

COMMUNICATIONS

Nedlac Publications

At the beginning of 2001, a new-look A4 Nedlac "Dialogue" was established as the official newsletter of the Council. There were six issues in the year under review. They were posted to 3 500 recipients, whilst 700 copies were sent to Parliament. An electronic version of the newsletter is sent out to email subscribers, and it is also placed on the website. A survey of readers resulted in a number of changes being implemented in the newsletter.

Nedlac's publications reach over four thousand people, with another 3 500 people visiting the website per month on average.

The regular columns in the bi-monthly South African Labour Bulletin continued.

A booklet containing the Code of Good Practice on HIV and AIDS was produced and widely distributed (9000 copies).

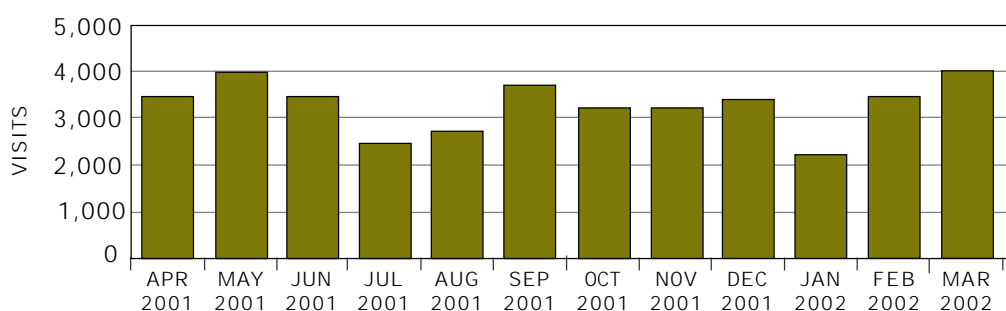
The Annual Report and the post-Summit report were produced. Two thousand five hundred copies of the Annual Report and 500 copies of the post-Summit report were distributed.

A new occasional paper series was launched with a paper on productivity, economic efficiency and equity.

Website

The Nedlac website was redesigned at the beginning of 2001. It continues to be a popular means of accessing Nedlac information, providing access to all Nedlac agreements, as well as providing links to other constituency websites, a research database and a project section. All media releases are posted on the website, as are weekly schedules of the meetings that are taking place at Nedlac that week.

NUMBER OF VISITS TO NEDLAC WEBSITE



In the year under review, there were on average over one thousand hits on the website per day. In terms of individual visitors who hit on a number of different pages within the website, this translates into an average of 3500 – 4000 visitors per month, as is shown on the graph.

Public information

The website generates a large number of queries from all around the world regarding general information about Nedlac, and many other issues as well. The Communications Department replied to all queries, either providing the information, electronically or via fax or post, or pointing the person in the correct direction. Nedlac features on the curricula of many tertiary institutions, and students requesting information on Nedlac processes were assisted.

The Nedlac display table has continued to be an excellent vehicle for the distribution of printed material. Government departments, unions and community groupings have used the table to distribute their material. The display at the Annual Summit has also continued to be a very popular opportunity for constituencies to display and distribute their material.

Media coverage

The secretariat tracks the mentions of Nedlac's name in the media on a weekly basis. On the basis of this analysis, Nedlac's media coverage is exceptionally high. In the year under review, Nedlac was featured in a total of 794 articles in the print media, an average of 66 articles per month, or 15 per week. It should be noted that some of these articles mention Nedlac merely in the context of information that is available or people who are involved in Nedlac structures.

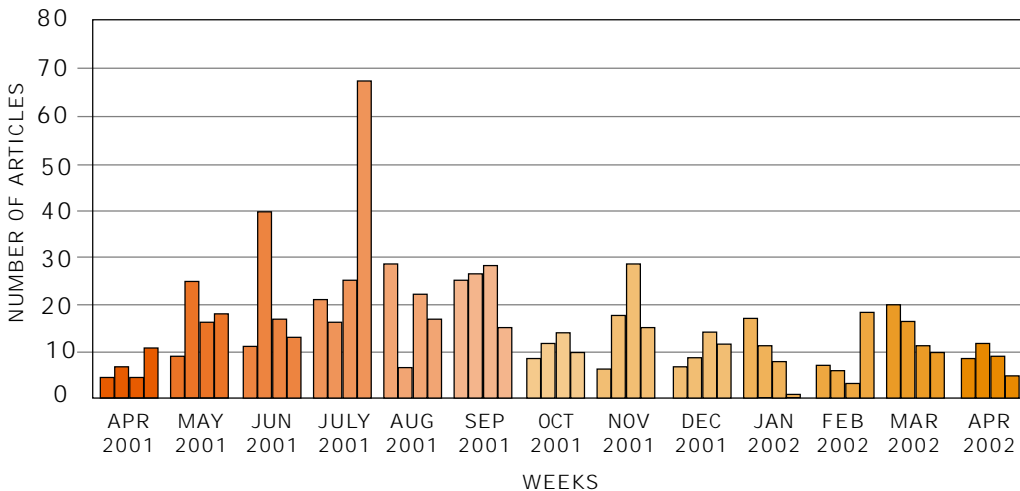
Nedlac has featured in 794 articles in the print media.

Nedlac issued 33 media releases in the period under review, apart from the "week-ahead" releases.

Issues which attracted a significant amount of media coverage included:

- Proudly South African campaign (board, CEO and Chairman announced in July 2001)
- Cosatu section 77 protest action on privatisation (August 2001)
- Nedlac Summit (October 2001)

MEDIA COVERAGE BY WEEK



Nedlac history

The Nedlac history banner was updated, and copies made to hand out as gifts to visitors. A gallery of photos dating from Nedlac’s launch in 1995 and covering each Summit was set up in the new building, as was a history wall bearing the history banner from each of 1998, 1999, 2000. The 2001 banner hangs in the entrance hall.

VISITS TO NEDLAC

Nedlac hosted numerous foreign delegations in 2001-2002

- Officials from the US Departments of Labour and State visited Nedlac in order to obtain feedback on the implementation of the Employment Equity Act, and how they could assist in ensuring the effective implementation of the Act.
- The Brazilian Secretary of Production Development, Reginaldo Braga Arcuri, visited Nedlac and held discussions on the way Nedlac functions, and on similar initiatives in Brazil.
- Nedlac hosted Mr July Moyo, Minister of Labour of Zimbabwe
- Ditsela women's studies group
- The Minister of Labour of Finland, Ms. T. Filatov
- Dutch trade union delegation
- Delegation from Indiana, US, on community building, led by the Governor of Indiana’s wife, Judy O’Bannon