



**labour**

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Department:  
Labour  
**REPUBLIC OF SOUTH AFRICA**

# **ASSESSING KNOWLEDGE LEVELS ABOUT THE WORK OF THE DEPARTMENT OF LABOUR AND ITS COMMUNICATION CAMPAIGNS**

**CLIENT: CORPORATE SERVICES**

## **FINAL REPORT**

PREPARED BY



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## **LIST OF ACRONYMS**

BCEA	Basic Conditions of Employment Act
CCMA	Commission for Conciliation, Mediation and Arbitration
CDC	Centre for Disease Control
CF	Compensation Fund
CIPM	Consumer Information Processing Model
COIDA	Compensation for Occupational Injuries and Diseases Act
DPSA	Department of Public Service and Administration
EC	Eastern Cape
EEA	Employment Equity Act
FGD	Focus Group Discussions
FS	Free State
GCIS	Government Communications Information System
GP	Gauteng Province
HIV and AIDS	Human Immunodeficiency Virus and Acquired Immune Deficiency Syndrome
JHB	Johannesburg
KRA	Key Results Area
KZN	KwaZulu Natal
LP	Limpopo Province
LRA	Labour Relations Act
LSM	Living Standard Measurement
NEDLAC	National Economic Development and Labour Council
NGO	Non-Governmental Organisation
NW	North West
OHSA	Occupational Health and Safety Act

RSA	Republic of South Africa
SABC	South African Broadcasting Cooperation
SARS	South African Revenue of Services
SDA	Skills Development Act
SEF	Sheltered Employment Factories
SMS	Short Message Service
TV	Television
UIF	Unemployment Insurance Fund
WP	Western Cape
WHO	World Health Organization

## **EXECUTIVE SUMMARY**

### **INTRODUCTION**

This executive summary presents the findings of the research project conducted by Fresh Thinking Capital on behalf of the Department of Labour to assess the knowledge levels of the citizens and employers about the work of the Department of Labour and its Communication Campaigns.

The Department of Labour, through the Communications Chief Directorate, spends most of its budget on buying media space for various campaigns regarding the Department's services. The impact of the campaigns has not been assessed since they have been delivered through the various media. The primary aim of the study is to establish a benchmark (baseline study) of the effectiveness of these campaigns and to advise on how campaigns can be enhanced to promote the Department of Labour's services.

### **PURPOSE AND SCOPE OF THE PROJECT**

The overall purpose of this study is twofold:

- First, a general assessment of the knowledge levels of the Department of Labour's clients about the Department of Labour's services offerings.
- Second, a general assessment of the impact of the Department of Labour's communications campaigns on the knowledge levels of the targeted group.

The study specifically focused on the following:

- Knowledge of the labour legislation and the role of the Department in enforcing labour laws.
- Understanding of the employment services rendered through Public Employment Services.
- Understanding of the role of the Department on social protection; especially the Unemployment Insurance Fund (UIF) and the Compensation Fund (CF).
- How communication can better profile the work of the Department.

### **OBJECTIVES OF THE PROJECT**

The objective of the research project was to assess the effectiveness of communication campaigns in disseminating information to the nation regarding the services of the Department of Labour, including services rendered by all entities of the Department of Labour. The study also aimed at investigating the extent to which the nation has knowledge about the Department and its services.

### **SUMMARY OF THE COMMUNICATION CAMPAIGNS**

The Department of Labour and its institutions have embarked on a number of strategies and programmes to address the challenges of the labour market. One of the key strategies has been to embark on major communication and education campaigns that are aimed at informing the public, particularly the vulnerable workers,



about their rights as enacted in the labour legislations. Within the Head Office of the Department of Labour, the Communications Chief Directorate under Programme 1 (Administration) is responsible for the following:

### **Strategic Outcomes 8:**

#### **‘Improve access to information’**

This programme, in support of other programmes within the Department of Labour, has embarked on a number of information campaigns with the view to educate the public about the services of the Department of Labour. The information campaigns are also aimed at educating the public about how to access the services of the Department of Labour. The information is distributed to the public through some of the following media:

- Exhibitions.
- Published newsletters.
- Media campaigns through radio, TV, newspapers, workshops, and road shows.

### **Information Campaigns of the Department of Labour**

#### **Summary of Information Campaigns of the Department of Labour**

<b>NAME OF CAMPAIGN (S)</b>	<b>TARGET GROUP</b>	<b>OBJECTIVE</b>
‘Child Labour: Let me Be a Child’	Parents of children on child labour Rural/farm communities	<ul style="list-style-type: none"> <li>• Educating the public about importance of protecting children’s rights</li> <li>• Educating the public about illegality of child labour</li> <li>• Educating public about where to report child labour</li> </ul>
‘Farm Workers: What you should know about accessing your rights’	Farm workers	Educate farm workers about their rights to minimum wage and basic conditions of employment
‘Domestic Workers Minimum Wage Increases.’	Domestic workers	Educate domestic workers about minimum wage increase and the basic conditions of employment
‘People with Disabilities’	General public	Educate people with disabilities about their rights to conducive work environment
‘People with Disabilities’	Employers	Educate employers about the importance of creating a conducive working environment for workers with disabilities
‘Jobs Fair/Summit’: My Job, My	General public;	Provide information to unemployed about work or

NAME OF CAMPAIGN (S)	TARGET GROUP	OBJECTIVE
Future	Unemployed	training opportunities Link the unemployed to potential employers or potential training opportunities
'Your Work should not Put Your Life and Health at Risk'	Public	Educating the public about the right to basic conditions of employment

### **Communication campaigns for the Compensation Fund**

The Compensation Fund targeted educational campaign seeks to create awareness to vulnerable clients and beneficiaries about procedures they should follow when lodging a claim with the Compensation Fund. It is also aimed at the public at large.

Objectives of the Compensation Fund Information Campaigns:

- To inform and educate vulnerable employees about their rights and responsibilities.
- To educate the vulnerable workers about CF claiming procedures.
- To create awareness to this category about the Fund's services.

Key message of the Information Campaigns of the Compensation Fund (CF)

The target audience included both internal and external stakeholders. The internal audience includes:

- Provincial managers/COIDA assistant managers.
- All Department of Labour employees, including the UIF and CF.

The external audience Compensation Fund clients include:

- Employees who do not know about the Fund.
- Employees who lack knowledge on following up on their outstanding claims.
- Employees who are injured on duty and have never claimed for compensation.

### **Communication platforms**

- Community radio stations (standing radio programmes covering all official languages in all provinces).
- Community newspapers (most of these newspapers are freely available and accessible to the target audience).
- National newspapers focused on the low Living Standard Measurement (LSM) and with high readership (Sowetan and Daily Sun).
- CommutaNet\* (targeting taxi ranks and train stations which included CommutaRadio station).
- Television (SABC 1, 2 and 3 as well as e-tv).

- Alive advertising (targeting the advertising screens in the townships).
- Online (Department of Labour website).

A summary of the communications campaigns distributed by the Compensation Fund is provided below.

**Summary of information campaigns for the Compensation Fund**

NAME OF CAMPAIGN (S)	TARGET GROUP	OBJECTIVE	MEDIUM
<ul style="list-style-type: none"> <li>• 'Return of Earnings'</li> <li>• 'Employers are required by Law to Register with the Compensation Fund' (website) 'Avoid Penalties and Register your Business' (website)</li> <li>• 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'</li> </ul>	<ul style="list-style-type: none"> <li>• Employers</li> </ul>	<ul style="list-style-type: none"> <li>• To inform employers about the electronic submission of the Return of Earnings.</li> <li>• To encourage employers to submit their returns.</li> </ul>	<ul style="list-style-type: none"> <li>• National radio stations (covering all official languages)</li> <li>• National Newspapers</li> <li>• Business magazines</li> <li>• National Billboards</li> <li>• Television</li> <li>• Online (Department of Labour website and other Gov. websites)</li> </ul>

## **COMMUNICATION CAMPAIGNS FOR THE UNEMPLOYMENT INSURANCE FUND (UIF)**

Goal/strategic object of the Information Campaigns for the UIF:

The strategic objective of the UIF communication focus point is: 'To improve stakeholder relations'.

The targeted population groups for the UIF communication campaigns are as follows:

- Employers, e.g. taxi owners.
- Employees, e.g. taxi drivers, domestic workers.

The Communication Focus Points for the Unemployment Insurance Fund are the following areas:

- Payment of benefits.
- U-filing (contributions, declarations and virtual claims portal).
- Employer registrations and payment of contributions.
- Declarations and consequences of non-compliance (claims turnaround time, fraud and overpayments).

### Information campaigns of the Unemployment Insurance Fund

NAME OF CAMPAIGN (S)	TARGET GROUP	OBJECTIVE	MEDIUM
<ul style="list-style-type: none"> <li>• 'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services</li> <li>• 'Radio campaign on registering taxi drivers and domestic workers' / inform taxi drivers and domestic worker of being registered with UIF</li> </ul>	<ul style="list-style-type: none"> <li>• Employees</li> <li>• Domestic workers</li> <li>• Taxi drivers</li> </ul>	<ul style="list-style-type: none"> <li>• Payment of Benefits</li> <li>• Create awareness that services are for free to the public</li> </ul>	<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Magazines</li> <li>• Radio</li> <li>• TV</li> <li>• Billboards</li> <li>• Street poles</li> <li>• Bus shelter</li> <li>• CommutaNet (bus, taxi, train)</li> <li>• Website</li> </ul>
<ul style="list-style-type: none"> <li>• 'Are you registered' / to inform employers on registering employees</li> </ul>	<ul style="list-style-type: none"> <li>• Employers</li> </ul>	<ul style="list-style-type: none"> <li>• U-filing (Contributions, declarations and Virtual claims portal)</li> <li>• Employer Registrations and payment of Contributions</li> <li>• Declarations and consequences of non-compliance (claims turnaround time, fraud and overpayments)</li> </ul>	<ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Internet</li> </ul>

## RESEARCH METHODOLOGY

A mixed method approach using qualitative and quantitative methods was used to collect data. The methods used included literature and document reviews, surveys for the general public and employers, interviews with the public and employers, and focus group discussions.

The general public survey was conducted in seven provinces, excluding Northern Cape and Mpumalanga. The general public questionnaires were administered on a face-to-face basis to respondents within selected residential households, workplaces, Labour Centres, taxi ranks or at malls or shopping centres. The response rate for the general public survey was 2247 respondents. The employer questionnaires were administered face-to-face or telephonically to selected employers within designated localities in each of the seven provinces. About 500 employers responded to the questionnaires.

Three focus groups were held at Badplaas (Mpumalanga), Tzaneen (Limpopo) and Johannesburg (Gauteng). In each of the three locations, between 8 and 14 participants were recruited. An experienced moderator facilitated the focus group

discussions. Participants were ensured that their anonymity would be maintained and they were encouraged to express their views freely with respect to the communication campaigns and the issues related thereto. Interviews were conducted with a selected number of employers.

Data were captured and analysed using IBM SPSS. Primary analysis using descriptive statistics and cross tabulations were conducted.

## **KEY RESEARCH FINDINGS**

The general public and employer surveys were structured in such a way as to determine the extent of awareness of the campaigns, levels of understanding of the content, and also the extent to which both employers and the general public took action as a consequence of the campaigns.

### **Awareness of Laws, Legislation, Services and Benefits of the Department of labour among Employers**

The findings of the 2014 employer survey of the Department of Labour suggest that there are high levels of awareness among employers of general laws and regulations that are provided by the Department of Labour regarding the labour market laws. Awareness of laws and legislation was significantly associated with the size of the organisation, with employers in bigger companies showing higher levels of awareness compared with employers in smaller companies. The type of company or sector did not seem to have a significant influence on the awareness of laws and regulations. When comparing awareness levels by province, employers in the North West, Limpopo, Gauteng and Free State indicated higher levels of awareness of laws and regulations. Employers in the Western Cape were significantly lower in awareness compared with employers in other provinces.

The awareness of the specific legislation such as the Labour Relations Act, Employment Equity Act and Unemployment Insurance Act were also high among employers. The awareness of Basic Conditions of Employment Act was higher than awareness for Employment Equity Act and Unemployment Insurance Act. Very few employers were not aware of the specific laws and regulations. This indicates that the information campaigns have had a positive impact in creating an awareness of the laws and regulations among employers.

### **Awareness of Laws, Legislation, Services and Benefits of the Department of Labour among the General Public**

Awareness of laws and regulations was lower among the general public compared with employers. Awareness and knowledge of specific legislation was even lower among the general public. Awareness and knowledge of the legislation, services and benefits of the Department of Labour among the general public was also closely associated with the employment status of the general public. Members of the general public who were self-employed tended to have higher levels of awareness about the laws and regulations of the Department of Labour compared with those who were employed or unemployed.

The findings show that although the Department of Labour has implemented several information campaigns to inform the public about its laws and legislations, there is still a need to improve in the methods and media of communication, particularly to the members of the public who are not in employment.

### **Awareness of Services and Benefits of the Department of Labour among Employers**

Similar to awareness of laws and legislation, the levels of awareness of services and benefits of the Department of Labour was high among employers. Awareness of benefits of the CCMA and for services and benefits of the UIF were higher than those for the Compensation Fund and employer registration for job opportunities. About a third of employers were definitely not aware of the services and benefits of the work seekers.

The employer survey indicates the need for the Department of Labour to explore ways to ensure that communication to employers is intensified in order to improve their awareness regarding to services available for workers who are seeking employment. This would be of importance in instances where companies lay off employees or undergo retrenchment so that such information is made available to workers who will be seeking employment in future.

### **Awareness of Services and Benefits of the Department of Labour among the General Public**

The level of awareness of the services and benefits of the Department was very low, with less than 10% of the people interviewed indicating that they know of the services and benefits very well. About a quarter of the people interviewed indicated that they have limited knowledge about the services and benefits of the Department of Labour. More than half of the general public were not aware of all the services and benefits of the Department of Labour and its entities. The levels of awareness were higher among those of high-income groups. This finding demonstrates the need for the Department of Labour and its entities to explore more mechanisms to inform the general public, particularly those with low-income levels and the unemployed.

There was high awareness among the public that the Department of Labour is responsible for regulating working hours for workers. The level of awareness about regulation of working hours was the highest among full-time employed workers. The involvement with the entity of the Department of Labour was positively related to the level of awareness. All respondents who had interaction with the Compensation Fund were familiar with the services and benefits of the Compensation Fund. About half of the people interviewed were aware of the Occupational Health and Safety (46%) and 40% were aware of the Inspection and Enforcement Services.

### **Summary of findings of the effectiveness of campaigns and preferred media of communication**

The majority of employers (89%) are aware of the laws and regulations that are provided by the Department of Labour regarding the labour market. The very high awareness by employers of the laws and regulations is significant as it points to positive findings with regards to the awareness they have of the Department and the

labour laws. Awareness of the labour laws and regulations was, however, not significantly different between employers in different sectors, varying from 77% of manufacturing and private household employers to 100% of those in agriculture, mining or utilities.

Some 38% of the employers indicated that they had knowledge of the laws, and 35% mentioned that knowledge of services provided by the Department of Labour. Those that indicated that they had a fair amount of knowledge for the laws were 35%; fair knowledge of the services 38%; and a fair amount of knowledge of the benefits was 36%. In all the areas it appears that there are more people who indicated fair amount and very well, than those who were not aware.

### **Perception of the General Public Regarding Communication by the Department of Labour**

A significant majority of the general public indicated that the Department of Labour was not communicating to the public adequately about its laws, legislation, services and benefits. The response was slightly positive among members of the public who were employed or self-employed on a full time basis, as well as those who earn a higher income. In terms of rating the effectiveness of communication by the Department of Labour, a higher percentage felt that the communication mechanism was very effective or effective (above 70% for both criteria). The level of satisfaction about the effectiveness of communication was the highest among full time self-employed and retired respondents. About a half of the general public felt that the campaign messages were 'very effective' and 'effective' in terms of information, usefulness, being believable, motivating, relevant and ease of understanding. The UIF campaigns had higher ratings for these criteria.

### **Employers' Preferences of Method of Communication from the Department**

The employer survey indicates that television is the most used and preferred medium of communication. This was followed by the use and preference for radio, Internet and newspapers. Very few employers indicated preference for workplace visits or workshops. About half of the employer respondents indicated preference for billboards and social media.

The general public's preferences of method of communication from the Department were television and radio, with about 90% indicating preference for television and 79 preferring radio. Newspapers were the third preferred method (66%). About half of the respondents preferred billboards, flyers and SMSs. Very few members of the public preferred workplace visits, cinema adverts or CommutaNet.

### **Exposure of the Employers to Specific Campaigns of the Department of Labour**

The campaigns, which were seen by most respondents from the employer survey, were the ones on services and benefits of the UIF (about half the respondents), followed by the campaigns against Child Labour (40%). About a third of employer respondents were exposed to campaigns for Farm Workers, Domestic Workers and the Compensation Fund.

The findings from the employer survey suggest that the majority of employers confirm that they are kept informed, and the information channels are effective (55% very effective, and 22% said effective). The information being communicated is seen as useful and very effective (55,6%), or effective (20,5%). The information is also believable, it motivates them to take action, and is also seen as relevant.

### **Exposure of the General Public to Specific Campaigns of the Department of Labour**

Findings indicate that the campaigns that the general public are most exposed to are the campaigns for Working Conditions, Wages of Domestic Workers and the UIF Services. About a third of the public indicated exposure to the campaigns for Farm Workers, Child Labour and the Compensation Fund. The locality of the interview seemed to indicate that the members of the general public who were interviewed at home tended to have a high exposure to the campaigns compared with those interviewed in shopping centres and labour centres. The exposure for the campaigns on the Compensation Fund was highest among members of the public who were interviewed at the workplace. The members of the public at higher income levels were likely to have more exposure to the campaigns for UIF and for the Compensation Fund.

### **RECOMMENDATIONS FOR THE DEPARTMENT OF LABOUR CAMPAIGNS**

The findings suggest the need to improve the knowledge levels about the Department of Labour, especially among the general public. In addition to current campaigns, there should be specific messages for unemployed people, retired people, people who are at home, and students. It is these groups that are not currently hearing much from the Department of Labour. There must be a conscious choice of channel used in relation to the target audience for a specific message. There should be more effort into communication in respect of farm workers and issues pertaining to child labour in order to reach a broader audience using multiple platforms in a systematic manner.

#### **Recommendations for Campaigns on Farm Workers**

Farm workers are among the most vulnerable workers, and the Department of Labour has enacted legislation to improve their plight. The findings of the general public survey indicate that more than 70% of the population are in the dark about labour laws for farm workers. The Department needs to gear up their campaign to reach people more broadly and to reach farm workers in particular. The Department of Labour should consider using the findings of the survey to help in terms of using relevant channels, appropriate content and timing in their communications campaigns in the future.

Consideration should be made to increasing the use of television and radio at times of the day when farm workers are most likely to be accessing these media; namely after working hours. Newspapers that are popular in rural farming communities should be used to reach this sector of the population. The Department of Labour should consciously increase the use of community-based media channels in farming communities in their communication campaigns.



## **Recommendations for Campaigns on Domestic Workers**

More than half the population are not fully informed about labour laws for domestic workers. The Department needs to gear up its campaign to reach people more broadly and to reach domestic workers, and employers of domestic workers in particular.

The communication messages should appeal to the interests of domestic workers. Use especially television and radio at times of the day when domestic workers are most likely to be accessing these media, which might be in the mornings as well as after working hours. Newspapers that are popular in lower income communities should be used to reach domestic workers. Other messages should target employers of domestic workers, which are most likely to be in the higher income groups, either employed themselves or occupied with home duties. The messages should focus on employer obligations to domestic workers in terms of wages and working conditions.

## **Recommendations for Campaigns on Child Labour**

The findings suggest that the majority of the population are not fully informed about the legal aspects of child labour. The Department of Labour should gear up its campaign to reach people more broadly, focusing on all sectors of the population. The messages should have broad appeal and partner with other organisations that support the welfare of children. Use should especially be made of television and radio at all times of the day, with particular audiences in mind at different times.

As just more than half of employers indicated that the Department of Labour is providing information about child labour, there is a need to scale up the information campaigns also using multiple media channels in partnership with other key stakeholders. It is recommended that there should be a deliberate establishment of strategic partnerships with community and civil society stakeholders before, during, and after the communication campaigns. For example, campaigns such as 'Let me be a Child', should occur in partnership with key strategic stakeholders in communities in different targeted areas, especially those which are known to have higher incidences of child labour (for example rural farm areas and areas adjacent to farm areas). This strategy could also reduce the cost of campaigns as community platforms, and of local media would be used

## **RECOMMENDATIONS FOR THE DEPARTMENT OF LABOUR**

### **Awareness on Department of Labour entities**

Proportionally more employers indicated that they are aware of the services and benefits offered by the Department of Labour, especially regarding work seekers registration and placement services. We recommend that a sectoral approach, linked with segmentation of categories of employers, be implemented as part of planning prior to the campaigns. Communication should be intensified in order to improve the awareness of South African employers with regards to this.

## **Knowledge of the laws, services and benefits**

Higher awareness does not necessarily translate to knowledge of the laws, services and benefits, which the Department of Labour offers. A concerted effort should focus specifically on choosing specific messages in order to increase the knowledge levels of certain categories of employers, especially SMMEs and those located in rural areas. We recommend that the Department of Labour monitor and evaluate key indicators over time to establish the extent to which the communications campaigns are meeting their targets.

## **Satisfaction levels the Department of Labour**

The majority of employers are satisfied with the levels the Department communicates. However, there is a need to address the 17% of employers who indicated that they were dissatisfied, with an additional percentage of 4% citing that they were very dissatisfied with the communication. These employers were largely SMMEs and companies that are in remote parts of South Africa.

During the planning of the campaigns, the choice of channels, the messages, and the sequencing of the campaigns should be recorded in order to explore the most effective ways. Currently, where they had heard about the services of the Department of Labour (and all its entities), the most prominent sources for employers were television, radio, newspapers, and the Internet.

## **Domestic workers minimum wage increases**

The majority of employers agree that the Department of Labour is providing information about the working conditions of domestic workers. The majority of employers surveyed had not read, seen, or heard about the Department of Labour's campaign 'Domestic Workers Minimum Wage Increases' campaign. As this campaign normally happens in December, it may be important to explore starting it earlier in order to ensure the longer period of the campaign and the messages.

## **RECOMMENDATIONS FOR THE UIF CAMPAIGNS**

### **Target specific audience using certain communication channels**

The findings suggest that more than 40% of the population are not fully informed about the services and benefits offered by the UIF. Future campaigns should use the findings of the baseline findings to improve. The UIF should consider the opportunity to use relevant media channels aiming at improving the awareness of its services. In addition, the UIF should use not only formal media platforms, but also popular channels with the aim of reaching the increased targeted audience. The campaigns should broadly focus on all targeted sectors of the population; both the employed and the unemployed.

### **Campaign timing in relation to target audience and specificity of the messages**

The timing of the campaigns is important is ensuring that the relevant audience gets the relevant information the Department of Labour is communicating. Use television and radio at all times of the day, with particular audiences in mind at different times. .

The UIF should consider making a conscious choice of channel used in relation to the target audience for specific messages. The Internet, SMSs and social media should be utilised to target middle and higher income individuals in respect of UIF services and benefits. Low-income employees should especially be targeted using television, radio, newspapers, the Department of Labour website, posters and billboards.

The messages should especially focus on the requirements for accessing maternity benefits, Illness benefits, Death benefits and Adoption benefits. The UIF campaigns must segment the categories of employers in their choice of the channel for communication.

The UIF campaigns should consider the age, education level, and socioeconomic status in the design and craft of the messages. In order to improve the awareness levels, use social media, SMS and Internet communication to target people under the age of 35 years.

### **Target audience and channels**

When it comes to specific communication campaigns of the UIF, over 60% indicated they had read, seen or heard them. The findings confirm that awareness of the UIF does not necessarily translate to knowledge of the specific campaigns. The conclusion points to the importance of earmarking sufficient resources for the campaigns linked with the strategic objectives of informing, educating, and giving information to the employers. By law, employers should deal with the UIF on a regular basis (registration, payments of UIF, for example). The Department of Labour should continue with the communication campaigns in a concerted effort targeting certain categories of employers identified by sector, size, and location. The UIF must utilise communication channels that can ensure that employers get the correct information. Analysis of who is accessing websites may go a long way to ascertain the effectiveness of such channels.

Although employers rated the effectiveness of the communication campaigns from the UIF positively, there is a need to segment media channels, which are more effective for the private sector. The communication channels mostly utilised by large corporates integrate information technology strategies in order to access information and to communicate with the public sector. However, SMMEs, especially in remote rural villages, are still not able to access information due to limited access to Internet and unreliability in those areas.

## **RECOMMENDATIONS FOR THE COMPENSATION FUND CAMPAIGNS**

### **Target audience and channels**

The findings of the general public survey indicate that the majority of the general public (80%) are not fully informed about the services and benefits offered by the Compensation Fund. The CF needs therefore to gear up its campaign to reach people more broadly, focusing on all sectors of the population, both the employed and the unemployed. Effective communication requires that the message is clear, and use the appropriate channel of communication to have broad appeal. Television

and radio appear to be effective for the audiences based on their economic status, employment status and age. Specific sectors of the population should consciously be targeted, depending on the readership of the newspapers selected.

### **Campaign timing in relation to target audience and specificity of the messages**

The choice of media channel in relation to the target audience is important. With the increasing importance of information technology in communication, consideration should be given to evaluating appropriate channels. The Internet, SMSs and social media should be utilised to target middle and higher income individuals in respect of the services and benefits offered by the Compensation Fund.

The findings points to the need to increase knowledge levels in the general public, especially with regards to the procedures required for reporting of workplace accidents or diseases and the submission of documents to the Compensation Fund. In order to increase the knowledge levels, messages for the general public should emphasise compensation for dependants of a worker who dies as a consequence of a work-related injury or disease. In addition, the CF should emphasise that pensions for the spouse of someone who dies owing to a work-related injury or disease and funding for education of children of a deceased worker can be claimed.

### **Create new partnerships and maximize current partnerships with key stakeholders**

Awareness of the Compensation Fund appears to be high among employers. Even though more than half of employers are of the view that the Compensation Fund provides information about the services and benefits that it offers for workers, there is a need to intensify the campaigns in order to increase the proportion of targeted employers. Decide on the channels of communication based on their effectiveness in delivering and communicating the message. The effectiveness of various channels must be explored. For example, some channels should be dedicated for awareness, whereas others for information sharing. However, awareness does not translate into adequate and sufficient knowledge of the services, which the Compensation Fund provides. The CF has continued to utilise all different channels of communication. We recommend that at all points of intersection with employers, the Compensation Fund should target specific messages based on the channel used. Create new partnerships and maximise current partnerships with industry organisations. The utilisation of labour centres is an ideal platform to provide employers with detailed and specific information related to the services and benefits, which the Compensation Fund offers.

# CHAPTER 1: INTRODUCTION AND BACKGROUND

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The aim and objective of this chapter is to recap the objective of the study, provide background, and recap the mandate of the Department of Labour. The chapter is divided into sub-sections namely:

- Objective and background of the study.
- Recap the terms of reference.
- Mandate of the Department of Labour and its entities.
- Summary of the Department of Labour's communication campaigns.

## 1.1 OBJECTIVE OF THE STUDY AND BACKGROUND

### 1.1.1 *Objective*

The purpose of the research project is to assess the effectiveness of communication campaigns in disseminating to the nation the services of the Department of Labour, including services rendered by all entities of the Department of Labour. The study also aims at investigating the extent to which the nation has knowledge about the department and its services.

### 1.1.2 *Background to the study*

The mission of the Department of Labour involves regulating the South African labour market for a sustainable economy through:

- Appropriate legislation and regulations.
- Protection of workers' rights.
- Promoting equity.
- Workers' health and social protection.
- Inspection, compliance monitoring and enforcement.
- Provision of employment services.
- Promoting social dialogue.

The Department of Labour, through the Communications Chief Directorate, spends most of its budget on buying media space for various campaigns regarding the Department's services. The impact of the campaigns has not been assessed since they have been delivered through the various media. The primary aim of the study is to establish a benchmark (baseline study) of the effectiveness of these campaigns and to advise on how campaigns can be enhanced to promote the Department of Labour's services.

## 1.2 TERMS OF REFERENCE

The overall purpose of this study is twofold:

- First, a general assessment of the knowledge levels of the Department of Labour's clients about the Department of Labour's services offerings.
- Second, a general assessment of the impact of the Department of Labour's

communications campaigns on the knowledge levels of the targeted group.

The study specifically focused on the following:

- Knowledge of the labour legislation and the role of the Department in enforcing labour laws.
- Understanding of the employment services rendered through Public Employment Services.
- Understanding of the role of the Department on social protection, especially the Unemployment Insurance Fund (UIF) and the Compensation Fund (CF).
- How communication can better profile the work of the Department.

In addition, the study provides an assessment of the impact of the communications campaigns, which were aimed at informing the citizens about the services rendered by the Department of Labour. The study further provides answers to the following questions:

- Does the Department get value for the investment made in the campaigns?
- Do campaigns make any difference in the knowledge level of the citizens about the work of the Department of Labour?

In addition, the study also provides recommendations on what strategies should be adopted to make a significant impact on increasing the knowledge levels of the citizens.

Linked to the objectives above, the research assessed the following campaigns:

- Workers' rights.
- Employment equity.
- HIV/AIDS.
- Child Labour Day.
- UIF outdoor campaigns.
- CF outdoor campaigns.

### **1.3 REVIEW OF MANDATE OF THE DEPARTMENT OF LABOUR AND ITS ENTITIES**

The purpose of this section is to provide a review of the services of the Department of Labour, the information campaigns, and the conceptual framework that informed the study. This section provides an overview of legislation that underpins the services of the Department of Labour. The rationale for the Department of Labour information campaigns is provided. A summary of the information campaigns of the Department of Labour and its entities is also provided.

#### **1.3.1 *Strategic goals and outcomes of the Department Of Labour***

Based on the Election Manifesto and the Cabinet Lekgotla held from 20 to 22 January 2010, the South African government adopted the following 12 outcomes. These 12 outcomes reflect the desired development impact the government seeks to

achieve, given government's policy priorities. Each outcome is clearly articulated in terms of measurable outputs and key activities to achieve the outputs.

- 1) Improved quality of basic education.
- 2) A long and healthy life for all South Africans.
- 3) All people in South Africa are and feel safe.
- 4) Decent employment through inclusive economic growth.
- 5) A skilled and capable workforce to support an inclusive growth path.
- 6) An efficient, competitive and responsive economic infrastructure network.
- 7) Vibrant, equitable and sustainable rural communities with food security for all.
- 8) Sustainable human settlements and improved quality of household life.
- 9) A responsive, accountable, effective and efficient local government system.
- 10) Environmental assets and natural resources that are well protected and continually enhanced.
- 11) The creation of a better South Africa and a contribution to a better and safer Africa and world.
- 12) An efficient, effective and development-oriented public service and an empowered, fair and inclusive citizenship (Department of Performance, Monitoring & Evaluation, 2010).

The Department of Labour's central mandate is to contribute to Outcome 4: Decent employment through inclusive economic growth. Underpinning this mandate are the following vision and mission:

### **1.3.2 *Vision of the Department of Labour***

The Department of Labour will strive for a labour market, which is conducive to investment, economic growth, employment creation, and decent work.

### **1.3.3 *Mission of the Department of Labour***

Regulate the South African labour market for a sustainable economy through:

- Appropriate legislation and regulations.
- Inspection, compliance monitoring and enforcement.
- Protection of human rights.
- Provision of employment services.
- Promoting equity and social and income protection.
- Social dialogue.

### **1.3.4 Service Delivery Outcomes and Strategic Goals of the Department of Labour**

**Table 1:1:** In the medium-term, the Department of Labour contributes mainly to the following service delivery outcomes:

OUTCOME	OUTCOME DESCRIPTION
Outcome 4:	Decent employment through inclusive economic growth
Outcome 11.	Create a better South Africa and contribute to a better and safer Africa
Outcome 12:	An efficient, effective and development orientated public service and an empowered and inclusive citizenship.

The strategic goals are elaborated upon and translated in line with the three Government Service Delivery Outcomes assigned to the Department, as follows:

- Contributing to decent employment creation (Outcome 4).
- Promoting equity in the labour market (Outcome 4).
- Protecting vulnerable workers (Outcome 4).
- Strengthening multilateral and bilateral relations (Outcome 11).
- Strengthening social protection (Outcome 4).
- Promoting sound labour relations (Outcome 4).
- Monitoring the impact of legislation (Outcome 4).
- Strengthening the institutional capacity of the Department (Outcome 12). (Department of Labour, 2013).

### **1.3.5 The legislative mandate of the Department of Labour**

The South African Constitution has a Bill of Rights that entrenches various rights that have to be taken into account when labour regulation is drawn up and implemented. These include the rights to equality, freedom of assembly, access to courts and administrative justice, and also labour rights.

Section 23 of the Constitution specifically relates to labour relations. It states that 'everyone has the right to fair labour practice' and sets out the rights of workers, employers, trade unions, and employer organisations (RSA, 1996). These rights can be limited by a law of general application but only if they meet certain standards of justification as set by the Constitution.

Since the dawn of democracy in 1994, the new South African government introduced a number of progressive labour reforms with the view to transforming the labour market in South Africa and repealing labour legislation, which was aimed at marginalising black workers. The process of re-writing labour legislation to ensure a fair and equitable labour environment that was in line with the South African Constitution resulted in a range of other legislations governing conditions of work and employment standards.



The following pieces of legislations were introduced:

- Labour Relations Act (LRA) of 1995.
- Basic Conditions of Employment Act (BCEA) of 1997.
- Employment Equity Act (EEA) of 1998.
- Skills Development Act (SDA) of 1999.
- Compensation for Occupational Injuries and Diseases Act.
- Unemployment Insurance Act.

**Table 1:2: Summary of labour legislation governing conditions of work and employment standards**

NAME OF ACT	KEY AIMS	COVERAGE
Labour Relations Act (1995)	<ul style="list-style-type: none"> <li>• Orderly collective bargaining</li> <li>• Workplace democracy</li> <li>• Effective labour dispute resolution (provision for the Council for Conciliation Mediation and Arbitration)</li> </ul>	All workers except the Defence Force, Secret Services and Essential Services
Basic Conditions of Employment Act (1997)	<ul style="list-style-type: none"> <li>• Improve minimum rights for all workers</li> <li>• Improve enforcement mechanisms</li> <li>• Make provision for the Employment Conditions Commission to advise the Minister on minimum wages in 'vulnerable' sectors</li> </ul>	All workers except the Defence Force and Secret Service, including part-time and casual labour
Employment Equity Act (1998)	<ul style="list-style-type: none"> <li>• Eliminate unfair discrimination</li> <li>• Ensure implementation of affirmative action</li> </ul>	Employees in 'designated' companies
Compensation for Occupational Injuries and Diseases Act	<ul style="list-style-type: none"> <li>• To provide for compensation for disablement caused by occupational injuries or diseases sustained or contracted by employees in the course of their employment, or for death resulting from such injuries or diseases; and to provide for matters connected therewith.</li> </ul>	The Compensation for Occupational Injuries and Diseases Act applies to all employers; and casual and full-time workers who, as a result of a workplace accident or work-related disease, are injured, disabled, or killed; or become ill.
Unemployment Insurance Act	<ul style="list-style-type: none"> <li>• To provide for the imposition and collection of contributions for the benefit of the Unemployment Insurance Fund; and to provide for matters connected therewith.</li> </ul>	The Unemployment Insurance Act and Unemployment Insurance Contributions Act apply to all employers and workers, but not to - workers working less than 24 hours a month for an employer, learners, public servants, foreigners working on contract, workers who get a monthly state (old age) pension; or

NAME OF ACT	KEY AIMS	COVERAGE
		workers who only earn commission, domestic employers and their workers are included under the Act since 1 April 2003

### **1.3.6 Department of Labour public entities**

In order to ensure the smooth and efficient implementation and compliance with the labour legislation, several institutions and programmes were established under the Department of Labour (Department of Labour, 2013).

#### **1.3.6.1 Unemployment Insurance Fund (UIF)**

The Unemployment Insurance Fund (UIF) contributes to the alleviation of poverty in South Africa by providing short-term unemployment insurance to all workers who qualify for unemployment related benefits by providing short-term relief to workers when they become unemployed or are unable to work because of maternity or adoption leave or illness. It also provides relief to the dependants of a deceased contributor. These Acts provide for the benefits to which contributors are entitled, and the imposition and collection of the contributions to the UIF respectively.

The current unemployment insurance system in South Africa is governed by the following legislation:

- Unemployment Insurance Act, 2001 (the UI Act).
- Unemployment Insurance Contributions Act, 2002 (the UIC Act).

#### **1.3.6.2 Compensation Fund (CF)**

The Compensation Fund is a Schedule 3 public entity of the Department of Labour. The Fund was established under the Compensation for Occupational Injuries and Diseases Act (COIDA) of 1993. All employers are required to register with the Compensation Fund or a designated mutual association (either the Rand Mutual Association (RMA) for the mining sector or the Federated Employers Mutual Assurance (FEMA) for the building industry). The Compensation Board provides oversight and governance in respect of the performance of the Fund. The Compensation Fund engages in respect of shaping and responding to policy.

The Compensation Fund's main objective is to provide compensation for disability, illness and death resulting from occupational injuries and diseases.

#### **1.3.6.3 The Commission for Conciliation, Mediation and Arbitration (CCMA)**

The Commission for Conciliation, Mediation and Arbitration (CCMA) was established in terms of the Labour Relations Act, 1995, as amended. It is mandated to promote social justice and fairness in the workplace by delivering ethical, qualitative, innovative and cost effective dispute management and resolution services, institution building services, education, training and development, and efficient administration.

#### **1.3.6.4 Productivity South Africa**

Productivity South Africa is mandated by Government, Organised Labour and Organised Business to improve the productive capacity of the economy and thus contribute to South Africa's socio-economic development and competitiveness.

#### **1.3.6.5 National Economic Development and Labour Council (NEDLAC)**

The National Economic Development and Labour Council was established in terms of the National Economic Development and Labour Council Act, No 35 of 1994. The Act requires Organised Labour, Organised Business, Community-Based Organisations and Government, as a collective, to promote the goals of economic growth; participate in economic decision making and social equity; seek to reach consensus, and conclude agreements on matters pertaining to social and economic policy. The collective considers proposed socioeconomic legislation.

#### **1.3.6.6 The Sheltered Employment Factories**

In South Africa, government's national agenda on the active participation in the economy of the country by people with disabilities is in line with international initiatives. In many countries sheltered employment is expanding with the objective of offering short to long-term employment to people with disabilities who wish to participate in the economy.

The Sheltered Employment Factories (SEF) in South Africa were established more than 60 years ago to provide employment opportunities for those disabled people who were unable to hold down employment in the open labour market due to the nature of their afflictions. Currently 100% of the workers in our factories fit this profile. This is not merely a haven for the unemployed, but for those who cannot compete – often the emotionally / psychologically challenged.

The Department of Labour inherited the SEF from the previous Government and has taken the bold step of embarking on a turnaround strategy aimed at converting the SEF into bodies that:

- Have a clear and definable legal status.
- Operate as efficient entities.
- Serve to advance government's national agenda on active participation in the economy of the country by people with disabilities.

Ownership of the factories is vested in the State through the Department of Labour, and they trade under the name 'Service Products'. All members of the Management Committee, which is the Executive Authority, are senior officials of the Department of Labour. The primary purpose of the SEF is the economic empowerment of people with disabilities and people with disabilities are the sole beneficiaries. The SEF is a non-profit organisation.

The SEF now has 12 factories across South Africa operating in seven of the nine provinces, with only Mpumalanga and Limpopo without a facility. Factories are

located in Bloemfontein, Cape Town, Durban, East London, Johannesburg, Kimberley, Pietermaritzburg, Port Elizabeth, Potchefstroom and Pretoria.

### **1.3.7 Current Challenges With Regard To Labour Legislation in South Africa**

Despite the introduction of progressive labour and employment policy reforms and programmes, the labour market is still characterised by high levels of unemployment and under-employment, inequality and discrimination, violation of employment standards and fundamental rights at work, and unacceptably high levels of workplace incidents and injuries (Department of Labour, 2013). Moreover, the Department has highlighted that poorly located and inadequate infrastructure limits the country's capability to create employment for more people and to provide effective employment facilitation and support economic activity to millions of jobseekers. These conditions contribute to continued social and economic exclusion of black people and Africans in particular, women and people with disabilities (Department of Labour).

One of the contributing factors to the challenges identified by the Department of Labour is the 'lack of knowledge by citizens about their rights and entitlement regarding services' (the DPSA, 2013). This is particularly more pronounced for the category of vulnerable workers, which includes farm workers, child labourers, domestic workers, and workers with disabilities.

## **1.4 SUMMARY OF THE COMMUNICATION CAMPAIGNS**

### **1.4.1 Education campaigns**

The Department of Labour and its institutions have embarked on a number of strategies and programmes to address the challenges of the labour market. One of the key strategies has been to embark on major communication and education campaigns that are aimed at informing the public, particularly the vulnerable workers, about their rights as enacted in the labour legislations.

One of the principles of Batho Pele is the principle that citizens should be given full and accurate information about the public services they are entitled to receive. Information is about reaching all citizens to make sure they are well informed about the services the Department of Labour provides. This can be done in a number of ways; for example through newspapers, radio, posters and leaflets. It is important to remember that different citizens have different needs and they do not all speak the same language.

The Department of Labour has invested large amounts of money and resources in the communication campaigns. It is in the light of this that the Department is seeking to get a sense of the impact of its communication campaigns to the public, as well as to the level of awareness of the public about its services and legislations.

Within the Head Office of the Department of Labour, the Communications Chief Directorate under Programme 1 (Administration) is responsible for the following:

## Strategic Outcomes 8:

‘Improve access to information’

This programme, in support of other programmes within the Department of Labour, has embarked on a number of information campaigns with the view to educate the public about the services of the Department of Labour. The information campaigns are also aimed at educating the public about how to access the services of the Department of Labour. The information is distributed to the public through some of the following media:

- Exhibitions.
- Published newsletters.
- Media campaigns through radio, TV, newspapers, workshops, and road shows.

Some of the communications campaigns that the Department of Labour has embarked on include the following:

- National Day Against Child Labour.
- International Day for Disabilities.
- Domestic Workers Minimum Wage Increase.
- Farm Workers: What you should know about accessing your rights.
- The Occupational Health and Safety Act: You should not put your life at risk.
- Jobs Fair/Summit: My Job, My Future .

## 1.5 COMMUNICATION CAMPAIGNS SURVEY FOR THE DEPARTMENT OF LABOUR

Table 1:3: Summary of information campaigns of the Department of Labour

NAME OF CAMPAIGN (S)	TARGET GROUP	OBJECTIVE
‘Child Labour: Let me Be a Child’	Parents of children on child labour Rural/farm communities	<ul style="list-style-type: none"><li>• Educating the public about importance of protecting children’s rights</li><li>• Educating the public about illegality of child labour</li><li>• Educating public about where to report child labour</li></ul>
‘Farm Workers: What you should know about accessing your rights’	Farm workers	<ul style="list-style-type: none"><li>• Educate farm workers about their rights to minimum wage and basic conditions of employment</li></ul>
‘Domestic Workers Minimum Wage Increases.’	Domestic workers	<ul style="list-style-type: none"><li>• Educate domestic workers about minimum wage increase and the basic conditions of employment</li></ul>

NAME OF CAMPAIGN (S)	TARGET GROUP	OBJECTIVE
'People with Disabilities'	General public	<ul style="list-style-type: none"> <li>Educate people with disabilities about their rights to conducive work environment</li> </ul>
'People with Disabilities'	Employers	<ul style="list-style-type: none"> <li>Educate employers about the importance of creating a conducive working environment for workers with disabilities</li> </ul>
'Jobs Fair/Summit': My Job, My Future	General public; Unemployed	<ul style="list-style-type: none"> <li>Provide information to unemployed about work or training opportunities</li> <li>Link the unemployed to potential employers or potential training opportunities</li> </ul>
'Your Work should not Put Your Life and Health at Risk'	Public	<ul style="list-style-type: none"> <li>Educating the public about the right to basic conditions of employment</li> </ul>

## 1.6 COMMUNICATION CAMPAIGNS FOR THE COMPENSATION FUND

### 1.6.1 *Background*

In 2011 the Compensation Fund conducted an external stakeholder satisfaction survey to assess the level of satisfaction of their stakeholders in relation to the services they offered. The survey found that the beneficiaries with no formal education fell in a category of stakeholders who are dissatisfied with the Fund, especially regarding communication and stakeholder engagement (Fresh Thinking Capital, 2013/ Compensation Fund, 2013). The recommendation was that a focused educational/awareness campaign be conducted to ensure that these categories are informed about the CF services and how to access them.

This targeted educational campaign seeks to create awareness to vulnerable clients and beneficiaries about procedures they should follow when lodging a claim with the Compensation Fund. It is also aimed at the public at large. This focused initiative is in line with the overall organisational strategic priority to improve the health profile of the nation (under the Key Results Area (KRA): Protecting vulnerable workers), which informs the 2012/13 Compensation Fund's Communication Strategy, and to conduct one educational campaign quarterly.

The success of this campaign will restore confidence in the stakeholders of the Compensation Fund, promote the Fund, and increase visibility - which will positively improve the image of the Fund. Therefore, it serves as one of the tools to enhance the image of the Fund.

## **1.6.2 Objectives of the campaign**

- To inform and educate vulnerable employees about their rights and responsibilities.
- To educate the vulnerable workers about CF claiming procedures.
- To create awareness to this category about the Fund's services.

## **1.6.3 Key message of the campaign**

### **1.6.3.1 Target audience**

The internal audience includes:

- Provincial managers/COIDA assistant managers.
- All Department of Labour employees, including the UIF and CF.

The external audience Compensation Fund clients includes:

- Employees who do not know about the Fund.
- Employees who lack knowledge on following up on their outstanding claims.
- Employees who are injured on duty and have never claimed for compensation.

### **1.6.3.2 Communication platforms**

- Community radio stations (standing radio programmes covering all official languages in all provinces).
- Community newspapers (most of these newspapers are freely available and accessible to the target audience).
- National newspapers focused on the low Living Standard Measurement (LSM) and with high readership (Sowetan and Daily Sun).
- CommutaNet\* (targeting taxi ranks and train stations which included CommutaRadio station).
- Television (SABC 1, 2 and 3 as well as e-tv).
- Alive advertising (targeting the advertising screens in the townships).
- Online (Department of Labour website).

A summary of the communications campaigns distributed by the Compensation Fund is provided below.

**Table 1:4: Summaries of information campaigns for the Department of Labour**

NAME OF CAMPAIGN (S)	TARGET GROUP	OBJECTIVE	MEDIUM
<ul style="list-style-type: none"> <li>• 'Return of Earnings'</li> <li>• 'Employers are required by Law to Register with the Compensation Fund' (website) 'Avoid Penalties and Register your Business' (website)</li> <li>• 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'</li> </ul>	<ul style="list-style-type: none"> <li>• Employers</li> </ul>	<ul style="list-style-type: none"> <li>• To inform employers about the electronic submission of the Return of Earnings.</li> <li>• To encourage employers to submit their returns.</li> </ul>	<ul style="list-style-type: none"> <li>• National Radio Stations (covering all official languages)</li> <li>• National Newspapers</li> <li>• Business magazines</li> <li>• National Billboards</li> <li>• Television</li> <li>• Online (Department of Labour website and other Gov. websites)</li> </ul>

## **1.7 COMMUNICATION CAMPAIGNS FOR THE UIF**

### **1.7.1 Goal/strategic object**

The strategic objective of the UIF communication focus point is: 'To improve stakeholder relations'.

### **1.7.2 Population of interest**

The targeted population groups for the UIF communication campaigns are as follows:

- Employers e.g. taxi owners.
- Employees e.g. taxi drivers, domestic workers.

The Communication Focus Points for the Unemployment Insurance Fund are the following areas:

- Payment of Benefits.
- U-filing (Contributions, declarations and Virtual claims portal).
- Employer Registrations and payment of Contributions.
- Declarations and consequences of non-compliance (claims turnaround time, fraud and overpayments).



**Table 1:5: Information campaigns of the Unemployment Insurance Fund**

NAME OF CAMPAIGN(S)	TARGET GROUP	OBJECTIVE	MEDIUM
<ul style="list-style-type: none"> <li>• 'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services</li> <li>• 'Radio campaign on registering taxi drivers and domestic workers' / inform taxi drivers and domestic worker of being registered with UIF</li> </ul>	<ul style="list-style-type: none"> <li>• Employees</li> <li>• Domestic workers</li> <li>• Taxi drivers</li> </ul>	<ul style="list-style-type: none"> <li>• Payment of Benefits</li> <li>• Create awareness that services are for free to the public</li> </ul>	<ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Magazines</li> <li>• Radio</li> <li>• TV</li> <li>• Billboards</li> <li>• Street poles</li> <li>• Bus shelter</li> <li>• CommutaNet (bus, taxi, train)</li> <li>• Website</li> </ul>
<ul style="list-style-type: none"> <li>• 'Are you registered' / to inform employers on registering employees</li> </ul>	<ul style="list-style-type: none"> <li>• Employers</li> </ul>	<ul style="list-style-type: none"> <li>• U-filing (Contributions, declarations and Virtual claims portal)</li> <li>• Employer Registrations and payment of Contributions</li> <li>• Declarations and consequences of non-compliance (claims turnaround time, fraud and overpayments)</li> </ul>	<ul style="list-style-type: none"> <li>• Newspaper</li> <li>• Internet</li> </ul>

## 1.8 STRUCTURE OF THE REPORT

The report is structured as follows:

- Chapter 1 Introduction and Background.
- Chapter 2 Literature Review.
- Chapter 3 Research Methodology.
- Chapter 4 Findings of the General Public.
- Chapter 5 Findings of the Employer Survey.
- Chapter 6 Concluding Remarks and Recommendations.

## CHAPTER 2: LITERATURE REVIEW

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The purpose of this chapter is to review the literature on public communication and information campaigns, in particular focusing on the following:

- Various theories of communications campaigns.
- Critical components of public communication campaigns for communications campaigns to meet their objectives (create awareness, ensure knowledge acquisition, and prompt audience to act on the basis of the messages of the campaigns).
- Types of outcomes indicators at the outcome level useful.
- Conceptual framework for an outcome evaluation.

### 2.1 LITERATURE REVIEW ON PUBLIC COMMUNICATION AND INFORMATION CAMPAIGNS

Public communication campaigns can be defined as purposive attempts to inform or influence behaviours in large audiences within a specified time period using an organised set of communication activities and featuring an array of mediated messages in multiple channels generally to produce non-commercial benefits to individuals and society. Public communication campaigns use media, messaging, and an organised set of communication activities to generate specific outcomes in a large number of individuals and in a specified period of time (Coffman, 2002, 2003). Public communications campaigns are used to improve awareness, knowledge and understanding of an issue, in an attempt to influence individual behaviours, build support for, and contribute to policy and social change. To maximise their chances of success, public information campaigns usually coordinate media efforts with a mix of interpersonal and community-based communication channels (Fishbein, Triandis, Kanfer, Becker, Middlestadt, & Eichler, 2001; Dorfman, Ervice & Woodruff, 2002; Ajzen, 1985; Weiss, & Tschirhart, 1994; Connell, Kubisch, Schorr, & Weiss, 1995; Andreasen, 1997; Treno, & Holder, 1997; Holder & Treno, 1997; Valente, 2001; Freimuth, Cole & Kirby, 2000; Gamson, 2000; Frumkin, 2002; Haug, 2003; Hornik, & Yanovitzky, 2003; Russonello, & Steward, 2004; Kumar, 2005; Strachn, & Timmons, 2007).

The literature suggests that public communication campaigns tend to attain a modest, rather than strong, impact (Coffman, 2002, 2003). The following are key reasons:

- Inadequate budgets allocated to communications campaigns.
- Unsophisticated application of theory and models by the designers of the communications campaigns.
- Poorly conceived strategic approaches to the communication campaigns.

In order to improve the chances for the campaigns to be successful, there is a need to improve the diversification of channels of communications. Use other newer channels of communications (such as SMS, electronic, and information technology) in addition to those conventionally used in public communication channels.

### **2.1.1 Awareness campaigns**

Some communications campaigns tend to focus on the creation of awareness only. Often this is the first step in any communication campaign. Awareness messages present relatively simple content that informs the target audience what to do, specify who should do it, or provides clues about when and where it will take place. The aim in this case is to improve knowledge levels. Increasing repetition of the campaign making it more appealing will increase the chances of the campaigns' success. Communications campaigns, which focus on awareness, tend to be rated relatively higher after the campaign, compared with campaigns focusing on in-depth knowledge. Channels of awareness campaigns tend to be television, radio and Billboards (Coffman, 2002, 2003).

### **2.1.2 Informational and educational communication campaigns**

The second category of campaigns is informational and educational communications campaigns. Often such campaigns aim at the target audience to inform and educate them about services and products. The information and education campaigns tend to offer 'how-to- do-it' information and messages. The aim of such campaigns is to increase knowledge levels of the target audience. The common channels of communications for education and information campaigns tend to be workshops, Imbizos, advertorials on television, radio, and through the use of detailed brochures placed in prominent and accessible places (Coffman, 2002, 2003).

### **2.1.3 Persuasive and advocacy communications campaigns**

The other category of campaigns is persuasive campaigns that present persuasion appeals emphasising reasons why the audience should adopt the advocated action or avoid the unacceptable behaviour. Evidence suggests that such campaigns strengthen a positive attitude, promoting post behaviour firming and motivating behavioural maintenance over time. Because a lengthy campaign disseminates a broad array of persuasive messages, strategists often develop a variety of appeals built around motivational incentives designed to influence attitudes and behaviours. Persuasive and advocacy campaigns are a call to action after having received the initial messages (Coffman, 2002, 2003).

### **2.1.4 Message design and implementation**

Designing messages involves the strategic selection of substantive material and the creative production of aesthetic features of the communication campaigns. In developing the combination of message components, the campaign designer seeks to emphasise certain influential message qualities. The importance of the credibility and trustworthiness of the source of the message is a key-determining factor. Second, the extent to which the messages appeal to the audience, and are relevant to the audience are important.

The third dimension emphasises selection of material and stylistic channels that are personally involving and relevant, so receivers regard the behavioural recommendation to be applicable to their situations and needs. The fourth element

is understandability, with a simple, explicit, and detailed presentation of content that is comprehensive and comprehensible to receivers.

## **2.2 THEORY OF CHANGE IN COMMUNICATIONS AND INFORMATION CAMPAIGNS**

### **2.2.1 *Stages of Change theory***

The stages of change theory views behaviour change as a sequence of actions or events. The theory posits that people proceed through (linear or cyclical) a readiness continuum of behaviour change stages, from pre-contemplation to maintenance of the behavioural change. It identifies the five main stages a person goes through on the way to behaviour change.

**Table 2:1: Stages of Change Theory**

STATE OF CHANGE	DESCRIPTION
Pre-contemplation	Target audiences do not see the proposed behaviour as relevant to their needs and wants because they are unaware of the opportunity or believe it does not apply to them
Contemplation	Target audiences consider or contemplate doing the behaviour
Preparation	Target audiences develop an intention to perform the behaviour in the near future and attempt to adopt the behaviour
Action	Target audiences move to action because they perceive the behaviour to have greater benefits, lower costs, increased social pressures, and more behavioural control than current behaviour.
Maintenance	Target audiences maintain the behaviour because they feel rewarded and are reminded about the benefits of the action

Public communication campaigns which are based on this theory will identify the specific stages of the target population and attempt to move them to the next stage, will have different messages for audiences in the different stages, or perhaps will target people at one stage. Evaluation outcome measures will be determined by the purpose and target audience of the campaign and may be limited to shifts along the readiness of change continuum (Coffman, 2002, 2003).

### **2.2.2 *Evaluation of public communication campaigns***

How public communication campaigns are planned, implemented, and evaluated is informed by the theory of change that underpins the campaign. Evaluation of communication campaigns often involves assessment of whether the campaign is meeting its objectives as it is being planned, developed, implemented in order to best ensure success, and demonstrates that the campaign has indeed achieved its expected outcomes.

The public communication campaigns can thus be evaluated at the front-end, or the back-end (Coffman, 2002, 2013). The front-end evaluation involves evaluation of the campaign during the planning stages as well as in the implementation stages of the

campaign with the view to improving how the campaign is being rolled out. The back-end evaluation typically takes place once the campaign has been implemented and is aimed at assessing whether or not the outcomes of the campaign have been achieved and whether the campaign has made any impact. Evaluation of public communication campaigns typically involves conceptualisation and implementation in four stages; namely, formative evaluation, process evaluation, evaluation of proximal outcomes, and impact evaluation (Coffman, 2002, 2003).

### **2.2.3     *Formative evaluation***

Formative evaluation identifies the causal pathways through which an intervention is likely to work, and facilitates campaign improvement as it is being developed and implemented. This level helps to identify the campaign strengths, weaknesses, and aspects of the campaign that are not working as planned or are not likely to succeed. Formative evaluation can provide information about whether key messages are resonating or not, and the types of individuals who are or are not responding to the campaign among other variables important to the success of the public communication campaign. Information from formative evaluation is used by campaign planners and staff to solve problems, address weaknesses, revise expectations, revamp the campaign concepts and executions, or improve conceptualisation (Coffman, 2002, 2003).

### **2.2.4     *Process evaluation***

Process evaluation is largely confined to the front-end of the evaluation and is concerned with the direct outputs of campaigns. The process evaluation is a measure of the effort, what and how much the campaign accomplished, and its distribution and reach. It answers the question of how well the campaign is being delivered to the intended audience. The process evaluation does not tell much about the campaign effects but can help determine why a campaign did or did not work. The results of process evaluation will help inform if the campaign is being delivered as intended, and if not, where the shortfalls are occurring. Retrospectively, process evaluation can shed light on what went wrong, if particular campaigns fail to meet their objectives, and identify lessons on how to make future campaigns more effective. Although process evaluation does not address the achievement of campaign outcomes, it can be used to link campaign activities to those outcomes by quantifying the 'dose' of the campaign over time and in different communities (Coffman, 2002, 2003).

### **2.2.5     *Outcome evaluation***

Outcome evaluation determines whether the short-term outcomes have actually been achieved or whether the campaign has had any effect on the targeted population. Outcome evaluation can focus on the short-term outcomes (proximal outcomes) or on the long-term outcomes (distal outcomes). Outcome of public campaigns vary from cognitive shifts (proximal) through social normative and behavioural shifts (distal) including individual knowledge, beliefs, awareness, attitudes, self-efficacy, behavioural intentions, behaviour through environmental changes, media frames, policy enactment, and normative change (measured policy enactment and compliance with policies) (Coffman, 2002, 2003).

## **2.3 TYPES OF OUTCOMES INDICATORS**

### **2.3.1 *Saliency***

Saliency refers to the extent to which the targeted population or audience views the issue as important to them. Saliency, or issue importance, is critical as it precedes becoming more informed or opinionated. Research shows that there might be high awareness of an issue, but it is not seen as important. Henry (as cited by Coffman, 2002, 2003) indicates the importance of saliency because in some cases, awareness and salience work in counterintuitive ways. People with high awareness may show the least amount of saliency increase but they show it the quickest, and people with the lowest awareness show the greatest and most sustained amount of saliency, but there is a slow build (Coffman, 2002, 2003).

### **2.3.2 *Attitudes***

Attitudes are predispositions or a tendency to respond positively or negatively towards a certain idea, object, person, or situation. Attitudes are one of the most common outcomes measures in campaign evaluation as they have a strong relationship to behaviour. Although there is sufficient research regarding how to measure attitude, the Centre for Disease Control (CDC) indicates that attitude is often measured incorrectly. It is therefore important to measure the attitudes that the campaign is aimed at changing. For instance, if the campaign is aimed at changing attitudes about the behaviour, then if done correctly, the evaluation should measure the attitude towards the behaviour and not the attitude towards the issue or the behaviour itself (Coffman, 2002, 2003).

### **2.3.3 *Norms***

Social norms are the behaviours and cues within a society or group. This sociological term has been defined as 'the rules that a group uses for appropriate and inappropriate values, beliefs, attitudes and behaviours'. These rules may be explicit or implicit. Social norms are the perceived standards of acceptable attitudes and behaviours among a person's peer group or among those people important to that person. Sometimes this is the most critical factor in achieving behaviour change (Coffman, 2002, 2003).

### **2.3.4 *Self-efficacy***

Self-efficacy of a person is a person's belief that he or she has the ability or competency to perform the behaviour in different circumstances. Performance of behaviour is often affected by perceptions of self-efficacy and therefore this variable has the capacity to affect a campaign's results (Coffman, 2002, 2003).

### **2.3.5 *Behavioural intentions***

Behavioural intention is a measure of the likelihood that a person will engage in a specific behaviour (Ajzen & Fishbein, 1980; Coffman, 2002, 2003). The behaviour intention is very important because research has shown that there is a strong

predictive relationship between people's intentions to perform behaviour and whether they actually perform the particular behaviour (Coffman, 2002, 2003).

### **2.3.6 Behaviour**

Behaviour change is one of the most important campaign outcomes. Although it is an easy outcome to measure, research shows that there are often challenges with measuring behaviour. Firstly, behaviour is often captured through self-reports. Secondly, some evaluations measure the outcomes of the behaviour that is being sought, instead of measuring the actual behaviour. Thirdly, designs of campaigns might not be specific enough about what behaviours they seek to change (Coffman, 2002, 2003).

### **2.3.7 Skills**

Skills may be necessary to perform a particular behaviour and therefore their presence or absence may have an effect on the campaigns' results (Coffman, 2002, 2003). In the labour market, in order for an employer to make use of uFiling, the person may need a skill to use a computer or Internet correctly.

### **2.3.8 Environmental constraints**

Environmental constraints are situational factors that can make performance of behaviour difficult or impossible, even if the campaign is successful in getting people's attention and motivating them to change. These constraints might be identified during the formative stage of the evaluation (Coffman, 2002, 2003). Examples of environmental constraints might include lack of financial resources to report a matter to the Department of Labour either telephonically or in person. Another example might be failure of vulnerable workers to report employers due to fear of dismissal and hence fear of loss of the job.

### **2.3.9 Impact evaluation**

Impact assessment is about the measure of the ultimate results of the campaign's outcomes. It involves tracking community or population-wide progress towards the goals of the campaign or desired results (Coffman, 2002, 2003).

### **2.3.10 Long-term outcomes of behaviours**

If a campaign is successful in mounting behaviour change in a sizable number of individuals, or if a campaign is able to build public will to achieve policy change, then these measures assess the long-term outcomes of those changes. An example for the Department of Labour might include an increase in reporting of workplace injury or diseases, even among workers who incurred injury or diseases before the campaigns were launched, indicating an increase in the knowledge and awareness of reporting and claim procedures. Another impact might be an increase in the number of workers who report non-compliant employers since the launch of the campaign, e.g. among people who employ domestic workers, farm workers or in the case of child labour (Coffman, 2002, 2003).

### **2.3.11 Framework for effective campaigns**

There are four tasks that make campaigns more likely to produce their intended policy results. The four characteristics are:

- To capture the attention of the right target and correct audience.
- To deliver an understandable and credible message to the audience.
- To deliver a message that influences the beliefs or understanding of the audience.
- To create social contexts that lead toward desired outcomes. The audience takes action as a result of the message of the campaign.

## **2.4 LEVELS OF EVALUATION, INDICATORS AND EVALUATION TOOLS**

In evaluation of communication campaigns, mixed methods, i.e. qualitative and quantitative, are relevant and appropriate in assessing the campaigns at various levels, ranging from formative, process, outcome, and impact evaluation (Coffman, 2002. 2003). The table below provides an overview of the types of evaluation, related indicators, and methods that can be used to evaluate communication campaigns. The levels that are applicable to this study are those that are at the Outcome and Impact Level (Fishbein, Triandis, Kanfer, Becker, Middlestadt, & Eichler, 2001; Dorfman, Ervice & Woodruff, 2002; Ajzen, 1985; Weiss, & Tschirhart, 1994; Connell, Kubisch, Schorr, & Weiss, 1995; Andreasen, 1997; Treno, & Holder, 1997; Holder & Treno, 1997; Valente, 2001; Freimuth, Cole & Kirby, 2000; Gamson, 2000; Frumkin, 2002; Haug, 2003; Hornik, & Yanovitzky, 2003; Russonello, & Steward, 2004; Kumar, 2005; Strachn, & Timmons, 2007).



**Table 2:2: Levels of evaluation, indicators and evaluation tools**

STAGE OF CAMPAIGN	TYPE OF EVALUATION		DEFINITION	INDICATORS	METHODS
Front End	Formative	Formative evaluation	<ul style="list-style-type: none"> <li>Do the messages, materials, strategies work?</li> <li>Are they tailored to the intended audience?</li> </ul>	<ul style="list-style-type: none"> <li>Level of message understand ability</li> <li>Type of take away messages</li> <li>Types of messages that attract, impress, audience</li> <li>Believability of message</li> <li>Level of appropriateness of media channels</li> <li>Types of competing messages</li> </ul>	<ul style="list-style-type: none"> <li>Key informant in-depth interviews</li> <li>Focus groups</li> <li>Document analysis</li> </ul>
		Process evaluation	<ul style="list-style-type: none"> <li>Implementation process:</li> <li>What and how much was done?</li> <li>Distribution effort expended, resources committed</li> </ul>	<ul style="list-style-type: none"> <li>Number of ads running</li> <li>Placement impressions</li> <li>Gross rating points</li> <li>Target rating points</li> <li>Money spent</li> <li>Location of out of home media</li> <li>Time lines met</li> </ul>	<ul style="list-style-type: none"> <li>Media tracking (TV, radio, newspapers)</li> <li>Count of stories run</li> <li>Content analysis</li> <li>Website monitoring</li> <li>Ad assessments</li> <li>Case study</li> </ul>
Back End	Summative	Proximal outcome evaluation	<ul style="list-style-type: none"> <li>Awareness</li> <li>Knowledge, Attitudes, policy, normative shifts</li> </ul>	<ul style="list-style-type: none"> <li>Levels of confirmed awareness</li> <li>Level of receptivity of messages</li> <li>Level of support for messages</li> </ul>	<ul style="list-style-type: none"> <li>Surveys</li> <li>Informant interviews</li> <li>Official records</li> <li>Document analysis</li> <li>Focus groups</li> <li>Case studies</li> </ul>

STAGE OF CAMPAIGN	TYPE OF EVALUATION		DEFINITION	INDICATORS	METHODS
		Intermediate outcomes	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Attitudes</li> <li>• Behavioural intention</li> <li>• Behavioural change</li> </ul>	<ul style="list-style-type: none"> <li>• Degree of changes in audience beliefs</li> <li>• Degree of changes in attitude</li> <li>• Degree of changes in social norms</li> <li>• Degree of changes in behaviour intentions</li> <li>• Level of changes in behaviour</li> <li>• Level of favourable response to message</li> <li>• Level of advocacy of message</li> <li>• Respond favourably to messages</li> <li>• Level of use of services and benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Official records</li> <li>• Surveys</li> <li>• Interviews</li> <li>• Focus groups</li> </ul>
		Distal outcome evaluation	<ul style="list-style-type: none"> <li>• Behaviour</li> <li>• Action</li> </ul>	<ul style="list-style-type: none"> <li>• Level of advocacy of message</li> <li>• Level of use of services and benefits</li> <li>• Proportion of population who report non-compliance</li> <li>• Proportion of population who use services</li> <li>• Proportion of population who benefit from services</li> <li>• Level of compliance to legislation</li> </ul>	<ul style="list-style-type: none"> <li>• Official records</li> <li>• Surveys</li> <li>• Interviews</li> <li>• Focus groups</li> </ul>
		Impact evaluation	<ul style="list-style-type: none"> <li>• Ultimate results of campaign outcomes</li> <li>• Long-term outcomes of behavioural change</li> </ul>	<ul style="list-style-type: none"> <li>• Level of compliance</li> <li>• Proportion of population who benefit from legislation</li> <li>• Quality and distribution of services</li> <li>• Level of economic transformation</li> </ul>	<ul style="list-style-type: none"> <li>• Official records</li> <li>• Surveys</li> <li>• Interviews</li> <li>• Focus groups</li> </ul>

## **2.5 CONCLUDING REMARKS**

This chapter presented a review of literature to understand the impact of communications campaigns using various media channels. Theories of change are a representation of what planners think needs to be in place to make change happen. A theory of change is based on a combination of objective evidence, theory, experience, and subjective opinion and personal ideology. The conceptual framework to assess the impact of the communications campaign was also presented to contextualize the study.

A literature review was conducted with regards to the levels of evaluation, indicators and evaluation tools. The chapter provided a communication framework, which informed the approach on determining the knowledge levels and impact assessment of the Departmental of Labour's communications campaigns.

## CHAPTER 3: RESEARCH METHODOLOGY

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### 3.1 INTRODUCTION

This chapter provides an overview of the research methodology, which was used in the study to assess the knowledge levels about the work of the Department of Labour and its communications campaigns. The research methodology included a document and literature review of relevant local and international materials, three focus group discussions, and two structured quantitative surveys - one conducted with a sample of the general public, and the second with a national sample of employers.

### 3.2 RESEARCH METHODOLOGY

The research methodology for this project entailed a review of relevant local and international literature on communication campaigns; two surveys, one with the general public and the second with a sample of employers; and focus group discussions with the targeted audience.

#### 3.2.1 *Literature and document review*

Local and international literature on assessing the knowledge levels of communications campaigns was systematically reviewed. The findings of the literature and document review are summarised in Chapter 2 of this report. In addition, the records and documents of the various campaigns were reviewed. The findings of this review are captured in Chapter 1 where the brief descriptions of the campaigns was summarised.

#### 3.2.2 *Focus groups*

The purpose of the focus group discussions (FGDs) was to gather insight into the impact of the communications campaigns with groups that had been specifically targeted in the campaigns. The participants in the FGDs were members of the general public. For this reason quotes, findings and implications emerging from the three FGDs have been integrated into the text of the chapter on the General Public Survey. In particular, responses to the various communications campaigns have been recorded. Further, this includes the knowledge and opinions of the FGD participants about labour laws and the specific content of regulations pertaining to domestic worker wages, farm workers, the UIF, CF and child labour.

Three focus groups were held, at Badplaas (Mpumalanga), Tzaneen (Limpopo) and Johannesburg (Gauteng). Focus interview guides (see Annexures 1 and 2) were drafted and modified by the project steering committee prior to scheduling the focus groups. In each of the three locations, between eight and 14 participants were recruited, and the resultant demographics and contexts were as follows:

1. Honingklip, Badplaas (31<sup>st</sup> July, 14 participants, 10 employed, 13 female (F), one male (M), ages 28 to 46 years). The participants were employees in the local Community Work Programme (CWP).
2. Matswi Thlabeleng village, Tzaneen (1<sup>st</sup> August, 12 participants, all unemployed, 12F, ages from 22 to 47 years). The area is characterised by high unemployment and absentee migrant labour.
3. Naturena, Johannesburg (15<sup>th</sup> August, eight participants, all full-time employees, 6M, 2F, ages 35 to 45 years). The group comprised middle class workers.

An experienced moderator facilitated the focus groups discussions. Participants were ensured that their anonymity would be maintained and they were encouraged to express their views freely with respect to the communication campaigns and the issues related thereto. The focus group findings were incorporated in the analysis of the findings of the report and also provided insights in drafting the recommendations of the study.

### **3.2.3 Surveys**

In order to determine the impact of the communications campaigns undertaken by the Department of Labour, two formal questionnaire surveys were conducted. The first was a General Public Survey (see Annexure 3) that realised the responses of 2247 South African adults of working age. The second was a survey of 487 employers (see Annexure 4). Both surveys were conducted in seven provinces (excluding the Northern Cape and Mpumalanga). Both surveys enquired about awareness of the services and laws pertaining to the labour market. The surveys also enquired about exposure and reaction to the national campaigns regarding:

- Farm workers.
- Minimum wages for domestic workers.
- The Unemployment Fund.
- Child labour.
- The Compensation Fund.

The general public questionnaires were administered on a face-to-face basis to respondents within selected residential households, workplaces, Labour Centres, taxi ranks, or at shopping malls. The employer questionnaires were administered face-to-face or telephonically to selected employers within designated localities in each of the seven provinces.

### **3.3 SURVEY METHODOLOGY: EMPLOYER SURVEY**

In order to determine the impact of the communications campaign undertaken by the Department of Labour, a survey of employers in seven provinces (excluding the Northern Cape and Mpumalanga) was conducted. The distribution of the selected sample of 500 employers across seven provinces is shown in the next table. The sample selection rationale was to obtain responses across the seven provinces, with a particular focus on larger cities or towns within each province.

Given that a large proportion of the economic activity in South Africa takes place in Gauteng, 200 of the targeted employers were in Gauteng, i.e. 40% of the sample. These were spread across Johannesburg and Soweto in the City of Johannesburg, and Pretoria in the City of Tshwane.

The largest cities; in KwaZulu-Natal (eThekweni) and the Western Cape formed a further 30% of the sample total (80 in KwaZulu-Natal and 70 in Western Cape). The remaining 30% were spread across another four provinces, namely Eastern Cape (60 in the Buffalo City municipality); Limpopo (30 in Polokwane and Tzaneen); North West (30 in Rustenburg and Klerksdorp); and Free State (30 in Sasolburg and Kroonstad).

Within each of the cities and towns, specific streets or business localities were targeted in order to reduce logistical costs. Significant proportions of the employers approached for interviews were cooperative and agreed to be interviewed. In the event of a refusal owing to being too busy or not interested, a replacement employer respondent was selected.

**Table 3:1: Employers survey sample distribution**

GAUTENG		LIMPOPO		EASTERN CAPE		KWAZULU-NATAL		WESTERN CAPE		FREE STATE		NORTH WEST		TOTAL
	N		N		N		N		N		N		N	500
JHB	100	Polokwane	20	E. London	50	Durban	70	Cape Town	55	Kroonstad	15	Rustenburg	15	
Soweto	50	Tzaneen	10	Mdantsane	10	Umlazi	10	Mitchell's Plain	15	Sasolburg	15	Klerksdorp	15	
Pretoria	50													
	200		30		60		80		70		30		30	

The survey questionnaire focused on awareness of laws and regulations pertaining to labour, and in particular about exposure and reaction to the communications campaigns. The survey was conducted by experienced fieldworkers in the form of face-to-face or telephonic interviews with the sample of employers. The interviews lasted about 45 minutes. The fieldwork supervisor, who made thorough checks of the information recorded on each questionnaire thus ensuring accuracy and completeness, did quality control the interview.

Random calls were made to a selection of employers to determine that they had indeed been interviewed. Additionally, the employers were asked to confirm the recorded answers that they had given to specified questions. In the event of a few incomplete questionnaires, the fieldworkers were required to return to the employers to complete the missing information. The data collected in each interview were captured electronically on Excel spreadsheets and checked for accuracy. The checks included ensuring that data were within the permitted numerical ranges and captured in the columns corresponding to the correct question numbers. The dataset was then migrated to SPSS for statistical analysis. The analytical approach in this report entails primarily descriptive statistics, illustrated by cross-tabulations or graphs by sector, province or other variables.

### **3.4 SURVEY METHODOLOGY: GENERAL PUBLIC**

The distribution of the selected sample of 2200 individuals or employees across seven provinces is shown in the table below. The sample distribution was based on the distribution of the population across the country as counted in the census of 2011, as well as taking cognisance of the economic dominance of Gauteng in relation to other provinces.

Thus, the two most heavily populated provinces of Gauteng and KwaZulu-Natal, which respectively accommodate 24% and 20% of the total national population, were allocated the highest proportions of the sample, namely 700 and 500 respondents respectively. The next-most populated provinces; the Eastern Cape and the Western Cape (respectively 13% and 11% of the national population), each had 350 respondents. The three other provinces included in the survey, Limpopo, North West and Free State, each had an allocation of 100 respondents.

Within the provincial framework described above, a sampling strategy was designed to ensure a representative range of respondents from the general public, including those who were least or most likely to have been exposed to the communications campaigns. Thus, almost two-thirds (62%) were to be selected from residential households within pre-selected townships and suburbs in the major cities and towns of each of the seven provinces, as indicated in the next table.

In the selected residential areas, a specified route was followed and households were selected for inclusion in the survey at a regular interval of every 10<sup>th</sup> household. In the event of a refusal of an eligible adult (as determined by the Kish grid included in the questionnaire), the replacement household was that situated to the left of the original, as viewed facing the front of the originally selected household. Additionally,



a further 24% of respondents were approached during office hours at Labour Centres situated in five of the seven provinces.

Again, a regular interval was implemented in order to avoid members of the same group that might have been visiting the Centre.

Finally, 14% of the sample was selected in workplaces of companies that were visited for the employer survey. The employer was requested for permission to interview one or more employees at the company premises. This ensured that sufficient numbers of employed people were included in the sample, given the probability that many respondents in the household component were not likely to have been in formal employment.

**Table 3:2: General sample survey distribution**

	GAUTENG		LIMPOPO		EASTERN CAPE		KWAZULU-NATAL		WESTERN CAPE		FREE STATE		NORTH WEST		Total
		N		N		N		N		N		N		N	
Labour Centres	CCMA; Pretoria Alberton	130 70	Polokwane Tzaneen	10 10	E London	60	Durban	150	Cape Town	100	----	--	----	--	<b>520</b>
House-holds	Diepkloof	100	Polokwane	40	Mdantsane	250	Umlazi	200	Langa	100	Kroonstad	40	Phokeng	40	<b>1370</b>
	Orange Farm	100	Tzaneen	20			Phoenix	90	Mitchell's Plain	100	rural	40	Klerksdorp	40	
	Katlehong	100								Sasolburg					
	Naledi	100													
Work places	Johannesburg Sandton	50 50	Polokwane Tzaneen	10 10	E London	40	Durban	60	Cape Town	50	Kroonstad rural farms	20	Rustenburg	20	<b>310</b>
<b>Total</b>		<b>700</b>		<b>100</b>		<b>350</b>		<b>500</b>		<b>350</b>		<b>100</b>		<b>100</b>	<b>2200</b>

The survey questionnaire focused on awareness of laws and regulations pertaining to labour, and in particular about exposure and reaction to the communications campaigns. The survey was conducted by experienced fieldworkers in the form of face-to-face interviews with the sample of respondents. The interviews lasted about 45 minutes. The fieldwork supervisor made thorough checks of the information recorded on each questionnaire, ensuring accuracy and completeness. Quality control measures included random calls to a selection of respondents to determine that they had indeed been interviewed. Additionally, the respondents were further asked to confirm the recorded answers that they had given to specified questions. In the event of a few incomplete questionnaires, the fieldworkers were required to return to the respondents to complete the missing information.

The data collected in each interview were captured electronically on Excel spreadsheets and checked for accuracy. The checks included ensuring that data were within the permitted numerical range and captured in the columns corresponding to the correct question numbers. The dataset was then migrated to SPSS for statistical analysis. The analytical approach in this report entails primarily descriptive statistics, illustrated by cross-tabulations and graphs. In many instances, the extent to which any differences in responses to questions by employment status, gender, age, province or other relevant variable were statistically significant.

### **3.5 SUMMARY**

The purpose of this chapter was to outline the methodology used in the study. The research team used a variety of research methods in conducting the study. The research instruments, which included interview guides and formal survey questionnaires, were developed with the input from members of the steering committee, and were formally approved by the partnership with the project steering committee. These included a literature review on assessing knowledge levels of communications campaigns internationally. This provided the Fresh Thinking research team with an opportunity to develop a framework, which informed the assessment of knowledge and levels about the campaigns instituted by the Department of Labour and its various entities.

## CHAPTER 4: RESULTS OF THE GENERAL PUBLIC SURVEY

### 4.1 INTRODUCTION

This chapter provides an analysis of the findings of the general public survey, focusing on awareness of services and knowledge of legislation provided by the Department of Labour. In particular, the chapter focuses on the following:

- Awareness of laws and regulations among the general public.
- Awareness on Department of Labour entities.
- Knowledge of the services and benefits.
- Satisfaction levels with ways the Department of Labour communicates.
- Domestic workers minimum wage increases.
- Child Labour campaign.
- UIF campaigns.
- CF Campaigns.

#### 4.1.1 *Characteristics of realised survey sample respondents*

The finally realised sample of respondents to the general public survey amounted to a total of 2247 people, which was 2% more than targeted in the sample design. Nevertheless, the distribution across the seven provinces and interview locality types closely replicated the design. The additional numbers approximated the respondents who were interviewed at shopping malls (1%) or taxi ranks (1%).

Table 4:1: Distribution of respondent sample by province and location type

	WORKPLACE	LABOUR CENTRE	MALL/ SHOPPING CENTRE	TAXI RANK	RESIDENTIAL	TOTAL
EC	41	80	3	0	237	361
FS	21	0	0	0	128	149
GP	36	208	2	2	422	670
KZN	54	138	14	18	316	540
LP	17	20	1	0	60	98
NW	22	0	3	0	55	80
WC	31	101	5	4	208	349
Total (n)	222	547	28	24	1426	2247
%	10%	24%	1%	1%	64%	100%

The provincial distribution of the sample realised in the general public survey is shown in the table below.

**Table 4:2: Distribution of samples realised in general public survey**

	EC	FS	GP	KZN	LP	NW	WC	TOTAL
n	361	149	670	540	98	80	349	2247
%	16	7	30	24	4	4	15	100

The characteristics of the realised sample in terms of employment status were 31% full-time employed; 10% part-time employed; 40% unemployed; 9% retired; 6% students; and 3% doing home duties. A very small proportion of the sample (0.2%) was either current or previous recipients of Compensation Fund benefits. Characteristics of the sample in terms of home language, gender, income, occupational category and status in relation to the Compensation Fund and the Unemployment Fund are listed in the next tables.

**Table 4:3: Characteristics of realised survey sample respondents (N=2247)**

**a) Employment Status**

Full-time employed, incl. employed & self-employed	31%
Part-time employed, incl. employed & self-employed	10%
Unemployed, looking for work	40%
Retired/ Pensioner	9%
Home duties	3%
Student	7%
Compensation Fund recipient, current or previous	0.2%
Total	100%

*Note: Owing to rounding off, some totals are not equal to 100%*

**b) Home Language**

isiXhosa	30%
isiZulu	26%
Sesotho	14%
English	9%
Sepedi	7%
Afrikaans	6%
Setswana	5%
Xitsonga	2%
isiNdebele	1%
Tshivenda	1%
siSwati	0.4%
Total	100%

*Note: Owing to rounding off, some totals are not equal to 100%*

**c) Gender**

Male	41%
Female	59%
Total	100%

**d) Current Province**

Eastern Cape	16%
Free State	7%
Gauteng	28%
KwaZulu-Natal	25%
Limpopo	4%
Mpumalanga	0%
North West	3%
Western Cape	16%
Total	100%

*Note: Owing to rounding off, some totals are not equal to 100%*

**e) Population Group**

African	86%
White	2%
Coloured	7%
Indian/ Asian	5%
Total	100%

**f) Economic Sector of Company (of employed respondents)**

Community and Social Services	21%
Trade	21%
Finance and Other Business Services	12%
Manufacturing	16%
Private Households	6%
Construction	6%
Agriculture	4%
Mining	2%
Utilities	6%
Not specified	5%
Total	100%

*Note: Owing to rounding off, some totals are not equal to 100%*

**g) Personal Monthly Income**

None	5%
<R500	1%
R500-R1000	4%
R1001-R2000	10%
R2001-R5000	15%
R5001-R10000	8%
>R10000	3%
Don't know/ Won't say	12%
Unemployed	42%
Total	100%

**h) Employment Category (of employed respondents)**

Manager	3%
Professional	13%
Technician	8%
Clerk	13%
Sales and Services	39%
Skilled Agriculture	1%
Craft and Trade	5%
Plant and Machine Operator	10%
Elementary	1%
Domestic Worker	7%
Total	100%

*Note: Owing to rounding off, some totals are not equal to 100%*

**i) Type of Worker (employed respondents)**

Domestic	7%
Builder	3%
Driver	4%
Farm	3%
Furniture	0.2%
Taxi	1%
Cleaner	5%
Gardener	2%
Mining	2%
Other	74%
Total	100%

**Table 4:4: Status in relation to Compensation Fund and Unemployment Insurance Fund (n=2247)**

COMPENSATION FUND		UNEMPLOYMENT INSURANCE FUND	
Injured worker who received lump sum	3%	Worker applying for unemployment benefits	16%
Injured worker who is pensioned	0.2%	Worker applying for maternity leave benefits	2%
Injured worker who is receiving medical benefit	0.5%	Applying for adoption benefits	0.0%
On widow(er) pension	0.0%	Applying for Illness benefits	0.3%
Injured worker's compensation claim repudiated	0.8%	No relationship with UIF	75%
No relationship with Compensation Fund	89%	-	-
Not stated	7%	Not stated	6%
<b>Total</b>	<b>100.0%</b>	<b>Total</b>	<b>100%</b>

## 4.2 AWARENESS OF LABOUR LAWS AND REGULATIONS

### 4.2.1 Overall awareness

Just less than half (42%) of the respondents indicated that they are aware of the laws and regulations provided by the Department of Labour regarding the conditions and rights of workers. A further 44% said that they were not aware of these laws and regulations, and 14% indicated that they were not sure.

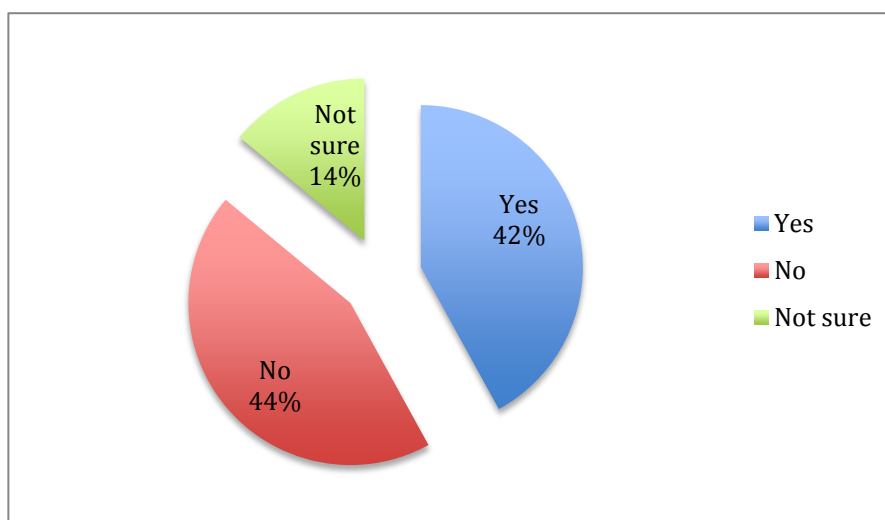
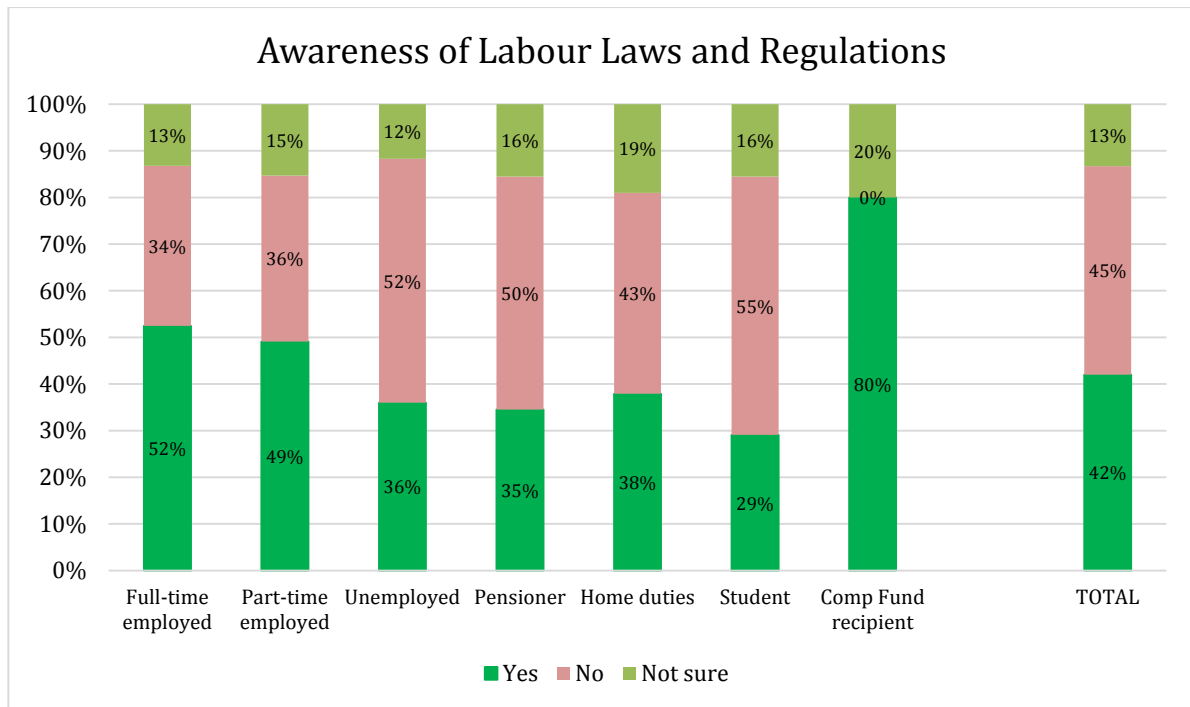


Figure 4:1: Awareness of labour laws and regulations (n=2186)

In the focus group discussions (FGDs), some participants indicated an awareness of the laws and regulations. One said the Department is 'serving the best interests of the workers' (JHB); and another that the Department is tasked with 'regulating the working hours' (JHB). One participant said 'when they fire you, you go to the Department's offices then they help you to claim from the UIF' (Badplaas), and another added, 'I can also go to the Labour offices if my employer fires me without giving me a warning; they will talk to him at the Labour offices' (Badplaas).

Another mentioned that 'employers just have to follow strict procedures to avoid dismissing employees as they please' (JHB) or in a similar vein, 'They help when you are unfairly treated at work or when they don't pay what they are supposed to be paying you' (Badplaas). Others were aware that the Department of Labour sends people 'to conduct safety inspections in the work place and also help people who are injured at work' (JHB). One participant observed that although the Department of Labour is supposed to protect both employers and employees, no arrests were made after workers recently 'destroyed' the shops owned by Somali business owners (JHB).





**Figure 4:2: Awareness of labour laws and regulations (n=2186)**

These proportions varied significantly in relation to the employment status of an individual. Therefore, amongst people who were employed full-time or self-employed, 52% were aware of the laws and regulations, and amongst those who were part-time employed or self-employed, the proportion aware was 49%.

In contrast, only 36% of the unemployed (looking for work), 35% of the retired/pensioners; 38% occupied with home duties, and 29% of students indicated awareness of these laws and regulations. Amongst the small proportion of individuals who have ever received benefits from the Compensation Fund, 80% were aware of the laws and regulations.

**Table 4:5: Awareness of labour laws and regulations**

<b>AWARENESS OF LAWS &amp; REGULATIONS</b>	<b>FULL-TIME INCL. SELF-EMPLOYED</b>	<b>PART-TIME INCL. SELF-EMPLOYED</b>	<b>UN-EMPLOYED - LOOKING FOR WORK</b>	<b>RETIRED/ PENSIONER</b>	<b>HOME DUTIES</b>	<b>STUDENT</b>	<b>COMPENSATION FUND RECIPIENT- NOW OR PREVIOUSLY</b>	<b>TOTAL</b>
<b>Yes</b>	52%	49%	36%	35%	38%	29%	8%	<b>42%</b>
<b>No</b>	34%	36%	52%	50%	43%	55%	0%	<b>45%</b>
<b>Not sure</b>	13%	15%	12%	16%	19%	16%	20%	<b>13%</b>
<b>Total</b>	100%	100%	100%	100%	100%	100%	100%	<b>100%</b>

*n*=2186

Similarly, awareness of the labour laws and regulations varied significantly by personal monthly income. Those in the highest monthly income category of more than R10 000 were the most likely (77%) to indicate awareness of the labour laws and regulations. The second highest income category (R5 001 to R10 000) was second most likely (66%) to be aware. Conversely, those with lower incomes and the unemployed tended to be much more likely to say they were not aware of the labour laws and regulations.

**Table 4:6: Awareness of labour laws and regulations by personal monthly income**

<b>PERSONAL MONTHLY INCOME</b>	<b>YES</b>	<b>NO</b>	<b>NOT SURE</b>
None	42%	48%	10%
Less than R500	56%	31%	13%
R501-R1000	39%	51%	11%
R1001-R2000	37%	50%	14%
R2001-R5000	52%	36%	12%
R5001-R10000	66%	25%	10%
More than R10000	77%	13%	10%
Don't know/ Won't Say	42%	35%	23%
Unemployed	36%	53%	12%
<b>TOTAL</b>	<b>43%</b>	<b>44%</b>	<b>13%</b>

*n*=2018

## 4.2.2 Awareness of specific laws and regulations

However, when asked about specific sets of laws and regulations, only 18% were definitely aware of the Basic Conditions of Employment Act; 15% of the Employment Equity Act; 22% of the Unemployment Insurance Act; 18% of the Occupational Health and Safety Act; 16% of the Compensation for Occupational Injuries and Diseases Act; and 15% of the Labour Relations Act. In each case, another 14% to 18% indicated that they were aware of the particular Acts but did not know much about them. As far as actually gaining access to the services offered, some of the FGD participants expressed familiarity with the offices of the Department of Labour, CCMA, UIF and Compensation Fund. One said, 'There are CCMA offices nationwide and people can be assisted without paying a cent when they have disputes with their employers. If they are injured at work, they can complete the necessary forms to claim for compensation' (JHB).

Another said that one could collect UIF claim forms from offices in Johannesburg if one were to be retrenched (JHB). There were differing opinions about whether one should approach the Department of Labour or the CCMA in the event of a workplace dispute (JHB). One participant said, 'there are many places that we can go to. For instance, there is labour [centre] at Rissik' [Street], although he admitted that he had never been there. Another mentioned that one could go to Alberton or to the Carlton Centre (JHB). In the Badplaas group, Department of Labour offices were said to be located at Crossing and Lukwatini. A participant in the Tzaneen group indicated that departmental offices were located in Tzaneen and Modjadjiskloof. She said that she had been to the offices to access UIF benefits and that she 'had a friend who understood those things better so she is the one who helped me'.

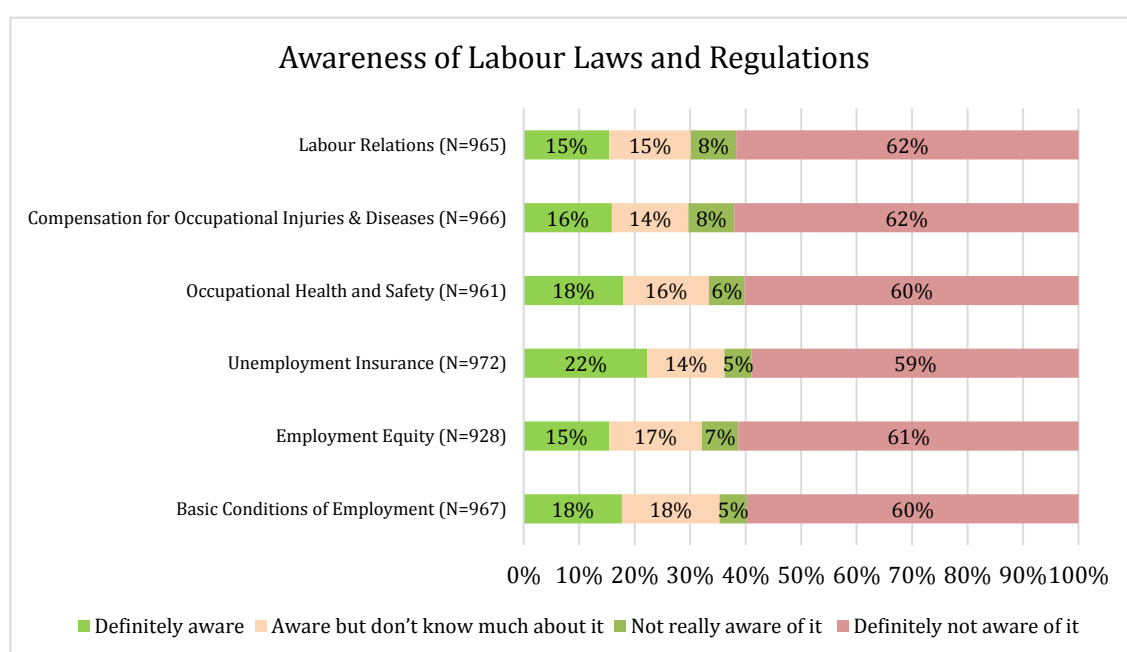


Figure 4:3: Awareness of labour laws and regulations

Analysed by personal monthly income, significant differences occur between people in the different income groups for each of the six specified laws and regulations. Awareness is the highest in all cases (between 33% and 53%) amongst the highest income group, i.e. those earning more than R10 000 per month.

**Table 4:7: Definite awareness of specific laws/ regulations by personal monthly income**

<b>PERSONAL MONTHLY INCOME</b>	<b>BCEA</b>	<b>EEA</b>	<b>UIA</b>	<b>OHSA</b>	<b>COIDA</b>	<b>LRA</b>
None	26%	17%	26%	17%	16%	17%
Less than R500	25%	19%	31%	25%	25%	19%
R501-R1000	23%	17%	24%	17%	19%	18%
R1001-R2000	14%	11%	20%	15%	14%	14%
R2001-R5000	26%	22%	30%	24%	23%	24%
R5001-R10000	34%	33%	38%	35%	29%	28%
More than R10000	52%	46%	53%	44%	33%	46%
Don't know/ Won't Say	14%	13%	19%	15%	15%	11%
Unemployed	11%	11%	17%	15%	12%	11%
%	17%	15%	21%	17%	15%	15%
<b>n</b>	<b>868</b>	<b>858</b>	<b>873</b>	<b>871</b>	<b>867</b>	<b>866</b>

In the FGDs, one participant said, 'My boss can't just tell me to clean the kitchen if it's not part of my job description' (JHB). Another said, 'we as employees must pay our taxes', which drew a retort from another participant, who said that SARS should not be confused with the Department of Labour. Some participants indicated that the law prescribes the right of workers to maternity leave and compassionate leave (JHB).

Another participant expressed awareness of the UIF benefits. He said, 'If I was working and then I resign and not work for some time I can go to Labour and they will give me money some months until I get another job'. Further discussion in the focus group resulted in the comment that the amount of a UIF payout depended on the previous salary being earned but, 'It's not much though because it doesn't cover your salary' (JHB). One participant said, 'vulnerable workers' are 'not educated and prone to be abused'. Examples suggested in the focus group (JHB) were road construction workers, domestic workers and farm workers.

#### **4.2.2.1 Basic Conditions of Employment Act**

One FGD participant said that the BCE Act 'regulates employment contracts between employees and employers. This includes office hours and shift times'.

Another said it prescribes ‘the length of the leave period and the different types of leave that should be given to employees depending on industries’ (JHB). Only one of the Badplaas participants had heard of the BCE Act. He said ‘it is the law that protects people as employees’.

#### **4.2.2.2 Labour Relations Act**

A suggested focus of this Act, according to a FGD participant, was that it ‘regulates relationship between employers and employees. It deals with dispute resolutions and disciplinary measures’ (JHB). Another said that it ‘is designed to correct gender disparities among other things, as women in the past were treated differently compared to men. They were not allowed to perform certain jobs as their place was deemed to be in the kitchen’. Another mentioned that it is ‘meant to correct inequalities caused by apartheid where certain jobs were reserved for white people only’. Another thought that it dealt with ‘procedures to be followed if one wants to claim.

All employees should contribute regardless of the amount they earn and employers collect the money on behalf of the Labour Department’ (JHB). With a single exception, none of the Badplaas participants had heard of the Labour Relations Act. The participant, who did know, said that ‘it is the law that oversees the relationship between the employer and the employee’.

#### **4.2.2.3 Employment Equity Act**

Many FGD participants were not familiar with the Employment Equity Act. One said ‘Let’s say we are at the firm working. There are men and women we are mixed races, I think it (the EE Act) says that there must not be any discrimination in the work place between gender and race, we must be treated equally. They must not say because you are a woman you get will get less than these men whilst we do the same job’ (Tzaneen).

#### **4.2.2.4 Occupational Health and Safety Act**

All members of the Badplaas FGD and most in the Johannesburg group indicated that they did not know about the Occupational Injuries and Diseases Act. On further reflection, however, one said that the Act ‘deals with the fact that employees should be safe at work. They should wear necessary clothes like rubber shoes and gloves or whatever that is going to protect them’ (JHB). Another added, ‘Even in the offices there must not be dangerous things like plugs or wires that may endanger employees’ (JHB). One participant (JHB) had heard a warning on the radio that workers should not enter a work place ‘if it is dangerous or unsafe’.

Several Johannesburg participants indicated that such information is ‘very useful’ especially in companies where dangerous chemicals are used. Another said, ‘This information is very useful in that people can tell their employers if their health and safety is at risk’. Another said that although the campaign was not entirely successful, ‘there is awareness by both workers and employers. The question is compliance. When I say compliance I mean talking about the companies whether

they take their workers' health and safety into consideration, say when they build a factory or a building and whether there are people who are monitors that just to make sure that their staff is safe all the time. Something like a fire extinguisher for instance. It has an expiry date whereby it needs to be refilled or something'.

Another participant was less positive, saying that, 'employers don't adhere to these kinds of measures but with time things are likely to improve'. A further comment was, 'I think the department is doing the right thing and workers can now demand protection'. One participant felt that newspapers were not ideal for advertising about occupational health and safety issues because 'most of the people who are affected by unsafe working conditions cannot read and write'. Radio and television were perceived to be most effective 'because they tune in to stations or channels they understand' (JHB). Another thought that 'public places' like taxi ranks are appropriate advertising spots. A Tzaneen participant said that 'jobs are not the same, like at the mine you need to wear your protective clothes while you are working'.

More than two-thirds (69%) indicated that the Department of Labour has laws that regulate working hours. Not unexpectedly, this proportion is highest (84%) amongst the full-time employed or self-employed, and 76% amongst the part-time employed or self-employed. It is lower amongst the unemployed (64%), retired (62%), those involved in home duties (64%), or students (65%). All current or former recipients of Compensation Fund benefits said that the Department has such laws regulating working hours.

**Table 4:8: Awareness of Department of Labour laws that regulate working hours**

Awareness laws about working hours	Full-time incl. self-employed %	Part-time incl. self-employed %	Unemployed-looking for work %	Retired / pensioner %	Home duties %	Student %	Comp. Fund recipient- now or previously %	TOTAL
Yes	84%	76%	64%	62%	64%	65%	100%	71%
No	16%	24%	36%	38%	36%	35%	0%	28%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*n=2120. Note: Differences between employment status categories are statistically significant ( $\chi^2=93.548$ ;  $df=6$ ;  $p=0.000$ ).*

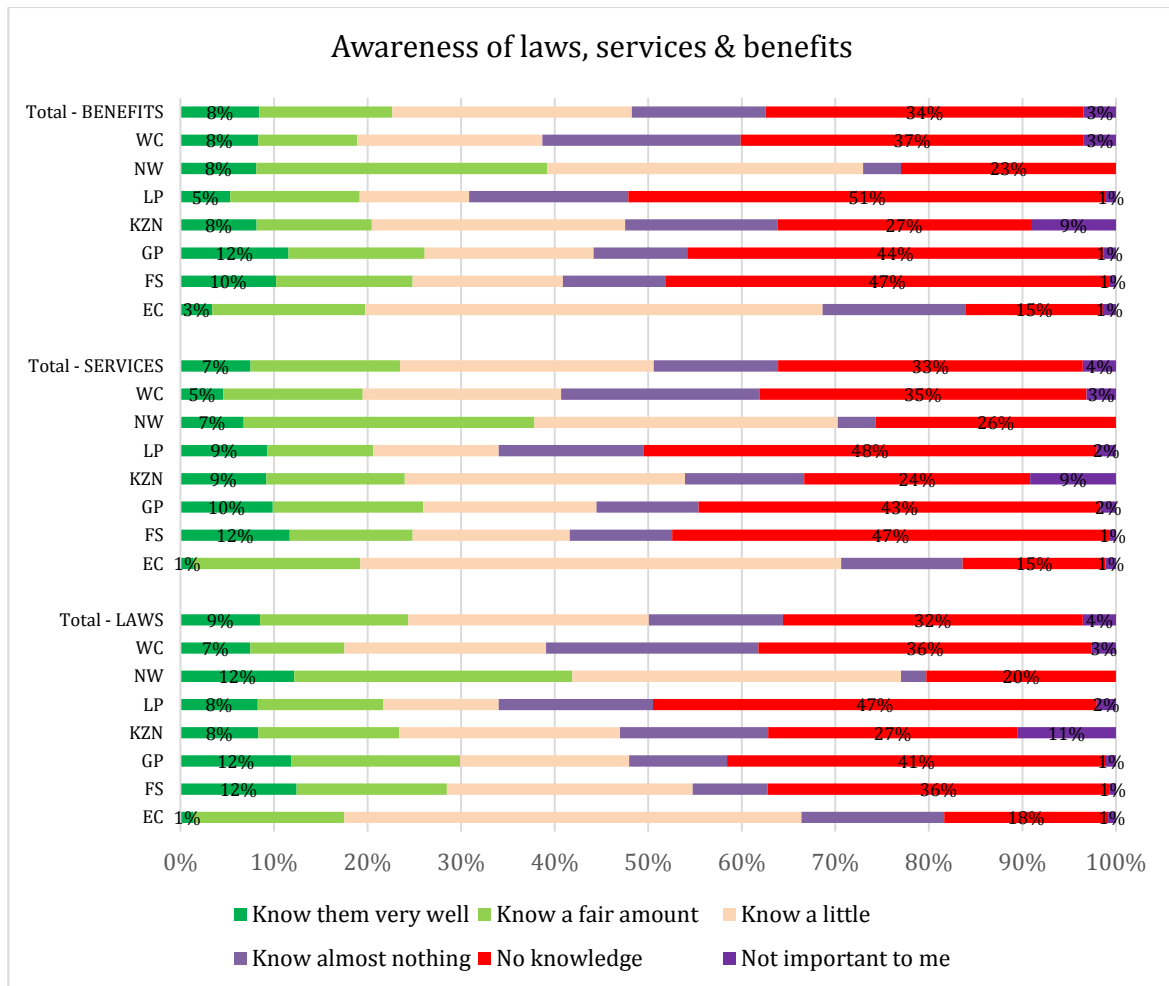
Respondents were also asked how much they felt that they knew about the laws, services and benefits of the Department of Labour regarding workers. Between 7% and 9% indicated that they knew the laws, services and/or benefits very well. About a further one in seven (14% to 16%) said that they had a fair knowledge about the laws, services and benefits. Around one-quarter knew 'just a little' about these laws, services and/or benefits. A further one in seven (13% to 14%) knew almost nothing about them, and about one-third said that they had 'no knowledge'.

**Table 4:9: Knowledge of laws (n=2199), services (n=2204) and benefits (n=2195), by province**

<b>LEVEL OF KNOWLEDGE OF LAWS, SERVICES AND BENEFITS</b>	<b>LAWS</b>	<b>SERVICES</b>	<b>BENEFITS</b>
I know them very well	9%	8%	8%
I know a fair amount about them	16%	16%	14%
I know just a little about them	26%	27%	26%
I know almost nothing about them	14%	13%	14%
No knowledge	32%	33%	34%
Knowing about the Dept. of Labour is not important to me	4%	4%	4%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>n</b>	<b>2199</b>	<b>2204</b>	<b>2195</b>

Levels of knowledge about the Department of Labour's laws, services and benefits varied significantly by province. In Gauteng and the Free State, more than 10% said that they knew the laws, services and benefits very well. Similarly, 12% of North West respondents said that they knew the laws very well.

Conversely, 3% or less of those living in the Eastern Cape knew the laws, services and benefits very well. At the other extreme, more than 45% of respondents in Limpopo indicated that they had no knowledge at all about the laws, services and benefits. A feature of the responses in KwaZulu-Natal was that between 9% and 11% indicated that knowing about the Department of Labour is not important to them. This was far higher than in any of the other provinces.



**Figure 4:4: Knowledge of laws (n=2199), services (n=2204) and benefits (n=2195), by province**

### 4.2.3 Awareness of specific services

In respect of five specific services offered by the Department of Labour, the services of which the highest proportion of South African adults was aware, was Occupational Health and Safety (49%), followed by Public Employment Services (40%), Inspection and Enforcement Services (26%); and at a much lower level, Sheltered Employment Services (19%) and Sectoral Determinations (16%).



**Table 4:10: Of which services offered by the Department of Labour are you aware?**

	Public employment services	Sheltered employment services	Inspection and enforcement services	Occupational health and safety	Sectoral determination
Yes	40%	19%	26%	49%	16%
No	60%	81%	74%	51%	84%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>n</b>	<b>2191</b>	<b>2188</b>	<b>2192</b>	<b>2193</b>	<b>2176</b>

Regarding Inspection and Enforcement Services, one of the FGD participants said that such services entailed visits by a representative of the Department of Labour to workplaces to 'check if the environment is hygienic, habitable, proper and healthy for people to work in it' (JHB). One was of the view that 'labour inspectors visit the offices or the factories - most of the times [they] raid the premises like green scorpions, try to find out whether people are working in acceptable working conditions. I'm not sure if they fine or arrest the employers, but I think they arrest them' (JHB). Another indicated that, 'sometimes they close the shops down and make people to apply for a license again' (JHB). One participant questioned whether the Department of Labour has the capacity to visit all workplaces (JHB).

#### **4.2.4 Changing levels of awareness of laws**

Just less than a tenth of the adult population felt that they were 'much more knowledgeable' about the Department of Labour's laws, services and benefits pertaining to workers than they were a year prior to the survey. Approximately one fifth said that they were 'somewhat more knowledgeable' in this respect. The largest proportion, of about seven in every 10 adults, said that they had the same level of knowledge, as was the case one year previously.

**Table 4:11: Comparative knowledge of Department of Labour's laws, services and benefits**

LEVEL OF KNOWLEDGE COMPARED TO A YEAR AGO	LAWS	SERVICES	BENEFITS
Much more knowledgeable	9%	8%	8%
Somewhat more knowledgeable	20%	20%	18%
Same level of knowledge	71%	72%	74%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
n	2189	2192	2191

## 4.3 COMMUNICATION BY THE DEPARTMENT OF LABOUR

### 4.3.1 *Satisfaction with communication*

Less than 10% of South African adults feel that they are kept fully informed about the laws, services and benefits pertaining to workers, by the communication or information that is provided by the Department of Labour. This is highest amongst full-time employed or self-employed people (13%) and amongst the relatively few who have received Compensation Fund benefits (20%). Overall, a further one in seven people feel that the Department of Labour keeps them 'fairly well informed', and almost one-third is of the impression that the Department gives them only a 'limited amount of information'. Almost half (45%) said that the Department does not tell them much at all.

**Table 4:12: Public impression of communication or information provided by Department of Labour about laws, services and benefits**

Impression	Full-time incl. self-employed	Part-time incl. self-employed	Un-employed-looking for work	Retired/pensioner	Home duties	Student	Comp. Fund recipient- now or prev.	TOTAL
Keeps me fully informed	13%	7%	7%	6%	0%	1%	20%	8%
Keeps me fairly well informed	19%	21%	13%	13%	17%	10%	0%	15%
Gives me only a limited amount of information	31%	33%	33%	28%	28%	41%	20%	32%
Does not tell me much at all	37%	39%	48%	53%	55%	48%	60%	45%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

n=2153

On whether or not the Department of Labour is communicating information to them about what it is doing in relation to its laws, services and benefits to workers, less than one-quarter said the Department is doing so. Almost two-thirds said the Department is not communicating this information, and about one in seven adults indicated that they were not sure if such information was being communicated. Again, the full-time or part-time employed or self-employed were most likely to provide a positive response, significantly more so than people in the other employment status categories.

**Table 4:13: The Department of Labour is communicating information to me about what it is doing in relation to its laws, services and benefits to workers**

Department is communicating	Full-time incl. self-employed	Part-time incl. self-employed	Unemployed-looking for work	Retired/ pensioner	Home duties	Student	Comp. Fund recipient- now or prev.	TOTAL
Yes	31%	31%	21%	14%	17%	16%	20%	24%
No	56%	58%	64%	71%	52%	60%	60%	61%
Not sure	13%	11%	14%	15%	31%	24%	20%	15%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

n=2135

Of the approximately one-quarter of the adult population that had been exposed to some information or communication by the Department of Labour, about one quarter said that it had been very effective in informing them. Just more than one third said that the usefulness of the information had been very effective, or that it had been motivationally very effective, or that the language utilised in the communication had been very understandable. A further one-third or more felt that it had been effective in terms of being informative or useful or motivating or understandable. Conversely, about one-fifth of those who had seen, read or heard such information provided by the Department of Labour said that it had been 'fairly effective', and the rest (between 5% and 10%) were of the view that it had been 'not effective' or 'very ineffective'.

**Table 4:14: Effectiveness of Department of Labour communication or information on laws, regulations and services**

Aspect of communication or information	Very Effective	Effective	Fairly Effective	Not Effective	Very Ineffective	TOTAL	n
The Department of Labour keeps one informed	27%	46%	22%	5%	1%	100%	533
Information provided by the Department of Labour is useful for me as a worker	37%	38%	19%	5%	1%	100%	535
Information provided by the Department of Labour makes one take action	37%	33%	21%	8%	1%	100%	532
The language used to provide information on laws regulations and service by the Department of Labour is easy to understand	40%	38%	17%	4%	1%	100%	535

Overall, satisfaction with communication from the Department of Labour regarding information about labour laws, services and benefits for workers did not vary significantly between people of different employment status. Almost one-fifth of adults indicated that they were very satisfied with communication from the Department of Labour and more than two-fifths were satisfied.

Just less than one-third expressed neutrality of the topic, while less than 10% were either dissatisfied or very dissatisfied.

**Table 4:15: Overall satisfaction with communication by the Department of Labour**

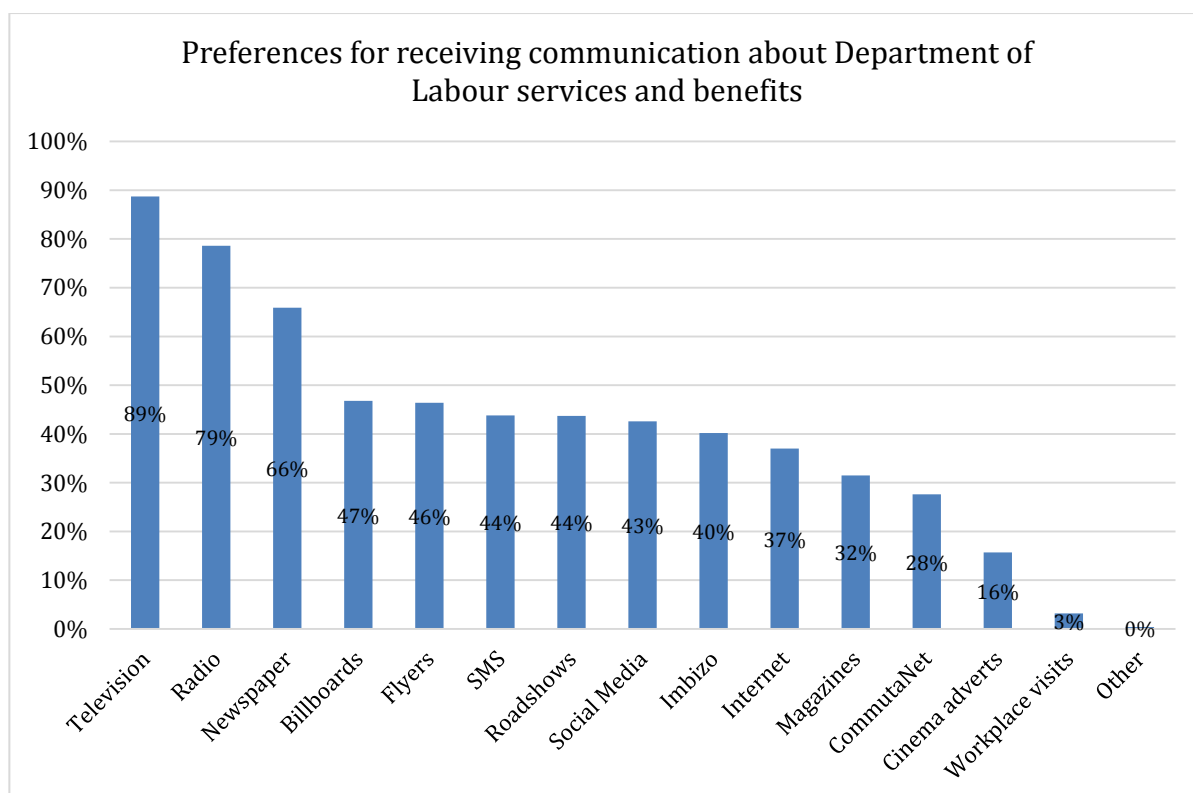
Department is communicating	Full-time incl. self-employed	Part-time incl. self-employed	Unemployed-looking for work	Retired/ pensioner	Home duties	Student	Comp. Fund recipient- now or prev.	TOTAL
Very Satisfied	19%	21%	17%	22%	0%	17%	100%	18%
Satisfied	49%	31%	44%	57%	56%	26%	0%	44%
Neutral	29%	31%	32%	22%	44%	44%	0%	31%
Dissatisfied	3%	13%	6%	0%	0%	9%	0%	6%
Very Dissatisfied	0%	3%	1%	0%	0%	4%	0%	1%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*n=487*

Commenting on the low exposure that FGD participants in Badplaas had had to any of the campaigns, one participant expressed the view that, ‘they need to come and educate us about these things’. Someone else added, ‘they need to come and tell us about our rights and how we need to be treated by employers; how are you supposed to work; and what we should be earning’. A further comment was, ‘I think we still have a lot of work to do, because all those questions you asked, we don’t know them. No one has ever come from the department to teach us about those things; we know nothing about them. They should come and teach us these things maybe once a month, teach us one [thing] then teach us the next one the following month, then that way we can know something’ (Badplaas).

### **4.3.2 Preferred methods of communication**

The most preferred method, by which almost 90% of people would like to receive communication about the services and benefits of the Department of Labour and all its entities, was by means of television. This was closely followed by the acceptability of radio for this purpose by almost four-fifths of people. Two-thirds said that they liked newspapers as a means of communication from the Department. Other popular methods were billboards, flyers, social media, SMS and imbizos (all between 40% and 50% approval). To a lesser extent, people like the Internet, magazines, cinema or other methods, such as workplace visits.



**Figure 4:5: Methods most preferred in receiving communication from Department of Labour**

*Note: Respondents were permitted to make multiple responses to this question (n=2197)*

Preferences do not differ significantly between males and females. Television is the top preference for both males and females. There is a slightly higher preference amongst females for radio, and amongst males, for billboards.

**Table 4:16: Communications preferences by gender**

	FEMALE	MALE
Television	91 %	90 %
Radio	82 %	79 %
New papers	67 %	69 %
Billboards	46 %	52 %
Internet	38 %	39 %
CommutaNet	28 %	29 %
SMS	47 %	43 %
Social Media	46 %	43 %

	<b>FEMALE</b>	<b>MALE</b>
Road shows	45 %	46 %
Imbizo	41 %	43 %
Cinema	15 %	18 %
Magazines	34 %	30 %
Flyers	49 %	48 %
Other	5 %	8 %

*n*=2139

Preferences differ significantly between provinces, although caution should be exercised in the interpretation of these trends owing to the relatively small samples that were surveyed in some provinces. Television and radio are the top two preferences in all provinces with the exception of the Western Cape where radio is number three.

Other trends of note are that newspapers are most popular in North West and the Western Cape; SMSs and roadshows are most popular in the Western Cape and Gauteng; social media are the most popular in the Western Cape and Eastern Cape; CommutaNet is popular in North West and the Western Cape; Internet features prominently in the Eastern Cape, North West and Western Cape; billboards are popular in the Western Cape and KwaZulu-Natal. Imbizos are most preferred in Limpopo and Gauteng; magazines have the highest preference in North West; and flyers are popular in the Eastern Cape, North West and KwaZulu-Natal.

**Table 4:17: Communications preferences by province (in %)**

	TV	Radio	Newspapers	Billboards	Internet	CommutaNet	SMS	Social Media	Roadshows	Imbizo	Cinema	Magazines	Flyers	Other
EC	96	83	72	29	45	21	30	58	35	35	8	20	61	3
FS	94	80	42	37	31	11	30	29	26	20	6	12	27	10
GP	84	73	60	45	35	28	55	40	51	51	17	45	47	8
KZN	94	89	72	64	38	35	43	38	46	38	22	29	52	6
LP	94	84	60	32	36	16	38	33	42	51	3	23	16	6
NW	93	86	86	42	45	42	48	39	45	46	31	53	58	8
WC	90	79	81	65	44	41	59	63	58	46	22	38	47	7

*n=2197*



There are significant differences in preference between people of various employment status and home language. Most people think that television (75% or more in all employment status categories) and radio (70% or more) are appropriate media for the Department of Labour to use in communicating their services and benefits. Newspapers are seen as appropriate by the employed and unemployed, but to a lesser extent (less than two-thirds) by retired people, those busy with home duties, and students. Billboards are seen as appropriate by more than half of the full-time and part-time employed, just less than half of the unemployed, but by one-third or less of retired or home duties people. The Internet is liked for this purpose by almost half of the full-time employed a third of the part-time employed and unemployed. About one-third of the employed, unemployed, and students favour CommutaNet advertising by the Department of Labour, but this is less popular amongst retired or home duties people.

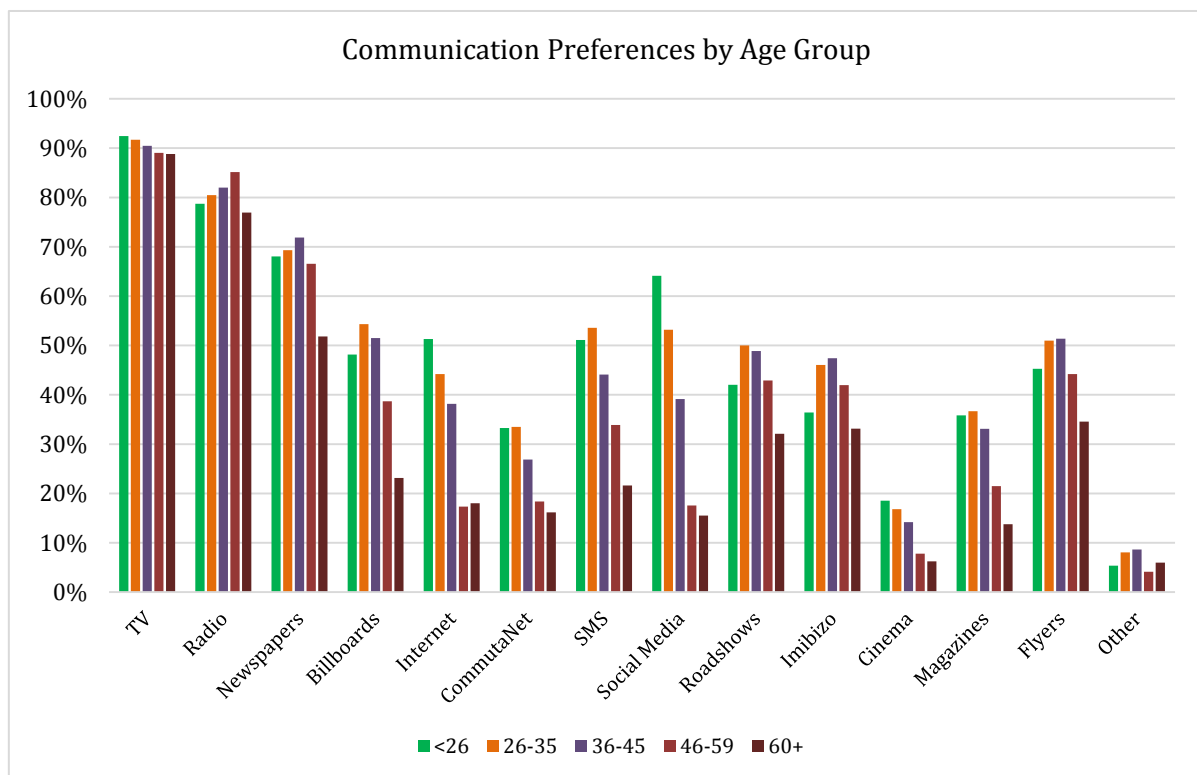
**Table 4:18: Preferred form of communication by employment status**

Method	Full-time incl. self-employed	Part-time incl. self-employed	Unemployed - looking for work	Retired/ Pensioner	Home duties	Student	Comp Fund recipient – now or before	TOTAL
TV	93%	90%	91%	87%	77%	90%	100%	89%
Radio	84%	81%	79%	83%	71%	74%	80%	79%
Newspaper	70%	74%	70%	50%	60%	61%	80%	66%
Billboards	55%	59%	49%	21%	35%	41%	50%	47%
Internet	47%	36%	36%	15%	15%	54%	40%	37%
CommutaNet	37%	29%	28%	10%	11%	27%	0%	28%
SMS advertising	51%	43%	51%	18%	26%	43%	0%	44%
Social media	50%	46%	46%	13%	30%	64%	25%	43%
Road shows	49%	48%	50%	27%	26%	36%	25%	44%
Imbizo	43%	45%	47%	29%	17%	31%	0%	40%
Cinema advertising	23%	18%	15%	5%	7%	13%	0%	16%
Magazines	38%	35%	35%	13%	13%	23%	25%	32%
Flyers	52%	50%	49%	31%	36%	45%	50%	46%
Other	9%	7%	5%	3%	6%	7%	25%	4%

n=2161

There is not a significant difference in the proportions of people of different personal income levels who prefer to access Departmental communication through television. However, preferred channels for communication by newspaper, billboards, Internet, CommutaNet, social media are highest in the top income group. Preferred access to Departmental communication by radio is highest amongst the R2 001 to R5 000 income group; and by SMS, roadshows, Imbizos, cinema and magazines are highest in the R5 001 to R10 000 income group.

By age group, preferences for communication by the Department of Labour also vary significantly. Radio is more preferred in the 46 to 59 year group than the other age groups; and the younger groups have a greater preference for a diversity of media than their counterparts aged over 45 years. This is especially noticeable in respect of the Internet, SMS and social media, which are most popular amongst those aged 35 years or younger.



**Figure 4:6: Communication preferences by age group (n=2037)**

In the Badplaas FGD, some participants suggested more use of radio, and of NGOs that could disseminate information locally. One woman said, 'I just want to say these meetings mustn't be in Lukwatini (about 20km south-west of Badplaas) they must come here because our husbands don't want us to go to these Imbizos. I think it would be better if they were held here then we would be able to attend them'. Conversely, one of the women in Tzaneen said, 'Honestly speaking we no longer listen to the radio, we only watch TV. We don't have any radios here'. Two Tzaneen FGD participants expressed a preference for communication from the Department of Labour by SMS.

### 4.3.3 Preferred languages of communication

In the FGDs, the importance of local home language communication emerged, with language preferences being Sepedi in Tzaneen and siSwati in Badplaas. In the survey, it was found that speakers of Afrikaans, isiNdebele, Sepedi, siSwati and Tshivenda are less keen on television (75% to 85%) as a means of communication by the Department of Labour than the other language groups (89% or more). More than 80% of speakers of isiXhosa, isiZulu and Setswana favour radio as a means of communication. Conversely, only between 63% and 79% of the other language groups favour radio. Newspapers are favoured by 70% or more amongst speakers of Afrikaans, English, isiXhosa, isiZulu, Setswana and Xitsonga, but by two-thirds or less of the other language groups. Billboards are more popular amongst speakers of English or isiZulu (>60%) than the other groups.

The Internet is most popular amongst speakers of Afrikaans or English (>48%). CommutaNet advertising is most popular amongst speakers of Afrikaans, English, isiZulu, Setswana and Xitsonga (>30%). More than half of speakers of English or Setswana favour SMS advertising. Various social media are favoured amongst isiXhosa, English and Afrikaans speakers (>50%). Road shows are liked by more than half of speakers of English, isiZulu, Setswana and Tshivenda. Imbizos are significantly more favoured by Setswana speakers (58%) than others. Cinema advertising is favoured by one-quarter or more amongst speakers of siSwati, Setswana, Afrikaans and English. Magazines are most popular amongst the siSwati, Setswana and English speakers (>43%). Flyers are most favoured for Department of Labour communication amongst English, isiZulu and Setswana speakers (>50%).

**Table 4:19: Preferred form of communication by home language**

Method	Afrikaans	English	Xhosa	Zulu	Ndebele	Pedi	Sotho	Tswana	siSwati	Venda	Tsonga	TOTAL
TV	85%	91%	95%	91%	75%	82%	92%	89%	75%	80%	91%	91%
Radio	71%	71%	84%	87%	70%	74%	79%	83%	63%	67%	65%	81%
Newspaper	74%	80%	71%	70%	45%	52%	53%	76%	63%	67%	74%	68%
Billboards	56%	65%	41%	61%	30%	30%	43%	43%	50%	53%	41%	49%
Internet	49%	51%	43%	34%	5%	31%	33%	39%	25%	27%	32%	39%
CommutaNet	37%	38%	29%	34%	15%	15%	19%	32%	25%	13%	32%	29%
SMS ads	45%	53%	43%	48%	10%	42%	48%	51%	50%	43%	35%	46%
Social media	51%	52%	56%	38%	0%	32%	38%	39%	25%	33%	47%	45%
Road shows	44%	50%	43%	51%	10%	41%	43%	54%	25%	53%	44%	46%
Imbizo	35%	24%	41%	48%	20%	48%	42%	58%	38%	40%	41%	42%

Method	Afrikaans	English	Xhosa	Zulu	Ndebele	Pedi	Sotho	Tswana	siSwati	Venda	Tsonga	TOTAL
Cinema	25%	28%	14%	19%	5%	4,7%	11%	25%	25%	13%	15%	17%
Magazines	36%	43%	27%	35%	16%	31%	31%	50%	50%	33%	21%	33%
Flyers	48%	60%	49%	54%	10%	26%	44%	53%	25%	27%	18%	48%
Other	8%	11%	4%	6%	0%	6%	9%	10%	14%	0%	15%	7%

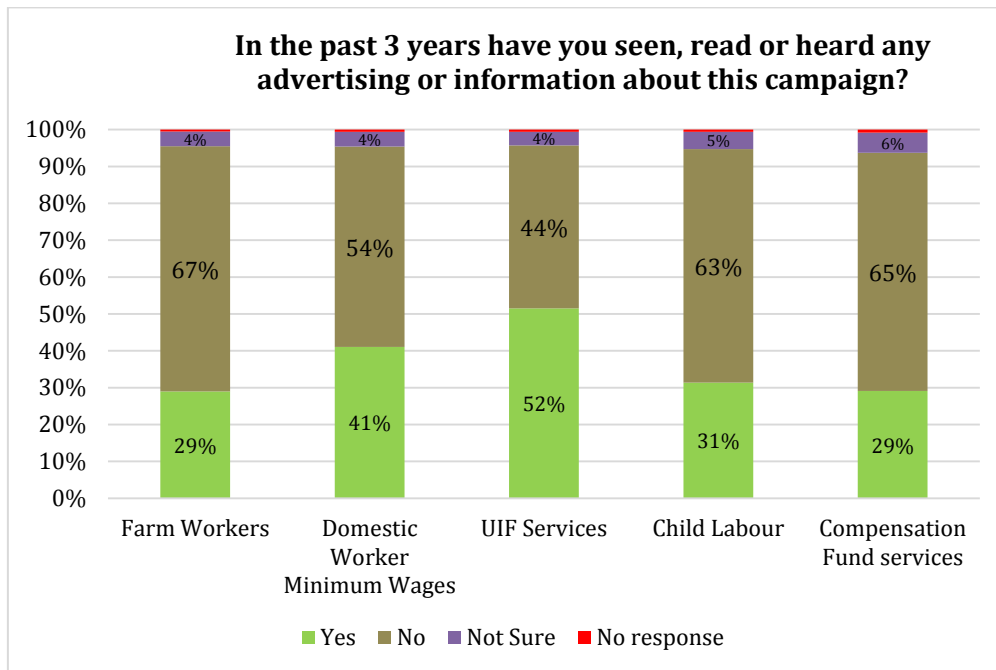
*n*=2169

#### **4.4 EXPOSURE TO FIVE SPECIFIC CAMPAIGNS OF THE DEPARTMENT OF LABOUR**

Respondents were asked specifically whether they had seen, read or heard any advertising or information in the past three years about five specific campaigns of the Department of Labour. The campaigns were:

- Farm Workers: 'What you should know about accessing your rights'.
- Minimum Wage Increase for Domestic Workers.
- The Services and Benefits of the Unemployment Insurance Fund (UIF).
- Child Labour: 'Let me be a child'.
- Compensation Fund: rights of workers who get injured or contract diseases while on duty.

Positive responses ranged between just over one-quarter for the Farm Workers and Compensation Fund campaigns, to almost a third for the Child Labour campaign, two-fifths for the Domestic Worker Minimum Wage campaign, to more than 50% for the UIF campaign.



**Figure 4:7: Exposure to Department of Labour campaigns 2011-2014 (n=2235)**

Interestingly, the proportions of respondents who had seen, read or heard about these five campaigns varied significantly between those who were interviewed at home (residential) or at Labour Centres or workplaces. The next table shows that respondents who were interviewed in residential areas were significantly more likely than other respondents, to have seen, read or heard about the Farm Workers campaign, the Domestic Workers campaign, and/ or the Child Labour campaign. Exposure to the Compensation Fund campaign was most likely (41%) amongst respondents who were interviewed at their workplaces, while exposure to the UIF campaign was similar amongst respondents at home, Labour Centres and malls, but significantly lower amongst those interviewed at workplaces.

**Table 4:20: Exposure to campaigns by type of location at which respondent was interviewed**

	Farm Workers	Domestic Worker Minimum Wages	UIF Services	Child Labour	Compensation Fund
Residential	31	45	54	36	28
Labour Centre	29	41	53	27	29
Workplace	23	27	37	21	41
Mall/ Shopping Centre	29	21	57	18	25
Taxi Rank	13	13	29	13	17

	Farm Workers	Domestic Worker Minimum Wages	UIF Services	Child Labour	Compensation Fund
<b>Total</b>	<b>29</b>	<b>41</b>	<b>52</b>	<b>31</b>	<b>29</b>

n=2235

The proportions that had seen, read or heard these campaigns did not vary significantly by personal monthly income for the Farm Workers campaign, with a range from 25% to 39%. However, the differences were statistically significant for the other four campaigns. For the Domestic Minimum Wages campaign, exposure was highest (56%) for those earning in excess of R10 000 and lowest (30%) for those with no income.

For the UIF Services campaign, exposure ranged from 40% of the no-income group to 72% of those earning more than R10 000. The 'Let me be a Child' campaign achieved an exposure rate of 25% amongst those in the R501 to R1 000 income category to 48% of the over R10 000 group. The highest exposure to the Compensation Fund campaign was 53%, to those earning between R5 001 and R10 000 and lowest (16%) to those in the R501 to R1 000 personal monthly income category.

**Table 4:21: Exposure to campaigns in the past 3 years by personal monthly Income**

PERSONAL MONTHLY INCOME	FARM WORKERS	DOMESTIC WORKER MINIMUM WAGES	UIF SERVICES	CHILD LABOUR	COMP. FUND
None	30%	30%	40%	32%	30%
Less than R500	38%	50%	56%	44%	19%
R501-R1000	28%	37%	50%	25%	16%
R1001-R2000	25%	37%	43%	28%	18%
R2001-R5000	28%	37%	54%	28%	34%
R5001-R10000	31%	53%	68%	46%	53%
More than R10000	39%	56%	72%	48%	51%
Don't know/won't say	31%	45%	52%	36%	39%
Unemployed	31%	44%	52%	32%	26%
<b>TOTAL</b>	<b>27%</b>	<b>39%</b>	<b>47%</b>	<b>30%</b>	<b>27%</b>

*Note: The percentages differ slightly from those in the figure above owing to a 9% non-response rate to the personal income question (n=2030).*

The media in which the campaigns had been read, seen or heard varied, but in all cases the highest exposure was on television (ranging from over 30% for UIF to under 15% for the Compensation Fund). Next most frequent was by radio (between 8% and 20%), and newspapers (between 5% and 11%). The other modes of communication were much less successful.

**Table 4:22: Media in which each campaign had been read, seen or heard**

	Television	Radio	Newspaper	Billboards	Poster	CommutaNet	Website	Online	Bus Shelter	Taxi Rank
Farm Workers	20%	11%	6%	1%	2%	0%	1%	0%	0%	0%
Domestic Worker Minimum Wages	27%	19%	8%	1%	3%	0%	1%	0%	0%	0%
UIF Services	31%	20%	11%	2%	3%	1%	4%	0%	0%	0%
Child Labour	20%	12%	6%	1%	1%	1%	1%	0%	1%	0%
Compensation Fund	15%	9%	5%	2%	2%	1%	2%	0%	1%	1%

*n*=2247

#### **4.4.1 Perceived effectiveness of the communications campaigns**

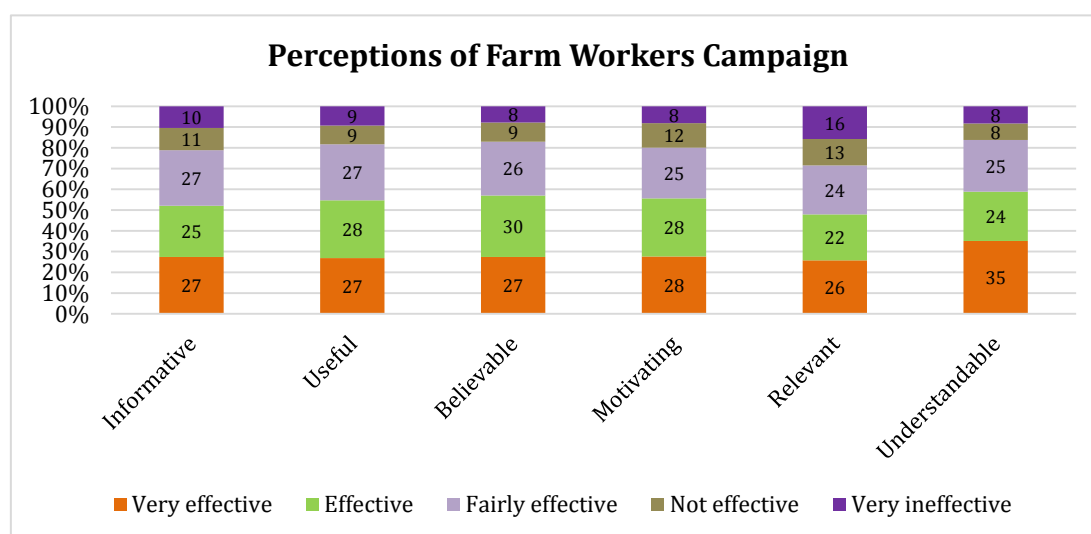
In terms of the effectiveness of the campaign messages, about one quarter of those who actually read, saw or heard the Farm Workers campaign were of the view that it was very effective in being informative and/or useful and/or believable and/or motivating and/or relevant. About one-third found the campaign message to be very understandable. Conversely, between 15% and 30% thought that the campaign was either not effective or very ineffective.

None of the FGD participants in any of the three groups had seen the Farm Workers campaign, but participants nevertheless expressed their views on farm workers. One Johannesburg participant said, 'these are completely irrelevant to us'. Another suggested that messages for farm workers should be in all 11 languages, while another said that English and Afrikaans were sufficient because of the perception that 'most of the farm workers are in the Western Cape' (perhaps a consequence of recent political and media focus on conditions for farm workers in that province), although others disagreed saying that farm workers were distributed countrywide (JHB).

One participant reported having seen on the television news that 'a person who works on a farm must earn R100 per day' (Badplaas). Amongst those who had previously been employed as farmworkers, the wages that they had received had ranged from as little as R12 to R65 or R80 per day. One participant concluded that farmworkers conditions had improved because her sister who works on a tomato and green pepper farm used to earn R24 per day and she now earns R105 per day

(Tzaneen). During the course of the discussion, one Badplaas participant remembered that she had heard the farm workers campaign on radio at the time that she was employed on a farm, but complained that ‘our employers didn’t want to pay us that amount’.

A suggestion was that such campaigns would reach local people if aired on Alpha Community Radio, although one felt that ‘employers do not do what the radio says, we work but they still pay us little’ and that if the Department sent someone to their employer, he would ‘chase them away knowing very well that he doesn’t pay us well’ (Badplaas). Most admitted to not reading newspapers, and a further suggestion made was that if there were local unions, they would be able to represent workers and keep them informed.



**Figure 4:8: Perceptions of farm workers campaign (n=634)**

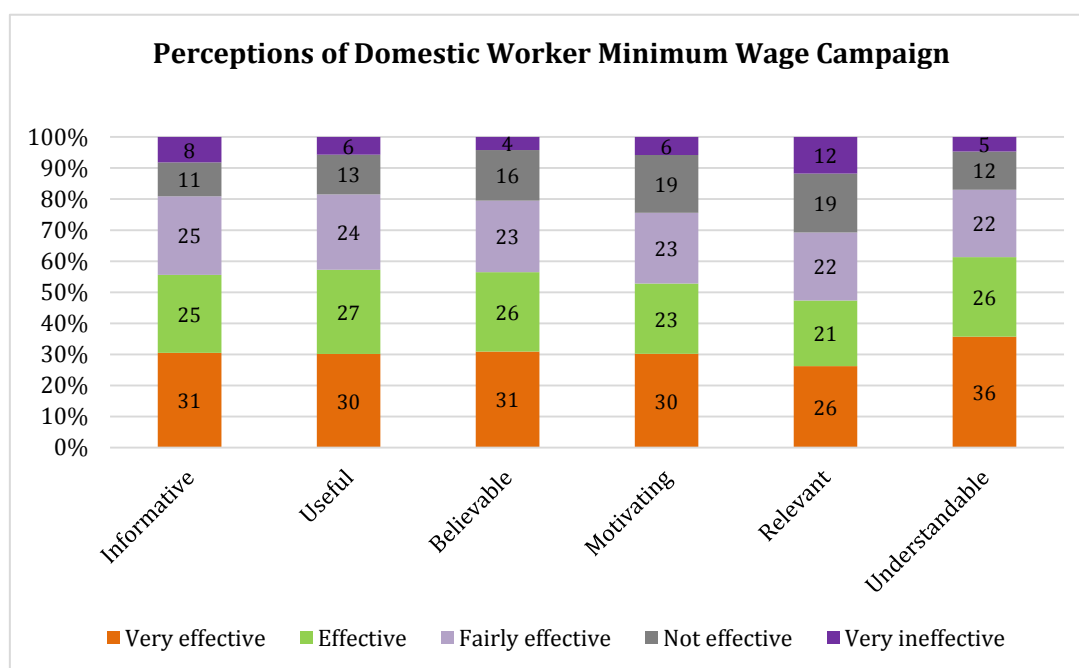
In respect of perceptions of the effectiveness of the Domestic Workers Minimum Wage campaign messages, about one quarter of those who actually read, saw or heard it, were of the view that its relevance was very effective, and about three in 10 thought that the message was very effective in terms of being informative and/or useful and/or believable and/or motivating. About one-third found the campaign message to be very understandable. Conversely, between 17% and 30% thought that the campaign was either not effective or very ineffective.

Only one Johannesburg FGD participant had seen the Domestic Workers Campaign advertised. He had seen it ‘at the airport, but never heard about it over the radio’. The rest of the Johannesburg, Tzaneen and Badplaas groups indicated never having seen the campaign. One said, ‘I never noticed, as I was not interested’ (JHB). On being shown the relevant poster, another said, ‘I see the Minister. To me it doesn’t make sense at all’ (JHB). Another added, ‘These things must be advertised on TV and more especially on radio because domestic workers listen to the radio when they clean. They don’t have time to watch TV’ (JHB).

Another said, ‘but when they want to watch TV they don’t because at night their madams are here. So they go and stay in their small rooms’.



Another specified that ‘vernacular stations’ should be used, as well as the *Daily Sun* (JHB). The Badplaas participants had not seen the campaign on television, however one participant said, ‘I have heard of it on radio but I didn’t pay much attention to it’. Another said that she had heard people on radio talking about their complaints at work, but not specifically the campaign on domestic workers. The view was expressed in Tzaneen that the conditions for domestic workers had improved because ‘they used to earn R500 per month, now they receive R1500 per month’. However, this was qualified but another participant, who stated that ‘it depends on the employer’.

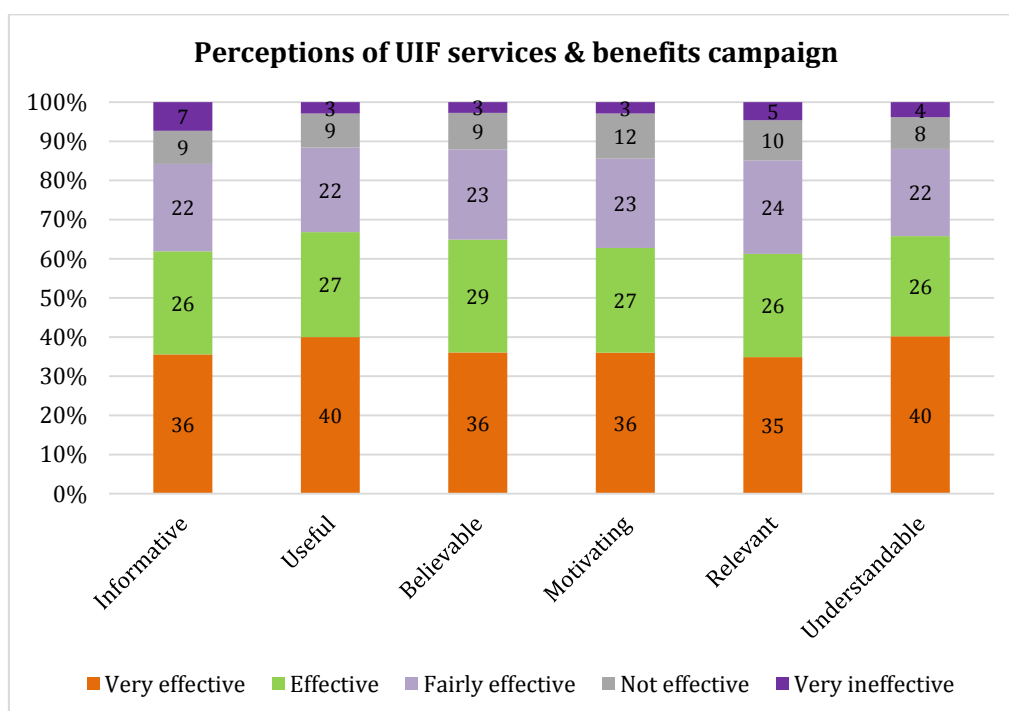


**Figure 4:9: Perceptions of Domestic Worker Minimum Wage Campaign (n=896)**

Amongst those who actually read, saw or heard the UIF services and benefits campaign, more than a third were of the view that the campaign was very effective in terms of being informative and/or useful and/or believable and/or motivating and/or relevant and/or understandable. In contrast, less than 16% thought that the campaign was either not effective or very ineffective.

Most of the FGD participants indicated that they had not seen, read or heard about the UIF campaign. Encapsulating the general lack of exposure, one Tzaneen participant said, ‘I once saw it on TV. I am not sure if it was united insurance fund or what’. Another participant said, ‘what I know from the Labour Department is that if I resign I won’t receive UIF, but if my employer fires me then I will receive UIF benefits’ (Badplaas). Another in the group was then prompted to ask whether her dependants would receive UIF benefits if she were to die during her employment on a Community Work Project. Nobody in the group was able to enlighten her.

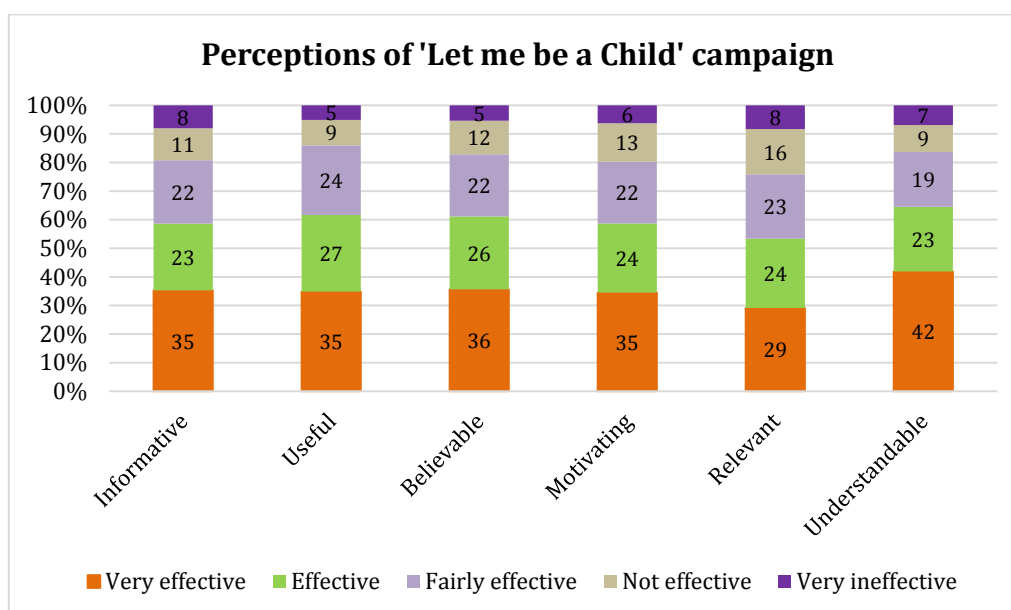
A further comment was that UIF payments ‘help when you are no longer employed’ (Tzaneen).



**Figure 4:10: Perceptions of UIF services and benefits campaign (n=1123)**

In respect of perceptions of the effectiveness of the ‘Let me be a Child’ campaign messages, about one quarter of those who actually read, saw or heard it, were of the view that it was very effective in terms of being informative and/or useful and/or believable and/or motivating. About two-fifths found the campaign message to be very understandable. Conversely, between 15% and 25% thought that the campaign was either not effective or very ineffective.

When asked about the ‘Let me be a Child’ Campaign, one FGD participant in the Tzaneen focus group said, ‘we sometimes see it on TV, when they say that children are not supposed to work, they are supposed to be in school’. When further prompted by the group moderator, she said, ‘I think it is those advertisements you show that children are not allowed in taverns’ and she remembered hearing in the news that three boys employed by a farmer ‘came up with a plan to kill him’ because he had not paid them.



**Figure 4:11: Perceptions of the 'Let me be a Child' campaign (n=686)**

Finally, with regard to the Compensation Fund campaign, the perceptions of about one-third of those who actually read, saw or heard it, were of the view that its relevance was very effective; and/or that that it had been very effectively informative and/or believable and/or motivating. In excess of one-third were of the view that the campaign had been very useful; and/or very understandable.

In contrast, between 12% and 18% thought that the campaign was either not effective or very ineffective. However, the Compensation Fund campaign had not been seen, read or heard by most of the FGD participants. One person commented rather obliquely, 'I saw on the insurance advertisements, on the accidents what ...' (Tzaneen). She also said, 'I know that if you get injured at work your employees must pay you for the time you are at home still recovering'. In the words of another participant, the benefits were perceived to be that 'you get a handshake or a lump sum' (JHB).

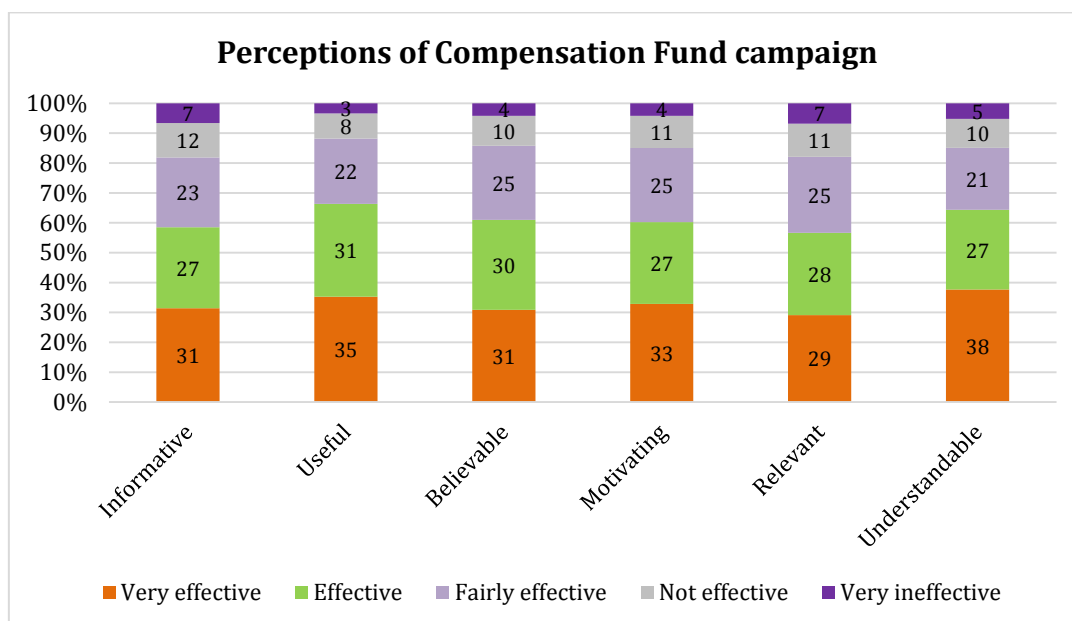


Figure 4:12: Perceptions of the Compensation Fund campaign (n=624)

## 4.5 RESPONSES TO THE FARM WORKERS CAMPAIGN

As indicated in an earlier section of this report, 29% of the survey respondents indicated having seen, read or heard about the Farm Workers campaign. The survey included a small number of farm workers (0,9% of the sample), mainly in the Free State. Of these farm workers, 50% had seen, read or heard about the Farm Workers campaign.

Amongst those who had read, seen or heard anything about the Farm Workers campaign, only 24% had shared this information with anyone. The sharing was mainly with friends or colleagues (68%), and to a lesser extent with farm workers (14%), the community (12%), farmers (0,6%), and others (22%). About one in 12 (9%) of those who read, saw or heard the campaign took some form of action.

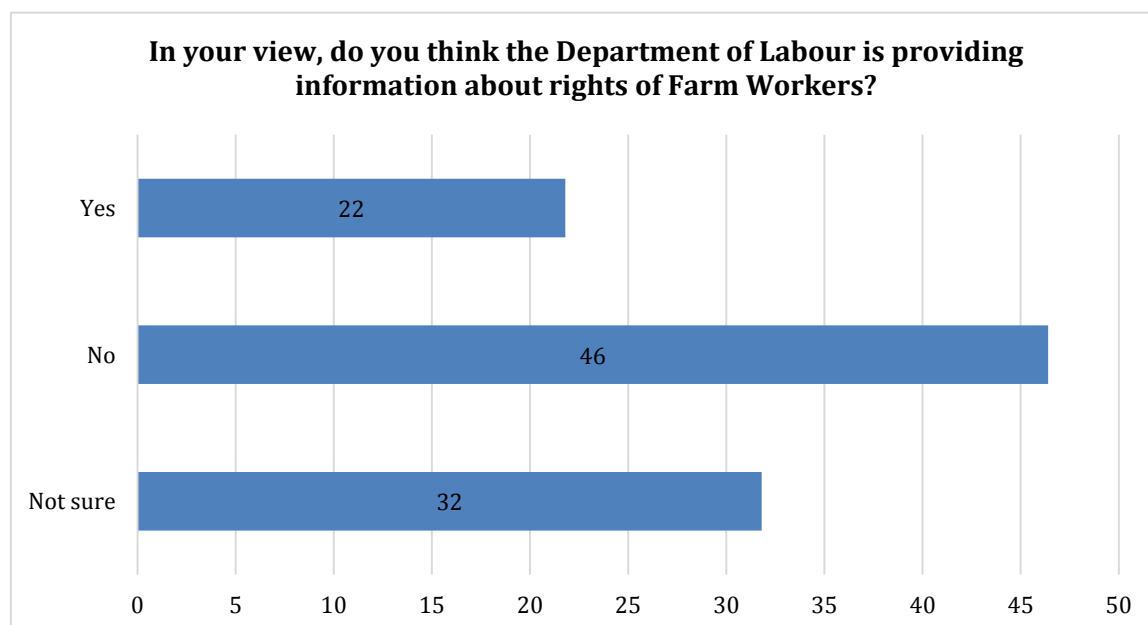
Only one in six people (17%) expressed the view that there has been any improvement in the conditions of farm workers in general. Two-fifths (41%) did not think there had been any improvements and a similar proportion (42%) was not sure. More specifically amongst those who thought that there had been an improvement, 80% thought that there was an increased awareness amongst farm workers about their minimum wage and conditions of employment rights; 82% felt there has been an improvement the working conditions of farm workers; 76% that they are now able to demand the working conditions prescribed by law; and 78% that they are now demanding to be paid according to the minimum wage. About seven out of 10 (69%) of those who said that there has been an improvement, thought farmers are now offering to pay farm workers the minimum wage; and 64% that there has been an increase in the number of farmers who had introduced working conditions according to the legislation.

**Table 4:23: Perceived improvements in the conditions of farm workers**

ASPECTS OF IMPROVEMENT	YES	NO	NOT SURE
There has been an increase in awareness among farm workers about their rights for minimum wage and conditions of employment as per regulation	13%	1%	2%
There has been an improvement in working conditions for farm workers	13%	1%	2%
Farm workers are now able to demand prescribed working conditions	12%	1%	2%
Farm workers are now demanding to be paid according to the minimum wage	12%	1%	2%
Farmers are now offering farm workers the minimum wage	11%	1%	4%
There has been an increase in farmers who have introduced the working conditions according to the legislation	11%	2%	4%

*Note: This table refers only to those who think that conditions have improved for farm workers (i.e. n=354). So, for example, the 13% of respondents who agreed that there has been an increase in awareness among farm workers about their rights for minimum wage and conditions of employment as per regulation, amounted to 80% of those who think that conditions have improved for farm workers.*

More than two-fifths of South African adults are of the view that the Department of Labour is not providing information about the rights of farm workers. Only one fifth thinks that this is being done, while almost one-third are not sure if the Department is accomplishing it.

**Figure 4:13: Is the Department of Labour providing information about farm workers' rights? (n=2102)**

## 4.6 RESPONSES TO THE DOMESTIC WORKER MINIMUM WAGE CAMPAIGN

As indicated in an earlier section of this report, 41% of the survey respondents indicated having seen, read or heard about the Domestic Workers campaign. This was not significantly different amongst respondents who are domestic workers (2% of the sample), 47% of whom said they had seen, read or heard about the Domestic Workers campaign.

Amongst the 41% who had read, seen or heard anything about the Domestic Workers campaign, only one-third (33%) of these had shared this information with anyone. The sharing was mainly with friends or colleagues (67%), and to a lesser extent with other domestic workers (17%), their community or religious group (11%), employers (3%), and others (24%), which when specified were mainly family members. About one in eight (12%) of those who read, saw or heard the campaign took some form of action.

The sharing was mainly with friends or colleagues (67%), and to a lesser extent with domestic workers (17%), their community or religious group (11%), employers (3%), and others (24%), which when specified were mainly family members. About one in eight (12%) of those who read, saw or heard the campaign took some form of action.

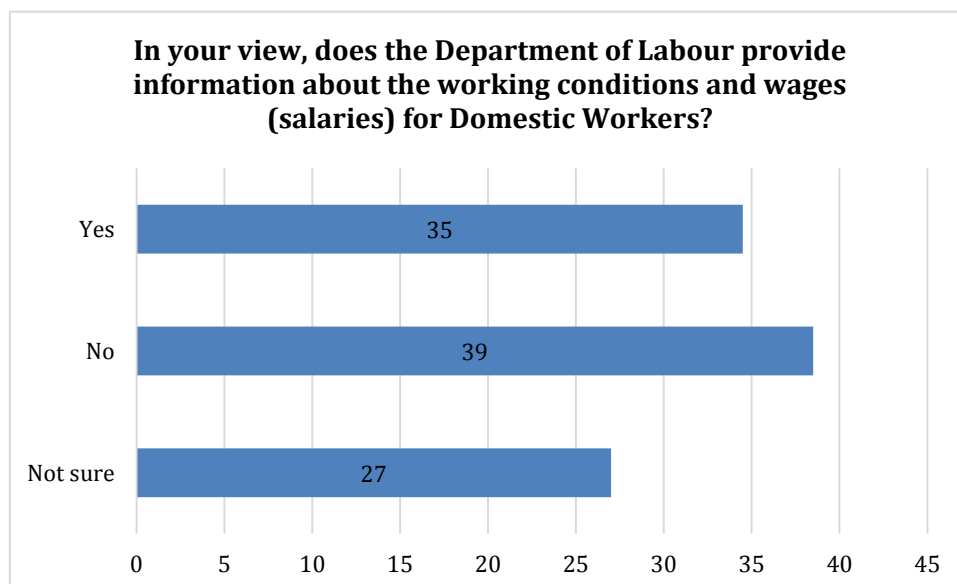
Just over one-quarter (27%) of respondents expressed the view that there had been an improvement in the conditions and wages of domestic workers. About one-third (36%) did not think there had been any improvement, and a further 37% were not sure. More specifically, 22% thought that there was an increased awareness amongst domestic workers about their minimum wage and conditions of employment rights: 22% felt there has been an improvement in the working conditions of domestic workers; 20% that they are now able to negotiate the working conditions prescribed by law; and 21% that they are now able to negotiate for the minimum wage. Nineteen per cent thought employers were paying domestic workers the minimum wage, and 17% perceived that there had been an increase in the number of employers who have introduced working conditions according to the legislation.

**Table 4:24: Perceived improvements in the conditions of domestic workers**

ASPECTS OF IMPROVEMENT	%
There has been an increase in awareness among domestic workers about the minimum wages and conditions of employment as per regulation	22%
There has been an improvement in working conditions for domestic workers	22%
Domestic workers are now able to negotiate for the prescribed working conditions	20%
Domestic workers are now able to negotiate for minimum wages	21%
Employers are now paying domestic workers minimum wages	19%
There has been an increase in employers who have introduced the working conditions according to the legislation	17%

*Note: This table refers only to the 27% who think that conditions have improved for domestic workers, i.e. n=574.*

About one-third of South African adults are of the view that the Department of Labour is providing information about the working conditions and wages of domestic workers. Just over one-third thinks that this is not being done, while about one-quarter are not sure if it is being done by the Department.



**Figure 4:14: Is the Department providing information about domestic worker conditions and wages? (n=2091)**

## 4.7 RESPONSES TO THE UIF CAMPAIGN

Just over a third (35%) of South African adults claim to have read, seen or heard anything about the 'Open letter to beneficiaries' (regarding UIF beneficiaries not having to pay for services), and 39% said they had read, seen or heard anything about the 'Radio campaign on registering taxi drivers and domestic workers' (to inform taxi drivers and domestic worker of being registered with UIF). Amongst those who had been exposed to the 'Open letter', 41% said that they had shared or discussed this information with someone, while 39% of those exposed to the 'Radio campaign' had done likewise.

The sharing was mainly with friends or colleagues (84%), and to a much lesser extent with their community (4%), union representatives (3%), employers (2%), and others (4%). Just over 40% of those who read, saw or heard the campaigns indicated that they took some form of action.

Three-fifths (60%) of the people interviewed said that they are aware of the work and services provided by the UIF, a further 29% are not aware thereof, and 11% are not sure. Asked about five specific benefits, Unemployment benefits were the most widely known (53%), followed by Maternity benefits (44%), Illness Benefits (40%), Death benefits (39%), and Adoption benefits (15%).

### 4.7.1 Awareness of benefits offered by the UIF

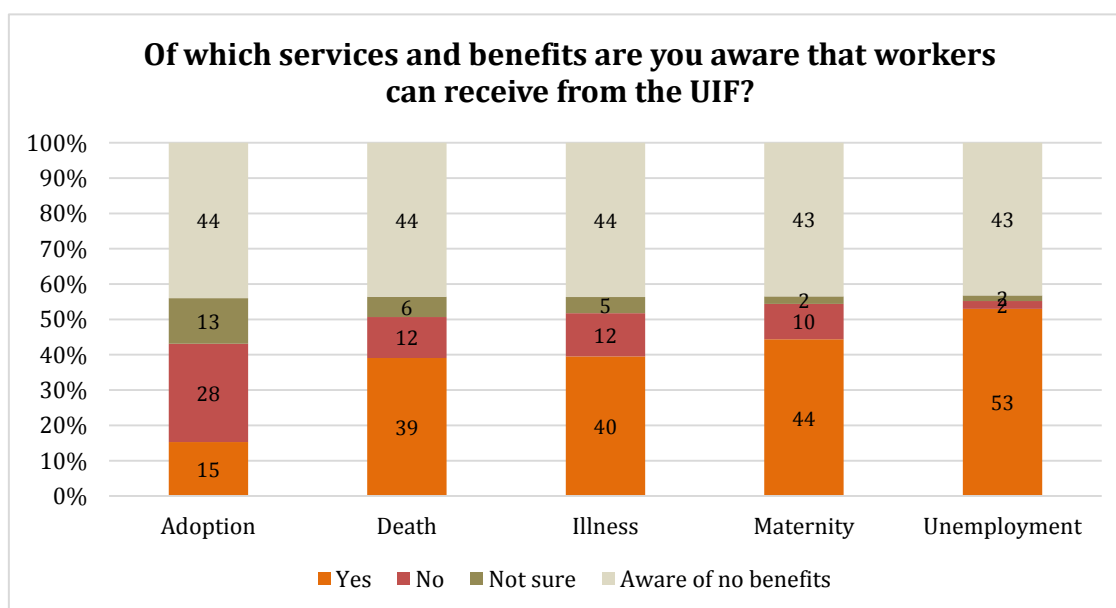


Figure 4:15: Of which benefits are you aware that workers can receive from the UIF? (n=2247)

### 4.7.2 Awareness of UIF benefits by personal monthly income

Awareness of these five benefits varied between personal income groups, but not significantly in respect of adoption benefits. For death benefits, awareness ranged from 31% to 66%. For illness benefits, awareness levels varied from 29% to 79%. The awareness range for maternity benefits was 34% to 80%. For unemployment benefits, differences in awareness between income groups were statistically insignificant although ranging from 31% to 90%, with 48% of unemployed people themselves expressing awareness of the UIF's unemployment benefits.

Table 4:25: Awareness of UIF benefits by personal monthly income

PERSONAL MONTHLY INCOME	ADOPTION	DEATH	ILLNESS	MATERNITY	UNEMPLOYMENT
None	14%	32%	29%	36%	47%
Less than R500	6%	38%	38%	38%	31%
R501-R1000	12%	31%	35%	35%	43%
R1001-R2000	12%	34%	29%	34%	47%
R2001-R5000	17%	39%	42%	47%	55%
R5001-R10000	27%	65%	65%	71%	77%
More than R10000	25%	66%	79%	80%	90%
Don't know/ Won't	24%	44%	49%	57%	67%



PERSONAL MONTHLY INCOME	ADOPTION	DEATH	ILLNESS	MATERNITY	UNEMPLOYMENT
Say					
Unemployed	12%	36%	36%	41%	48%
<b>TOTAL</b>	<b>16%</b>	<b>40%</b>	<b>41%</b>	<b>46%</b>	<b>54%</b>

*Note: The percentages differ slightly from those in the figure above owing to a 9% non-response rate to the personal income question, i.e. n=2035.*

### 4.7.3 Registration with the UIF

The majority (82%) of South African adults are of the view that employers should register with the UIF. The most common method by which people determine whether an employer is registered with the UIF is by such information being included on their salary payslips (56%). Other common methods are by being informed about UIF registration by employers (31%), enquiring at Labour Centres (24%), enquiring at UIF offices (21%), directly asking employers (15%), or enquiring at Call Centres (4%).

**Table 4:26: Methods by which people find out if employer is registered with UIF**

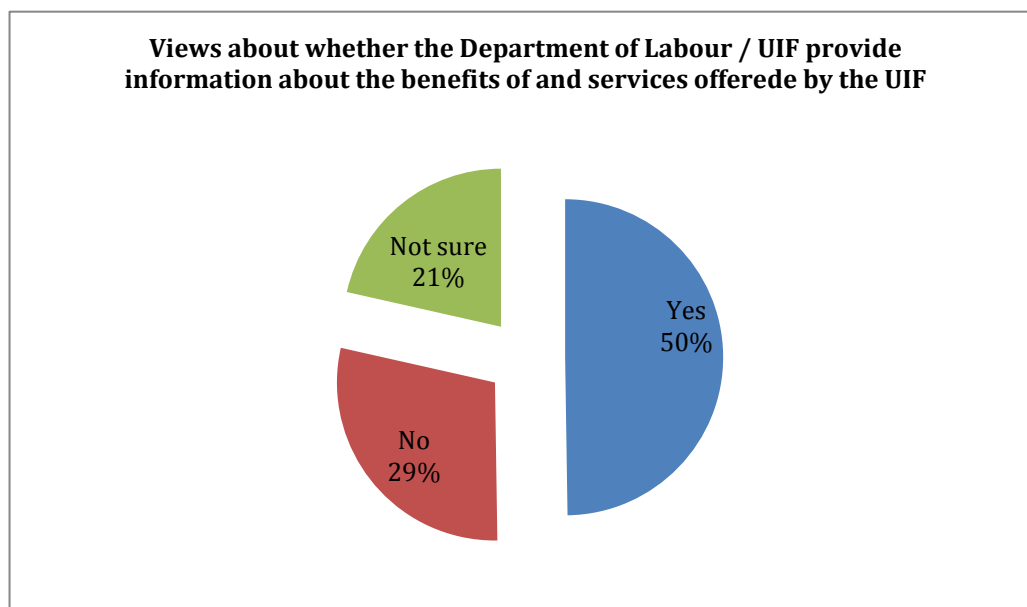
QUESTIONS	%
Information will be reflected on the payslips	56%
Employees are informed by employers	31%
Enquire at Labour centres	24%
Enquire at UIF offices	21%
Employees asked employers	15%
I don't know	13%
Enquire at call centres	4%
Other	2%

*Note: This question permitted multiple responses.*

Most (76%) of the employed population indicated awareness of whether or not their employer was registered with the UIF. More than three-quarters (77%) of the adult population and 88% of the employed population said that there were advantages for workers if their employer is registered with the UIF. Three-quarters (75%) of adults said that they know where to access the services of the UIF, while 16% did not know, and 9% were not sure.

Amongst those who said they do know where to access UIF services, they mentioned the Department of Labour Headquarters (43%), Labour Centres (66%), UIF offices (29%), unions (10%), Thusong Service Centres (0%), or other places (1%).

Almost half of South African adults are of the view that the Department of Labour and the UIF are providing information about the benefits of and services offered by the UIF. More than one-quarter think that this is not being done, and just over one-fifth are not sure if it is being done by the Department and the UIF.



**Figure 4:16: Do you think that the Department of Labour/UIF provide information about the benefits of and services offered by the UIF (%)? (n=2072)**

#### **4.7.4 RESPONSES TO THE 'LET ME BE A CHILD' CAMPAIGN**

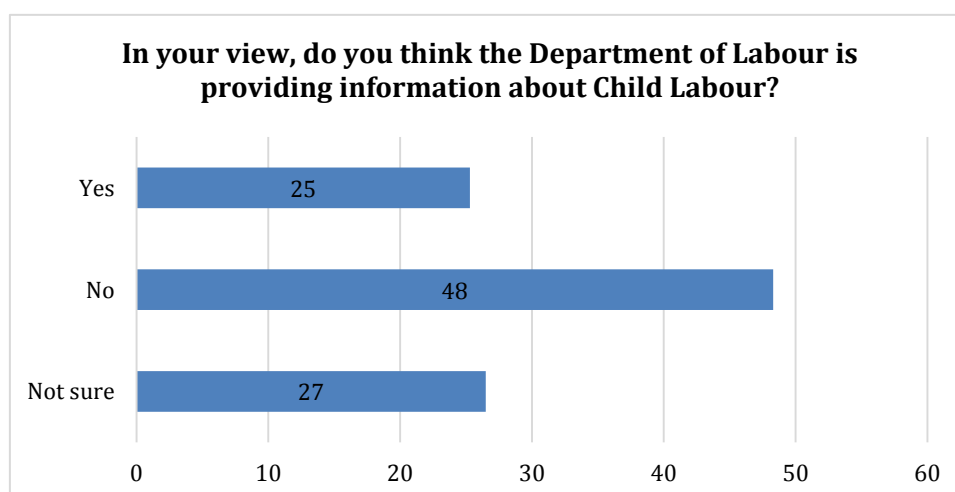
Amongst the 31% who had read, seen or heard anything about the 'Let me be a Child' (Child Labour) campaign; just over one-third (35%) of these had shared this information with someone. The sharing was mainly with friends or colleagues (75%), and to a lesser extent with parents who have working children (17%), their community (16%), and others (30%), mainly unspecified, but a few of these mentioned members of their family. About one in six (16%) of those who read, saw or heard the campaign took some form of action.

Almost one-fifth (19%) of adult South Africans thought that there had been a decrease in the practice of child labour, 32% thought that there had not been a decrease, 42% were not sure, and 7% did not respond to the question. Amongst the 19% who did think that there had been a decrease in this practice, most (86%) felt that there had been an increase in awareness of its illegality, 71% thought that parents who practice child labour had stopped it, 89% thought that employers of children had decreased, 80% were of the view that people who notice child labour report those who subject children to labour, and 86% said that people discourage parents who practice child labour.

**Table 4:27: Ways in which the practice of child labour is perceived to have decreased**

<b>RESPONSES OF THOSE WHO THINK THERE HAS BEEN A DECREASE IN THE PRACTICE OF CHILD LABOUR</b>	<b>n</b>	<b>YES</b>	<b>NO</b>
There has been an increase in awareness of the illegality of child labour	434	86%	15%
Parents who practices child labour have stopped it	429	71%	29%
Employers who practice child labour have decreased	431	89%	11%
People who notice child labour report those who subject children to child labour	426	80%	20%
People discourage parents who practice child labour	426	86%	14%

Less than a quarter of South African adults are of the view that the Department of Labour is providing information about child labour. Almost half think that this is not being done, and another one-quarter are not sure if the Department is doing this.



**Figure 4:17: Do you think the Department of Labour is providing information about child labour? (n=2102)**

#### **4.7.5 RESPONSES TO THE COMPENSATION FUND CAMPAIGN**

About one-fifth (21%) of South African adults claim to have read, seen or heard anything about the 'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident / Disease in terms of COIDA (Compensation for Occupational Injuries and Diseases Act)'. Almost one-quarter (24%) said they had read seen or heard something about the 'Compensation Fund's Injury on Duty Reporting Procedure' campaign; and 24% said they had read, seen or heard something about the 'Workers who have sustained an Occupational Injury are entitled to Compensation'.

**Table 4:28: In the past 3 years, have you seen, read or heard about any of these advertising campaigns from the Compensation Fund?**

COMPENSATION FUND CAMPAIGNS	%	n
'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/ Disease in terms of COIDA (Compensation for Occupational Injuries and Diseases Act)'	21%	1997
'Compensation Fund's Injury on Duty Reporting Procedure'	24%	1995
'Workers who have Sustained an Occupational Injury are Entitled to Compensation'	24%	1995

*Note: This question permitted multiple responses.*

Those who said that they had seen, read or heard about any of these three campaigns were asked to indicate the specific messages or components of the campaigns, which they remembered. The questionnaire included a list of six items, which the interviewer was not supposed to read out, and the respondent was not permitted to see. The interviewer ticked the items to which any reference was made during the interview. The most remembered aspect was that employees have the right to compensation in the case of accidents or disease (66%). Less mentioned were that it is important that employers register with the Compensation Fund (41%), it is the responsibility of an employer to report accidents or disease (38%), the procedures for reporting accidents or disease (32%), ways of accessing compensation or services from the Compensation Fund (29%), and procedures for the submission of documents to the Compensation Fund (25%).

**Table 4:29: Specifically what do you remember the Compensation Fund information campaigns being about or saying? What did it say? What did it show? (Please be as specific as possible) (n=573)**

INFORMATION REMEMBERED BY RESPONDENT ABOUT THE COMPENSATION CAMPAIGN (S)	% OF THOSE WHO SAW, READ OR HEARD CAMPAIGN/S
Importance of registration of employers with the Compensation Fund	41%
Employees have the right to compensation in case of accidents or disease	66%
How to access the compensation or services of the Compensation Fund	29%
Responsibility of employers to report accidents and disease	38%
Procedures for reporting	32%
Submission of documents to the Compensation Fund	25%

*Note: This question permitted multiple responses.*

About a quarter (28%) of those who were exposed to any of the Compensation Fund campaigns said they had shared or discussed the information with someone else. This was most likely to have been friends or colleagues (86%). Other parties with whom the campaign information was shared or discussed were union

representatives (10%), their community (10%), their employer (3%), or other parties (15%). Just over 8% of those who saw, read or heard anything about the Compensation Fund campaigns said that they had taken some action, while 4% said that they did not know what to do.

To test knowledge of the specific services and benefits offered by the Compensation Fund, respondents were asked to name the specific services and benefits that are provided. Just over half (56%) were able to mention compensation to injured or diseased workers; 44% mentioned payment of medical expenses resulting from a workplace accident; 38% mentioned compensation for dependants of a worker who dies as a consequence of work-related injury or disease; and 33% indicated that the Compensation Fund pays a pension to the spouse of someone who dies owing to a work-related injury or disease.

**Table 4:30: Which services and benefits are provided by the Compensation Fund?**

<b>SERVICES AND BENEFITS PROVIDED BY THE COMPENSATION FUND</b>	<b>YES</b>	<b>NO</b>
Compensation to workers who are injured or diseased at work (n=2041)	56%	44%
Compensation for dependents of workers in case of death due to injury or disease incurred at work (n=2025)	38%	62%
Payment of medical expenses due to injury from workplace accident (n=2023)	44%	56%
Payment of spouse pension whose partner died due to work injury or disease (n=2015)	33%	67%

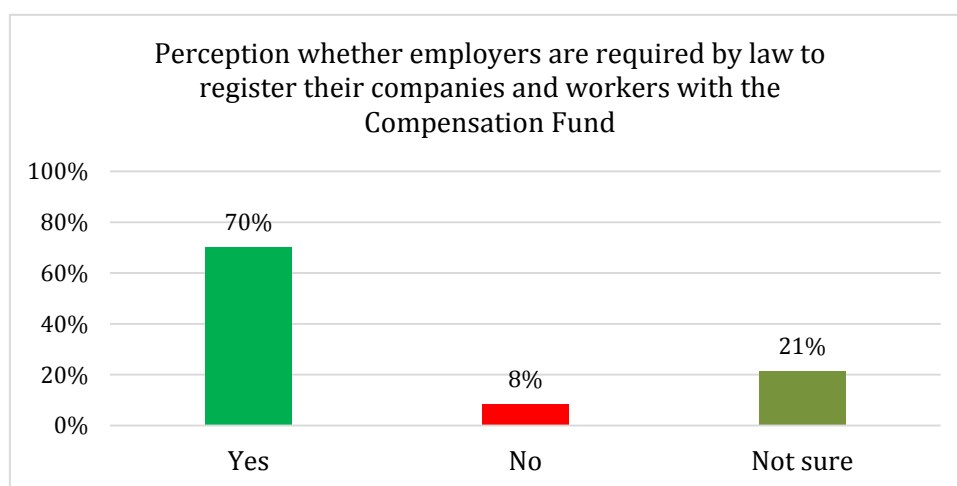
*Note: The respondent was not prompted by the interviewer*

Respondents were further questioned about whether the Compensation Fund provided three specific services that were read out by the interviewer. More than half (58%) were of the view that the Compensation Fund pays money to workers and their dependants if the worker dies as a consequence of workplace injury or disease. Almost half (48%) said that the Fund pays a pension to the spouse of a diseased worker; and just over one-third (37%) expressed the opinion that the Fund pays for the education of children of a deceased worker.

**Table 4:31: Which of these services that are paid for by the Compensation Fund are you aware of?**

STATEMENT ABOUT SERVICES AND BENEFITS OF THE COMPENSATION FUND	YES	NO	NOT SURE
Compensation Fund pays for benefits (money) to the workers and dependants (wife and children) of workers who died as a result of to injury or disease on duty (n=2077)	58%	16%	26%
Compensation Fund pays for pension of the spouse of the deceased worker (n=2078)	48%	19%	33%
Compensation Fund pays for education of children of the deceased worker (n=2078)	37%	23%	41%

Almost three-quarters (70%) of South African adults indicated that employers are required by law to register their companies and workers with the Compensation Fund; 8% said they are not required to do so, and 21% were not sure.



**Figure 4:18: Perception whether employers are required to register with CF (n=2044)**

These responses varied significantly<sup>1</sup> by employment status. Whereas more than three-quarters (78%) of the full-time employed said that employers are legally obliged to register, this was the case with 70% of the part-time employed, 68% of the unemployed, and less amongst other categories. The exception was previous or current recipients of benefits from the Compensation Fund, all of whom (100%) said that employers are legally obliged to register.

**Table 4:32: Do you think that employers are required by law to register their companies and workers with the Compensation Fund?**

Method	Full-time incl. self-employed	Part-time incl. self-employed	Unemployed - looking for work	Retired/ Pensioner	Home duties	Student	Comp Fund recipient – now or before	TOTAL
Yes	78%	70%	68%	64%	66%	57%	100%	70%
No	7%	12%	8%	5%	7%	12%	0%	8%
Not sure	15%	18%	24%	31%	27%	31%	0%	21%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Note: These figures exclude the 8% non-responses, i.e. n=2044.

Only 22% of South African adults indicated that they are familiar with the reporting procedures in case of accident, injury or disease at the workplace. Two-thirds (66%) were not familiar with the reporting procedure, and 12% were not sure. Amongst those who indicated familiarity with the reporting procedure, 53% said that they got to know about the procedure for lodging a claim before the Compensation Fund communication campaign, 20% got to know after the campaign, and 27% could not recall when they became familiar with the procedure. The most common sources of this information were from employers (50%), the Compensation Fund information campaign (45%), and information posted at the workplace (43%).

**Table 4:33: If you know, where did you get the information about procedures for lodging a claim with the Compensation Fund?**

SOURCE OF INFORMATION ABOUT PROCEDURES	%	N
Employer	50%	388
Compensation Fund information campaign (TV, newspaper, radio, etc.)	45%	396
Information posted in the workplace	43%	400
Friends or family	35%	383

<sup>1</sup>  $\chi^2=54.207$ ;  $df=12$ ;  $p=0.000$

SOURCE OF INFORMATION ABOUT PROCEDURES	%	N
Union	35%	394
Supervisor	32%	382
Provincial Office/Compensation Fund/ Labour Centre/Call Centre	30%	387
Department of Labour Call Centre	23%	380
Department of Labour website	23%	380
Other	6%	306

*Note: This question permitted multiple responses*

Just over half (57%) of South African adults are of the view that there are advantages for workers if their employer is registered with the Compensation Fund, 11% do not think there are advantages, 24% are not sure, and 9% did not respond to the question. Amongst those who do think that there are advantages, 86% think that compensation is available for loss of income owing to an injury on duty, 82% are of the view that there is compensation for loss of income owing to a disability resulting from an injury on duty, 80% are of the view that there is compensation available for medical attention required as a consequence of workplace injuries or diseases, and 72% think that there is compensation for the family or children of someone who dies as a result of a workplace injury or disease.

One in 12 (8%) respondents said that they had personally experienced an injury owing to an accident at the workplace, or contracted a disease in the workplace. Amongst these people, just over half (54%) said that they knew what to do as an employee who was injured at work, 44% did not know, and 2% were not sure. Three-quarters (75%) of those who had been injured or affected by a disease in the workplace indicated that they did report the situation to their employer or supervisor, and 25% did not. Of those who reported the injury or disease to their employer or supervisor, less than half (48%) knew whether the employer had submitted a report to the Compensation Fund, 34% did not know, and 18% were not sure. Only 3% of adults have ever claimed from the Compensation Fund.

Respondents were asked whether, from their experience, they thought that there had been an improvement in the awareness and understanding of the services and benefits of the Compensation Fund, particularly in relation to processes of claiming in case of injury or disease at the workplace. One in six (16%) said that there had been an improvement, 35% said there had not been, 37% were not sure, and 11% did not respond.

Amongst the 16% who had observed an improvement, the most noticeable had been the workers who were injured or diseased are claiming for benefits (85%). Other important improvements observed were that there was an increased awareness of Compensation Fund services and benefits (79%), that the families of people who were injured or died owing to injury or disease at work place have been to Compensation Fund to claim for benefits (75%), and there has been an increase



amongst the people known to respondents, who claim for benefits of the Compensation Fund (72%).

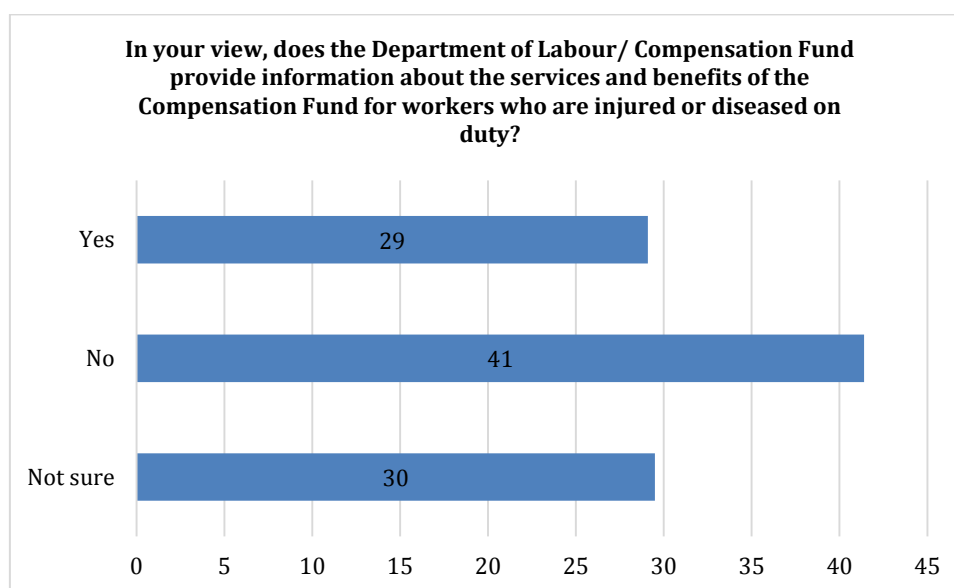
**Table 4:34: Perceived improvements in awareness of services and benefits of Compensation Fund**

<b>IMPROVEMENT</b>	<b>%</b>	<b>N</b>
There has been an increase in awareness among workers and families about the services and benefits provided by the Compensation Fund	79%	371
There has been an increase (among people I know) in people who claim for benefits of the Compensation Fund	72%	371
Workers who are Injured or diseased at work are claiming for benefits	85%	370
Workers who were injured a long time ago have been to the Compensation Fund to claim for benefits	61%	370
Beneficiaries (families) of people who were injured or died due to injury or disease at work place have been to Compensation Fund to claim for benefits	75%	369
Other improvements	17%	370

*Note: This question permitted multiple responses.*

Almost half (48%) of people said that it is most likely that they would contact the Compensation Fund for a claim if they experience an injury or disease at work in future. Almost a quarter (24%) said 'maybe', 18% said 'least likely', and 11% chose not to respond to the question.

Less than one-third (29%) of South African adults are of the view that the Department of Labour or Compensation Fund provides information about the services and benefits of the Compensation Fund for workers who are injured or diseased on duty. About two-fifths (41%) mentioned that this is not being done, and 30% are not sure if the Department or Compensation Fund is doing this.



**Figure 4:19: Perception of whether the Department of Labour/ Compensation Fund provides information about the services and benefits of the Compensation Fund for workers who are injured or diseased on duty (n=1928)**

#### **4.7.6 Perceptions about the need to pay for services and benefits**

The majority of respondents do not think it is necessary to pay to access the services. Only a small percentage of the population is of the view that it is necessary to pay in order to access the services and benefits provided by the Department of Labour (3%), Compensation Fund (3%), UIF (5%) or CCMA (3%). Those that said that they have actually paid for such services (0,5%) indicated that the payment had been made to an agency, consultant, lawyer or person at a Labour Centre, to take the forms to a Department of Labour office. The amount paid had been more than R500 in two instances, between R301 and R500 in one instance, less than R50 in another case, while the others did not disclose the amount paid.

**Table 4:35: Proportion of population which thinks it is necessary to pay for services and benefits & proportion that has actually paid**

	NECESSARY TO PAY FOR SERVICES?	HAVE YOU EVER PAID FOR SERVICES?
Department of Labour (n=2172)	3%	0.3%
Compensation Fund (n=2163)	3%	0.2%
UIF (n=2166)	5%	0.4%
CCMA (n=2164)	3%	0.2%

## **4.8 CONCLUDING REMARKS EMERGING FROM GENERAL PUBLIC SURVEY**

### **4.8.1 *Laws and regulations provided by the Department of Labour regarding the conditions and rights of workers***

The findings of the general public survey show that less than half (42%) of adult South Africans are aware of the laws and regulations provided by the Department of Labour regarding the conditions and rights of workers. A further 44% said that they were not aware of these laws and regulations, and 13% indicated that they were not sure. These proportions varied significantly in relation to the employment status of an individual. Amongst people who were employed or self-employed, 52% are aware of the laws and regulations, and amongst those who are part-time employed or self-employed, the proportion aware is 49%. In contrast, only 36% of the unemployed (looking for work), 35% of the retired/pensioners, 38% occupied with home duties, and 29% of students indicated awareness of these laws and regulations. Amongst the small proportion of individuals who have ever received benefits from the Compensation Fund, 80% are aware of the laws and regulations.

Only one in 10 South African adults are of the view that they are kept fully informed about the laws, services and benefits pertaining to workers, by the communications and information provided by the Department of Labour. This proportion is highest amongst full-time employed or self-employed people (13%) and amongst the relatively few who have received Compensation Fund benefits (20%). Overall, a further one in seven people feel that the Department of Labour keeps them 'fairly well informed', and almost one-third is of the impression that the Department gives them only a 'limited amount of information'. Almost half (45%) said that the Department does not tell them much at all. Respondents were asked specifically whether they had seen, read or heard any advertising or information in the past three years about five specific campaigns of the Department of Labour. Positive responses ranged between just over one-quarter for the Farm Workers and Compensation Fund campaigns, to almost a third for the Child Labour campaign, two-fifths for the Domestic Worker Minimum Wage campaign, to more than 50% for the UIF campaign.

### **4.8.2 *Farm workers campaign***

Sharing of information received by means of the Farm Worker campaign only occurred in the case of one in four of the 29% who had been exposed to the campaign. The sharing was mainly with friends or colleagues (68%), and to a lesser extent with farm workers (14%), the community (12%), farmers (0,6%), and others (22%).

About one in 12 (9%) of those who read, saw or heard the campaign took some form of action. One in six people expressed the view that there had been any improvement in the conditions of farm workers in general. More than a third did not think there had been any improvements, and a similar proportion was not sure. More specifically, one in eight thought that there was an increased awareness amongst farm workers about their minimum wage and conditions of employment rights, a similar proportion felt there has been an improvement in the working

conditions of farm workers and/or that they are now able to demand the working conditions prescribed by law, and/or they are now demanding to be paid according to the minimum wage.

About one in 10 said that they thought farmers are now offering to pay farm workers the minimum wage, and/or that there has been an increase in the number of farmers who have introduced working conditions according to the legislation. Clearly, scope exists for further targeted propagation of labour law in respect of farm workers, using the most popular means of communication; namely television, radio, newspapers, posters, billboards and the Department of Labour website.

#### **4.8.3     *Domestic workers campaign***

Amongst the 41% who had read, seen or heard anything about the Domestic Workers campaign, only one-third (33%) of these had shared this information with anyone. The sharing was mainly with friends or colleagues (67%), and to a lesser extent with domestic workers (17%), their community or religious group (11%), employers (3%), and others (24%).

About one in eight (12%) of those who read, saw or heard the campaign took some form of action. Just over one-quarter (26%) expressed the view that there had been an improvement in the conditions and wages of domestic workers. Almost one-third (33%) did not think there had been any improvement, and a further third (34%) were not sure. More specifically, 22% thought that there was an increased awareness amongst domestic workers about their minimum wage and conditions of employment rights, 22% felt there has been an improvement the working conditions of domestic workers, 20% that they are now able to negotiate the working conditions prescribed by law, and 21% that they are now able to negotiate for the minimum wage.

Just less than a fifth (19%) thought employers are paying domestic workers the minimum wage, and 17% perceived that there has been an increase in the number of employers who have introduced working conditions according to the legislation. There is still therefore huge scope for further marketing and information dissemination of labour law as it pertains to domestic workers. The most successful means of doing so have hitherto been television, radio, newspapers, posters, billboards and the Department of Labour website.

#### **4.8.4     *Child labour campaign***

Amongst the 31% who had read, seen or heard anything about the 'Let me be a Child' (Child Labour) campaign; just over one-third (35%) of these had shared this information with anyone. The sharing was mainly with friends or colleagues (75%), and to a lesser extent with parents who have working children (17%), their community (16%), and others (30%). About one in six (16%) of those who read, saw or heard the campaign took some form of action.

Almost one-fifth (19%) of adult South Africans thought that there had been a decrease in the practice of child labour, 32% thought that there had not been a decrease, 42% were not sure, and 7% did not respond to the question. Amongst the 19% who did think that there had been a decrease in this practice, most (86%) felt that there had been an increase in awareness of its illegality, 71% thought that

parents who practiced child labour have stopped it, 89% thought that employers of children have decreased, 80% were of the view that people who notice child labour report those who subject children to labour, and 86% said that people discourage parents who practice child labour.

In view of the relatively low coverage of the child labour communication campaigns to date, scope exists for further targeted propagation of messages about laws in respect of working children. The most popular means of communication have thus far been television, radio, newspapers, posters, billboards, the Department of Labour website, CommutaNet, and bus shelters.

#### **4.8.5 UIF campaigns**

Overall, more than half of the adult population have seen, read or heard about the UIF communication campaign. This is higher than any of the other labour communications campaigns. In particular, just over a third (35%) of South African adults claim to have read, seen or heard anything about the 'Open letter to beneficiaries' (regarding UIF beneficiaries not having to pay for services), and 39% said they had read, seen or heard anything about the 'Radio campaign on registering taxi drivers and domestic workers' (to inform taxi drivers and domestic worker of being registered with UIF). These rates of exposure are commendable. Amongst those who had been exposed to the 'Open letter', 41% said that they had shared or discussed this information with someone, while 39% of those exposed to the 'Radio campaign' had done likewise.

Further work needs to be done by the UIF to publicise details about the specific benefits it offers. Almost half of the population are not aware of the Unemployment benefits, while more than half of the population do not know about the UIF's Maternity benefits, Illness Benefits, or Death benefits. In the case of Adoption benefits, 85% of adults are unaware. Also, about one-quarter of employed people do not know whether their employers are registered with the UIF, and one-quarter of adults do not know or are not sure where to access the services of the UIF.

Overall, high proportions of the adult population have not noticed or been exposed to the campaigns and the UIF will need to contemplate seriously about how better to market itself. The survey findings show that persons with higher income, those who are employed full-time or part-time, and those of working age are more likely to have seen, read or heard about the UIF communications campaigns. This is good in that it is these people who are most in need of such information in order to be empowered successfully to negotiate their professional working lives and careers.

A further indicator of success is that about two-thirds of those who have been exposed to the campaign think that it has been either very effective or effective. This is in terms of being informative, useful, believable, motivating, relevant and understandable. The packaging of the messages conveyed can therefore also be commended. However, a significant proportion of the population, including the working age employed category, as well as other non-working sectors of the population, were not aware of the campaign and need to be reached more effectively. The indication is that television, radio, newspapers, the Department of Labour website, posters and billboards enjoyed the widest coverage in the campaign and these media should be pursued in future communications campaigns. People

aged less than 35 years make far more use of the social media, SMS and Internet communication than their older counterparts. These should be increasingly utilised to target young people.

#### **4.8.6 Compensation Fund campaigns**

The majority of the general public appear not to have seen or heard anything about the Compensation Fund communication campaigns. The findings reveal that less than one-fifth (19%) of South African adults claim to have read, seen or heard anything about the 'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident / Disease in terms of COIDA (Compensation for Occupational Injuries and Diseases Act)'.

Just over one-fifth (21%) said they have read seen or heard something about the 'Compensation Fund's Injury on Duty Reporting Procedure' campaign, and 21% said they had read, seen or heard anything about the 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'.

Clearly the hit rate has been low and in order to increase its exposure, the Compensation Fund will need to contemplate seriously about how better to market itself. The findings of the survey indicate that persons with higher income, those who are employed full-time or part-time, and those of working age are more likely to have seen, read or heard about the communications campaign. This is good in that it is these people who are most in need of such information in order to be empowered successfully to negotiate their professional working lives and careers. A further indicator of success is that the vast majority of those who have been exposed to the campaign think that at the very least, it has been fairly effective. This is in terms of being informative, useful, believable, motivating, relevant and understandable.

In terms of message content, greater emphasis needs to be placed on procedures required for reporting of workplace accidents or diseases, and the submission of documents, which were least remembered amongst those exposed to the campaigns. Additionally, better communication of benefits in respect of compensation offered is required. This pertains most especially to compensation for dependants of a worker who dies as a consequence of work-related injury or disease; pensions for the spouse of someone who dies owing to a work-related injury or disease; and funding for education of children of a deceased worker. Also, between 3% and 5% think that payment is necessary to secure the services of the Compensation Fund. That this is not the case needs to be emphatically clarified.

Overall, a significant proportion of the population, including the working age employed category, as well as other non-working sectors of the population, have not been aware of the campaign and need to be reached more effectively. The indication is that television, radio, newspapers, billboards, posters and the Department of Labour website enjoyed the widest coverage in the campaign and these media should be pursued in future communications campaigns. People aged less than 35 years are much more fixated on social media, SMS and Internet communication, and these should be increasingly utilised to target young people in their habitual comfort zones.

#### **4.8.7     *Department of Labour campaigns in general***

The survey has shown that while exposure to the UIF campaign was highest (52%), it was much lower for the Domestic Workers Minimum Wage campaign (41%), and the campaigns in respect of Child Labour (31%), Farm Workers (29%) and the Compensation Fund (29%). Thus, while it is highly commendable that the various campaigns have indeed reached these proportions of the adult population, there is ample margin for improvement.

In addition, more broadly, less than half of adults are aware of the laws and regulations provided by the Department of Labour regarding the conditions and rights of workers. In particular, only 18% are definitely aware of the Basic Conditions of Employment Act; 15% of the Employment Equity Act; 22% of the Unemployment Insurance Act; 18% of the Occupational Health and Safety Act; 16% of the Compensation for Occupational Injuries and Diseases Act; and 15% of the Labour Relations Act.

The Department of Labour therefore needs to pursue existing as well as other methods of reaching the rest of the population. In general, persons with higher income, those who are employed full-time or part-time, and those of working age are more likely to have seen, read or heard about the various communications campaigns. This is good in that it is these people who are most in need of such information in order to be empowered successfully to negotiate their professional working lives and careers.

An indicator of the degree of success of the various campaigns is that between one-quarter and two-fifths of those who have been exposed to them think that they have been very effective in terms of being informative, useful, believable, motivating, relevant and understandable. The packaging of the messages conveyed can therefore be commended. However, a significant proportion of the population, including the working age employed category, as well as other non-working sectors of the population, have not been aware of the campaigns and need to be reached more effectively.

The indication is that television, radio, newspapers, the Department of Labour website, posters and billboards enjoyed the widest coverage. These media should be pursued in future communications campaigns. Importantly also, people aged less than 35 years make far more use of the social media, SMS and Internet communication than their older counterparts. These should be increasingly utilised to target young people.

# CHAPTER 5: RESULTS OF THE EMPLOYERS SURVEY

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## 5.1 INTRODUCTION

This chapter provides analysis of the findings of employers, focusing on awareness and knowledge of legislation and regulations that are provided by the Department of Labour. In particular, the chapter focuses on the following:

- Awareness of laws and regulations.
- Awareness on Department of Labour entities.
- Knowledge of the laws, services and benefits.
- Satisfaction levels with ways the Department of Labour communicates.
- Domestic workers minimum wage increases.
- Child Labour campaign.
- Unemployment Insurance Fund campaigns.
- Communication Fund (CF) Campaigns.

### 5.1.1 General awareness of legislation

The findings of the 2014 Employer Survey suggest that the majority of employers (89%) are aware of the laws and regulations that are provided by the Department of Labour regarding the labour market laws. The very high awareness by employers of the laws and regulations is significant as it points to positive findings with regards to the awareness they have of the Department, and the labour laws.

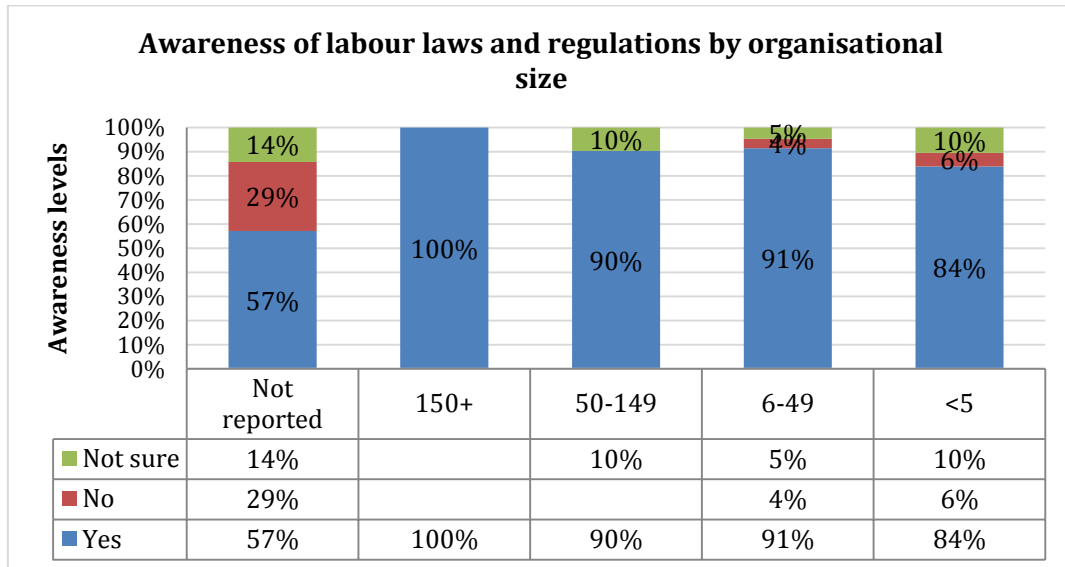
**Table 5:1: Are you aware of the laws and regulations that are provided by the Department of Labour regarding the labour market laws (e.g. conditions and rights of workers)?**

CATEGORY	n	PERCENTAGE (%)
Yes	427	89%
No	22	5%
Not sure	30	6%
Sample	479	100%

*n=479 (i.e. excluding employers that did not respond to the question)*

Awareness levels varied significantly between organisations of different sizes, with awareness levels emerging as highest (100%) in companies with 150 or more employees and lowest (84%) in businesses with five employees or less.





*n=479 (i.e. excluding employers that did not respond to the question)*

**Figure 5:1: Awareness of labour laws and regulations by organisational size**

The results indicate a high level of awareness of the laws and regulations that are provided by the Department of Labour (e.g. conditions and rights of workers). As evidence, 89% of those who were interviewed indicated that they were aware of them.

**Table 5:2: Awareness of laws and regulations by economic sector**

ECONOMIC SECTOR	YES	NO	NOT SURE
Community & Social Services	86%	2%	12%
Trade	92%	5%	3%
Finance & Other Business Services	93%	4%	4%
Manufacturing	77%	11%	13%
Private Households	77%	8%	15%
Construction	87%	7%	7%
Agriculture	100%	0%	0%
Mining	100%	0%	0%
Utilities	100%	0%	0%
<b>Total</b>	<b>88%</b>	<b>5%</b>	<b>7%</b>

*n=334 (i.e. excluding employers that did not respond to the question, or specify their economic sector)*

Awareness of the labour laws and regulations was, however, not significantly different between employers in different sectors, varying from 77% of manufacturing

and private household employers to 100% of those in agriculture, mining or utilities.

### 5.1.2 Which of the Department of Labour laws regarding working conditions, regulations and rights of workers are you aware of?

Table 5:3: Are you aware of the laws and regulations that are provided by the Department of Labour regarding the labour market laws (e.g. conditions and rights of workers) within sectors?

	Community & Social Services	Trade	Finance & Other Business Services	Manufacturing	Private Households	Construction	Agriculture	Mining	Utilities	Other
Yes	86%	92%	93%	77%	77%	87%	100%	100%	100%	89%
No	2%	5%	4%	11%	8%	7%				5%
Not sure	12%	3%	4%	13%	15%	7%				6%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100,0%</b>	<b>100%</b>	<b>100%</b>

*n=334 (i.e. excluding employers that did not respond to the question, or specify their economic sector)*

Awareness among employers of the laws and regulations of the Department of Labour varies by sector. As evidence, the findings indicate that the overwhelming majority of respondents indicated that they were aware in mining (100%), agriculture (100%), and utilities (100%). The sectors, which indicated proportionally relatively lower percentages are manufacturing (77%) and private households (77%).

### 5.1.3 Awareness of legislation and laws of the Department of Labour by province

Analysis of the awareness levels also varies by province, with North West, Limpopo, Gauteng and Free State indicating the highest levels of awareness, followed closely by KwaZulu-Natal (91%) and Free State (93%).

**Table 5:4: Awareness of legislation and laws of the Department of Labour by province**

	<b>EASTERN CAPE (EC)</b>	<b>FREE STATE (FS)</b>	<b>GAUTENG PROVINCE (GP)</b>	<b>KWAZULU- NATAL (KZN)</b>	<b>LIMPOPO PROVINCE (LP)</b>	<b>NORTH WEST (NW)</b>	<b>WESTERN CAPE (WC)</b>
Yes	83%	93%	94%	92%	95%	97%	58%
No	2%		4%	4%		3%	18%
Not sure	15%	7%	2%	4%	5%		24%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100 %</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

*n=427 (i.e. excluding employers that did not respond to the question)*

Levels of awareness with regards to the legislation and laws of the Department of Labour by province were generally very high in all the provinces, except in the Western Cape where employers who scored the least at 58% of those who were interviewed. Also, it is in the Western Cape where the number of employers who were not sure of the legislation and laws of the Department was very high.

#### **5.1.4 Awareness of specific legislation and the laws**

The survey also sought to assess awareness of legislation focusing on specific laws under the auspices of the Department of Labour.

**Table 5:5: Awareness of the legislation and laws of the Department of Labour (Basic Conditions of Employment)**

<b>AWARENESS OF THE LEGISLATION AND LAWS OF THE DEPARTMENT OF LABOUR (BASIC CONDITIONS OF EMPLOYMENT)</b>	<b>PERCENTAGE (%)</b>
Definitely aware	83%
Aware but don't know much	13%
Not really aware	3%
Definitely not aware	1%
<b>Total</b>	<b>100%</b>

*n=425 (i.e. excluding employers that did not respond to the question)*

Evidence from the employer survey suggests that there is a high level of awareness of the Basic Conditions of Employment legislation, with 82% indicating that they are definitely aware, and 13% indicating that they were aware but do not know much. Less than 5% of the sample indicated that they were not really aware or definitely not aware.

**Table 5:6: Awareness of the legislation and laws of the Department of Labour (Employment Equity Act)**

<b>AWARENESS OF THE LEGISLATION AND LAWS OF THE DEPARTMENT OF LABOUR (EMPLOYMENT EQUITY ACT)</b>	<b>PERCENTAGE (%)</b>
Definitely aware	76%
Aware but don't know much	15%
Not really aware	6%
Definitely not aware	3%
<b>Total</b>	<b>100 %</b>

*n=418 (i.e. excluding employers that did not respond to the question)*

The levels of awareness among employers interviewed with regards to the Employment Equity Act were very high. Some 76% of the employers indicated that they were definitely aware of the employment equity legislation, with only about 10% revealing that they were not really aware, or definitely not aware.

**Table 5:7: Awareness of the legislation and laws of the Department of Labour (Unemployment Insurance Act)**

	<b>PERCENTAGE (%)</b>
Definitely aware	77%
Aware but don't know much	15%
Not really aware	6%
Definitely not aware	2%
<b>Total</b>	<b>100%</b>

*n=416 (i.e. excluding employers that did not respond to the question)*

The majority of employers interviewed indicated very high levels of awareness with regards to the Unemployment Insurance Act (UIA). Some 78% of employers indicated that they were aware of the institutions, with 15% indicating that they are aware but do not know much. A small minority (6%) indicated that they were not aware, or they are definitely not aware.

Awareness among employers with regards to services offered by the Department of Labour was over 50% in all identified areas for assessment. The employer respondents were more knowledgeable about the CCMA (86%) and UIF (85%) than with the Compensation Fund – compensation for injury or diseases registration (70%), or work seekers registration for job opportunities (52%).

With regards to ratings, which indicated that they were definitely not aware, proportionally more employers rated this with regards to work seekers registration and placement services. What emerges from the Employer Survey is the need to

explore ways to ensure that communication is intensified in order to improve the awareness of the employers with regards to this.

### 5.1.5 Awareness of knowledge about the laws, services and benefits provided by the Department of Labour

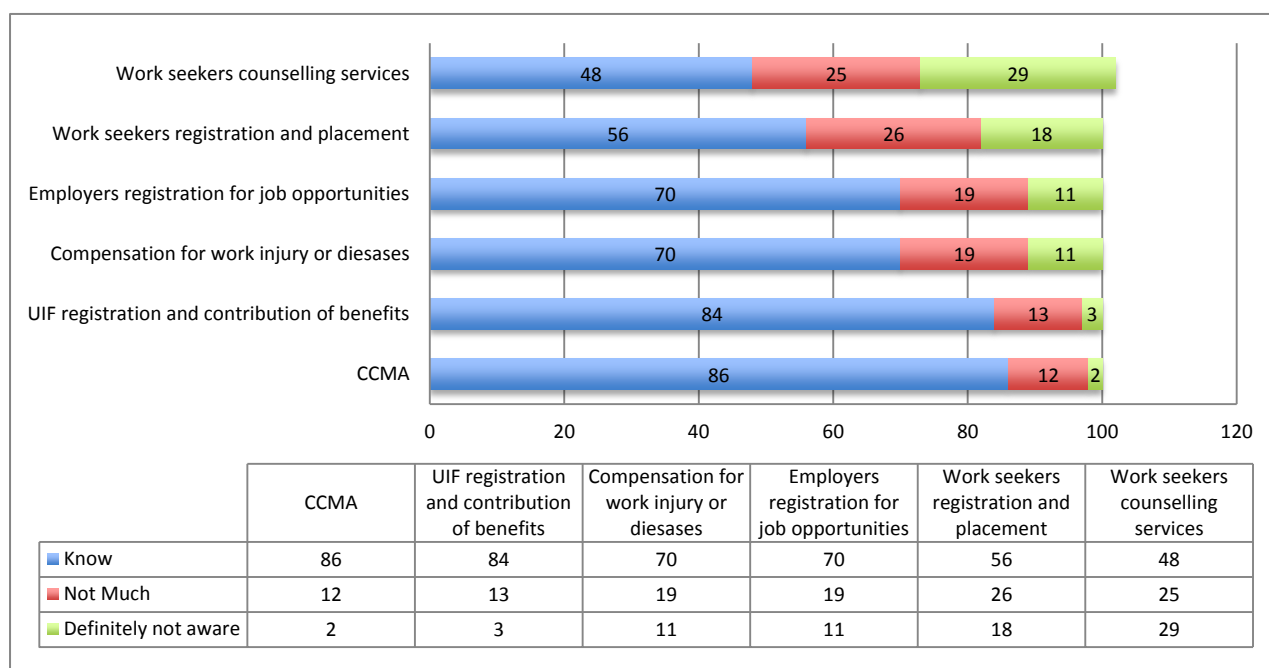


Figure 5:2: What services of labour are you aware of? (in percentages)

Awareness of the services provided by CCMA (86%) and UIF (84%) appear to be very high among employers.

Table 5:8: Awareness of Occupational Health and Safety Act

	PERCENTAGE (%)
Nothing recorded	1%
Definitely aware	72%
Aware but don't know much	18%
Not really aware	6%
Definitely not aware	3%
<b>Total</b>	<b>100%</b>

*n=413 (i.e. excluding employers that did not respond to the question)*

Awareness levels among Employers Survey on Occupational Health and Safety were very high. Some 73% indicated that they were definitely aware of the legislation related to Occupational Health and Safety, and about 3% said they were

definitely not aware. These findings suggest that the majority of South African employers appear to be aware of Occupational Health and Safety.

**Table 5:9: Awareness of Labour Relations Act**

<b>AWARENESS OF LABOUR RELATIONS ACT</b>	<b>PERCENTAGE (%)</b>
Nothing recorded	1%
Definitely aware	68%
Aware but don't know much	20%
Not really aware	8%
Definitely not aware	3%
<b>Total</b>	<b>100%</b>

*n=415 (i.e. excluding employers that did not respond to the question)*

The majority of South African employers who responded to the survey indicated higher levels of awareness regarding the legislation and laws of the Department of Labour. Asked whether they were aware of the Labour Relations Act, just over two-thirds indicated that they were aware of it, and the rest were aware but did not know (20%), or were not really aware (8%) or definitely not aware (4%).

### **5.1.6 Knowledge of the laws, services and benefits provided by the Department of Labour**

Employers were also asked how much they know about the laws, services and benefits of the Department of Labour.

**Table 5:10: Knowledge of the laws, services and benefits provided by the Department of Labour**

	<b>4a. Laws (n=)</b>	<b>Percentage (%)</b>	<b>4b. Services (n=)</b>	<b>Percentage (%)</b>	<b>4c. Benefits (n=)</b>	<b>Percentage (%)</b>
Very well	173	38	159	35	150	34
Fair amount	156	35	173	38	158	36
A little	64	14	75	17	69	16
Almost nothing	37	8	25	6	33	8
Nothing	21	5	16	4	20	5
Dept. of Labour not			4	1	5	1

	4a. Laws (n=)	Percentage (%)	4b. Services (n=)	Percentage (%)	4c. Benefits (n=)	Percentage (%)
important						
<b>Total</b>	<b>451</b>	<b>100</b>	<b>452</b>	<b>100</b>	<b>435</b>	<b>100</b>

The respondents' answers with regards to knowledge of laws, services and benefits tended to vary slightly. The highest category was with regards to laws was 38%, compared to 35% for services and 34% for benefits.

### **5.1.7 Laws of the Department of Labour**

With regards to the laws of the Department of Labour, 38% South African employers who responded to the survey indicated that they were very aware of the laws of the Department of Labour, and slightly over a third (35%) indicated that they were fairly aware of the laws of the Department of Labour. The ratings for those employers who indicated that they knew almost nothing (8%) or nothing (5%) were less than 13%. The results suggest that the knowledge about the laws of the Department of Labour by companies is high, and positive.

### **5.1.8 Benefits**

The employer survey also sought to assess whether employers are aware of, and have knowledge of, the benefits provided by the Department of Labour. With regards to the benefits provided by the Department of Labour, just over a third (35%) of South African employers in the survey indicated that they knew the benefits very well, and 37% of respondents indicated that they had a fair amount of knowledge of the benefits provided by the Department of Labour. The results of the survey suggest that South African employers generally are aware of, and have knowledge about, the benefits provided by the Department of Labour.

### **5.1.9 Services**

The survey also included questions to assess the extent to which employers are aware of the services provided by the Department of Labour. With regards to the services of the Department of Labour, just more than a third (35%) indicated that they knew them very well, and 38% said they had a fair amount of knowledge of the services. The ratings of employers with regards to their assessment and knowledge indicated that about 5% of employers knew nothing of the services. The results suggest that the knowledge about the services of the Department of Labour by companies is positive.

**Table 5:11: Compared to a year ago, how would you rate your knowledge of the Department of Labour's laws about workers, and its services and benefits to workers?**

<b>LEVEL OF KNOWLEDGE COMPARED TO A YEAR AGO</b>	<b>5A: LAWS</b>	<b>%</b>	<b>5B: SERVICES</b>	<b>%</b>	<b>5C: BENEFITS</b>	<b>%</b>
Respondents	n		n		n	
Much more knowledgeable	148	33%	127	29%	122	29%
Somewhat knowledgeable	111	25%	129	30%	125	29%
Same level of knowledge	187	42%	180	41%	179	42%
	446	100%	436	100%	426	100%

### **5.1.10 Laws**

With regards to whether employers were more knowledgeable today than a year ago with regards to the laws, over a third (33%) indicated that this had improved, and only 42% said it was the same as last year. These findings suggest a positive increase on the knowledge of the laws of the Department over a period of 12 months.

### **5.1.11 Services**

With regards to whether they were more knowledgeable today than a year ago with regards to the services provided by the Department of Labour, 29% indicated that this had improved, and 42% said it was the same as last year. These findings suggest a positive increase on the knowledge of the services of the department over a period of 12 months.

### **5.1.12 Benefits**

With regards to whether they were more knowledgeable today than a year ago with regards to the benefits provided by the Department of Labour, 29% indicated that this had improved, and 42% said it was the same as last year. These findings suggest a positive increase on the knowledge of the information about the benefits of the Department over a period of 12 months.



**Table 5:12: Which best describes your impression of the communication or information provided by the Department of Labour about laws, services and benefits?**

	<b>SAMPLE OF RESPONDENTS (n)</b>	<b>PERCENTAGE (%)</b>
Keeps me fully informed	139	29%
Keeps me fairly well informed	140	30%
Gives me limited information	111	24%
Tells me almost nothing	83	18%
<b>Total</b>	<b>473</b>	<b>100%</b>

*n = 473 (i.e. excluding employers that did not respond to the question)*

Some 29% of employer respondents indicated that the Department of Labour keeps them fully informed, and another 30% said the Department keeps them fairly well informed. Combining the two indicators, it is apparent that a significant number of employers believe that the Department of Labour is keeping them informed. There is a small cohort of employers who indicated that the communication provided by the Department of Labour keeps them informed, with only 18% indicating that it tells them nothing.

**Table 5:13: Do you think the Department of Labour is communicating information to you about what it is doing in relation to its laws, services and benefits?**

	<b>SAMPLE OF RESPONDENTS</b>	<b>PERCENTAGE (%)</b>
Yes	270	57%
No	132	28%
Not sure	68	15%
<b>Total</b>	<b>470</b>	<b>100%</b>

*n=470 (i.e. excluding employers that did not respond to the question)*

Some 57% of the respondents indicated that the Department of Labour is communicating information to them about what it is doing, 28% did not think so, and 15% were unsure. These findings point to the need for the Department to consider rethinking how it communicates with the employers.

**Table 5:14: Based on the communication or information on the laws, regulations, services and benefits provided by the Department of Labour, which have you saw, read or heard about, and how would you rate the effectiveness?**

LEVEL OF EFFECTIVENESS OF THE CAMPAIGN	DEFINITION	VERY EFFECTIVE	EFFECTIVE	FAIRLY EFFECTIVE	NOT EFFECTIVE	VERY INEFFECTIVE
8a. Informative	The Department of Labour keeps one informed	28%	26%	29%	16%	1%
8b. Useful	Information provided by the Department of Labour is useful	36%	25%	24%	15%	1%
8c. Motivating	Information provided by the Department of Labour makes one take action	34%	25%	22%	17%	01%
8d. Understandable	The language used to provide information on laws regulations and service by the Department of Labour is easy to understand	38%	24%	22%	14%	2%

This information is based on those who had indicated that they had seen, read, or heard about the services, and benefits of the Department of Labour campaigns. In general the majority of employers surveyed confirmed the effectiveness of the Department of Labour with regards to the communication or information on the laws, regulations, services and benefits provided by the Department of Labour. In all the ratings, less than 20% indicated that the communication was either not effective or very ineffective.

## **5.2 OVERALL SATISFACTION WITH THE COMMUNICATION ABOUT LAWS, SERVICES AND BENEFITS PROVIDED BY THE DEPARTMENT OF LABOUR**

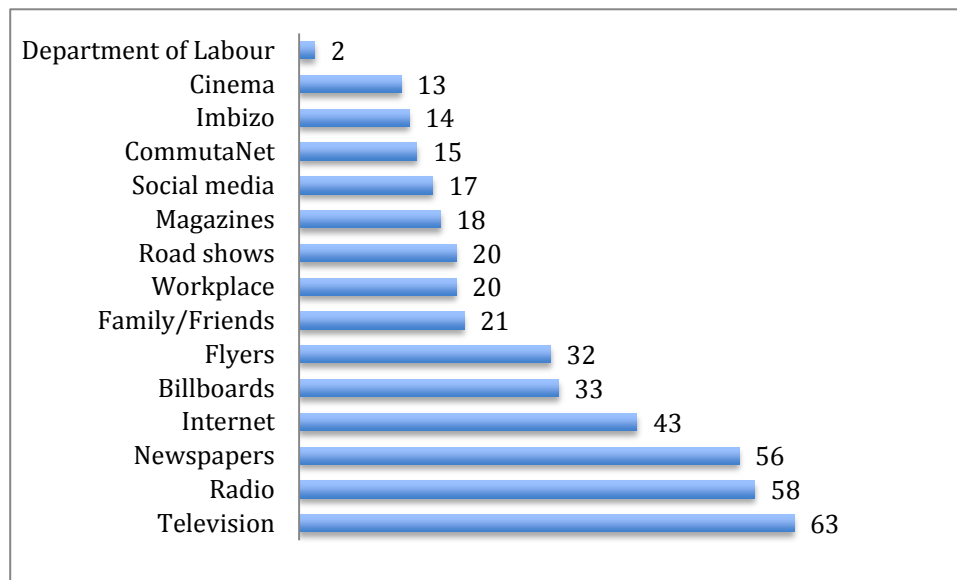
### **5.2.1 *Overall, how satisfied are you with communication from the Department of Labour regarding information about labour laws, services and benefits for workers?***

Asked how satisfied they were with the communications from the Department of Labour, just under half (49%) of the respondents indicated that they were either satisfied or very satisfied with the overall communication from the Department of Labour regarding information about labour laws, services and benefits of workers. Some 17% indicated that they were dissatisfied, with an additional percentage of 4% citing that they were very dissatisfied with the communication.

### **5.2.2 *Source of information***

Asked where they had heard about the services of the Department of Labour (and all

its entities), the most prominent sources for employers were television (63%), radio (58%), newspapers (56%), Internet (43%), billboards (33%), and family or friends (32%). The most common 'other' source mentioned was at the workplace (20%). Similarly, when asked how they would like the Department to communicate with them about services and benefits, the top media emerged as television (75%), radio (69%), Internet (67%) and newspapers (66%).



**Figure 5:3: Where did you hear/learn about the services of the Department of Labour (in percentages %)?**

The survey confirms the supremacy of TV and radio as sources of information with regards to the services offered by the Department of Labour. Although social media has come to play a significant role in the economic and business life of corporations, it appears that old traditional ways of communication still dominate. However, younger entrepreneurs and those not in the formal sector may be attracted to the social media because of the role it plays during this era of global connectivity and instant broadcasts due to information communication systems.

### 5.3 IN WHICH WAY DO YOU PREFER THE DEPARTMENT OF LABOUR (AND ALL ITS ENTITIES) TO COMMUNICATE WITH YOU REGARDING ITS SERVICES AND BENEFITS?

Table 5:15: Preference for communication mode from Department of Labour

	MODE	TOTAL (RESPONDENTS)	% YES	% NO	% NOT SURE
	Television	446	82%	17%	1%
	Radio	447	75%	24%	1%
	Internet	435	75%	22%	3%
	Newspapers	444	72%	26%	2%
	Billboards	435	60%	36%	4%
	Social media	432	60%	36%	4%
	SMS	429	56%	38%	6%
	Flyers	435	53%	42%	5%
	Road shows	428	53%	42%	5%
	Magazines	436	52%	41%	7%
	CommutaNet	427	51%	43%	6%
	Imbizo	428	45%	49%	6%
	Cinema	427	39%	52%	9%
Other (specify)	Visit workplaces	427	15%		
	Email	427	7%		
	Workshops	427	4%		

*n varies from 427 to 446 (i.e. excluding employers that did not respond to the question)*

The most preferred forms of communication from the Department of Labour are television (82%), radio (75%), Internet (75%) and newspapers (72%). The Department thus needs to focus much of its communication through the electronic media in order to optimise reaching the correct target groups.

### 5.4 EXPOSURE TO THE DEPARTMENT OF LABOUR CAMPAIGNS

The baseline study also sought to determine the extent to which employers were exposed to several information campaigns launched by the Department of Labour during the 2011 - 2013 periods.

The following were the information campaigns, which were launched through various forms of media, all aimed at informing the general public and employers about the laws, regulations, services and benefits of the Department of Labour and its entities:

- Farm workers: 'what you should know about accessing your rights':
- Minimum wage increase for domestic workers.
- The services and benefits of the UIF.
- Child Labour: 'Let me be a child.
- Compensation Fund: rights of workers who get injured or contract diseases while on duty.

This examines the extent to which the information and education campaigns were effective in informing the employers and the public about the laws and regulations, benefits and services of the department. It focuses on the following:

- Exposure to the campaign, i.e. whether or not the employers read, saw or heard about the campaign (awareness).
- What action was taken subsequent to hearing about the campaign.
- Perceptions of improvements of compliance since the launch of the campaign.
- The employers rating of the Department of Labour's effectiveness in informing its stakeholders about the regulation, service, and benefits (as per campaign).

#### **5.4.1 Have you seen, read, or heard any of the following five advertisements on the Department of Labour information campaigns?**

**Table 5:16: Have you have seen, read or heard any of the following five advertisements on the Department of Labour information campaigns**

	YES	NO	UNSURE	TOTAL %
12a. Farm workers 'What you should know about accessing your rights?'	29%	65	6%	100%
12b. Minimum wage increase for domestic workers	38%	57%	5%	100%
12c. The Services and benefits of the unemployment Insurance Fund	55%	39%	6%	100%
12d. Child Labour 'Let me be a child'	41%	55%	4%	100%
12e. Compensation Fund 'Rights of workers who get injured or contract diseases while on duty'	35%	58%	7%	100%

The Employer Survey suggests that of the five communications campaigns listed, more respondents had seen the campaign, which focused on the services and benefits of the UIF (53%), followed by the Child Labour campaign (41%). The least known campaign is on the farm workers, 'What you should know about accessing your rights?'

**Table 5:17 Farm workers: ‘what you should know about accessing your rights’: how effective it was in terms of the criteria?**

	13a. Farm workers - Informative	13b. Farm workers - Useful	13c. Farm workers - Believable	13d. Farm workers - Motivating	13e. Farm workers - Relevant	13f. Farm workers - Understandable
Very effective	44%	49%	63%	58%	43%	58%
Effective	30%	28%	19%	17%	16%	17%
Neutral	20%	11%	13%	14%	8%	14%
Ineffective	4%	10%	4%	8%	20%	8%
Very ineffective	2%	2%	0%	3%	14%	3%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
n	117	114	119	115	120	121

*Please note: n = ranged from 114 to 121 (i.e. excluding employers that did not respond to the question)*

Asked how effective the campaign directed at workers, ‘What you should know about accessing your rights’, respondents indicated that the campaign was useful, believable, and understandable. It was in respect to relevance where just over a third (34%) indicated that the campaign was either ineffective or very ineffective.

**Table 5:18: Minimum wage increase for domestic workers**

	14a. Domestic- Informative	14b. Domestic- Useful	14c. Domestic-Believable	14d. Domestic-Motivating	14e. Domestic-Relevant	14e. Domestic-Relevant	14f. Domestic- Understandable
Very effective	53%	50%	50%	58%	50%	50%	53%
Effective	24%	21%	21%	15%	13%	13%	26%
Neutral	17%	20%	20%	17%	19%	19%	13%
Ineffective	1%	4%	4%	4%	10%	10%	3%
Very ineffective	5%	5%	5%	5%	8%	8%	5%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

	14a. Domestic- Informative	14b. Domestic- Useful	14c. Domestic-Believable	14d. Domestic-Motivating	14e. Domestic-Relevant	14e. Domestic-Relevant	14f. Domestic- Understandable
<b>n</b>	<b>165</b>	<b>155</b>	<b>165</b>	<b>159</b>	<b>165</b>	<b>168</b>	<b>167</b>

Please note: n = ranged from 159 to 167 (i.e. excluding employers that did not respond to the question)

The employers rated the Department of Labour campaign with regards to 'Minimum Wage Increases for Domestic Workers' as effective or very effective, with ratings ranging from 63% to 78%.

**Table 5:19: The services and benefits of the UIF**

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Total %
a. INFORMATIVE (keeps me informed)	59%	24%	13%	2%	3%	100%
b. USEFUL (the information is useful to me)	63%	19%	11%	3%	3%	100%
c. BELIEVABLE (the information makes me believe it is serious)	63%	18%	11%	3%	5%	100%
d. MOTIVATING (it makes me want to take action)	57%	14%	19%	3%	7%	100%
e. RELEVANT (it is practical to me)	57%	15%	13%	8%	7%	100%
f. UNDERSTANDABLE (the language used is easy to understand)	58%	22%	11%	4%	5%	100%

Please note: n = ranged from 237 to 244 (i.e. excluding employers that did not respond to the question)

The majority of employers who were interviewed were very positive about the information, which they received with regards to the benefits of the UIF.

Positive and effective ratings were over 75%, and effective or very effective in all key indicators.

**Table 5:20: Child Labour: ‘Let me be a child’**

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Total %
a. INFORMATIVE (keeps me informed)	47%	27%	15%	5%	7%	100%
b. USEFUL (the information is useful to me)	52%	19%	17%	5%	7%	100%
c. BELIEVABLE (the information makes me believe it is serious)	58%	19%	11%	5%	7%	100%
d. MOTIVATING (it makes me want to take action)	52%	23%	13%	5%	6%	100%
e. RELEVANT (it is practical to me)	50%	20%	10%	12%	7%	100%
f. UNDERSTANDABLE (the language used is easy to understand)	52%	27%	10%	3%	8%	100%

*Please note: n = ranged from 173 to 177 (i.e. excluding employers that did not respond to the question)*

The survey also sought to assess whether the campaign on Child Labour was effective, informative, useful, believable, motivating and relevant to employers. In all the various indicators for those who indicated that they had seen, heard, or read about the campaign, evidence suggests that the campaign was to some degree very effective.

#### **5.4.2 Compensation Fund: rights of workers who get injured or contract diseases while on duty**

**Table 5:21: Compensation Fund: rights of workers who get injured or contract diseases while on duty**

	Very effective	Effective	Neutral	Ineffective	Very ineffective	Total %
a. INFORMATIVE (keeps me informed)	55%	22%	14%	3%	6%	100
b. USEFUL (the information is useful to me)	56%	20%	14%	5%	6%	100
c. BELIEVABLE (the information makes me believe it is serious)	57%	22%	13%	4%	5%	100



	Very effective	Effective	Neutral	Ineffective	Very ineffective	Total %
d. MOTIVATING (it makes me want to take action)	57%	17%	17%	4%	6%	100
e. RELEVANT (it is practical to me)	57%	16%	15%	5%	8%	100
f. UNDERSTANDABLE (the language used is easy to understand)	58%	22%	11%	4%	5%	100

Please note: n = ranged from 144 to 150 (i.e. excluding employers that did not respond to the question)

With regards to the campaigns on the rights of workers, the majority of employers confirmed that they are kept informed by the Department of Labour, and the information is useful, believable, and relevant.

The findings from the employer survey suggest that the majority of employers agree that they are kept informed, and the information channels are effective (55% very effective, and 22% said effective). The information being communicated is seen as useful and very effective (55%), and effective (21%). The information is also believable (56%); it motivates them to take action, and is also seen as relevant and understandable.

## 5.5 INFORMATION CAMPAIGN ON THE RIGHTS OF FARM WORKERS

This section focuses on analyses of the employer survey data with regard to employer's knowledge about the laws, services and benefits of the Department of Labour regarding farm workers.

### 5.5.1 Employers' awareness about information about the rights of farm workers

Table 5:22: In your view, do you think the Department of Labour is providing information about rights of farm workers?

	PERCENTAGE (%)
Yes	35%
No	36%
Not sure	29%
<b>Total</b>	<b>100%</b>

n = 402 (i.e. excluding employers that did not respond to the question)

Only 35% of employers indicated that they think the Department of Labour is providing information about the rights of workers, 36% indicated that they do not believe so, and 26% were not sure. The majority of South African employers do not appear to think that the Department of Labour is providing information about the rights of farm workers.

### **5.5.2 Employers' knowledge about information about the rights of farm workers**

**Table 5:23:** In the past three years did you read, see or hear of the Department of Labour's campaign 'Farm Workers: what you should know about Accessing Your Rights'?

	SAMPLE RESPONDENTS	PERCENTAGE (%)
Yes	111	28%
No	236	59%
Did not read	55	14%
Total	402	100%

*n = 402 (i.e. excluding employers that did not respond to the question)*

The Employer Survey also sought to determine whether employers had read, seen, or heard about the Department of Labour's campaign 'farm workers, what you should know about accessing your rights'. Some 59% indicated that they had not done so, and 14% did not read it.

### **5.5.3 Action as results of knowledge of the rights of farm workers**

**Table 5:24:** After reading, seeing or hearing about the Department of Labour's campaign 'Farm Workers: what you should know about accessing your rights', did you do any of the following?

PEOPLE WITH WHOM INFORMATION ABOUT CAMPAIGN WAS SHARED	YES RESPONDENTS n=	YES PERCENTAGE (%)	NO RESPONDENTS n=	NO PERCENTAGE (%)
20a. Did you share with Friends and colleagues	61	60%	40	40%
20b. Did you share with Farm workers	21	21%	79	79%
20c. Did you share with Farmers	16	16%	84	84%
20d. Did you share with members of the community	34	35%	63	65%
20e. I did not share information with anyone	41	42%	57	58%

PEOPLE WITH WHOM INFORMATION ABOUT CAMPAIGN WAS SHARED	YES RESPONDENTS n=	YES PERCENTAGE (%)	NO RESPONDENTS n=	NO PERCENTAGE (%)
20f. I started to consider and respect the workers' rights	41	42 %	56	58%
20g. Other (specify)	9	26%	26	74%

(i.e. excluding employers that did not respond to the question)

A significant number of employers who had indicated that they had read, seen, or heard the information tended to share it with friends and colleagues (60%). Some 79% of employers who had read, seen or heard information about the rights of farm workers did not share it with farmer workers, 84% did not share it with farmers, 65% did not share it with members of the community, and 58% did not share information with anybody. Some 58% did not start to consider and respect the rights of farm workers. What emerges from these findings is that those who to see, read, and hear campaigns do not immediately take any action.

**Table 5:25: Were you able to access the services of the Department of Labour after seeing, reading or hearing about the advertisement?**

	SAMPLE RESPONDENTS n=	PERCENTAGE (%)
Yes	63	55%
No	47	41%
Not Sure	4	4%
Total	114	100%

n= 114 (i.e. excluding employers that did not respond to the question)

The employer survey also sought to understand the extent to which employers who had seen, read or heard about the services advertised by the Department of Labour actually had access to such services. The results of the survey suggest that 55% of employers who had seen, read or heard about the campaign were able to access these services.

## 5.6 INFORMATION CAMPAIGN ON THE DOMESTIC WORKERS' MINIMUM WAGE INCREASE

Another critical aspect of the survey was to assess the extent to which the information campaign focusing on the domestic workers minimum wage among employers was successful. The focus on the campaign was on domestic workers and employers. The purpose of the campaign was to educate domestic workers about the minimum wage increase and the basic conditions of employment.

### 5.6.1 Awareness of the knowledge of the provision of information by the Department of Labour

**Table 5:26:** In your view, does the Department of Labour provide information about working conditions and wages (salaries) for domestic workers?

	SAMPLE RESPONDENTS	PERCENTAGE (%)
Yes	233	57%
No	107	26%
Not sure	68	17%
<b>Sample</b>	<b>408</b>	<b>100%</b>

*n=408 (i.e. excluding employers that did not respond to the question)*

Asked whether the Department of Labour provides information about working conditions and wages (salaries) for domestic workers, 57% indicated that this was the case, 26% did not think so, and 17% revealed that they were not sure. These findings suggest that the majority of employees agree that the Department of Labour is providing information about the working conditions of domestic workers.

**Table 5:27:** View of employers on whether or not the Department of Labour provides information about working conditions and wages (salaries) for domestic workers, by province

PROVINCE	YES	NO	NOT SURE	TOTAL
Eastern Cape	29%	40%	31%	100%
Free State	65%	19%	15%	100%
Gauteng	63%	24%	13%	100%
Kwazulu-Natal	66%	25%	9%	100%
Limpopo Province	67%	14%	19%	100%
North West	23%	77%	0%	100%
Western Cape	42%	24%	33%	100%
<b>Average</b>	<b>57%</b>	<b>26%</b>	<b>17%</b>	<b>100%</b>

*n= 408 (i.e. excluding employers that did not respond to the question)*

The results of the views of employers on whether or not the Department of Labour provides information about working conditions and wages for domestic workers differ by province, with Limpopo (67%), KwaZulu-Natal (66%) and Free State (65%) being the highest, and the Eastern Cape and Western Cape indicating the lowest.

### 5.6.2 *Have you read, seen, or heard about the domestic workers minimum wage increases?*

**Table 5:28:** In the past three years, did you read, see or hear about the Department of Labour's campaign 'Domestic Workers' Minimum Wage Increases'?

	SAMPLE RESPONDENTS	PERCENTAGE (%)
Yes	156	39%
No	201	50%
Did not read, see or hear campaign	47	12%
<b>Sample respondents</b>	<b>404</b>	<b>100%</b>

*n= 404 (i.e. excluding employers that did not respond to the question)*

Asked whether the employers had read, seen, heard about the Department of Labour's campaign 'Domestic Workers Minimum Wage Increases' campaign, half of the employers interviewed had not read, seen, or heard about the campaign. Results from the survey indicate that just about four in ten indicated that they had read, seen, or heard about the Department of Labour's campaign on domestic workers.

### 5.6.3 *Action as a result of the campaign*

This section of the report presents findings of the extent to which employers took action as a result of having been exposed to the information campaign. It further explores the relation between knowledge acquired and its application with regards to the 'Domestic Workers Minimum Wage Increases' campaign.

**Table 5:29:** After reading, seeing or hearing the Department of Labour's campaign 'Domestic Workers Minimum Wage Increases', did you do any of the following?

PEOPLE WITH WHOM INFORMATION ABOUT CAMPAIGN WAS SHARED	YES n=	PERCENTAGE (%)	NO n=	PERCENTAGE (%)
24b. Did you share with Domestic Workers?	70	46%	82	54%
24c. Did you share with employers of Domestic Workers?	32	22%	117	79%
24d. Did you share with members of the community?	51	34%	99	66%
24e. I did not share the information with anyone.	68	42%	93	58%
24f. I started offering the minimum wage.	35	24%	112	76%

Of the employers who indicated that they had read, seen, and heard of the Department of Labour campaigns on domestic workers minimum wage increases, only 46% of the respondents indicated that they did share with Domestic Workers compared to 54% who did not do so. The findings also suggest that employers were more likely to share information about the domestic workers minimum wage increases with friends and colleagues than with domestic workers. These findings also confirm that employers who had read, seen or heard the campaign, were less likely to share with their domestic workers (22%), and only 24% indicated that they started offering the minimum wage immediately, compared to 76% who did not do so.

With regards to implementing the knowledge about the 'Domestic Workers Minimum Wage Increases' employers had acquired, some 57% still indicated that they did not implement what the Department of Labour had in fact communicated. These findings suggest that although employers had read, seen, or heard about the domestic workers' minimum wage campaign, they were still somewhat reluctant to implement the knowledge. There is a disjuncture or gap between knowledge and action.

## 5.7 INFORMATION CAMPAIGN ON CHILD LABOUR

### 5.7.1 *The information campaign on child labour*

The name of the campaign for child labour was 'Child Labour. Let me be a Child'. The campaign was aimed at parents of children on labour rural/farm communities. The purpose of the campaign was to educate the public about the importance of protecting children's rights, in addition to educating the public about illegality of child labour. The campaign also sought to educate the public about where to report.

### 5.7.2 *Results of the survey*

Asked whether the Department of Labour is providing information about child labour, 55% of employers surveyed indicated that this was the case, 27% did not think so, and 18% were unsure. The analyses are based on those who had responded to this question. It is also important to state that just under half of the employers were able to provide answers to this question.

**Table 5:30: In your view, do you think the Department of Labour is providing information about Child Labour?**

	PERCENTAGE (%)
Yes	55%
No	27%
Not sure	18%
<b>Total</b>	<b>100%</b>

*n=229, i.e. excluding employers that did not respond to the question.*

The survey findings suggest that just slightly more than half think that the Department of Labour is providing the information.

**Table 5:31: In the past three years, have you read, seen or heard about the advertisement/ information campaign on 'Child Labour: Let me be a Child' by the Department of Labour?**

	<b>SAMPLE RESPONDENTS n=</b>	<b>PERCENTAGE (%)</b>
Yes	135	62%
No	57	26%
Did not read	27	12%
<b>Sample Respondent</b>	<b>219</b>	<b>100%</b>

*n= 219 (i.e. excluding employers that did not respond to the question)*

The majority of employers (62%) indicated that they had read about the campaign, 'Child Labour: let me be a child'. Although just over half of the sample respondents answered this question, it appears that this specific campaign received wider coverage.

**Table 5:32: After reading, seeing or hearing the Department of Labour's campaign 'Child Labour: Let me be a Child', did you do any of the following?**

<b>PEOPLE WITH WHOM INFORMATION ABOUT CAMPAIGN WAS SHARED</b>	<b>YES</b>	<b>%</b>	<b>NO</b>	<b>%</b>	<b>n=</b>
27a. Did you share with friends and colleagues	140	70%	61	30%	201
27b. Did you share with parents with working children	88	44%	113	56%	201
27c. Did you share with employers of children	45	23%	154	77%	199
27d. Did you share with members of the community	82	41%	118	59%	200
27e. I did not share the information with anyone	58	30%	138	70%	196
27f. I stopped using child labour	67	33%	137	67%	204
27g. I am making plans to stop child labour	57	29%	137	71%	194
27h. Other (specify)	80	39%	126	61%	206

Sharing with friends and colleagues appears to have been a trend after seeing, reading, or hearing about the campaign from the Department of Labour.

## **5.8 INFORMATION CAMPAIGN ABOUT THE COMPENSATION FUND**

The purpose of the Compensation Fund communication campaigns were to:

- To inform employers about the electronic submission of the Return of Earnings.
- To encourage employers to submit their returns.

The targets of the campaigns were employers. The channel of communications used were the following:

- National radio stations (covering all official languages).
- National newspapers.
- Business magazines.
- National billboards.
- Television.
- Online (Department of Labour website and other Gov. websites).

### **5.8.1 *The information campaigns***

The Compensation Fund initiated the following communications campaigns, which were part of the study:

- 'Avoid Penalties and Register your Business'.
- 'Compensation Fund's Injury on Duty Reporting Procedure'.
- Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/ Disease in terms of COIDA'.
- 'Employers are required by Law to Register with the Compensation Fund'.
- 'Have you ever sustained an injury or contracted a disease while on duty'.
- 'Return of Earnings'.
- 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'.

### **5.8.2 *Results of the employer survey***

More than half (57%) of employers are of the view that the Compensation Fund provides information about the services and benefits that it offers for workers who are injured or who have contracted diseases on duty. A quarter (25%) of employers think that this is not being done, and another 18% are not sure if the Compensation Fund is doing this.



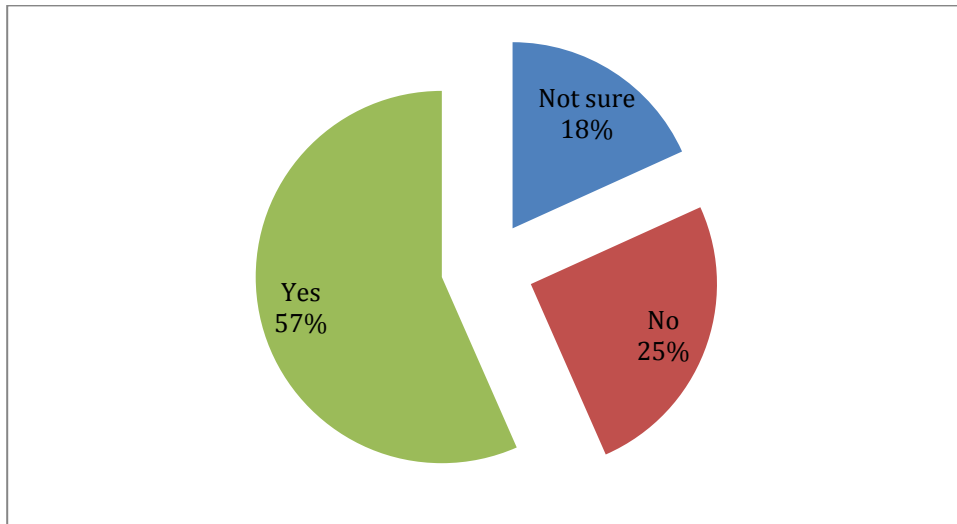


Figure 5:4: Does the Compensation Fund provide information about the services and benefits it provides for workers who are injured or who contracted diseases on duty? (n=417)

### 5.8.3 Information about the services and benefits provided by the Compensation Fund

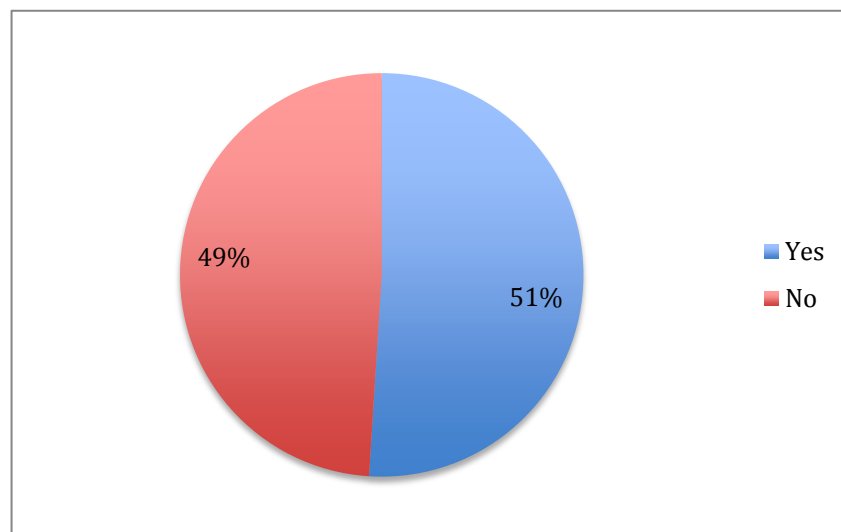


Figure 5:5: Does the Compensation Fund provide information about the services and benefits it provides for workers who are injured or diseased on duty? (n=417)

Just more than one-third (34%) of employers claim to have read, seen or heard any advertising campaigns from the Compensation Fund in the last three years. Just over one in four (43%) have not, 9% were not sure. and 15% did not respond to the question.

Asked more specifically about the seven Compensation Fund campaigns, 25% had been exposed to 'Avoid Penalties and Register your Business', 29% had read, seen or heard 'Compensation Fund's Injury on Duty Reporting Procedure', 26% 'Documents to be submitted to the Compensation Fund in the case of an

Occupational Fatal Accident/Disease in terms of COIDA', 25% said they have read seen or heard something about 'Employers are required by Law to Register with the Compensation Fund', 21% had been exposed to 'Have you ever sustained an injury or contracted a disease while on duty', 20% had seen, read or heard of 'Return of Earnings', and 19% said they have read seen or heard something about 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'.

**Table 5:33: Proportions of employers who had read, seen or heard any of the Compensation Fund campaigns**

<b>COMPENSATION FUND CAMPAIGNS</b>	<b>YES</b>	<b>NO</b>
'Avoid Penalties and Register your Business'	29%	71%
'Compensation Fund's Injury on Duty Reporting Procedure'	26%	74%
'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/ Disease in terms of COIDA'	25%	75%
'Employers are required by Law to Register with the Compensation Fund'	21%	79%
'Have you ever sustained an injury or contracted a disease while on duty'	20%	80%
'Return of Earnings'	19%	81%
'Workers who have Sustained an Occupational Injury are Entitled to Compensation'	26%	74%

Amongst the employers who had read, seen or heard about the campaigns, the most common sources of information were television (55% to 67%); radio (33% to 41%); newspapers (18% to 26%); and online (17% to 27%).

#### **5.8.4 Assessment of the communication channels**

Those who said that they had seen, read or heard about any of the campaigns were asked to indicate the specific messages or components of the campaigns, which they remembered. The most remembered aspect of the communication campaign was the importance of employers registering with the Compensation Fund (81%). This was closely followed by the right of employees to compensation in the case of accidents, or disease (78%).

Less mentioned were ways of accessing compensation or services from the Compensation Fund (71%), the responsibility of an employer to report accidents or disease (69%), procedures for reporting accidents or disease (67%), procedures for the submission of documents to support a claim from the Compensation Fund (62%), and return of earnings (60%).

**Table 5:34: Media through which employers became aware of Compensation Fund campaigns (media through which campaigns were seen, read or heard) (% indicating yes)**

<b>CAMPAIGN</b>	<b>TV</b>	<b>Radio</b>	<b>Newspaper</b>	<b>Billboards</b>	<b>Street poster</b>	<b>CommutaNet (bus, train, taxi)</b>	<b>Department of Labour website</b>	<b>Online</b>	<b>Bus shelter</b>	<b>Taxi rank</b>	<b>Workplace</b>
'Avoid Penalties and Register your Business'	64%	41%	25%	4%	2%	2%	7%	17%	1%	1%	6%
'Compensation Fund's Injury on Duty Reporting Procedure'	55%	33%	23%	6%	1%	3%	6%	17%	2%	1%	6%
'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/ Disease in terms of COIDA'	58%	33%	26%	4%	2%	2%	8%	17%	1%	1%	6%
'Employers are required by Law to Register with the Compensation Fund'	61%	41%	20%	6%	3%	3%	11%	20%	1%	1%	7%
'Have you ever sustained an injury or contracted a disease while on duty'	57%	38%	18%	4%	3%	3%	8%	21%	7%	1%	8%
'Return of Earnings'	67%	39%	21%	4%	3%	4%	8%	27%	1%	1%	6%

### 5.8.5 *Remembering information campaigns*

**Table 5:35:** Specifically what do you remember the Compensation Fund information campaigns being about or saying? What did they say? What did they show? (Please be as specific as possible)

INFORMATION REMEMBERED BY RESPONDENT ABOUT THE COMPENSATION FUND CAMPAIGN (S)	YES % OF THOSE WHO SAW, READ OR HEARD CAMPAIGN/S	NO % OF THOSE WHO SAW, READ OR HEARD CAMPAIGN/S
Importance of registration of employers with the Compensation Fund	81%	19%
Employees have the right to compensation in case of accidents or disease	78%	22%
How to access the compensation or services of the Compensation Fund	71%	29%
Responsibility of employers to report accidents and disease	69%	31%
Procedures for reporting an accident or disease	67%	33%
Submission of documents to support a claim from the Compensation Fund	62%	38%
Return of earnings	60%	40%

About a fifth (22%) of the employers who were exposed to any of the Compensation Fund campaigns said they had shared or discussed the information with friends or colleagues. Other parties with whom the campaign information was shared or discussed were union representatives (24%), other employers (41%), employees (43%), or other unspecified parties (17%). Almost one-quarter (24%) of employers who saw, read or heard anything about the Compensation Fund campaigns said that they had not shared the information with their employees.

### 5.8.6 *Knowledge of the specific services and benefits offered by the Compensation Fund*

To test knowledge of the specific services and benefits offered by the Compensation Fund, the employers were asked to respond to a series of statements about the services and benefits provided by the Compensation Fund. Most (87%) said that the Fund pays compensation to workers who are injured or who contract diseases at work. Similarly high proportions said that they used the required reporting procedures (85%), that employers are legally required to register their companies and employees (85%), and that the Fund pays for medical expenses resulting from a workplace accident (84%).

There was less consensus about whether the Fund pays dependants of deceased workers (77%), pensions to surviving spouses (74%), or for the education of dependent children (73%).

**Table 5:36: Employers, who have seen, read or heard about the Communication Campaigns of the Compensation Fund (and are aware of the services of the Fund)**

SERVICES AND BENEFITS PROVIDED BY THE COMPENSATION FUND	OF THOSE WHO SAW, READ OR HEARD ABOUT THE CAMPAIGNS			
	YES	NO	DON'T KNOW	TOTAL
The Compensation Fund pays compensation to workers who are injured or who contract diseases at work	87%	3%	10%	100%
The Compensation Fund pays compensation to dependants of workers (wife, children) in case of death owing to injury or disease incurred at work	77%	5%	18%	100%
The Compensation Fund pays for medical expenses resulting from injury from a workplace accident	84%	10%	6%	100%
The Compensation Fund pays a pension to the spouse of a worker who died owing to a work injury or disease contracted at work	74%	9%	17%	100%
The Compensation Fund provides support for the children of a deceased worker until the completion of their secondary or tertiary education	73%	6%	21%	100%
I use the reporting procedures in case of accident, injury or disease of employees at the workplace	85%	3%	12%	100%
Employers are required by law to register their companies and workers with the Compensation Fund	84%	3%	13%	100%
Employers are required by law to make a contribution to Compensation Fund	77%	1%	22%	100%

More than half (56%) of the employers who knew the procedures for lodging a claim for a workplace injury said that they got to know about the procedures before the campaigns of the Compensation Fund. About a quarter (24%) got to know about the procedures after the campaigns; and 20% do not recall when they found out about the procedures.

Amongst those who claimed to know about the procedures, most had found out about them through multiple sources. Thus, 48% said they had found out through the information campaign; 31% through an employers association; 33% through other employers; 38% from the Department of Labour website; 40% from a provincial office of the Compensation Fund or a Labour Centre or call centre; 14% from Unions; and 26% from other sources, mainly their workplaces.

Employers were asked whether, from their experience, they thought that there had been an improvement in the awareness and understanding of the services and benefits of the Compensation Fund; particularly in relation to processes of claiming in case of injury or disease at the workplace. More than one-quarter (29%) said that there had been an improvement; 26% said there had not been; 14% were not sure;

and 30% did not respond.

### **5.8.7 Effectiveness of Compensation Fund campaigns**

The employers were also asked to rate the effectiveness of the communication campaigns from the Compensation Fund, which they had read, saw or heard. Of those who had been exposed to the campaigns, almost 70% felt that they had been kept informed effectively or very effectively; 68% were of the view that the information was effectively or very effectively useful; 67% thought that the campaigns had been effective or very effective in motivating them to take relevant action; and 67% indicated that the language utilised in the campaigns had been very effective or effective in helping them to understand the messages being conveyed.

**Table 5:37: Effectiveness of Compensation Fund campaigns**

<b>ASPECT OF COMMUNICATION OR INFORMATION</b>	<b>Very Effective</b>	<b>Effective</b>	<b>Fairly Effective</b>	<b>Not Effective</b>	<b>Very Ineffective</b>	<b>TOTAL</b>
The Compensation Fund keeps one informed	29%	40%	23%	7%	1%	100%
Information provided by the Compensation Fund is useful	37%	31%	25%	7%	1%	100%
Information provided by the Compensation Fund makes one take action	39%	28%	24%	7%	1%	100%
The language used to provide information on laws regulations and service by the Compensation Fund is easy to understand	41%	26%	23%	9%	1%	100%

## **5.9 RESPONSES TO THE UIF CAMPAIGN**

The strategic objective of the UIF communication focus point is: 'To improve stakeholder relations'.

The targeted population groups for the UIF communication campaigns are as follows:

- Employers e.g. taxi owners.
- Employees e.g. taxi drivers, domestic workers.

The Communication focus points for the UIF are the following areas:

- Payment of Benefits.
- U-filing (Contributions, declarations and Virtual claims portal).
- Employer Registrations and payment of Contributions.
- Declarations and consequences of non-compliance (claims turnaround time, fraud and overpayments).

### 5.9.1 **Communication campaigns of the Unemployment Insurance Fund (UIF):**

The following are communication campaigns, which were executed by the Unemployment Insurance Fund (UIF):

- 'Are you registered': to inform employers on registering employees.
- 'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services.
- 'Radio campaign on registering taxi drivers and domestic workers' informing taxi drivers and domestic worker of being registered with UIF.
- 'uFiling: doing business with the UIF at a click of a button' procedures of using uFiling and benefits of being registered with the UIF.

The findings suggest that the majority of employers (88%) claim to know about the work and services of the UIF. Almost two-thirds (62%) said that the UIF provides information about the benefits and services that it offers, 16% said that it does not do so; 7% were not sure, and 14% did not respond.

Just over one-third (38%) of employers indicated that they had read, seen or heard something about the UIF's 'Are you registered' campaign? Similar proportions had been exposed to the 'Open letter to beneficiaries' (34%); and/or the radio campaign on 'Registering taxi drivers and domestic workers' (36%); and/or 'uFiling: doing business with the UIF at a click of a button' (36%).

**Table 5:38: In the past three years did you read, see or hear about the following UIF campaigns?**

<b>CAMPAIGNS</b>	<b>PERCENTAGE (%) YES</b>
'Are you registered': to inform employers on registering employees	38%
'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services	34%
'Radio campaign on registering taxi drivers and domestic workers' informing taxi drivers and domestic worker of being registered with UIF	36%
'uFiling: doing business with the UIF at a click of a button' procedures of using uFiling and benefits of being registered with the UIF	36%

*n= 406 (i.e. excluding employers that did not respond to the question)*

Amongst the employers who had read, seen or heard about the UIF campaigns, the most common sources of information were television (49% to 67%); radio (43% to 74%); newspapers (3% to 33%); and online (7% to 22%).

## 5.9.2 Assessing communication channels of UIF campaigns

Table 5:39: Media through which employers became aware of UIF campaigns (Media through which campaigns were seen, read or heard)

CAMPAIGN	TV	Radio	Newspaper	Billboards	Street poster	CommutaNet (bus, train, taxi)	Department of Labour website	Online	Bus shelter	Taxi rank	Workplace
'Are you registered'	66%	51%	32%	7%	4%	1%	5%	11%	1%	0%	4%
'Open letter to beneficiaries'	66%	43%	33%	6%	2%	2%	6%	13%	1%	0%	8%
'Radio campaign on registering taxi drivers & domestic workers'	49%	74%	3%	3%	2%	1%	4%	7%	1%	1%	1%
'uFiling: doing business with the UIF at a click of a button'	67%	43%	22%	3%	2%	1%	6%	22%	1%	1%	4%

*n= 406 (i.e. excluding employers that did not respond to the question)*

## 5.9.3 Assessing actions taken after UIF campaigns

The survey also asked employers whether or not they had taken any of a range of actions after reading, seeing or hearing about the UIF campaigns. The most frequent actions taken were to share the information with friends or colleagues (74%); to share and/or discuss it with employees (56%); to register employees with the UIF (50%); or to register the company with the UIF (49%).



**Table 5:40: After reading, seeing, or hearing the UIF communication did you do any of the following?**

Action taken after reading, seeing, or hearing campaigns	Percentage (%)
Did you share the information with friends or colleagues?	74%
Did you share/discuss with employees?	56%
Did you share/discuss with union representatives?	26%
Did you share/discuss with members of the community?	35%
Did you then register your company with the UIF?	49%
Did you start using uFiling?	43%
Did you register your employees?	50%
Did you start to declare and made monthly contributions to the UIF?	45%
Did you NOT take any action?	16%
Other	4%

*n= 406 (i.e. excluding employers that did not respond to the question)*

Employers were requested to rate the effectiveness of the communication campaigns from the UIF which they had read, saw or heard. Of those who had been exposed to the campaigns, 72% felt that they had been kept informed very effectively or effectively; 75% were of the view that the information was effectively or very effectively useful; 70% thought that the campaigns had been effective or very effective in motivating them to take relevant action; and 72% indicated that the language utilised in the campaigns had been very effective or effective in helping them to understand the messages being conveyed.

## 5.9.4 Effectiveness of UIF campaigns

**Table 5:41: Effectiveness of UIF campaigns**

ASPECT OF COMMUNICATION OR INFORMATION	Very Effective	Effective	Fairly Effective	Not Effective	Very Ineffective	Total %
The Unemployment Insurance Fund keeps one informed	38%	34%	23%	3%	2%	100%
Information provided by the Unemployment Insurance Fund is useful	50%	25%	20%	3%	2%	100%

ASPECT OF COMMUNICATION OR INFORMATION	Very Effective	Effective	Fairly Effective	Not Effective	Very Ineffective	Total %
Information provided by the Unemployment Insurance Fund makes one take action	48%	22%	22%	6%	2%	100%
The language used to provide information on laws, regulations and service by the Unemployment Insurance Fund is easy to understand	50%	22%	19%	6 %	3%	100%

*n= 272 (i.e. excluding employers that did not respond to the question)*

Awareness levels of the different services and benefits offered by the UIF varied amongst employers, from 55% for unemployment benefits and 54% for maternity benefits, to 44% for illness benefits, 42% for death benefits, 36% for uFiling, and 32% for adoption benefits.

Nine out of 10 (90%) employers indicated that their employees have a contract of employment. This varied from 84% for companies with five employees or less, to 100% for companies with 150 or more employees. The patterns were similar in respect of whether employees receive pay slips that indicate UIF deductions (87% for the smallest companies and 100% for the largest). Only 81% of employers indicated that they were registered for UIF benefits (ranging from 71% of small companies to 94% of the largest ones); and only 69% of employers said that their companies declare and contribute monthly to the UIF (53% of small companies and 94% of large companies).

### **5.9.5 Assessment of the Implementation of UIF requirements**

**Table 5:42: Which of the following are applicable to your company?**

	TOTAL SAMPLE OF 419 RESPONDENTS	NUMBER OF EMPLOYEES IN COMPANY			
		LESS THAN 5	6-49	50-149	150+
Employees have a contract of employment	90%	84%	92%	97%	100%
Employees receive pay slips which indicate UIF deductions	87%	79%	91%	88%	100%
The company registered for UIF benefits	81%	71%	87%	81%	94%
The company declares and contributes monthly to the UIF	69%	53%	76%	78%	94%

	TOTAL SAMPLE OF 419 RESPONDENTS	NUMBER OF EMPLOYEES IN COMPANY			
		LESS THAN 5	6-49	50-149	150+
Other	3%	6%	3%	0%	0%

*n= 419 (i.e. excluding employers that did not respond to the question)*

Between one-quarter and one-third of employers indicated that they were definitely aware of declarations, amendments to declarations, contributions and/or activating receipts for payment of contributions. About one in six (15%-16%) were aware but did not know much about these services or facilities; another one-sixth were not really aware of them; and a similar proportion did not respond to the questions.

**Table 5:43: Which of the services/ facilities available on the uFiling system are you aware of?**

	DEFINITELY AWARE	AWARE BUT DON'T KNOW MUCH ABOUT IT	NOT REALLY AWARE OF IT	DEFINITELY NOT AWARE OF IT	NO RESPONSE	TOTAL
Declarations	29%	16%	16%	24%	14%	100%
Amendments to declarations	28%	15%	17%	25%	14%	100%
Contributions	31%	16%	14%	24%	14%	100%
Activating receipts for payment of contributions	28%	15%	16%	26%	14%	100%

*n= 417 (i.e. Excluding employers that did not respond to the question)*

## 5.10 SUMMARY FINDINGS OF EMPLOYER SURVEY

The section presents findings of the sample of 487 employers who completed the survey between March and August 2014.

### 5.10.1 Profile of employer respondents

The employer respondents were largely drawn from senior levels within their company, and they had knowledge of how their companies relate with key stakeholders, including the Department of Labour. The majority of employer respondents were in senior positions: supervisory and management levels (42%), senior management (33%), executive (1%), and directors (8%). This confirms that the information from the respondents were largely from senior people who had more intimate knowledge about their companies, and awareness and knowledge of communication campaigns which were executed by the Department of Labour.

### **5.10.2 Awareness of laws and regulations**

The majority of employers (89%) are aware of the laws and regulations that are provided by the Department of Labour regarding the labour market laws. The very high awareness by employers of the laws and regulations is significant as it points to positive findings with regards to the awareness they have of the Department, and the labour laws. Awareness of the labour laws and regulations was, however, not significantly different between employers in different sectors, varying from 77% of manufacturing and private household employers to 100% of those in agriculture, mining or utilities.

### **5.10.3 Awareness on Department of Labour entities**

With regards to ratings, which indicated that they were definitely not aware, proportionally more employers rated this with regards to work seekers registration and placement services. There is a need to explore ways to ensure that communication is intensified in order to improve the awareness of the employers with regards to this.

The majority of employers who responded to the survey indicated higher levels of awareness with the legislation and laws of the Department of Labour. Asked whether they were aware of the Labour Relations Act, just over two-thirds indicated that they were aware of it, and the rest were aware but did not know much about it (20%), or were not really aware (8%) or definitely not aware (4%).

### **5.10.4 Knowledge of the laws, services and benefits**

Some 38% of the employers indicated that they had knowledge of the laws, 35% knowledge of services, and 35% knowledge of the services provided by the Department of Labour. Those that indicated that they had a fair amount of knowledge of the laws were 35%; fair knowledge of the services 38%; and a fair amount of knowledge of the benefits was 36%. In all the areas it appears that there are more people who indicated fair amount and very well, than those who were not aware.

### **5.10.5 Satisfaction levels with ways the Department of Labour communicates**

When employers were asked how satisfied they were with the communications from the Department of Labour, just under half (49%) of the respondents indicated that they were either satisfied or very satisfied with the overall communication from the Department of Labour regarding information about labour laws, services and benefits for workers. Some 17% indicated that they were dissatisfied, with an additional 4% citing that they were very dissatisfied with the communication.

Asked where they had heard about the services of the Department of Labour (and all its entities), the most prominent sources for employers were television (63%), radio (58%), newspapers (56%), Internet (43%), billboards (33%), and family or friends (32%). Similarly, when asked how they would like the Department to communicate with them about services and benefits, the top media emerged as television (75%),

radio (69%), the Internet (67%) and newspapers (66%).

#### **5.10.6 Domestic workers minimum wage increases**

With regards to whether the Department of Labour provides information about working conditions and wages (salaries) for domestic workers, 57% indicated that this was the case, 26% did not think so, and 17% revealed that they were not sure. The majority of employers agree that the Department of Labour is providing information about the working conditions of domestic workers. The majority of employers surveyed had not read, seen, or heard about the Department of Labour's campaign 'Domestic Workers Minimum Wage Increases' campaign.

The findings suggest that the majority of employers in South Africa had not read, seen or heard the communication campaign of the Department of Labour

#### **5.10.7 Child labour communications campaign**

Asked whether the Department of Labour is providing information about child labour, 55% indicated that this was the case, 27% did not think so, and 18% were unsure. The analyses are based on those who had responded to this question. It is also important to state that just under half the employers were able to provide answers to this question. The survey findings suggest that just slightly more than half think that the Department of Labour is providing the information. The majority of employers (62%) indicated that they had read about the campaign, 'Child Labour: let me be a Child'. Although just over half of the sample respondents answered this question, it appears that this specific campaign received wider coverage.

#### **5.10.8 Unemployment Insurance Fund communications campaigns**

With regards the employers surveyed, over one-third (38%) of employers indicated that they had read, seen or heard something about the UIF's 'Are you registered?' campaign. Similar proportions had been exposed to the 'Open letter to beneficiaries' (34%); and/or the radio campaign on 'Registering taxi drivers and domestic workers' (36%); and/or 'uFiling: doing business with the UIF at a click of a button' (36%).

Employers were requested to rate the effectiveness of the communication campaigns from the UIF, which they had read, seen or heard. Of those who had been exposed to the campaigns, 72% felt that they had been kept informed very effectively or effectively; 75% were of the view that the information was effectively or very effectively useful; 70% thought that the campaigns had been effective or very effective in motivating them to take relevant action; and 72% indicated that the language utilised in the campaigns had been very effective or effective in helping them to understand the messages being conveyed.

#### **5.10.9 Compensation Fund communication campaigns**

More than half (57%) of employers are of the view that the Compensation Fund provides information about the services and benefits that it offers for workers who are injured or who have contracted diseases on duty. About one-fifth (25%) think that

this is not being done, and another 18% are not sure if the Compensation Fund is doing this.

Just more than one-third (34%) of employers claim to have read, seen or heard any advertising or communication campaigns from the Compensation Fund in the last three years. Two-fifths (43%) have not, 9% were not sure. and 15% did not respond to the question.

When asked more specifically about the seven Compensation Fund campaigns, 25% had been exposed to 'Avoid Penalties and Register your Business', 29% had read, seen or heard 'Compensation Fund's Injury on Duty Reporting Procedure', 26% 'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/Disease in terms of COIDA', 25% said they have read seen or heard something about 'Employers are required by Law to Register with the Compensation Fund', 21% had been exposed to 'Have you ever sustained an injury or contracted a disease while on duty', 20% had seen, read or heard of 'Return of Earnings', and 19% said they have read seen or heard something about 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'.

Amongst the employers who had read, seen or heard about the campaigns, the most common sources of information were television (55% to 67%); radio (33% to 41%); newspapers (18% to 26%); and online (17% to 27%).

## CHAPTER 6: CONCLUDING REMARKS AND RECOMMENDATIONS

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This chapter presents the study recommendations. The chapter is broadly divided into four:

- Strategic recommendations based on review of literature.
- Recommendations for the Department of Labour.
- Recommendations for the Unemployment Insurance Fund (UIF).
- Recommendations for the Compensation Fund (CF).

### 6.1 STRATEGIC RECOMMENDATIONS BASED ON THE LITERATURE REVIEW

#### 6.1.1 *Planning for information campaigns: develop theory of change and logic model for information campaigns*

Research shows that in order to change behaviour, programme owners need to understand why people behave the way they do when designing information campaigns. Campaigns therefore need to be based on theory (Fishbein, Triandis, Kanfer, Beckeer, Middlestadts & Eichler, 2001). As such, planning and designing of information campaigns should begin with the development of a theory of change or planning processes such as logic models or log frames. The usefulness of the theory of change is that it can both support the development of the campaign and serve as a basis for its implementation and evaluation. The theory of change also creates agreement on the longest-term goals, intermediate goals that will signal success along the way, and the strategies that will lead to success.

#### 6.1.2 *Development of a framework for effective campaigns*

The review of literature indicated that for public communications campaigns to be effective, they must not only be based on the theory of change but also must be designed and disseminated in such a way that they produce their intended results. The literature has identified four key components that make campaign effective in producing the intended policy results (Coffman, 2003). These components are as follows:

- Attractiveness.
- Comprehension.
- Acceptability.
- Relevant or persuasive.

Information campaigns that take these components into account are likely to have resonance with the intended beneficiaries, thus increasing the likelihood of improved awareness or knowledge, positive attitudes, intentions, and actions.

### **6.1.3     *Development of framework for monitoring and evaluation of information campaigns***

The importance of an evaluation framework developed during the planning stages of evaluation campaigns is that planners of the campaigns will be informed about the progress or lack of progress of implementation of the information campaigns. The evaluation framework will be guided by the theory of change and the logic framework, and will include various types of evaluation, ranging from front-end evaluation, on-going monitoring, process evaluation, and outcome or impact evaluation (Coffman, 2003). The evaluation component of a programme typically ranges from 3% to 10% of the programme budget.

Although research advocates for the utilisation of both front-end and back-end evaluation, the practicalities of the programmes (such as human and financial resources) should determine the types of evaluations that can be incorporated into the information campaign programmes.

Front-end evaluation entails the collection of information that helps to shape the campaign. Front-end or formative evaluation is usually done during the campaign's creative design phase. According to Valente (2001), the front-end evaluation helps to define the scope of the problem, identifies possible campaign strategies, provides information about the target audience, senses what messages work best and how they should be framed, determines the most credible messengers, and identifies the factors that can help or hinder the campaign.

Although front-end evaluation is important in order to align the campaign messages with the targeted audience, caution should be exercised where resources are limited. Where resources are limited, smaller pilot studies involving interviews and programme managers or officials can be used instead of outsourcing to external evaluators.

Back-end evaluation includes process evaluation, outcome, and impact evaluation. Programme officials can offset the costs of process evaluation by setting up a comprehensive monitoring system internally, as the data collected from such monitoring can be used to inform process evaluation. Where monitoring systems are done systematically, the costs of outcome and impact evaluation can be minimised by utilising some of the data collected from on-going monitoring. Similarly, data collected by partners such as the Government Communication Information Services (GCIS) can be used to complement the data.

### **6.1.4     *Development integrated and well-coordinated and efficient campaign development process***

A review of the literature indicates that how materials are created and implemented determines the extent to which the campaign can have an impact. It is therefore imperative that the process of development of materials is well coordinated and integrated. Where materials are used creatively, taking into consideration the content, language, and appropriate media, the campaign information is likely to cause some interest and reaction. The development of campaign materials should also attempt to strike a balance between quality, speed, and low costs.



### **6.1.5     *Allocation of resources for information campaigns***

The competing number of critical priorities often means that budgetary allocations may not be adequate for information campaigns as these are often viewed as ‘nice to haves’ and not as core components. In order for adequate resources to be lobbied for and allocated, programme managers will need to create an inventory of the resources available.

The resources will include allocated budgets from the programme or branch, use of staff, equipment, space, expertise and contributions from strategic partners or volunteers such as interns. As indicated earlier, for some programme activities such as front-end evaluation, internal staff could do the monitoring of the implementation. However, for the results of such activities to be of use in future, these activities will need to be done in a systematic manner with rigour. Other in-kind contributions could be from strategic alliances such as the Government Communication Information System (GCIS), the International Labour Organisation (ILO), and other Departments such as the Department of Education and the Department of Social Development.

## **6.2 DEPARTMENT OF LABOUR CAMPAIGNS**

The findings suggest the need to improve the knowledge levels about the Department of Labour. In addition to current campaigns, specifically packaged messages for unemployed people, retired people, and students are needed. It is these groups that are not currently hearing much from the Department of Labour. There must be a conscious choice of channel used in relation to the target audience for a specific message. Put more effort into communication in respect of farm workers and issues pertaining to child labour in order to reach a broader audience using multiple platforms in a systematic manner.

### **6.2.1     *Recommendations from the general public survey***

#### **6.2.1.1   *Recommendations for campaigns on farm workers***

Farm workers are among the most vulnerable workers, and the Department of Labour has enacted legislation to improve their plight. The findings of the general public survey indicate that more than 70% of the people interviewed are in the dark about labour laws for farm workers. The Department needs to gear up their campaign to reach people more broadly and to reach farm workers in particular. The Department of Labour should consider using the findings of the survey to help them in terms of using relevant channels, appropriate content, and timing in their communications campaigns in the future.

Consideration should be made to increasing the use of television and radio at times of the day when farm workers are most likely to be accessing these media, namely after working hours. Newspapers that are popular in rural farming communities should be used to reach this sector of the population.

The Department of Labour should consciously increase the use of community-based media channels in farming communities in their communication campaigns.

### **6.2.1.2 Recommendations for campaigns on domestic workers**

More than half of the people interviewed are not fully informed about labour laws for domestic workers. The Department needs to gear up its campaign to reach people more broadly and to reach domestic workers and employers of domestic workers in particular.

The communication messages should appeal to the interests of domestic workers. Use especially television and radio at times of the day when domestic workers are most likely to be accessing these media, which might be in the mornings as well as after working hours. Newspapers that are popular in lower income communities should be used to reach domestic workers. Other messages should target employers of domestic workers, which are most likely to be in the higher income groups, either employed themselves or occupied with home duties. The messages should focus on employer obligations to domestic workers in terms of wages and working conditions.

### **6.2.1.3 Recommendations for campaigns on child labour**

The findings suggest that the majority of the people interviewed are not fully informed about the legal aspects of child labour. The Department of Labour should gear up its campaign to reach people more broadly, focusing on all sectors of the population. The messages should have broad appeal and partner with other organisations that support the welfare of children. Use should especially be made of television and radio at all times of the day, with particular audiences in mind at different times.

As just more than half of employers indicated that the Department of Labour is providing information about child labour, there is a need to scale up the information campaigns also using multiple media channels in partnership with other key stakeholders. It is recommended that there should be a deliberate establishment of strategic partnerships with community and civil society stakeholders before, during, and after the communication campaigns. For example, campaigns such as 'Let me be a Child', should occur in partnership with key strategic stakeholders in communities in different targeted areas, especially those which are known to have higher incidences of child labour (for example rural farm areas, and areas adjacent to farm areas). This strategy could also reduce the cost of campaigns as community platforms, and the local media should be used.

## **6.2.2 Recommendations for the Department of Labour based on the general employer survey**

### **6.2.2.1 Awareness on Department of Labour entities**

Proportionally more employers indicated that they are aware of the services and benefits offered by the Department of Labour, especially on work seekers registration and placement services.

We recommend that a sectoral approach linked with segmentation of categories of employers occur as part of the planning prior to the campaigns. Communication

should be intensified in order to improve the awareness of South African employers with regards to this.

#### **6.2.2.2 *Knowledge of the laws, services and benefits***

Higher awareness does not necessarily translate to knowledge of the laws, services and benefits of the Department of Labour offers. A concerted effort is needed to focus specifically on choosing specific messages in order to increase the knowledge levels of certain categories of employers, especially SMMEs and those located in rural areas. In line with the Government Monitoring and Evaluation Framework, the Department of Labour should create a monitoring and evaluation system to track the extent to which the communication indicators are met by the various campaigns.

#### **6.2.2.3 *Satisfaction levels regarding the Department of Labour communications***

The majority of employers are satisfied with the levels of communication from the Department. However, there is a need to address the 17% of employers who indicated that they were dissatisfied, with an additional percentage of 4% citing that they were very dissatisfied with the communication. These employers were largely SMMEs and companies that are in remote parts of South Africa.

During the planning of the campaigns, the choice of channels, messages, and the sequencing of the campaigns should be recorded in order to explore the most effective ways. Currently, where they had heard about the services of the Department of Labour (and all its entities), the most prominent sources for employers were television, radio, newspapers, and the Internet.

#### **6.2.3 *Domestic workers minimum wage increases***

The majority of employers agree that the Department of Labour is providing information about the working conditions of domestic workers. The majority of employers surveyed had not read, seen, or heard about the Department of Labour's campaign 'Domestic Workers Minimum Wage Increases' campaign. As this campaign normally happens in December, it may be important to explore starting it earlier in order to ensure a longer period for the campaign and the messages.

### **6.3 RECOMMENDATIONS FOR THE UIF CAMPAIGNS**

#### **6.3.1 *Target audience and channels***

The findings suggest that more than 40% of the people interviewed are not fully informed about the services and benefits offered by the UIF. Future campaigns should use the findings of the baseline findings to improve. The UIF should consider the opportunity to use relevant media channels aiming at improving the awareness of its services. In order for the UIF to reach the targeted audience, the UIF should not only use formal media platforms, but also popular channels of communication in order to reach key target audience. The communication campaigns should also be specifically segmented and targeted to the various sectors of the population, both the employed and the unemployed.

### **6.3.2 Campaign timing in relation to target audience and specificity of the messages**

The timing of the campaigns is important in ensuring that the relevant audience gets the information the Department of Labour is communicating with the targeted audience. Use television and radio at all times of the day, with particular audiences in mind at different times. .

The UIF should consider making a conscious choice of channel in relation to the target audience for a specific message. The Internet, SMSs and social media should be utilised to target middle and higher income individuals in respect of UIF services and benefits. Low-income employees should especially be targeted, using television, radio, newspapers, the Department of Labour website, posters and billboards.

The messages should especially focus on the requirements for accessing maternity benefits, Illness Benefits, Death benefits and Adoption benefits. The UIF campaigns must segment the categories of employers in the choice of the channel for communication.

The UIF campaigns should consider the age, education level, and socioeconomic status in the design and craft of the messages. In order to improve the awareness levels, use social media, SMS and Internet communication to target people under the age of 35 years.

### **6.3.3 Target key categories of employers identified by sector, size, and location**

When it comes to specific communication campaigns of the UIF, over 60% indicated they had read, seen or heard them. The findings confirm that awareness of the UIF does not necessarily translate to knowledge of the specific campaigns. The conclusion points to the importance of earmarking sufficient resources for the campaigns linked to the strategic objectives of informing, educating and giving information to the employers.

By law, employers should deal with the UIF on a regular basis (registration, payments of UIF, for example). The Department of Labour should continue with the communication campaigns in a concerted effort targeting certain categories of employers identified by sector, size, and location. The UIF must utilise communication channels that can ensure that employers get the information. Analysis of who is accessing websites may go a long way to ascertain the effectiveness of such a channel.

Although employers rated the effectiveness of the communication campaigns from the UIF positively, there is a need to segment media channels, which are more effective for the private sector.

The communication channels mostly utilised by large corporates integrate information technology strategies in order to access information and to communicate with the public sector. However, SMMEs, especially in remote rural villages, are still

not able to access information due to limited access to Internet and unreliability in those areas.

## **6.4 RECOMMENDATIONS FOR COMPENSATION FUND CAMPAIGNS**

### **6.4.1 *Target audience and channels***

The findings of the general public survey indicate that the majority of the general public (80%) are not fully informed about the services and benefits offered by the Compensation Fund. The CF needs therefore to gear up its campaign to reach people more broadly, focusing on all sectors of the population, both the employed and the unemployed.

Effective communication requires that the message is clear, and use the appropriate channel of communication to have broad appeal. Television and radio appear to be effective for the audiences based on their employment status and age. Specific sectors of the population should consciously be targeted, depending on the readership of the newspapers selected.

### **6.4.2 *Campaign timing in relation to target audience and specificity of the messages***

The choice of media channel in relation to the target audience is important. With the increasing importance of information technology in communication, consideration should be given to evaluating appropriate channels. The Internet, SMSs and social media should be utilised to target middle and higher income individuals in respect of the services and benefits offered by the Compensation Fund.

The findings points to the need to increase knowledge levels in the general public especially with regards to the procedures required for reporting of workplace accidents or diseases and the submission of documents to the Compensation Fund. In order to increase the knowledge levels, messages for the general public should emphasise compensation for dependants of a worker who dies as a consequence of work-related injury or disease. In addition, the CF should emphasise pensions for the spouse of someone who dies owing to a work-related injury or disease and funding for the education of children of a deceased worker.

Although the CF is already highlighting this in their communications campaigns, they must increase knowledge levels by including clear messages indicating that there is no payment necessary to secure the services of the Compensation Fund. The CF should make a conscious choice of channel (television, radio, newspapers, billboards, and posters) to communicate its message.

### **6.4.3 *Assess the effectiveness of certain communication and information channels and segment the audience appropriately***

Awareness of the Compensation Fund appears to be high among employers. Even though more than half of employers are of the view that the Compensation Fund

provides information about the services and benefits that it offers for workers, there is a need to intensify the campaigns in order to increase the proportion of targeted employers.

Decide on the channels of communication based on their effectiveness in delivering and communicating the message. The effectiveness of various channels must be explored. For example, some channels should be dedicated for awareness, whereas others can be used for information sharing.

However, awareness does not translate into adequate and sufficient knowledge of the services, which the Compensation Fund provides. The CF has continued to utilise all different channels of communication. We recommend that at all points of intersection with employers, the Compensation Fund should target specific messages based on the channel used. Create new partnerships and maximise current partnerships with industry organisations. The utilisation of labour centres is an ideal platform to provide employers with detailed and specific information related to the services and benefits, which the Compensation Fund offers.

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# ANNEXURES

## ANNEXURE 1:INTERVIEW/FOCUS GROUP GUIDE FOR GENERAL PUBLIC



# labour

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Department:  
Labour  
**REPUBLIC OF SOUTH AFRICA**

### COMMUNICATION CAMPAIGNS

#### INTERVIEW/FOCUS GROUP GUIDE FOR GENERAL PUBLIC

##### A: DEPARTMENT OF LABOUR SERVICES

1. Tell us about your knowledge and understanding of the mandate of the Department of Labour.
  - a) In your opinion what kind of services are rendered by the Department of Labour? (Probe if they know about **Public Employment Service, Inspection and Enforcement Services, Occupational Health and Safety, Employment Standards and Employment Equity**).
  - b) Probe if they know about entities of the Department of Labour and what is the relationship between them?
  - c) Do they know where and how to access the services and benefits of the Department of Labour?
  - d) Do they know where to go for each of the labour related challenges (e.g. accessing Unemployment Insurance Fund, Compensation Fund benefits; or the Commission for Conciliation, Mediation and Arbitration)?

##### B: LABOUR LEGISLATION

1. The South African Government through the Department of Labour has passed laws and regulations to govern working conditions and rights of workers?
  - 1.2 Which labour laws are you familiar with?
  - 1.3 For those who mention labour laws probe for the significance of those laws.
  - 1.4 For everyone facilitate a discussion on labour laws by mentioning them specifically. Probe whether they know the significance of the (**Basic Conditions of Employment Act, Labour Relations Act, Employment Equity Act, Unemployment Insurance Act, Occupational Health and Safety Act, Compensation for Occupational Injuries and Diseases Act**).
  - 1.5 Probe: which labour laws aim to protect right of workers and vulnerable workers?

## C: HEAD OFFICE COMMUNICATION CAMPAIGNS

### C 1: Domestic Workers

1. Have you seen the advertisement from the Department of Labour on **Domestic Workers Minimum Wage Increase: 2013**? (Respondents to respond spontaneously). Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what it entailed.  
**Interviewer to circulate the laminated advertisement through the group and everyone to spend about 15 seconds looking at it and pass to the next person.**
2. After the respondents have looked at the advert then ask about their **views** on the advertisement and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in this advertisement?
  - c. The intention of the advertisement was to communicate the new minimum wage for Domestic Workers for 2013, do you think that this was achievable though this communication? Why do you think so? Do you feel that the use of newspapers to publicise the new minimum wage as a good platform to do so?
  - d. What communication channel do you think should be used to make people aware of the new minimum wage for Domestic Workers?
  - e. In your opinion is the information provided sufficient to make domestic workers know about their rights and working conditions as well as the new wages. Probe if the other stakeholders like unions and employers in this sector will also find this information sufficient and why?
  - f. Probe if language used, layout is appealing and accessible.

### C2: Farm Workers

1. Have you seen the advertisement from the Department of Labour on **Farm Worker: What you should know about accessing your rights**? (Respondents to respond spontaneously). Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what it entailed.  
**Interviewer to circulate the laminated advertisement through the group and everyone to spend about 15 seconds looking at it and pass to the next person.**
2. After the respondents have looked at the advert then ask about their **views** on the advertisement and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in this advertisement?
  - c. The intention of the advertisement was to communicate the rights of farm workers, do you think that this was achievable though this communication? Why do you think so? Do you feel that the use of newspapers to publicise the information about the right of farm worker as a good platform to do so?
  - d. What communication channel do you think should be used to make people aware of the rights of farm workers?
  - e. In your opinion is the information provided sufficient to make farm workers know about their rights and working conditions as well as the new wages. Probe if the other stakeholders like unions and employers in this sector will also find this information sufficient and why?
  - f. Probe if language used, layout is appealing and accessible.

### C 3: Jobs Fair/Summit

1. Have you seen the advertisement from the Department of Labour on **Jobs Fair/Summit: My Job, My Future** (Respondents to respond spontaneously)? Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what it entailed.  
**Interviewer to circulate the laminated advertisement through the group and everyone to spend about 15 seconds looking at it and pass to the next person.**

2. After the respondents have looked at the advert then ask about their **views** on the advertisement and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in this advertisement?
  - c. The intention of the advertisement was to communicate to work-seekers plan by the department or Link work-seekers with prospective employers, organisations and government departments as well as facilitating placement opportunities for employment or learning; do you think that this was achievable though this communication? Why do you think so?
  - d. Do you feel that the use of newspapers to publicise information to work-seeker about the Jobs Fair/Summit is a good platform to do so?
  - e. What communication channel do you think should be used to make work-seekers aware of the Jobs Fairs/Summits plan by the department or Link work-seekers with prospective employers?
  - f. In your opinion is the information provided sufficient to make work-seekers know about opportunities to meet prospective employers, organisations and government departments as well as facilitating placement opportunities for employment or learning.
  - g. Probe if language used, layout is appealing and accessible.

#### **C4: People with Disabilities**

1. Have you seen the advertisement from the Department of Labour on **People with Disabilities?** (Respondents to respond spontaneously). Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what it entailed.  
**Interviewer to circulate the laminated advertisement through the group and everyone to spend about 15 seconds looking at it and pass to the next person.**
2. After the respondents have looked at the advert then ask about their **views** on the advertisement and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in this advertisement?
  - c. The intention of the advertisement was to communicate the right of people with disabilities, do you think that this was achievable though this communication? Why do you think so? Do you feel that the use of newspapers to publicise the new minimum wage as a good platform to do so?
  - d. What communication channel do you think should be used to make people aware of the right of people with disabilities?
  - e. In your opinion is the information provided sufficient to create awareness about the right of people with disabilities. Probe if the other stakeholders like unions, employers and civil society groups in this sector will also find this information sufficient and why?
  - f. Probe if language used, layout is appealing and accessible.

#### **C5: Occupational Health and Safety**

1. Have you seen the advertisement from the Department of Labour **Your Work should not put your life and health at risk?** (Respondents to respond spontaneously). Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what it entailed.  
**Interviewer to circulate the laminated advertisement through the group and everyone to spend about 15 seconds looking at it and pass to the next person.**
2. After the respondents have looked at the advert then ask about their **views** on the advertisement and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in this advertisement?
  - c. The intention of the advertisement was to communicate the health and safety rights of workers as well as putting health and safety measures in place (training on health and safety, provision of personal protective equipment and having health and safety

- representatives in place, do you think that this was achievable though this communication? Why do you think so?
- d. Do you feel that the use of newspapers to publicise health and safety issues as a good platform to do so?
  - e. What communication channel do you think should be used to make people aware of the health and safety right of workers as well as putting health and safety measures in place (training on health and safety, provision of personal protective equipment and having health and safety representatives in place)?
  - f. In your opinion is the information provided sufficient to make workers know the importance of health and safety in the work place. Probe if the other stakeholders like unions and employers in this sector will also find this information sufficient and why?
  - g. Probe if language used, layout is appealing and accessible.

#### **D: COMPENSATION FUND COMMUNICATION CAMPAIGNS**

1. Have you seen the advertisements on the **Compensation Fund's** campaigns? (Respondents to respond spontaneously). Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what they entailed.  
**Interviewer to circulate laminated advertisements through the group and everyone to spend about 30 seconds looking at them and passes to the next person.**
2. After the respondents have looked at the adverts then ask about their **views** on the advertisements and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in these advertisements?
  - c. The intention of the advertisements was to communicate the procedures for reporting and claiming in cases of work place injuries and diseases as well as accessing the benefits for injuries and diseases on duty and benefits for beneficiaries of the deceased workers: do you think that this was achievable though this communication? Why do you think so?
  - d. Do you feel that the use of newspapers, Blue Label Telecoms (Vodacom, CellC and MTN airtime), bus shelter, and radio stations, television, billboards and airport screens to publicise the information on the services and benefits of the Compensation fund is a good platform to do so?
  - e. What communication channel do you think should be used to make people aware of the services and benefits of the Compensation Fund?
  - f. In your opinion is the information provided sufficient to make workers know about the services and benefits of the Compensation Fund. Probe if the other stakeholders like unions and employers in this sector will also find this information sufficient and why?
  - g. Probe if language used, layout is appealing and accessible.

#### **E: UNEMPLOYMENT INSURANCE FUND COMMUNICATION CAMPAIGNS**

1. Have you seen the advertisements from the **Unemployment Insurance Fund's** campaigns? (Respondents to respond spontaneously). Those who know about the advertisement to mention how they got to know of it (media) and their opinion on the advertisement. Also probe as to what it entailed.  
**Interviewer to circulate laminated advertisements through the group and everyone to spend about 30 seconds looking at them and passes to the next person.**
2. After the respondents have looked at the adverts then ask about their **views** on the advertisements and what they make of it.
  - a. Probe whether this information was useful or not as well as reasons for the answers provided.
  - b. What kind of information would you find to be useful in these advertisements?
  - c. The intention of the advertisements was to communicate services and benefits of the UIF, the importance of registration of employees by employers including domestic workers and taxi drivers as well as informing employees that the services of the UIF are free, do you think that this was achievable though this communication? Why do you think so? Do you feel that the use of newspapers, television, radio and posters to publicise the services and benefits of the UIF as a good platform to do so?

- d. What communication channel do you think should be used to make people aware of the services and benefits?
  - e. In your opinion is the information provided sufficient to make workers to know the services and benefits of the UIF. Probe if the other stakeholders like unions and employers in this sector will also find this information sufficient and why?
  - f. Probe if language used, layout is appealing and accessible.
3. What recommendations do you have for the Department of Labour to improve the communication campaigns to the public?

## ANNEXURE 2: CHILD LABOUR INFORMATION CAMPAIGN



# labour

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Department:  
Labour  
**REPUBLIC OF SOUTH AFRICA**

### CHILD LABOUR INFORMATION CAMPAIGN

#### FOCUS GROUP GUIDE

This focus group discussion will be conducted with identified individuals including parents, worker and employers of children. The focus groups will be held in **Tzaneen (Limpopo province) and Badplaas (Mpumalanga province)**.

**INTERVIEWER**, before you ask questions about the campaign on Child Labour, please provide the respondent with a brief summary of the definition of Child Labour that is provided below.

#### DEFINITION OF CHILD LABOUR

The term '**CHILD LABOUR**' is often defined as work that deprives children of their childhood, their potential and their dignity, and that is harmful to physical and mental development. It refers to work that:

- is mentally, physically, socially or morally dangerous and harmful to children; and
  - interferes with their schooling by:
    - depriving them of the opportunity to attend school;
    - obliging them to leave school prematurely; or
    - requiring them to attempt to combine school attendance with excessively long and heavy work.
2. Are you aware of government campaigns aimed at creating awareness and eradicating child labour in your area? (What campaigns are those?)
  3. In the past **Three Years**, have you seen, read or heard any advertising/information campaigns **on Child Labour by the Department of Labour**? (Interviewer to show advertisement to group). Among those who are aware of the campaign probe where did they see or hear about the '**Child Labour Campaign: Let me be a Child**'?
    - 3.2 Also probe for the media where they saw this campaign
    - 3.3 What are their views on the campaign?
    - 3.4 If respondents never accessed the campaign, what do they think made it difficult for them and other people to have access to the campaign?
    - 3.5 Do you see the use of newspapers, radio to create awareness about child labour as a good platform to do so?
  4. In your view, what was the main message of the campaign(s) that you have seen

**INTERVIEWER: Spend about 3-4 minutes facilitating a discussion and probing for the respondents understanding of following subsequent to the campaign:**

- Do they understand that the practice is illegal?
- Do they understand that children have rights?
- Do they know that they can report any one who practices child labour to the Department of Labour?

5. After seeing or hearing the campaign on Child Labour, did you take any action

**INTERVIEWER, facilitate a discussion around actions taken since seeing, reading or hearing about campaigns and probe for the following:**

- Did they share information with anyone (parents, neighbours, community etc.)?
- Did they make parents or guardians of children under child labour of the illegality of the practice?
- Did they inform anyone of leadership and influence in the community?
- Did they report the employer (employer, parents, etc.) who subjects children to child labour to the Department of Labour?

6. In your community are you aware of children under the age of 15 years old who are employed and are paid for their services?

**INTERVIEWER, facilitate a discussion and probe for the following**

- The extent to which the practice is predominant
- Is the practice sanctioned or promoted, why; why not?
- Probe whether they know if most of the child labourers are South Africans or foreign nationals.
- Who generally practices child labour? What form does it take? Which sectors or areas of work is it predominant in?
- Whose responsibility is it to stop child labour in South Africa? Which sectors of society should be involved?

7. In your view, what do you think leads people who practice child labour to subject children to child labour?

**INTERVIEWER, facilitate a discussion and probe for factors contributing to child labour**

- From perspective of parents or guardians (poverty, desperation; ignorance, greed etc.)
- From socio-economic status of children (e.g. child-headed households)
- From perspective of employers (cheap labour; greed etc.)
- From perspective of parents from neighbouring countries (poverty, trafficking; slavery)
- Child trafficking/slavery- the extent to which it is common in area

8. Overall, how satisfied are you with communication from **the Department of Labour** regarding prohibition of Child Labour?

**INTERVIEWER, facilitate a discussion and probe for level of satisfaction and understanding regarding the following:**

- Has their understanding of the importance of protecting children from child labour improved?
- Do they know more about the illegality of subjecting children to child labour?



- Do they know where and how to report people who subject children under child labour?
  - Do they know where to access social services to protect such children and access the services and benefits of the Department of Labour?
  - Do they know where to go in case they need to report people who subject children to child labour?
9. In your view, what would you say is the communication campaigns against child labour are having an impact in reducing the practice of child labour?
- INTERVIEWER, facilitate a discussion and probe for the following:**
- From their perspective, has the communication campaigns by the Department of Labour resulted in more awareness and hence reduction of child labour practice or is it still the same
  - Level of awareness among parents
  - Reduction in practice even among families that are poverty stricken
  - Employers (from their perspective) are no longer practicing child labour
  - People are reporting those who practice child labour
  - What specifically has led to the reduction or positive impact?
10. If in your view has there been an improvement in reduction of child labour, what do you think are the contributing factors?

**INTERVIEWER facilitate and discussion and probe for factors such as:**

- Continued lack of knowledge/ignorance
  - Need for more information campaign
  - Lack of knowledge about procedures for reporting
  - Lack of resources for reporting (transport or phone fees etc.)
  - Fear of reporting those who practice
  - Lack of follow-up from Department of Labour in case such instances are reported
  - Persistent poverty levels
  - Difficulty in change of attitude among those who practice
11. What recommendations do you have for the Department of Labour to improve the communication campaigns to the public regarding reduction of child labour practices?

**INTERVIEWER, facilitate a discussion and probe for the following:**

- Recommendations for improvement in current campaigns
- Recommendations for cross-sectoral collaboration (religious leaders, community leaders, other departments, associations of sectors such as Agriculture, etc.)
- Preferred media for such a campaigns in the future.
- In your opinion is the information provided sufficient to create awareness about child labour.
- Timing of campaigns



# labour

Department:  
Labour  
**REPUBLIC OF SOUTH AFRICA**

QUESTIONNAIRE NUMBER				
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## COMMUNICATION CAMPAIGNS SURVEY

### GENERAL PUBLIC SURVEY QUESTIONNAIRE

#### INTRODUCTION

Hello, my name is \_\_\_\_\_ from the company called Fresh Thinking Capital. We are conducting research survey on behalf of the Department of Labour. The purpose of the survey is to understand the effectiveness and impact of the communication and information campaigns of the Department of Labour. We would appreciate a few minutes of your time so we can hear your views. Please note that the information you provide will only be used for research purposes. The survey will take approximately 30 minutes to complete. The survey is meant for South African citizens of working age, that is 18 years and above. ***(For household residential respondents, proceed to selection procedure on next page and then return here after the respondent has been selected).***

May I please ask? How old are you? \_\_\_\_\_

In which country were you born? \_\_\_\_\_

[INTERVIEWER: If the respondent is less than 18 years and is not a South African citizen, thank the person and explain to him/her that he/she is not part of the target population to whom we wish to talk].

**PLEASE NOTE:** This survey does **NOT** require your name and all answers that you provide will remain anonymous and confidential.

Your participation is greatly appreciated. Your responses will assist the Department of Labour to improve communication about its services and benefits to the public and to vulnerable workers.

**I WOULD LIKE TO ASK FOR YOUR CONTACT DETAILS SO WE CAN FOLLOW-UP WHERE NECESSARY**

Name of Respondent		Respondent's contact number	
Date of survey administration		Time of interview	
Name of township or area where survey is conducted: .....	Type of place where survey is conducted (tick one option below)		
	Workplace	Labour Centre	Online Telephone
	Mall/ Shopping Centre	Taxi Rank	Residential
Interviewer's name		Interviewer's cell number	

**RESPONDENT SELECTION PROCEDURE FOR HOUSEHOLD RESIDENTIAL SURVEY:**

Number of persons aged 16 years or older living in this household

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*Please list all persons in this household who are 18 years and older who live and share resources here at least 4 nights per week. Once this is done, use the Kish grid below to determine which person must be interviewed.*


### GRID TO SELECT RESPONDENT

[illegible]

## ALL RESPONDENTS TO COMPLETE ALL THE SECTIONS

### PART A: DEPARTMENT OF LABOUR LEGISLATION AND SERVICES

1. Are you aware of the laws and regulations that are provided by the Department of Labour regarding the conditions and rights of workers?

Yes	1
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No	2 (Go to Q3)
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Not sure	3 (Go to Q3)
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2. Which laws provided by the Department of Labour regarding working conditions, regulations and rights of workers are you aware of? **[INTERVIEWER SHOULD NOT READ OUT THE OPTIONS BELOW, BUT PROMPT RESPONDENTS AND TICK IN THE LIST NEXT TO THE CORRESPONDING ANSWER]**

ACT	Definitely aware	Aware but don't know much about it	Not really aware of it	Definitely not aware of it
2a. Basic Conditions of Employment	1	2	3	4
2b. Employment Equity	1	2	3	4
2c. Unemployment Insurance	1	2	3	4
2d. Occupational Health and Safety	1	2	3	4
2e. Compensation for Occupational Injuries & Diseases	1	2	3	4
2f. Labour Relations	1	2	3	4

3. Do you know if the Department of Labour has laws that regulate working hours?

Yes	1
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No	2
----	---

4. How much do you feel you know about the laws, services and benefits of the Department of Labour regarding workers?

Level of knowledge of laws, services and benefits	4a: Laws	4b: Services	4c: Benefits
I know them very well	1	1	1

I know a fair amount about them	2	2	2
I know just a little about them	3	3	3
I know almost nothing about them	4	4	4
No Knowledge	5	5	5
Knowing about the Department of Labour is not important to me	6	6	6

5. Of which services offered by the Department of Labour are you aware?

5a. Public Employment Services	5b. Sheltered Employment Services	5c. Inspection & Enforcement Services	5d. Occupational Health & Safety	5e. Sectoral Determinations
Yes 1	Yes 1	Yes 1	Yes 1	Yes 1
No 2	No 2	No 2	No 2	No 2

6. **Compared to a year ago**, how would you rate your knowledge of the **Department of Labour's** laws about workers, and its services and benefits to workers?

Level of knowledge compared to a year ago	6a: Laws	6b: Services	6c: Benefits
Much more knowledgeable	1	1	1
Somewhat more knowledgeable	2	2	2
Same level of knowledge	3	3	3

7. Which best describes your impression of the communication or information provided by **the Department of Labour** about laws, services and benefits [INTERVIEWER: READ OUT THE OPTIONS]

Keeps me fully informed	Keeps me fairly well informed	Gives me only a limited amount of information	Does not tell me much at all
1	2	3	4

8. Do you think the Department of Labour is communicating information to you about what it is doing in relation to its laws, services and benefits to workers?

Yes	1 (Go to Q9)	No	2 (Go to Q11)	Not sure	3 (Go to Q11)
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9. Based on the communication or information on the laws, regulations, services and benefits provided by the Department of Labour, which you saw, read or heard, how would you, rate the effectiveness? [INTERVIEWER: READ OUT ALL OPTIONS]

Level of effectiveness of the campaign	Definition	Very effective	Effective	Fairly effective	Not effective	Very ineffective
9a. Informative	The Department of Labour keeps one informed	1	2	3	4	5
9b. Useful	Information provided by the Department of Labour is useful for me as a worker	1	2	3	4	5
9c. Motivating	Information provided by the Department of Labour makes one take action	1	2	3	4	5
9d. Understandable	The language used to provide information on laws regulations and service by the Department of Labour is easy to understand	1	2	3	4	5

10. Overall, how satisfied are you with communication from **the Department of Labour** regarding information about labour laws, services and benefits for workers?

Very satisfied	1	Satisfied	2	Neutral	3	Dissatisfied	4	Very dissatisfied	5
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11. In which way do you prefer the Department of Labour (and all its entities) to communicate with you regarding its services and benefits?

<b>FORM OF COMMUNICATION</b>	<b>Yes</b>	<b>No</b>	<b>I am not sure</b>

## PART B: EXPOSURE TO DEPARTMENT OF LABOUR INFORMATION CAMPAIGNS

WE WOULD LIKE TO FIND OUT IF YOU HAVE SEEN, READ OR HEARD ANY ADVERTISING ABOUT FIVE SPECIFIC INFORMATION CAMPAIGNS.

[INTERVIEWER: AS YOU ASK ABOUT EACH OF THE FIVE CAMPAIGNS, FLASH THE RELEVANT LAMINATED POSTER FOR 5 SECONDS TO THE RESPONDENT, THEN PUT IT AWAY BEFORE ASKING THE QUESTIONS ABOUT THIS CAMPAIGN].

Name of Campaign	a. In the past 3 years have you seen, read or heard any													
	YES	NO	NOT SURE	B1. TV	B2. Radio	B3. Newspaper	B4. Billboards	B5. Street posters/leaflets	B6. CommutaNet	B7. Department of Labour	B8. Online	B9. Bus shelter	B10. Taxi rank	B11. Other (specify)
12. Farm Workers: 'What you should know about accessing your rights'	1	2	3	1	2	3	4	5	6	7	8	9	10	11
13. Minimum Wage Increase for Domestic Workers	1	2	3	1	2	3	4	5	6	7	8	9	10	11
14. The Services and Benefits of the Unemployment Insurance Fund (UIF)	1	2	3	1	2	3	4	5	6	7	8	9	10	11
15. Child Labour: 'Let me be a child'	1	2	3	1	2	3	4	5	6	7	8	9	10	11
16. Compensation Fund: rights of workers who get injured or contract diseases while on duty	1	2	3	1	2	3	4	5	6	7	8	9	10	11

For each of the campaigns that you saw, read or heard, what is your rating of the effectiveness of that campaign, in terms of the following characteristics?

<p>INTERVIEWER: FOR EACH CAMPAIGN THAT THE RESPONDENT HAS SEEN, READ OR HEARD, ASK HIM/HER HOW EFFECTIVE IT WAS IN TERMS OF THE CRITERIA BELOW AND CIRCLE THE RELEVANT RESPONSE: 1=VERY EFFECTIVE; 2=EFFECTIVE; 3=FAIRLY EFFECTIVE; 4=NOT INEFFECTIVE; 5=VERY INEFFECTIVE.</p>	17. Farm Worker s: 'What you should know about accessi ng your rights					18. Minim um Wage Increa se for Dome stic Worke rs					19. The Services and Benefits of the Unemploy ment Insurance Fund (UIF)					20. Child Labou r: 'Let me be a child'					21. Compens ation Fund: rights of workers who get injured or contract diseases while on duty				

## PART C: INFORMATION CAMPAIGN ON THE RIGHTS OF FARM WORKERS

22. In the past three years did you read, see or hear of the Department of Labour's campaign '**Farm Workers, what you should know about accessing Your Rights**'?

Yes	1 (Go to Q23)	No	2 (Go to Q26)	Did not read, see or hear campaign	3 (Go to Q26)
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23. Did you share this information with anyone?

Yes		No	
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24. With whom did you share/discuss this information? [INTERVIEWER: ALLOW MULTIPLE RESPONSES]

Friends or colleagues	Farm workers	Farmers	Members of the community	Other (specify)
1	2	3	4	5

25. After reading, seeing or hearing the Department of Labour's campaign '**Farm Workers, what you should know about Accessing Your Rights**', did you take any action?

Yes	1	No	2	No, I did not know what to do	3
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26. In your view, do you think that there is any improvement in the conditions of **Farm Workers** in general?

Yes	1 (Go to Q27)	No	2 (Go to Q28)	Not sure	3 (Go to Q28)
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27. If you think any improvements have occurred in the working conditions of **Farm Workers**, what are these improvements?

Improvements in Farm Worker working conditions	Yes	No	I don't know
--	-----	----	--------------

27a. There has been an increase in awareness among farm workers about their rights for minimum wage and conditions of employment as per regulation	1	2	3
27b. There has been an improvement in working conditions for farm workers	1	2	3
27c. Farm workers are now able to demand prescribed working conditions	1	2	3
27d. Farm workers are now demanding to be paid according to the minimum wage	1	2	3
27e. Farmers are now offering farm workers the minimum wage	1	2	3
27f. There has been an increase in farmers who have introduced the working conditions according to the legislation	1	2	3

**28.** In your view, do you think the Department of Labour is providing information about rights of **Farm Workers**?

Yes	1	No	2	Not sure	3
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#### **PART D: INFORMATION CAMPAIGN ON THE DOMESTIC WORKERS' MINIMUM WAGE INCREASE**

**29.** In the past three years did you read, see or hear about the Department of Labour's campaign '**Domestic Workers Minimum Wage Increases**'?

Yes	1 (Go to Q30)	No	2 (Go to Q33)	Did not read, see or hear campaign	3 (Go to Q33)
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**30.** Did you share this information with anyone?

Yes	1	No	2
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31. With whom did you share/discuss this information? [INTERVIEWER: ALLOW MULTIPLE RESPONSES]

Friends or colleagues	Domestic workers	Employer	Members of the community or religious group	Other (specify)
1	2	3	4	5

32. After reading, seeing or hearing the Department of Labour's campaign '**Domestic Workers Minimum Wage Increases**', did you take any action?

Yes	1	No	2	No, I did not know what to do	3
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33. From your experience, do you think there has been improvement in the working conditions and salaries for **Domestic Workers**?

Yes	1 (Go to Q34)	No	2 (Go to Q35)	Not sure	3 (Go to Q35)
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34. In what way(s) has there been an improvement in the working conditions and wages (salaries) of **Domestic Workers**?

Improvements in working conditions and salary increase for Domestic Workers	Yes	No	Not sure
34a. There has been an increase in awareness among domestic workers about the minimum wages and conditions of employment as per regulation	1	2	3
34b. There has been an improvement in working conditions for domestic workers	1	2	3
34c. Domestic workers are now able to negotiate for the prescribed working conditions	1	2	3
34d. Domestic workers are now able to negotiate for minimum wages	1	2	3
34e. Employers are now paying domestic workers minimum wages	1	2	3

34f. There has been an increase in employers who have introduced the working conditions according to the legislation	1	2	3
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35. In your view, does the Department of Labour provide information about the working conditions and wages (salaries) for **Domestic Workers**?

Yes	1	No	2	Not sure	3
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## **PART E: INFORMATION CAMPAIGNS FOR UNEMPLOYMENT INSURANCE FUND**

36. In the last three years did you read, see or hear about the following UIF campaigns?  
[INTERVIEWER: If campaign was not read, seen or heard, go to Q40]

CAMPAIGNS	Yes	No
36a. 'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services	1	2
36b. 'Radio campaign on registering taxi drivers and domestic workers' / inform taxi drivers and domestic worker of being registered with UIF	1	2

37. If you read, saw or heard the communication campaigns by the **UIF** did you share/discuss this information with anyone?

Yes	1 (Go to Q38)	No	2 (Go to Q40)
-----	---------------	----	---------------

38. With whom did you share /discuss this information? [INTERVIEWER: ALLOW MULTIPLE RESPONSES]

Friends or colleagues	Employer	Union representative	Members of the community	Other (specify)
1	2	3	4	5

39. After reading, seeing or hearing about the **UIF** communication campaigns did you take any action?

Yes	1	No	2	No, I did not know what to do	3
-----	---	----	---	-------------------------------	---

40. Are you aware of the work and services of the **UIF**?

Yes	1 (Go to Q41)	No	2 (Go to Q42)	Not sure	3 (Go to Q42)
-----	---------------	----	---------------	----------	---------------

41. Of which services and benefits are you aware that workers can receive from the **UIF**?

	Yes	No	Not sure
	1	2	3
41a. Adoption benefits	1	2	3
41b. Death benefits to dependants	1	2	3
41c. Illness benefits	1	2	3
41d. Maternity benefits	1	2	3
41e. Unemployment benefits	1	2	3

42. In your view, should employers be registered with the **UIF**?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

43. How do people generally find out if an employer is registered with the **UIF**? [INTERVIEWER: ALLOW MULTIPLE RESPONSES]

	Tick as per response
Employees are informed by employers	1
Employees asked employers	2
Information will be reflected on the payslips	3



Enquire at UIF offices	4
Enquire at Labour centres	5
Enquire at call centres	6
I don't know	7
Other (specify)	8

44. Are you aware if your employer is registered with the **UIF**? [FOR RESPONDENTS WHO ARE EMPLOYED]

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

45. Do you think there are any **advantages** for workers if their **employer is registered** with the **UIF**?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

46. Do you know where people should go when they require **UIF** services?

Yes	1 (Go to Q47)	No	2(Go to Q48)	Not sure	3 (Go to Q48)
-----	---------------	----	--------------	----------	---------------

47. If Yes, Please indicate where people go to for **UIF services**. [INTERVIEWER SHOULD NOT READ OUT THE OPTIONS BELOW, BUT PROMPT REpondENTS AND TICK IN THE LIST NEXT TO CORRESPONDING ANSWER].

Place where people go to access UIF services	Tick corresponding answer
Department of Labour HQ	1
Labour Centres	2
Unions	3
UIF offices	4
Thusong Service Centres (Multi-purpose Community Centres)	5
Others (specify)	6

48. In your view, do you think that the Department of Labour/ **UIF** provide information about **the benefits of and services offered by the UIF?**

Yes	1
-----	---

No	2
----	---

Not sure	3
----------	---

## PART F: INFORMATION CAMPAIGN ON **CHILD LABOUR**

49. In the past three years, have you read, seen or heard about the advert/ information campaigns on '**Child Labour: Let me be a Child**' by the Department of Labour?

Yes	1
-----	---

No	2 (Go to Q53)
----	---------------

Did not read, see or hear campaign	3 (Go to Q53)
------------------------------------	---------------

50. Did you share this information with anyone?

Yes	
-----	--

No	
----	--

51. With whom did you share/discuss this information? [INTERVIEWER: ALLOW MULTIPLE RESPONSES]

Friends or colleagues	Parents with working children	Employers of children	Members of the community	Other (specify)
1	2	3	4	5

52. After reading, seeing or hearing the Department of Labour's campaign '**Child Labour: Let me be a Child**', did you take any action?

Yes	1
-----	---

No	2
----	---

No, I did not know what to do	3
-------------------------------	---

53. In your view, do you think there has been a decrease in the practice of **Child Labour**?

Yes	1 (Go to Q54)
-----	---------------

No	2 (Go to Q55)
----	---------------

Not sure	3 (Go to Q55)
----------	---------------

54. In what ways has there been a decrease in the practice of **Child Labour**?

Improvements in decrease of practice of Child Labour	Yes	No
54a. There has been an increase in awareness of the illegality of child labour	1	2
54b. Parents who practices child labour have stopped it	1	2
54c. Employers who practice child labour have decreased	1	2
54d. People who notice child labour report those who subject children to child labour	1	2
54e. People discourage parents who practice child labour	1	2

55. In your view, do you think the Department of Labour is providing information about **Child Labour**?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

## PART G: INFORMATION CAMPAIGNS ON THE COMPENSATION FUND

56. In the past **THREE YEARS**, have you seen, read or heard about any of the following advertising campaigns from the **Compensation Fund**? [INTERVIEWER: If campaigns were not read, seen or heard, go to Q61].

CAMPAIGNS	Yes	No
56a. 'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/ Disease in terms of COIDA (Compensation for Occupational Injuries and Diseases Act)'	1	2
56b. 'Compensation Fund's Injury on Duty Reporting Procedure'	1	2
56c. 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'	1	2

57. Specifically what do you remember the **Compensation Fund** information campaigns being about or saying? What did it say? What did it show? (Please be as specific as possible).  
[INTERVIEWER: DO NOT READ OUT]

Information remembered by respondent about the Compensation Campaign(s)	CODE
Importance of registration of employers with the Compensation Fund	1
Employees have the right to compensation in case of accidents or disease	2
How to access the compensation or services of the Compensation Fund	3
Responsibility of employers to report accidents and disease	4
Procedures for reporting	5
Submission of documents to the Compensation fund	6
Other (specify)	7

58. After reading, seeing or hearing the communication campaigns by the **Compensation Fund** did you share/discuss this information with anyone?

Yes	1 (Go to Q59)	No	2 (Go to Q60)
-----	---------------	----	---------------

59. With whom did you share /discuss this information? [INTERVIEWER: ALLOW MULTIPLE RESPONSES]

Friends or colleagues	Employer	Union representative	Members of the community/ religious group	Other (specify)
1	2	3	4	5

60. After reading, seeing or hearing the **Compensation Fund** information campaigns did you take any action?

Yes	1
-----	---

No	2
----	---

No, I did not know what to do	3
-------------------------------	---

61. In your view, which services and benefits are provided by the Compensation Fund?  
**INTERVIEWER, DO NOT READ THE LIST. TICK THE RESPONSES THAT ARE PROVIDED BY RESPONDENT. MULTIPLE RESPONSES**

Services and Benefits provided by the Compensation Fund	YES	NO
61a. Compensation to workers who are injured or diseased at work	1	2
61b. Compensation for dependents of workers (wife, children) in case of death due to injury or disease incurred at work	1	2
61c. Payment of medical expenses due to injury from workplace accident	1	2
61e. Payment of spouse pension whose partner was deceased due to work injury or disease	1	2

62. From your understanding, please indicate **YES or NO or NOT SURE** regarding the services that are paid for by the Compensation Fund for the beneficiaries of workers?

Statement about services and benefits of the Compensation Fund	Yes	No	Not sure
62a. Compensation Fund pays for benefits (money) to the workers and dependants (wife and children) of workers who died as a result of to injury or disease on duty	1	2	3
62c. Compensation Fund pays for pension of the spouse of the deceased worker	1	2	3
62d. Compensation Fund pays for education of children of the deceased worker	1	2	3

63. In your view do you think that **employers are required by law to register their companies and workers** with the Compensation Fund? ALL RESPONDENTS

Yes	1
-----	---

No	2
----	---

Not sure	3
----------	---

64. Are you **familiar with the reporting procedures in case of accident, injury or disease** at the workplace?

Yes	1 (Go to Q65)
-----	---------------

No	2 (Go to Q67)
----	---------------

Not sure	3 (Go to Q67)
----------	---------------

65. Specifically do you recall when you got to know about the procedures for lodging a claim for a workplace injury?

Before campaigns	1	After campaigns	2	Do not recall	3
------------------	---	-----------------	---	---------------	---

66. If you know, where did you get the information about procedures for lodging a claim with the **Compensation Fund**?

Source of information about procedures for lodging a claim with the Compensation Fund	Yes	No
66a. Compensation Fund information campaign (TV, newspaper, radio, etc.)	1	2
66b. Employer	1	2
66c. Information posted in the workplace	1	2
66d. Supervisor	1	2
66e. Friends or family	1	2
66f. Department of Labour website	1	2
66g. Provincial Office/Compensation Fund/ Labour Centre/Call Centre	1	2
66h. Department of Labour Call Centre	1	2
66i. Union	1	2
66j. Other (specify)	1	2

67. Do you think there are any **advantages** for workers if their **employer is registered** with the Compensation Fund?

Yes	1(Go to Q68)	No	2 (Go to Q69)	Not sure	3 (Go to Q69)
-----	--------------	----	---------------	----------	---------------

68. What do you think are the **advantages of registering the** company with the **Compensation Fund?**

	Yes	No	Not sure
68a. Compensation for loss of income while injured on duty	1	2	3
68b. Compensation for loss of income due to a disability, resulting from an injury on duty	1	2	3
68c. Compensation for medical attention due to workplace injuries or diseases	1	2	3
68d. Compensation for family or children if deceased due to workplace injuries or diseases	1	2	3

**EMPLOYED AND PREVIOUSLY EMPLOYED RESPONDENTS TO ANSWER THE FOLLOWING**

69. Have you ever experienced an injury owing to an accident at the workplace, or contracted a disease in the workplace?

Yes	1 (Go to Q70)	No	2 (Go to Q73)
-----	---------------	----	---------------

70. If you have been injured at work, did you know what to do as an employee who was injured at work?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

71. Did you report the injury/disease to the employer/supervisor?

Yes	1 (Go to Q72)	No	2 (Go to Q73)
-----	---------------	----	---------------

72. If you reported your injury to the employer, do you know if the employer submitted a report to the Compensation Fund?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

73. Have you ever lodged a claim with the Compensation Fund?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

ALL RESPONDENTS TO ANSWER

74. From your experience, do you think there has been an improvement in the awareness and understanding of the services and benefits of the **Compensation Fund**, particularly in relation to processes of claiming in case of injury or disease at the workplace?

Yes	1 (Go to 75)
-----	--------------

No	2 (Go to Q76)
----	---------------

Not sure	3 (Go to Q76)
----------	---------------

75. In what way(s) has there been an improvement in the awareness and understanding of the services and benefits of the Compensation Fund, particularly in relation to processes of claiming in case of injury or disease at the workplace?

Improvements in awareness of services and benefits of the Compensation Fund	Yes	No	Don't know
75a. There has been an increase in awareness among workers and families about the services and benefits provided by the Compensation Fund	1	2	3
75b. There has been an increase (among people I know) in people who claim for benefits of the Compensation Fund	1	2	3
75c. Workers who are Injured or diseased at work are claiming for benefits	1	2	3
75d. Workers who were injured a long time ago have been to the Compensation Fund to claim for benefits	1	2	3
75e. Beneficiaries (families) of people who were injured or died due to injury or disease at work place have been to Compensation Fund to claim for benefits	1	2	3
75f. Other (specify)	1	2	3

76. How likely is it that you will contact the Compensation Fund for a claim if you experience injury or disease at work in future?

Most likely	1
-------------	---

Maybe	2
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Least likely	3
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77. In your view, does the **Department of Labour/Compensation Fund** provide information about the services and benefits of the Compensation Fund for workers who are injured or diseased on duty?



Yes	1
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No	2
----	---

Not sure	3
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**PART N=: ALL RESPONDENTS TO COMPLETE THIS SECTION**

78. In your view do you have to pay to access the services and benefits provided by the following?

	Yes	No	Not sure
78a. Department of Labour	1	2	3
78b. Compensation Fund	1	2	3
78c. UIF	1	2	3
78d. CCMA	1	2	3

79. Have you ever paid someone to submit forms on your behalf to the Department of Labour, Compensation Fund or UIF?

Entity whose services were paid for	Yes	No (Go to Q83)
79a. Department of Labour	1	2
79b. Compensation Fund	1	2
79c. UIF	1	2
79d. CCMA	1	2

80. If Yes, to whom did you pay the money?

To whom the payment was made	Select applicable

81. How much did you pay for assistance with your application?

<b>Amount paid</b>	<b>Select applicable</b>
Less than R50	1
Between R51 – R100	2
Between R101-R200	3
Between R201 – R300	4
Between R301– R500	5
More than R500	6

82. How did the person whom you gave the money assist you?

<b>Services for which money was paid</b>	<b>Select all applicable</b>
Completed application forms	1
Jumping the queue/making application process quicker	2
Took the forms on my behalf to the Department of Labour offices	3
Other (specify)	4

## **PART I: DEMOGRAPHICS OF THE RESPONDENT**

83. How would you describe your status of employment?

<b>Full time work (including self-employed)</b>	<b>Part-time work (including self-employed)</b>	<b>Unemployed (looking for work)</b>	<b>Retired/ pensioner</b>	<b>Home duties</b>	<b>Student</b>	<b>Receiving or have received benefits from Compensation Fund</b>
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1	2	3	4	5	6	7
---	---	---	---	---	---	---

84. What is your gender? [INTERVIEWER: COMPLETE WITHOUT ASKING THE QUESTION]

Female	1	Male	2
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85. What is your population group?

African	White	Coloured	Indian/Asian
1	2	3	4

86. What is your Home Language?

	Answer only One (CODE)
Afrikaans	1
English	2
isiXhosa	3
isiZulu	4
Ndebele	5
Sepedi	6
Sesotho	7
Setswana	8
siSwati	9
Tshivenda	10
Xitsonga	11
Other (specify)	12

87. In which province do you live now? (i.e. the province where you spend most of your time)

Eastern Cape	Free State	Gauteng	KwaZulu-Natal	Limpopo	Mpumalanga	Northern Cape	North West	Western Cape
1	2	3	4	5	6	7	8	9

88. What is your personal income category (your estimated income **per month**)? Read out alternatives (Circle only one)

None	Less than R500	R501– R1 000	R1 001– R2 000	R2 001– R5 000	R5 001 – R10 000	More than R10 000	Don't know/ not willing to say	Unemployed
1	2	3	4	5	6	7	8	9

89. In what sector or industry is the company for which you work?

Community & Social Services	1	Construction	6
Trade	2	Agriculture	7
Finance and Other Business Services	3	Mining	8
Manufacturing	4	Utilities	9
Private Households	5		

90. What is your employment category? (INTERVIEWER: READ OUT)

Manager	Professional	Technician	Clerk	Sales & Services
1	2	3	4	5
Skilled Agriculture	Craft & Trade related	Plant & Machine Operator	Elementary	Domestic Worker
6	7	8	9	10

91. If you are employed as a worker or labourer, specifically what type of work do you do? (CHECK LIST & COMPLETE)

Domestic worker	1	Taxi driver	6
Building	2	Cleaner	7

Driver	3
Farm worker	4
Furniture loader and remover	5

Gardner	8
Mining labourer	9
Other	10

92. What is your status in relation to the COMPENSATION FUND?

BENEFICIARY CATEGORY	CODE
Injured worker who received lump sum	1
Injured worker who is pensioned	2
Injured worker who is receiving medical benefit	3
On Widow(er) pension	4
Injured worker's compensation claim repudiated	5
No Relationship with Compensation Fund	6

93. What is your status in relation to the UNEMPLOYMENT INSURANCE FUND?

BENEFICIARY CATEGORY	CODE
Worker applying for unemployment benefits	1
Worker applying for maternity leave benefits	2
Applying for adoption benefits	3
Applying for Illness benefits	4
No Relationship with Unemployment Insurance Fund	5

## ANNEXURE 4:EMPLOYER QUESTIONNAIRE



# labour

Department:  
Labour  
**REPUBLIC OF SOUTH AFRICA**

QUESTIONNAIRE NUMBER				
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## COMMUNICATION CAMPAIGNS SURVEY

### EMPLOYER QUESTIONNAIRE

#### INTRODUCTION

Hello, my name is \_\_\_\_\_ from the company called Fresh Thinking Capital. We are conducting research survey on behalf of the Department of Labour. The purpose of the survey is to understand the effectiveness and impact of the communication and information campaigns of the Department of Labour. We would appreciate a few minutes of your time so we can hear your views. The information you provide will only be used for research purposes. The survey will take approximately 30 minutes to complete. The survey is meant for all South African companies or employers based in South Africa.

**PLEASE NOTE:** The report compiled from this survey will not mention the name of your company. All answers that you provide will be analysed in an anonymous and confidential way.

Your participation is greatly appreciated. Your responses will assist the Department of Labour to improve communication about its services and benefits to the public and to vulnerable workers.

**I WOULD LIKE TO ASK FOR YOUR CONTACT DETAILS ONLY SO WE CAN FOLLOW-UP WHERE NECESSARY**

Name of Company				
Name of Respondent		Respondent's contact number		
Date of survey administration		Time of interview		
Name of area where survey is conducted: .....	Type of place where survey is conducted (tick one option below)			
	Workplace	Labour Centre	Online	Telephone
	Mall/ Shopping Centre	Taxi Rank	Residential	
Interviewer's name		Interviewer's cell number		

**ALL RESPONDENTS TO COMPLETE ALL THE SECTIONS**

**PART A: KNOWLEDGE ABOUT LAWS, REGULATIONS, SERVICES AND BENEFITS OF DEPARTMENT OF LABOUR**

1. Are you aware of the laws and regulations that are provided by the Department of Labour regarding the labour market laws (e.g. Conditions and rights of workers)?

Yes	1
-----	---

No	2 (Go to Q3)
----	--------------

Not sure	3 (Go to Q3)
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2. Which of the Department of Labour laws regarding working conditions, regulations and rights of workers are you aware of? **INTERVIEWER SHOULD NOT READ OUT THE OPTIONS BELOW, BUT PROMPT RESPONDENTS AND TICK IN THE LIST NEXT TO THE CORRESPONDING ANSWER**

ACT	Definitely aware	Aware but don't know much about it	Not really aware of it	Definitely not aware of it
2a. Basic Conditions of Employment	1	2	3	4
2b. Employment Equity	1	2	3	4
2c. Unemployment Insurance	1	2	3	4
2d. Occupational Health and Safety	1	2	3	4
2e. Compensation for Occupational Injuries & Diseases	1	2	3	4
2f. Labour Relations	1	2	3	4

3. Which services of labour are you aware of?

Level of knowledge of laws, services and benefits	Know	Aware, but don't know much	Definitely Not aware
3a. CCMA	1	1	1
3b. UIF registration and contribution of benefits	2	2	2
3c. Compensation for work injury or diseases registration	3	3	3
3d. Employers registration for job opportunities	4	4	4
3e. Workseekers' registration and placement	5	5	5
3f. Workseekers' Counselling	6	6	6



4. How much do you know about the laws, services and benefits of the Department of Labour regarding workers?

Level of knowledge of laws, services and benefits	4a: Laws	4b: Services	4c: Benefits
I know them very well	1	1	1
I know a fair amount about them	2	2	2
I know just a little about them	3	3	3
I know almost nothing about them	4	4	4
No Knowledge	5	5	5
Knowing about the Department of Labour is not important to me	6	6	6

5. **Compared to a year ago**, how would you rate your knowledge of **the Department of Labour's** laws about workers, and its services and benefits to workers?

Level of knowledge compared to a year ago	5a: Laws	5b: Services	5c: Benefits
Much more knowledgeable	1	1	1
Somewhat knowledgeable	2	2	2
Same level of knowledge	3	3	3

6. Which best describes your impression of the communication or information provided by **the Department of Labour** about laws, services and benefits [INTERVIEWER: READ OUT THE OPTIONS]

Keeps me fully informed	Keeps me fairly well informed	Gives me only a limited amount of information	Does not tell me much at all
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1	2	3	4
---	---	---	---

7. Do you think the Department of Labour is communicating information to you about what it is doing in relation to its laws, services and benefits?

Yes	1	No	2	Not sure	3
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8. Based on the communication or information on the laws, regulations, services and benefits provided by the Department of Labour which you saw, read or heard, how would you rate the effectiveness? [INTERVIEWER: READ OUT ALL OPTIONS]

Level of effectiveness of the campaign	Definition	Very effective	Effective	Fairly effective	Not effective	Very ineffective
8a. Informative	The Department of Labour keeps one informed	1	2	3	4	5
8b. Useful	Information provided by the Department of Labour is useful	1	2	3	4	5
8c. Motivating	Information provided by the Department of Labour makes one take action	1	2	3	4	5
8d. Understandable	The language used to provide information on laws regulations and service by the Department of Labour is easy to understand	1	2	3	4	5

9. Overall, how satisfied are you with communication from **the Department of Labour** regarding information about labour laws, services and benefits for workers?

Very satisfied	1	Satisfied	2	Neutral	3	Dissatisfied	4	Very dissatisfied	5
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10. Where did you hear/ learn about the services of the Department of Labour?

FORM OF COMMUNICATION	Yes	No
10a. Television		
10b. Radio		
10c. Newspaper		
10d. Billboards		
10e. Internet		
10f. CommutaNet		
10g. SMS advertising		
10h. Social media		
10i. Roadshows		
10j. Imbizo		
10k. Cinema advertising		
10l. Magazines		
10m. Flyers		
10n. Family/friends		
10o. Other (specify)		

11. In which way do you prefer the Department of Labour (and all its entities) to communicate with you regarding its services and benefits?

FORM OF COMMUNICATION	Yes	No	I am not sure

## PART B: EXPOSURE TO DEPARTMENT OF LABOUR INFORMATION CAMPAIGNS

12. WE WOULD LIKE TO FIND OUT IF YOU HAVE SEEN, READ OR HEARD ANY OF THE FOLLOWING FIVE ADVERTISEMENTS ON DOL INFORMATION CAMPAIGNS.

[INTERVIEWER: AS YOU ASK ABOUT EACH OF THE FIVE CAMPAIGNS, FLASH THE RELEVANT LAMINATED POSTER FOR 5 SECONDS TO THE RESPONDENT, THEN PUT IT AWAY BEFORE ASKING THE QUESTIONS ABOUT THIS CAMPAIGN].

Name of Campaign	i. In the past 3 years have you seen, read or heard about any DoL advertisements or information?			ii. If Yes, where did you see, hear or learn about this advertisement? [INTERVIEWER: ALLOW FOR MULTIPLE RESPONSES]										
	YES	NO	NOT SURE	B1. TV	B2. Radio	B3. Newspaper	B4. Billboards	B5. Street poster/ pole	B6. CommutaNet	B7. Department of	B8. Online	B9. Bus shelter	B10. Taxi rank	B11. Other (specify)
12a. Farm Workers: 'What you should know about accessing your rights'	1	2	3	1	2	3	4	5	6	7	8	9	10	11
12b. Minimum Wage Increase for Domestic Workers	1	2	3	1	2	3	4	5	6	7	8	9	10	11

12c. The Services and Benefits of the Unemployment Insurance Fund (UIF)	1	2	3	1	2	3	4	5	6	7	8	9	10	11
12d. Child Labour: 'Let me be a child'	1	2	3	1	2	3	4	5	6	7	8	9	10	11
12e. Compensation Fund: rights of workers who get injured or contract diseases while on duty	1	2	3	1	2	3	4	5	6	7	8	9	10	11

INTERVIEWER: FOR EACH CAMPAIGN THAT THE RESPONDENT HAS SEEN, READ OR HEARD, ASK HIM/HER HOW EFFECTIVE IT WAS IN TERMS OF THE CRITERIA BELOW AND CIRCLE THE RELEVANT RESPONSE: 1=VERY EFFECTIVE; 2=EFFECTIVE; 3=FAIRLY EFFECTIVE; 4=NOT INEFFECTIVE; 5=VERY INEFFECTIVE.	13.Farm Workers: 'What you should know about accessing your rights'	14. Minimum Wage Increase for Domestic Workers	15. The Services and Benefits of the Unemployment Insurance Fund (UIF)	16. Child Labour: 'Let me be a child'	17. Compensation Fund: rights of workers who get injured or contract diseases while on duty
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## PART C: INFORMATION CAMPAIGN ON THE RIGHTS OF FARM WORKERS

18. In your view, do you think the Department of Labour is providing information about rights of Farm Workers?

Yes	1
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No	2
----	---

Not sure	3
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19. In the past three years did you read, see or hear of the Department of Labour's campaign 'Farm Workers, what you should know about Accessing Your Rights'?

Yes	1
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No	2 (Go to Q22)
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Did not read, see or hear of campaign	3 (Go to Q22)
---------------------------------------	---------------

20. After reading, seeing or hearing about the Department of Labour's campaign 'Farm Workers, what you should know about Accessing Your Rights', did you do any of the following?

People with whom information about campaign was shared	YES	NO
20a. Did you share with Friends and colleagues	1	2
20b. Did you share with Farm workers	1	2
20c. Did you share with Farmers	1	2
20d. Did you share with members of the community	1	2
20e. I did not share information with anyone	1	2
20f. I started to consider and respect the workers rights	1	2
20g. Other (specify)	1	2

21. Were you able to access the services of the Department of Labour before seeing, reading or hearing about the advertisement?

Yes	1
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No	2
----	---

Not sure	3
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**PART D: INFORMATION CAMPAIGN ON THE DOMESTIC WORKERS' MINIMUM WAGE INCREASE**

22. In your view, does the Department of Labour provide information about working conditions and wages (salaries) for **Domestic Workers**?

Yes	1	No	2	Not sure	3
-----	---	----	---	----------	---

23. In the past three years did you read, see or hear about the Department of Labour's campaign '**Domestic Workers' Minimum Wage Increases**'?

Yes	1	No	2 (Go to Q27)	Did not read, see or hear campaign	3
-----	---	----	---------------	------------------------------------	---

24. After reading, seeing or hearing the Department of Labour's campaign '**Domestic Workers Minimum Wage Increases**', did you do any of the following?

People with whom information about campaign was shared	YES	NO
24a. Did you share with Friends and colleagues	1	2
24b Did you share with Domestic workers	1	2
24c. Did you share with Employers of Domestic workers	1	2
24d. Did you share with members of the community	1	2
24g. Other (specify)	1	2



## PART E: INFORMATION CAMPAIGN ON CHILD LABOUR

25. In your view, do you think the Department of Labour is providing information about **Child Labour**?

Yes	1	No	2	Not sure	3
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26. In the past three years, have you read, seen or heard about the advertisement/ information campaigns on '**Child Labour: Let me be a Child**' by the Department of Labour?

Yes	1	No	2 (Go to Q28)	Did not read, see or hear campaign	3 (Go to Q28)
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27. After reading, seeing or hearing the Department of Labour's campaign '**Child Labour: Let me be a Child**', did you do any of the following?

People with whom information about campaign was shared	YES	NO
27a. Did you share with Friends and colleagues	1	2
27b. Did you share with Parents with working children	1	2
27c. Did you share with Employers of children	1	2
27d. Did you share with members of the community	1	2
27e. I did not share the information with anyone	1	2
27f. I stopped using child labour	1	2
27g. I am making plans to stop child labour	1	2
27h. Other (specify)	1	2

## PART F: INFORMATION CAMPAIGNS ON THE COMPENSATION FUND

28. In your view, does the **Compensation Fund** provide information about the services and benefits of the Compensation Fund for workers who are injured or who contracted diseases on duty?

Yes	1
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No	2
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Not sure	3
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**29.** In the past three years, have you seen, read or heard any advertising campaigns from the **Compensation Fund**?

Yes	1
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No	2 (Go to Q36)
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Not sure	3 (Go to Q36)
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**30.** If YES, which of the following Compensation Fund campaigns have you seen, read or heard?

CAMPAIGNS	Yes	No
30a. 'Avoid Penalties and Register your Business'	1	2
30b. 'Compensation Fund's Injury on Duty Reporting Procedure'	1	2
30c. 'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/Disease in terms of COIDA'	1	2
30d. 'Employers are required by Law to Register with the Compensation Fund'	1	2
30e. 'Have you ever sustained an injury or contracted a disease while on duty'	1	2
30f. 'Return of Earnings'	1	2
30g. 'Workers who have Sustained an Occupational Injury are Entitled to Compensation'	1	2

31. Where did you see, read or hear about **Compensation Fund** information campaigns?  
**(INTERVIEWER, DO NOT READ THE LIST OF CAMPAIGNS BUT TICK THE CAMPAIGN (S) AND MEDIUM (S) THAT THE RESPONDENT LISTS)**

CAMPAIGN	TV	Radio	Newspaper	Billboards	Street poster	CommutaNet (bus, train, taxi)	Department of Labour website	Online	Bus shelter	Taxi rank	Other (specify)
31a. 'Avoid Penalties and Register your Business'	1	2	3	4	5	6	7	8	9	10	11
31b. 'Compensation Fund's Injury on Duty Reporting Procedure'	1	2	3	4	5	6	7	8	9	10	11
31c. 'Documents to be submitted to the Compensation Fund in the case of an Occupational Fatal Accident/Disease in terms of COIDA'	1	2	3	4	5	6	7	8	9	10	11
31d. 'Employers are required by Law to Register with the Compensation Fund'	1	2	3	4	5	6	7	8	9	10	11
31e. 'Have you ever sustained an injury or contracted a disease while on duty' (Bus shelter)	1	2	3	4	5	6	7	8	9	10	11
31f. 'Return of Earnings'	1	2	3	4	5	6	7	8	9	10	11

32. Specifically what do you remember the **Compensation Fund** information campaigns being about or saying? What did they say? What did they show? (Please be as specific

as possible). **INTERVIEWER: DO NOT READ THE RESPONSES, BUT TICK ON THE LIST WHAT CORRESPONDS TO THE RESPONDENTS' STATEMENT**

<b>Information remembered by respondent about the Compensation Fund Campaign(s)</b>	<b>YES</b>	<b>NO</b>
32a. Importance of registration of employers with the Compensation Fund	1	2
32b. Employees have the right to compensation in case of accidents or disease	1	2
32c. How to access the compensation or services of the Compensation Fund	1	2
32d. Responsibility of employers to report accidents and disease	1	2
32e. Procedures for reporting an accident or disease	1	2
32f. Submission of documents to support a claim from the Compensation fund	1	2
32g. Return of earnings	1	2
32h. Other (specify)	1	2

33. After reading, seeing or hearing the communication campaigns by the **Compensation Fund** did you do any of the following?

<b>People with whom information about campaign was shared</b>	<b>YES</b>	<b>NO</b>
33a. Share the information with friends and colleagues	1	2
33b. Share the information with a Unions	1	2
33c. Inform other employers about the benefits of being registered with the Compensation Fund	1	2
33d. Discussed with employees the services and benefits of the Compensation Fund	1	2
33e. Did <b>NOT</b> share any information with employees	1	2

33f. Other (specify)	1	2
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34. Please respond to the following statements about the Compensation Fund?

Services and Benefits provided by the Compensation Fund	YES	NO	DON'T KNOW
34a. The Compensation Fund pays compensation to workers who are injured or who contract diseases at work	1	2	3
34b. The Compensation Fund pays compensation to dependants of workers (wife, children) in case of death owing to injury or disease incurred at work	1	2	3
34c. The Compensation Fund pays for medical expenses resulting from injury from a workplace accident	1	2	3
34d. The Compensation Fund pays a pension to the spouse of a worker who died owing to a work injury or disease contracted at work	1	2	3
34e. The Compensation Fund provides support for the children of a deceased worker until the completion of their secondary or tertiary education	1	2	3
34f. I use the reporting procedures in case of accident, injury or disease of employees at the workplace	1	2	3
34g. Employers are required by law to register their companies and workers with the Compensation Fund	1	2	3
34h. Employers are required by law to make a contribution to the Compensation Fund	1	2	3

35. Specifically do you recall when you got to know about procedures for lodging a claim for workplace injury?

Before campaigns	1	After campaigns	2	Do not recall	3
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36. If you know, where did you get the information about procedures for lodging a claim with the **Compensation Fund**?

Source of information about procedures for lodging a claim with the Compensation Fund	Yes	No
36a. Compensation Fund information campaign (TV, newspaper, radio, etc.)	1	2

36b. Employer's association	1	2
36c. Other employers	1	2
36d. Department of Labour website	1	2
36e. Provincial Office/Compensation Fund/ Labour Centre/Call Centre	1	2
36f. Unions	1	2
36g. Other (specify)	1	2

37. From your experience, do you think there has been improvement in the awareness and understanding of the services and benefits of the Compensation Fund, particularly in relation to processes of claiming in case of injury or disease at the workplace?

Yes	1	No (Go to Q40)	2	Not sure (Go to Q40)	3
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38. How would you rate the effectiveness of the communication campaigns from the **Compensation Fund on the services and procedures and the rights of workers who get injured or contract diseases while on duty** which you read, saw or heard?

Level of effectiveness of the campaign	Definition	Very effective	Effective	Fairly effective	Not effective	Very ineffective
38a. Informative	The Compensation Fund keeps one informed	1	2	3	4	5
38b. Useful	Information provided by the Compensation Fund is useful	1	2	3	4	5
38c. Motivating	Information provided by the Compensation Fund makes one take action	1	2	3	4	5

Level of effectiveness of the campaign	Definition	Very effective	Effective	Fairly effective	Not effective	Very ineffective
38d. Understandable	The language used to provide information on laws, regulations and service by the Compensation Fund is easy to understand	1	2	3	4	5

#### **PART G: INFORMATION CAMPAIGNS FOR UNEMPLOYMENT INSURANCE FUND**

**39.** Are you aware of the work and services of the UIF?

Yes	1	No	2	Not sure	3
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**40.** In your view, do you think that the UIF provides information about the benefits of and services offered by the UIF?

Yes	1	No	2	Not sure	3
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**41.** In the past three years did you read, see or hear about the following UIF campaigns?  
[INTERVIEWER: If campaigns were not read, seen or heard, go to Q46].

CAMPAIGNS	Yes	No
41a. 'Are you registered': to inform employers on registering employees	1	2
41b. 'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services	1	2
41c. 'Radio campaign on registering taxi drivers and domestic workers' informing taxi drivers and domestic worker of being registered with UIF	1	2
41d. 'uFiling: doing business with the UIF at a click of a button' procedures of using uFiling and benefits of being registered with the UIF	1	2

42. Where did you read, see or hear about the **UIF** advertising campaigns?

<b>CAMPAIGNS</b>	<b>TV</b>	<b>Radio</b>	<b>Newspaper</b>	<b>Billboards</b>	<b>Street poles</b>	<b>CommutaNet (bus, train, taxi)</b>	<b>Department of Labour website</b>	<b>Online</b>	<b>Bus shelter</b>	<b>Taxi rank</b>	<b>Other (specify)</b>
42a. 'Are you registered': to inform employers on registering employees	1	2	3	4	5	6	7	8	9	10	11
42b. 'Open letter to beneficiaries' regarding UIF beneficiaries not having to pay for services	1	2	3	4	5	6	7	8	9	10	11
42c. 'Radio campaign on registering taxi drivers and domestic workers' informing taxi drivers and domestic worker of being registered with UIF	1	2	3	4	5	6	7	8	9	10	11
42d. 'uFiling: doing business with the UIF at a click of a button' procedures of using uFiling and benefits of being registered with the UIF	1	2	3	4	5	6	7	8	9	10	11



43. After reading, seeing, or hearing the UIF communication did you do any of the following?

Action taken after reading, seeing, or hearing campaigns	YES	NO
43a. Did you share the information with friends or colleagues?	1	2
43b. Did you share/discuss with employees?	1	2
43c. Did you share/discuss with union representatives?	1	2
43d. Did you share/discuss with members of the community?	1	2
43e. Did you then register your company with the UIF?	1	2
43f. Did you start using uFiling?	1	2
43g. Did you register your employees?	1	2
43h. Did you start to declare and made monthly contributions to the UIF?	1	2
43i. Did you NOT take any action?	1	2
43j. Other (specify)	1	2

44. How would you rate the effectiveness of the communication campaigns of the **UIF on the benefits and services for unemployed workers** which you read, saw or heard?

Level of effectiveness of the campaign	Definition	Very effective	Effective	Fairly effective	Not effective	Very ineffective
44a. Informative	The Unemployment Insurance Fund keeps one informed	1	2	3	4	5
44b. Useful	Information provided by the Unemployment Insurance Fund is useful	1	2	3	4	5

Level of effectiveness of the campaign	Definition	Very effective	Effective	Fairly effective	Not effective	Very ineffective
44c. Motivating	Information provided by the Unemployment Insurance Fund makes one take action	1	2	3	4	5
44d. Understandable	The language used to provide information on laws, regulations and service by the Unemployment Insurance Fund is easy to understand	1	2	3	4	5

45. Which of the following services and benefits that workers can receive from the **UIF** are you aware of?

Benefits respondent is aware of	Yes	No	Not sure
45a. Adoption benefits	1	2	3
45b. Death benefits to dependants	1	2	3
45c. Illness benefits	1	2	3
45d. Maternity benefits	1	2	3
45e. Unemployment benefits	1	2	3
45f. uFiling	1	2	3

46. Which of the following are applicable to your company? [INTERVIEWER ALLOW MULTIPLE RESPONSES]

	Tick as per response
46a. Employees have a contract of employment	1
46b. Employees receive pay slips which indicate UIF deductions	2
46c. The company registered for UIF benefits	3
46d. The company declares and contributes monthly to the UIF	4
46e. Other (specify)	5

47. Which of the services/facilities available on the **uFiling** system are you aware of?

	Definitely aware	Aware but don't know much about it	Not really aware of it	Definitely not aware of it
47a. Declarations	1	2	3	4
47b. Amendments to declarations	1	2	3	4
47c. Contributions	1	2	3	4
47d. Activating receipts for payment of contributions	1	2	3	4

**PART N=: DEMOGRAPHICS OF RESPONDING EMPLOYER: TO BE COMPLETED BY ALL RESPONDENTS**

**The following questions are about the background of the company**

48. What is your position in the company?

\_\_\_\_\_

49. How would you describe the level of your position in your place of work? **(INTERVIEWER TO READ OUT)**

Director	Executive	Senior Management	Management/ Supervisor	Officer/clerical	Contracted Service Provider
1	2	3	4	5	6

50. In which division are you working in the company?

DIVISION	CODE
Chief Executive Office	1
Finance	2
Human Resource Department	3
Operations	4
Other (specify)	5

51. How long have you worked for the company?

Less than 1 year	1 to 3 years	3 to 6 years	6 to 9 years	9 to 12 years	Over 12 years
1	2	3	4	5	6

52. What is the size of your organisation?

<b>SIZE OF ORGANISATION</b>	<b>CODE</b>
<i>Less than 5 employees</i>	1
6 - 49 employees	2
50 to 149 employees	3
150 and more	4
Not reported	5

53. In which province is your company based (Complete without asking the question)

Easter n Cape	Free Stat e	Gauten g	KwaZulu -Natal	Limpop o	Mpumalang a	Norther n Cape	Nort h West	Wester n Cape
1	2	3	4	5	6	7	8	9

54. In what sector or industry is your company?

Community & Social Services	1
Trade	2
Finance and Other Business Services	3
Manufacturing	4
Private Households	5

Construction	6
Agriculture	7
Mining	8
Utilities	9

**THANK YOU FOR YOUR COOPERATION**