



## Communications

### NEDLAC PUBLICATIONS

The Nedlac newsletter, the "Dialogue" continued to be in great demand. Five issues were published in the year under review. These 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.

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

The first edition of a quarterly publication of socio-economic development trends was produced. The Annual Report and the post-Summit report were produced. Two thousand copies of the Annual Report and 200 copies of the post-Summit report were distributed.

### WEBSITE

The Nedlac website continues to be a popular means of accessing Nedlac information. It provides access to all Nedlac agreements, as well as providing links to other constituency websites, a research database and a 'current projects' section.

In the year under review, the number of hits on the website declined by some 5% per day. The number of individual visitors who hit on a number of different pages within the website, has averaged between 3000 – 3500 visitors per month. The look and feel of the site will soon be revamped.

### PUBLIC INFORMATION

The website continues to generate 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 Section 14 Manual in terms of the Provision of Access to Information Act was compiled, and one enquiry under the Act was received and processed.

The Nedlac exhibition stand 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 1400 articles in the print media, which represents a 100% increase from the previous annual reporting period. 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 issued 32 media releases in the period under review, which represent some 30 % increase from the last report.

Issues which attracted a significant amount of media coverage included:

- The Annual Summit
- The appointment of the new Executive Director
- Progress on the Growth and Development Summit agreements
- Xmas Buy Local Awareness Campaign
- Sactwu Section 77 Notice
- The signing of the Local Procurement Declaration
- NUM Section 77 Notice on the exchange rates
- The expanded Public Works Programme
- The Cape Town Fashion Festival
- The signing of the ICT Sector Summit Agreement
- Proudly South African
- Exco's Monetary Policy Session in November 2003
- The formation of BUSABUSA as the body that represents the voice of business in Nedlac
- Financial Sector Charter
- Setas, Employment Equity
- The official launch of the Nedlac publication "DIALOGUE".
- Discussions on the Exchange rate with the Governor of the Reserve Bank (The governor meets the joint delegation of the MLC and Nedlac)

## Visits to Nedlac

### ■ Ditsela Advanced Organiser Development Programme

About 20 Cosatu Organisers visited Nedlac in August and enjoyed interactions with senior representatives from the constituencies - Deputy Director General of the Department of Labour, Les Kettleidas, and Deputy General Secretary of Ceppwawu, Bengeza Mthombeni. Siphon Masuku of the South African Youth Council represented Community.

### ■ French Senate Budget Committee

A group of 8 Senators, led by the President of the