements receive the internationally recognised BEST Employers Certification Seal. "This certification supports our overall goal to develop a sustainable competitive advantage through the alignment of employee behaviour with our brand promise and to shape our identity over time and optimise the potential and capacity of our employees to deliver distinctive, consistent and compelling guest experiences," concludes Rob Collins, chief marketing officer at Tsogo Sun Group.

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