

MESSAGE FROM THE CHAIR



Dear Safreans,

It is a strange feeling to be writing to you for the last time as your chair. Thanks to Covid, the committees that represent you have put in an extra year of service, so we have all been around for longer than any of us expected.

I am excited about what I am sure will be a fresh approach to managing Safrea and although the new chair will only be appointed during the first meeting of the new Exco, I am confident that the organisation will be in good hands.

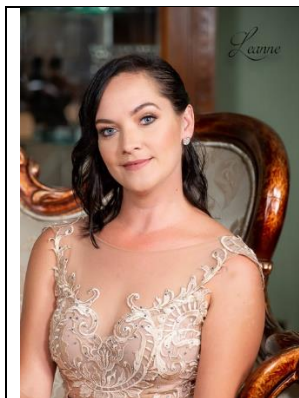
Thank you to each of you who have supported me over the years. You are too many to mention individually but I value each one of you.

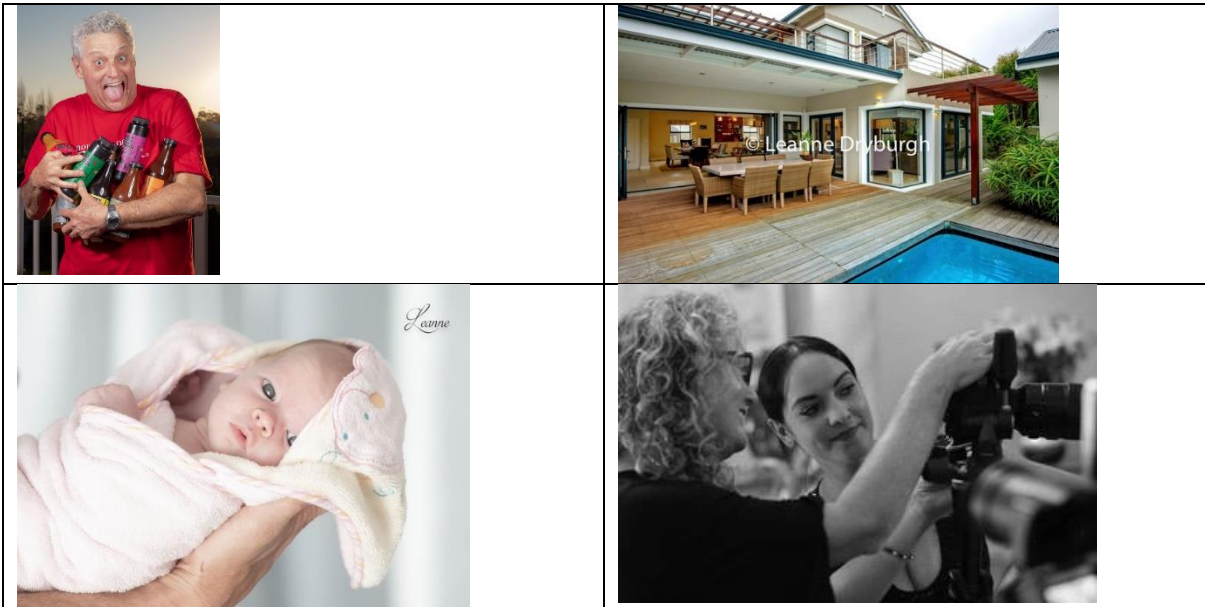
May all your pitches be profitable!
Lynne Smit, Chairman

Photographer of the Month

Leanne Dryburgh

This month we feature photographer Leanne Dryburgh – who was intrigued with the magic of the dark room, when photos appeared on the photo paper. Leanne says her camera is an extension of herself. You can see more of Leanne's work on her Facebook page (<https://www.facebook.com/leannedryburghphotography>) and on the on-line stock image gallery 'The Photo Shed' (<http://thephotoshed.co.za/>) that she owns with her photographer husband Peter Hassall.





Be aware – job posting can be part of recruiting for human trafficking



Freelancers, be aware of human traffickers who trick people with fake job offers and exploit them for profit. They are taking advantage of online technologies for every step of their criminal activities.

Victims are being targeted and recruited via social media and online platforms where personal information and detail of people's locations are readily available. Traffickers create fake websites or post advertisements on legitimate employment portals and social networking websites. The global nature of human trafficking and the abuse of technology make it difficult for law enforcement authorities to tackle this crime. According to statistics the internet has become the most common place where victim recruitment takes place.

Be vigilant - check your social media privacy settings, turn off your location settings, consider making your posts visible to your friends only and avoid checking in at places on social media.

Look out for these red flags

- The sender's email address/website does not look legitimate
- Overpromising
- Strange interview and recruitment process
- Ask for personal and banking details
- Weird contracts
- Money flows oddly
- Your gut says it is dangerous

How Safrea supported me in a sticky situation

“Freelancing offers the benefits of independence and flexibility. But as freelancers we are also vulnerable to exploitation, non-payment, or slow payment.” Sue Randall shares her personal experience and how Safrea supported her in this potentially sticky situation.



“I was contracted by an overseas company (‘the company’) in February 2022 to copy-edit two large volumes for a reputable university publisher (‘the publisher’). The company is a third-party service provider, and freelancers thus have no direct contact with the publisher. The publisher is based in Britain, the company is in Asia, and I am in South Africa. I took the job partly because of the publisher’s good name and partly because the person who referred me is a reputable and ethical editor who is internationally well known. However, I had no sooner signed a contract with the company than he told me he had decided to stop working for them because of serious payment delays. I immediately discussed the payment situation by email with the company. They sent me reassuring messages that their payment delays were now resolved and payment would be made within 21 days of my completing the work.”

“I had already started the job, so I decided to go ahead. But when payment time came, the promised 21-day period duly became 28 days, then 35, then unspecified. Having worked on these projects full-time for more than four months, I was left unable to pay monthly bills like my hospital plan and municipal account. For the first time in more than two decades, I even struggled with the costs of having pets. My situation affected my health, both physically and mentally. I felt lost, alone, and afraid.”

“In the process of trying to find out what recourse (if any) exists for freelancers whose clients are geographically remote, I contacted Safrea. I also sent a letter of demand to the company, with a threat of legal action. Safrea responded quickly and offered to write letters to both the company and the publisher to ask about my payment. However, I received the first payment within a week of my letter of demand, making it unnecessary for Safrea to get involved. The balance of payment was made a week later, as promised.”

“It was a great relief to know that, if necessary, I could turn to Safrea in this potentially sticky situation. The publisher is probably unaware of the fiasco happening behind the scenes, and they might not be too pleased about it. The threat of a letter – especially written by a reputable organisation – might be all that it takes to encourage certain clients to do the right thing. I am glad that I became a member of Safrea and grateful they responded as they did. I hope I will be in a position to give similar support to other Safrea members in the future.”

MEMBER OF THE MONTH

Marisa Louw is a sought-after professional freelancer in the marketing, visual- and performing arts industries. As a multi-skilled individual, she is proficient as a writer, integrated marketing strategist, live theatre production- and stage manager, stage producer and -director, graphic- and website designer, makeup artist, actress and singer.



Describe yourself in two sentences.

I am a part geek, artist, and working girl. I try to maintain a healthy balance between being serious and having a sense of humour.

Please tell us more about what you do and how long you've been a freelancer.

I started freelancing in March 2011. At first, I focussed solely on media relations. As the world of marketing evolved, I expanded my skillset to include more elements of the integrated marketing mix. I specialise in public relations and digital marketing. My experience spans from strategy to content creation and execution. I am a content writer, graphic and web designer, and photographer keen on search engine optimisation and social media's role in word-of-mouth marketing. In recent months, I started facilitating workshops on topics ranging from project management and business writing to social media and graphic design.

What does a day in your life look like?

The answer would've been very different if you had asked me this question four years ago. After being diagnosed with breast cancer three years ago, my priorities changed, and I learned to take things one day at a time. Because my husband and I both work from home, I like to start working early when the household is fast asleep. When the side effects of ongoing cancer treatment do not interfere on a good day, I start working around 4 am. By the time our household awakens, I've already done half a day's work! After eating a nutritious breakfast, I spend 30 minutes doing strength training before I sit down to enjoy a morning chat with my husband. Between 10 am and 3 pm, I am usually in meetings or working on client projects. In the late afternoon, I go for a walk that lasts from an hour to two hours. I live three kilometres from the Vaal River and enjoy the peace of a walk; it is my me-time. When I get home, I spend some time with my 14 pets before sitting down for dinner with my husband. Sometimes, I work again at night when I have priority client projects.

Where/how do you find inspiration?

I think caffeine and nicotine play a massive role in finding inspiration! While receiving chemotherapy, I lost my mojo; it took almost two years to regain cognitive functioning. My husband's angelic voice is my primary source of inspiration (he is a professional opera singer). Other sources of inspiration are the songs of the abundant birdlife in our garden, the sun's warmth on my skin, the brightly shining stars in the night sky, and the moon's reflection on the water.

What advice do you have for other freelancers?

When Peter Ndoro asked me this question during an interview with him for the SABC television show Media Matters, the essential thing that sprang to mind was that freelancers must build a presence on social media and market themselves as a brand. A stellar example of someone doing it right is Tiffany Markman. As freelancers, we should showcase our work, share the compliments we get from clients, impart our knowledge to establish ourselves as thought leaders in our field, and most importantly, support each other in this financially unstable economy.

How long have you been a Safrean, and why are you a member of Safrea?

I joined Safrea in 2011 after a friend introduced me to the organisation. I've remained a Safrean because of the many benefits of being associated with a professional industry body. The Google Group community is mostly friendly, helpful, and inspiring. I've made several friends among Safrea members over the past few years.

What is your work/life motto?

Shew, this is a difficult question to answer! I have not yet formulated a new motto after the life-changing events of the past three years. I value kindness and honesty and stand for fairness and being reasonable.

TIP OF THE MONTH



What other income streams can you explore as a freelancer? Have a look at this article by Natasha Tynes on the International Journalists' Network for some interesting online options. **Read all about it here:** https://ijnet.org/en/story/are-you-independent-journalist-here-are-income-streams-consider?utm_source=facebook&utm_medium=social&fbclid=IwAR04NSf9JsE2WAYtsDMv92iTwtKhfCmBNkg-GwtcE9lhX-leGY9m11KWY4