

New executive committee for Safrea

Following its recently held AGM, the Southern African Freelancers' Association (Safrea) has appointed its new executive committee for 2013/2014.



The Exco is comprised of a group of volunteers who are nominated and elected for their skills and expertise from within the membership of Safrea to contribute to the running, development and promotion of the organisation.

The following Safrea members now serve on the Exco:

- Helen Ueckermann - chair
- Alan Hawkins - Treasurer and vice-chair
- Grant Cyster - Public relations and marketing
- Madi Hanekom - Safrea growth and development strategy
- Tracy Swain - Social media and website content
- Runa Prinsloo - Membership secretary
- Lyse Comins - Student mentoring
- Marina Pearson - Training and mentoring
- Caryn Gootkin - Industry relations

Safrea facilitates communication and networking between freelance media professionals who share the trials and triumphs inherent to the freelance work model. The organisation provides freelancers with opportunities to learn and grow, including access to a members-only Google group through which valuable insight is available on everything from tax and copyright issues, to the negotiation of contracts and what to do when payment for a project is unfairly or unethically withheld.

Safrea is committed to championing the rights of freelance media professionals. Self-employed media specialists can become isolated, and many have found themselves at the mercy of unscrupulous employers who pay badly, take a long time to process payments, breach copyright laws, and generally treat freelancers unprofessionally. Safrea was formed to help balance the scales, with the following aims:

- Promote the interests of freelance professionals in the written, visual or broadcast field
- Foster solidarity and excellence among freelancers and to promote co-operation in all matters of common concern
- Stimulate professional standards and ethical conduct in both freelancers and employers

- Provide information that will help freelancers negotiate suitable payments and contracts
- Provide a forum for the dissemination of information useful to freelancers and prospective clients
- Serve as the collective voice of freelance media professionals in the Southern African region

For more, visit: <https://www.bizcommunity.com>