

MESSAGE FROM THE CHAIR



Dear Safreans,

I said in my last newsletter that you are the heart of Safrea. We have sent out our survey and you responded. Thank you for your feedback. The majority is somewhat satisfied with what Safrea offers; a fair majority hopes for training in social media management and branding / marketing; most of you are prepared to pay for training; and most of you are likely to refer Safrea to a colleague or friend. This is useful in guiding our actions.

Safrea represents a range of freelancers which brings with it many opportunities. In my short time as chairperson, I have had the opportunity to meet different professional freelancers, each with something unique to offer and an openness to engage. I feel encouraged and excited about broadening Safrea's reach.

As freelancers in the communications and media space, we share a vision to be heard and seen, and to be valued for our expertise. From photographers to graphic designers, social media experts to writers, audio-visual professionals to journalists, translators to editors, and everything in between, we have a large network at our fingertips and many opportunities to collaborate, right within our reach.

I've taken this a step further - you should have seen a vodcast series starting with Alexis Grewan, chairperson of the Professional Editors' Guild (PEG). We have also signed an MOU with the South African Screen Federation (SASFED). SASFED is the national federation of independent film, television, and audio-visual content industry organisations. Visit the link below to see all the organisations we are in collaboration with www.safrea.co.za/collaborations. We believe that collaboration is about compassion, support, kindness, and the power we gain when we share and lean on each other. We truly hope this also advances our respective aims and sets the scene for what it means to belong to professional organisations. In this manner we can grow together and take as much as possible from what professional membership has to offer.

As I said at the start, you are the heart of Safrea and our heart keeps beating, strong and steady. Remember that our professional collaboration happens at each and every turn. We have heard you and will continue to make sure you know that.

Yours in freelancing,
Whitemore Masudi Ngwira, Chairman

Photographer of the Month

Kandi Fivaz

Thank you to our featured photographer Kandi Fivaz for the use of her photographs in this month's newsletter. You can follow Kandi on Instagram @lifestylephoto1

<https://www.instagram.com/lifestylephoto1/>



Personal branding photography for an interior designer starting her new business.



Personal branding photography for a Joburg based doctor starting a new venture.



Personal branding photography for a psychologist working with individuals, couples, and groups.



Brand photoshoot with a jewellery designer including her products into the lifestyle shoot.



Brand photoshoot including lifestyle images of meditation products sold online and in-store.

Six steps to prevent burnout

Safrea Eastern Cape workshop on how to “unhustle”



Attending the workshop are from the left Courtneigh Grundlingh, Olwam Mngwazi and Lynne Gadd-Claxton.

If you are exhausted, overwhelmed and burnt out from doing too much for too long, it’s time to step back from your stress and “unhustle.” Executive coach Judy Janse van Rensburg presented an interactive workshop in Gqeberha (Port Elizabeth) on how to avoid this ever-increasing condition.

The signs of burnout

Burnout, she said, was characterised by three main symptoms:

- Lack of energy or exhaustion;
- Increased mental distance from your work, or feeling negative or cynical about it;
- Reduced efficiency.

Safrea organised the event, which was open to members and non-members who worked on their own. The workshop was designed to help freelancers recognise the signs of this pervasive condition – now a diagnosable occupational phenomenon – in their lives and take steps to prevent it.

“People are really tired, someone told me ‘my tired is tired’,” Janse van Rensburg said, adding that this level of exhaustion was *not* normal. “Human beings were not made for this. You can’t do it all on your own but high achievers often do not like to ask for help.”

Six steps to preventing burnout

She outlined six strategies to tackle the feeling of being totally overwhelmed:

1. Calm your nervous system
2. Review, reflect and reset
3. Understand and recognise the signs of burnout
4. Align your mind, body, soul and environment to support your health
5. Listen to your inner wisdom, because you know yourself best
6. Move to powerful living through better decision making, leadership and improved work practices.

Janse van Rensburg, who has a Master's degree in Industrial Psychology, has more than 25 years' experience in the personal development space, including many in deadline-driven environments.

Both during and after the Covid-19 pandemic, she said she had seen an increase in burnout in the workplace. However, being under constant pressure had serious negative effects such as potentially increasing the risk for a fatal heart attack.

Key questions

Janse van Rensburg offered other strategies to shrink an over-long to-do list such as asking:

- Should this be on my to-do list?

If you answer "yes", then ask:

- Do I personally need to do it or can someone else do it instead?

In addition, she advised, "not everything that could be done, should be done." If you are facing burnout, it may be time to consider having a "not-to-do" list.

How to diversify your career – it's a game changer



“What is your number? This is the crucial question everyone should ask themselves in their careers. If you don't know your number, you are like a hamster running on a wheel – never satisfied, never able to celebrate how close you are to achieving your goal.”

These are the words of Vumi Msweli, renowned business woman and career coach who addressed Safreans during a recent webinar. She specialises in connecting people from where they are in their careers to where they want to be.

What's in a number?

Your number should be meaningful to you as an individual. It can be your monetary goal, the legacy you want to leave, the lives you want to touch, or the need for more time, more freedom or more travel opportunities. Once you know your number, it is easier to formulate a strategy to achieve it as soon as possible.

Why diversify?

Vumile regards only one revenue stream, built around one particular skill set, as a high risk. “The average millionaire has seven different revenue streams or sources of income that

protect them against risks. If one falls apart, the others are still going. This is why it is important to diversify your career.”

What problem are you solving?

To get started, a very important question to ask is, “What problem are you solving? If you know the answer, you can do it on many different platforms. I solve a problem for people who are frustrated at work. I do it via my radio show, magazine column, TV show, in class, with my clients, Instagram live, and Tik Tok. Understanding the problem enables you to see opportunities down the road. If you don’t know where you’re going, any road will lead you there.”

“Have a clear plan on how to diversify your career. Look at the long-term and deploy different strategies at different times – it changes the game fundamentally.”

Analyse your skills for different revenue streams

Look at your current employment situation - identify your skills, what you can teach and on-sell to other people, and what access and skills you can gain from your current clients. Identify what you are good at, what you love, what you can replicate in other parts of the world - earning dollars and benefitting from currency fluctuations. If these skills can solve problems and earn money, you can add them to your revenue streams.

One skill set can create four to five different revenue streams. A freelance photographer can for example take photos for different magazines, teaches others, sells images and creates a photography coffee table book that sells whether the photographer is there or not.

Different revenue streams can include your remuneration or salary, the hourly rate you charge for your service, intellectual property rights you sell, rental income from property, returns on your investment and royalties as people leverage what you have created.

Do an audit

Do an internal audit by analysing the following:

- **Time** – How can you redeploy your time to generate a better return? Are you bogged down with admin, with no time for strategic work? Hire someone and use your time effectively as a powerful resource.
- **Technology** – Leverage technology to help you.
- **Access to market** – Who can help you to access your market better?
- **Human Resources** – Who are the people who can help you to get there?
- **Market** – Who is your market, who do you need to penetrate, and what is your current reputation? This determines how much you can charge.
- **Systems** – How can you make your operations and routine more efficient? What do you need to build, modify, edit, release or automate?
- **Entrepreneurship** – Are you self-employed or an entrepreneur? People who are self-employed do everything themselves – if they’re not there, nothing gets done. Entrepreneurs build systems around them so that they can step away and the business continues. Strive to be an entrepreneur by diversifying your career.

Get practical – activate the game changer

Procrastination is the enemy of progress. If you tend to postpone, things are less likely to happen. Therefore, adopt a practical approach:

- Build the plane whilst flying it – Don't wait for the perfect circumstances. Get cracking while enroute.
- Use your mornings and weekends wisely – recharge to restart.
- Put an hour aside daily to get strategic work done. Work on the business, not just in it.
- You can earn and learn by doing it – attend classes on integration.
- If you don't put time aside in your diary for strategic work on your career, it is not going to happen. An hour a day is a game changer.

Tips

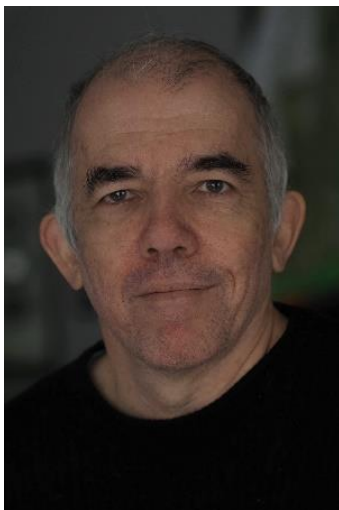
- If you don't have the experience, volunteer to work with someone who does.
- Use apps to automate like Fiverr and Canvas.
- Use other people's resources – simply ask them.
- If you don't have the finances, use the power of bartering.
- A little less sleep can give you 30 minutes of strategic work per day.
- Use your time wisely.
- Learn the art of collaboration to compete.
- Join Master Mind groups.
- Know that the journey of diversifying your career and establishing the seven revenue streams, is a long one.

More about Vumi

You can visit Vumi Msweli at <https://vumimsweli.com/> and follow her on all social media platforms.

Meet our new Exco members

We welcome three new regional chairpersons on board Safrea's Exco. Mark D. Young is championing the Kwa-Zulu Natal region, Benita van As the Western Cape region and Hebron Raphela the Gauteng North region. Let's get to know them better.



Mark D. Young, an accredited member of several professional photographic associations worldwide, has been involved in the photographic, journalism and multi-media industries for more than 40 years.

He assisted the South African photo trade in 1997 to successfully negotiate the reduction of the then punitive equipment duties with government. Mark has extensive experience of freelance work both locally and overseas and retains a wide network of international clients and colleagues. He has edited several photographic magazines and worked on many daily newspapers as a stringer during the 1980s. Mark works as an investigative journalism consultant for several publications. He has a specific interest in aviation safety and is a published author of several works in this genre. *SAA Accidents and Incidents 1934-1987 - A Firm Resolve* is of particular note. Mark is a former PICA Journalist of the Year winner and is active on a daily basis with photographic, video and live-streaming work in addition to his duties as the senior tutor and course director at the KZN Photo Academy. All this has been achieved without social media!



Benita van As is an experienced and passionate photographer, designer, and creative professional.

She sold her first photograph - taken on film - at age 16 for a whopping R15 and has, since then, worked for national and international corporates, individuals, and non-profits. Benita listens in pictures and experiences the world around her through the lens. In her free time, she enjoys spending time with family, rock climbing, and nature. She loves sushi, good coffee and pretty colours in the sky.



Hebron Raphela is a qualified media practitioner and entrepreneur with a vested interest in the growth, influence and impact of new media.

With four years of experience in the financial services sector and more than eight years in various capacities in the corporate sector, Hebron has solid business exposure. Currently the director of Global Media Creations (Pty) Ltd, he is responsible for advertising and marketing on local radio and television stations in South Africa and on the African continent. He has various qualifications in media practices, media management, events management, and completed mentorship programmes under prominent leaders in the mining industry.

Safrea boost at student matchmaking event



Safrea members, from left, Gillian McAinsh, Lynne Gadd-Claxon and Cindy Preller enjoyed Nelson Mandela University's first PR Industry Matchmaking Event in Gqeberha (Port Elizabeth) on the university's South Campus in October. Cindy, who lectures the Public Relations Management Diploma students said, "The speed networking was organised with an eye on securing industry internships for the students in 2023." Safrea used the event to let the students know the benefits of joining the membership organisation.

An excellent Safrea webinar



My name is Anne Marais - I am one of those who attended the *Diversify your career* webinar, which was absolutely excellent! It is a pity that so few people attended. I understand that it is a huge undertaking on Safrea's part, but I really hope that the webinars will continue. Every little bit to build one's business and empower yourself is needed. I really appreciate the effort on Safrea's part!

MEMBER OF THE MONTH



Olwam Mnqwazi is an author and the Managing Director of the Black Hat Group, an innovative research and leadership development agency based in Nelson Mandela Bay. He is the founder and chairperson of the Fruits of Democracy, an NPO critiquing the democratic dispensation, recognising youth excellence and organising public engagements in the Eastern Cape.

Mnqwazi holds a BA degree, majoring in Public Administration and Industrial & Organisational Psychology and a BA Honours in Development Studies, both from Nelson Mandela University. Currently, he is busy with a Masters in Development Studies with the University of South Africa. Mnqwazi enjoys a wide range of accolades ranging from the 2019 Avance Media's 100 Most Influential Young South Africans in Leadership & Civil Society to the 2015 Mail & Guardian 200 Young South Africans, to name a few.

Describe yourself in two sentences.

A father, a husband, and an author. I currently serve in the Governance portfolio on Safrea's Exco, a role that I am embracing and starting to enjoy.

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

I left the formal employment of the Nelson Mandela University in August 2016 and started my freelancing journey in October 2016. Instead of working under my name, I registered my company, Black Hat, to build systems that enabled more people to assist me with what we did: Transcriptions, data collections, language editing, project management, corporate elections, constitution reviews and profiles for SMMEs and other freelancers. Recently, I launched my second book and spent most of the past 3 months working on raising funds and planning the launch. More information about the book and the launch here: https://www.black-hat.co.za/post/media-release_leadership-an-insignia-more-enduring

I'd like to spend as much time as possible reading and writing about leadership, as my interest, and how we understand it as Xhosa people. This means that I have to study further and master this question.

What does a day in your life look like?

As of September 2022, I have started to work at Nelson Mandela University on contract, a much-appreciated job which helps me to reconnect with the academic community as I need to upgrade my skillset on leadership development. In my current role I work at the Online Education unit with the Faculty of Education and the Learning and Teaching Collaborative (LT Collab) to put some courses online for a broader reach. I am also managing a few transcriptions for our PhD clients and finalising a few reports for my clients.

Where/how do you find inspiration?

From all the challenges that our society faces. I am also inspired by my generation who work hard to change their lives. I find motivation when I also see what we have achieved in the past and wish to see what else we can possibly achieve if we put our mind and effort to it.

What advice do you have for other freelancers?

Sometimes you need to bank on your name and call the price. Playing small does not serve us.

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

It's been over two years. I needed a community of practice and appreciated the annual rate report. I also started to attend local events which I thought were great.

What is your work/life motto?

Life is a gift. Living life is the actual gift from life.

TIP OF THE MONTH



With the silly season upon us, it's a good time to be reminded of "How to Stop Being Overworked as a Freelancer." **Read the full article here:**

<https://www.twine.net/blog/how-to-stop-being-overworked/>