

## MESSAGE FROM THE CHAIR



Dear Safreans,

**The heart of Safrea is its members. This is my motto during my tenure as your elected chairperson. This will resonate with everything I do for the organisation, with the support of our Exco and Oversight Committee.**

I am grateful that you invest your time and resources in sharing best practices in our diverse communication industry on Safrea's digital platforms. Remember, every one of us is essential for the success of Safrea. Through our collective efforts, we will continue to create a vibrant freelance community that is an asset for Safrea and the entire media and communication industry.

In the coming days, we will survey our members. This survey will provide us with information about your needs. We also want to know from you how well Safrea is performing. We will use your feedback to improve our service and align it accordingly. We are committed to enhancing your Safrea experience. By sharing your needs, you will not only enable us to serve you better, but we believe that you will also add value to Safrea.

This anonymous survey is an opportunity for you to express your thoughts freely. Please be honest when responding to the survey questions. Upon data analysis, we will share the findings with all members. Your participation is critical. We need your feedback and value your input. Please help us to improve Safrea!

My door is open. You are welcome to engage with me via email, Facebook, Twitter, LinkedIn, Pinterest and Instagram, and even visit me at my studio. I look forward to working with you. I am excited about Safrea's future - we will reach great heights together.

Don't forget to connect with Safrea on Facebook, Twitter, Instagram and LinkedIn. Thank you for being so committed - there is much work to do, but I know that we are up to the challenge together!

Yours in freelancing  
Whitemore Ngwira, chairperson

\*\*\*\*\*

## Photographer of the Month

Matthew Jordaan

This month we feature photographer Matthew Jordaan. Thank you to Matthew for the use of his photographs. To see more of his work, follow

<https://www.instagram.com/mattjfoto/> on Instagram or his website at

[www.matthewjordaan.co.za](http://www.matthewjordaan.co.za)



*7-year-old "Boeta" shows off his "Tol" (spinning top) skills in one of the playgrounds of Blikkiesdorp in Cape Town.*



*Cristiano Ronaldo beats Ri Myong Guk to score his goal during the FIFA World Cup 2010 match between Portugal and Korea DPR at Cape Town Stadium.*



*Ravi, the Fire Thrower, performs his art outside his home in Kathputli.*



*On their wedding day, Jethro and Ornella Smith share a kiss under the blue Gum trees in Deer Park, Cape Town.*



*Archbishop Emeritus Desmond Tutu mourns the passing of his dear friend and ANC stalwart Albertina Sisulu at St George's Cathedral in Cape Town.*



*Massa Kone represents Housing International Coalition during a summit at the World Urban Forum 11 in Katowice, Poland.*

\*\*\*\*\*

## Eastern Cape holds sundowner SEO session

Safrea's Eastern Cape region switched its monthly Coffee Club to a sundowner session to discuss Search Engine Optimisation (SEO) in Gqeberha (Port Elizabeth). In the media world, freelancers know that if you want website traffic, then understanding SEO is critical.



*Enjoying sundowners are from the left Ed Richardson, Anne-Marie Stephenson, Lize Hayward, Claire Warneke, Gillian McAinsh, and Olwam Mngwazi.*

However, how do you make your site stand out with 1.5 billion websites, and counting, out there? Safrea member Claire Warneke shared eight years of SEO experience with fellow members at the informal event at a member's home.

She used practical examples to focus on search giant Google in particular. And, as Google ranks over 100 elements on each page, she suggested it's good to know at least a few.

### SEO takeaways

- **Accessibility:** Is your website accessible to as many people as possible?
- **Reliability:** Is your content unique and accurate?
- **Keywords:** Use critical words appropriately and effectively. Ask yourself what people are typing into Google when looking for your kind of content.
- **Authenticity:** Don't plagiarise.
- **Authority:** Who are you, what do you know, why should you rank? What problems are you trying to solve?
- **Formatting:** Use of H1, H2, H3, hyperlinks, quotes and so on

Claire also backed up her presentation with extensive research and links to valuable resources. The result was an appreciative audience who learnt how to optimise outcomes, whether searching for chocolate cake recipes or current affairs.

\*\*\*\*\*

## **We need you!**

**Safrea's Gauteng South region held its first committee meeting (since its election in the new term of office) on 30 September to brainstorm projects and plans for the year ahead and identify ways to get to know our members better. For most of us, it was the first time we'd met IRL (In Real Life – for those of you without teenage kids).**



*Brainstorming from the left are Leonie Selvan, Kaamini Reddy, Kay Johnstone, Bertrand van der Berg and Whitmore Ngwira.*

The energy and drive of the group was palpable, and we look forward to raising the game in the year ahead. We plan to invite speakers who will provide members with practical and soft skills for their businesses.

One of the critical take-outs was our need to reposition and reinvent ourselves as an organisation, but we need insights from our members. So, regardless of your region, please let us know how Safrea can benefit your freelance journey and support your professional development.

\*\*\*\*\*

## **We are calling for your brags!**



**We call on all Safreans to share their latest published work, projects, or events where they are featured as speakers for showcasing on our social media pages.**

This is an excellent way to show the world what you are up to and how you excel in your field. It is also a great way of cross-pollination among the social media pages of publications you have submitted work to.

**You are our most valuable resource – let's get you out there!**  
Send your detail to: [socialmedia@safrea.co.za](mailto:socialmedia@safrea.co.za).

\*\*\*\*\*

## MEMBER OF THE MONTH

Hashmied (Hush) Naidoo, Safrea's newly elected vice-chairperson, is a seasoned photographer and photojournalist who started his career in the darkroom, learning how to print. This has given him a solid understanding of how images need to be photographed to capture the moment. He has travelled across South Africa to work on community-based photographic assignments.



### **Describe yourself in two sentences.**

A Christian who loves serving and helping people, a father, a grandfather, and a creative passionate about capturing images that tell a story. Pictures that help generations to relive special moments.

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

I am a photographer. However, I believe I am more than just that. I have a talent that has been bestowed upon me to tell stories through my images - images that will help people relive their moments, images that evoke emotions when seen. I have been a freelancer for 23 years now.

### **What does a day in your life look like?**

A typical day consists of sorting out my diary, emailing clients, responding to queries, sitting at my computer, and starting to edit - that's a quiet day. A day that I enjoy is waking up early for an assignment at 05:00, repacking and checking my camera bag, on the road at 06:30, arriving at the project and starting photographing what is necessary. If the assignment is a conference, I am on my feet all day; if a fashion shoot, I check lights, talk to makeup artists, and direct models; and if a corporate shoot, I interact with the CEO and

board. We need both days to help us achieve what we need in life. Which do I prefer? Now that is a whole new question...

**Where/how do you find inspiration?**

I have always said my inspiration and talent is a God-given. However, He has always allowed people to intercept my life, allowing me to grow in specific ways. I also watch the trends on YouTube. One must remember that inspiration is all around us; we need to tap into what we see and feel.

**What advice do you have for other freelancers?**

The road is long and lonely sometimes, but always look for new opportunities, seek out and explore, and don't procrastinate. I have found that asking for help is not a weakness. Always remember there are no closed doors, just missed opportunities. Try and collaborate with others in your industry, don't work in a silo - when you are drowning, you need a helping hand.

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

I have been with Safrea for five years. I became a member because I wanted to be part of a community and help build and mentor young people coming into my industry. I see Safrea as an organisation that would be able to help shape the different freelance media industries into a body that will be recognised worldwide.

**What is your work/life motto?**

Allow God to direct your life; that way, you will always succeed. Build relationships - money follows good relationships. Never chase money.

\*\*\*\*\*

**TIP OF THE MONTH**



**International communication consultant Bonnie Ramaila looks at why traditional marketing mediums still have a crucial role and remain relevant in modern-day marketing. [Read the full article here:](https://www.bizcommunity.com/Article/196/423/231969.html)**

**<https://www.bizcommunity.com/Article/196/423/231969.html>**