



**Thami Mchumu**  
Manager: Communications

The Communications Unit of the Compensation Fund serves as a liaison between the Fund, the external public, the internal stakeholders and the media.

The Unit is made up of four staff members: one manager, two communication assistants and an administrative assistant. The unit is responsible for full spectrum marketing and communication duties. These duties are clustered under internal communication, external communication, advocacy and project management.

### **External Communication**

#### **Return of Earnings**

The Fund ran a successful campaign to inform the employers, about their duty to submit their return of earnings on time. The return of earnings campaign was part of an effort to improve the revenue generation and debt collection strategy of the Compensation Fund. Through this campaign the Fund reminded employers to submit their return of earnings on or before 31 March 2006. The campaign was run on four different platforms: radio stations, television, newspapers and outdoor advertising i.e. billboards and street poles.

The campaign elicited a huge public response. The enquiries that came through the dedicated telephone line that was set up to handle those, were varied. The Compensation Fund was invited to the morning programme of e-TV, morning edition, to explain this campaign in details and to also explain the operations of the Compensation Fund.



## **Project Management**

The Communication Unit organised Multi-stakeholder Indabas on the Draft Circular instruction regarding compensation for occupationally-acquired HIV/AIDS.

## **Exhibitions**

The Communications Unit also attended two exhibition shows that have served to highlight the work and mission of the Compensation Fund. These two shows were: Rand Easter Show and the Shercon Conference. The main objectives of attending these two exhibitions were:

- To inform the public, especially employers and employees on the overall operations of the Compensation Fund
- Creating awareness in employers and OHS practitioners, about the role and offerings of the Compensation Fund.

The key lesson learnt was that informing our stakeholders on an on-going basis is the only way of getting the message across.

## **Informational, Educational and Communication materials**

The Communication Unit produced and distributed posters, pamphlets, banners and exhibitions for the Compensation Fund. These were distributed to all provincial offices and labour centres. These materials are meeting a huge demand from our stakeholders for information on the Fund's services.

## **Website**

The Compensation Fund web-page on the Department's website is continuously monitored and helpful documents placed on it. The website has been extensively used by the public to enquire on a range of issues.

## **Plasma screen**

Compensation Fund material was provided for the Department's plasma screens across the country.

## **Translation and re-designing of Compensation Fund forms**

All Compensation Fund forms have been translated into all official languages. These forms have also been re-designed so that they are in line with the new corporate image of the Department of Labour. These forms will be made available to the public on request.

This is in compliance with a court order that was issued against the Department of Labour in 2003 for all the forms to be available in all official languages.



### Internal Communication

A number of initiatives have been undertaken by the Communication Unit to improve the internal communication within the organisation. Internal Communication is one of the key ingredients to a successful organisation. Some of the projects undertaken to improve internal communications are:

- Suggestion boxes which have been set up in all the Compensation Fund buildings. These suggestion boxes serve as a direct communication tool between the Acting Commissioner and the staff members.
- Internal publication, **What's Up CF** continues to gain popularity at the Fund. It has developed into a publication that the staff of the Compensation Fund look forward to reading and taking home every month. It is a varied light-hearted magazine for staff members and provides a great platform for the dissemination of news and departmental policies.
- Unit organises celebrations of prominent days like the Women's Day, Heritage Day and World Aids Day. The aim of these commemorations was to raise awareness on these important days.

### Name tags for staff members

All staff members of the Compensation Fund were provided with name tags. This is in compliance with a government directive that emanates from the Batho Pele principles which stipulates that our clients are entitled to full particulars of staff members who serve them.

### Challenge

- Finalisation and implementary of a strategy to maximise communication with the stakeholders.

