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TITLE OF PROJECT: South African Labour Bulletin (SALE)
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FINANCIAL INFORMATION:
TOTAL BUDGET OF THE ORGANISATION - R863 866
HOW MUCH IS THE ORGANISATION ASKING FOR FROM WUS(I) - R130 000
YEAR FOR WHICH THE FUNDS ARE REQUESTED - 1992
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WHAT WILL THE AMOUNT REQUESTED FROM NUS BE USED FOR?

Part of the funds will be used for the development of administrative positions. Particular emphasis will be placed on developing the skills of the distribution co-ordinator and office administration in general.

The funds will also be used for research and writing to cover specific themes on a regular basis.

BUDGET INFORMATION:

See APPENDIX A

OTHER FUNDING SOURCES:

Funders confirmed for 1992:

Development and Peace : R 65 000

ICFTU : Amount unknown

WUS - SARP programme : R 14 000

AQElications being considered bx/for:

FES : R 50 000

CLC : 22 000

Irocaire : Decision awaited

INWASA, Germany : R 100 000

Applications for funding have also been sent to 10 other organisations, mainly in Europe.

Self-generated income:

,Subscriptions : R 95 000

Other sales : 45 000

Production services : 20 000

Advertising : 5 000

TOTAL : R 416 000

AIMS AND OBJECTIVES:

X To promote the interests and objectives of labour

To promote the recording, analysis and debate of the policies, struggles and developments in the South African labour movement.

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X To-make SALE as accessible as possible so that the issues raised are not monopolised by intellectuals and can be read and debated by shopstewards, organisers and activists in the trade unions, and so that SALB can be readily used in education pprogrammes.

X To promote the perspectives and demands of the labour movement more broadly in South African society and internationally.

TARGET GROUP:

X Shopstewards and worker activists

Union leadership

I Labour service organisations

x Labour academics

X Foreign trade unionists, academics and anti-apartheid activists

X Society more broadly - journalists, business people and policy-makers.

DESCRIPTION OF THE PROJECT:

SALE was launched in 1974 by intellectuals associated with the fledgling democratic trade union movement of the 1970s. Since then it has evolved alongside the labour movement and has played a role in recording, analysing and support the growth of the Unions.

SALE has always tried to be both intellectually sound and accessible, but by the mid-1980s it had become more of an academic journal. In 1988, the present managing editor was appointed with a mandate to make SALB more accessible to union readers without losing its analytical depth.

This involved a new approach to editing articles, as well as layout and design. More staff were taken on, including a distribution co-ordinator to take the bulletin to factories and meeting and establish a system of informal sellers, mainly shopstewards. - 2

The changes were well-received and sales rose from 2 200 to 5 500, with the increased readership mainly coming from the unions. It is widely read beyond union circles and often quoted in the mainstream media.

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The present' period of negotiations and the transition to democracy raise major new challenges for the labour movement. It is already gearing up to develop policy on a wide range of socio-economic issues and to place its perspectives on the national agenda. SALE hopes to play a key role in stimulating debate on these challenges, issues and perspectives, thus helping to strengthen the democratic trade union movement and ensure its independence in any future scenario in South Africa.

PROGRAMME OF ACTION:

SALE plans to publish six issues in 1992. writing, research, production and distribution will involve all staff.

These to be covered include:

I Unions, development and politics - including the role of unions in national development; union independence; unions and policy formations; the debate about a social contract.

Debates on socialism and social democracy

Collective bargaining and democratisation - including unions and productivity; training and technology; and participation in, and democratisation of, wqu and capital. '

X Organisation issues - including organisational weaknesses and restructuring in unions, and the issues facing women.

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SALB will also convene a symposium on: "Rethinking Socialism", with local and international guests/participants. A special edition or possible a book will be published on the proceedings.

STRUCTURE AND ACCOUNTABILITY:

'SALB is managed by the managing editor, who is accountable to the editorial board. The board consists of leading labour academics, labour intellectuals and former unionists around the country.

SALB remains independent of the unions, but has very good relations with COSATU and its affiliates. It consults them regularly and has ready access to officials, meetings and information.

Its relationship with NACTU and its affiliates is not as good, although improving slightly. SALB is committed to improving this relationship.

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IMPACT:

SALE articles are often reproduced and used in COSATU seminars and workshops, and its affiliates take bulk orders/subscriptions for national leadership and/or branches. This is because it makes information and debates usually limited to a small circle of top union leaders accessible to a wider range of organisers and workers. It is increasingly used as a forum where union issues are aired and developed.

It is widely read and quoted beyond union circles.

Subscriptions have increased by 20% over the last year.

MONITORING AND EVALUATION:

The Johannesburg members of the editorial board meet after the publication of each issue to assess the contents and presentation.

At the annual general meeting, all staff and editorial board members meet to assess the previous year's issues and evaluate the project as a whole.

Regular consultations take place with different unions to gauge the impact of various issues.

Market research has also proved to be a valuable means of evaluating progress. A survey of shopstewards will be undertaken in 1992 to estimate readership in that grouping.

PROJECT ACTIVITY FOR THE LAST YEAR:

Six editions were produced over the last year and, for the most part, well received.

Some of the most important articles published were on:

X CDSATU's view on a new constitution for SA

X the Mercedes Benz strike and the centralised bargaining debate.

X organising in the Ciskei

X the SA Communist Party and the trade unions

X the ANC-COSATU alliance - what does COSATU think?

X the "two hats debate" on trade union independence

X COSATU economic policy

X productivity bargaining on the mines and auto sector

X labour internationalism

X unions, reconstruction and a "social contract"

X COSATU's view on the restructuring of the National Manpower Commission into a "labour market council"

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1 case studies of industrial relations in different companies t

1 profiles of union leaders

X legal notes

The editorial board was expanded and is now considered much stronger and representative of different experiences - it is no longer dominated by white male professors!

The board helped SALB through a major restructuring. Salary differentials were introduced, job descriptions tightened up, proper contracts and conditions of work etc drawn up and the managerial structure strengthened. This has helped morale and efficiency.

For the first time, SALE had a full-time distribution coordinator and distribution and money collection has become more effective. Subscriptions have increased by 20% and a series of promotions have been run overseas. A professional market company was employed to survey current and potential corporate subscribers and a promotions strategy has been planned. Joint discussions were held with five other progressive publications - Speak, Learn and Teach, Work in Progress, Upbeat and New Era - about the possibility of sharing resources in order to cut costs and increase efficiency.

Studies by outside experts showed that sharing and co-operation would enhance savings and efficiency, but would not make any of the publications self-sufficient.

Discussions since September have specifically focused on co-operation in subscriptions, distribution, production and moving into one building.

'One serious barrier to greater sharing that has been identified is the general lack of management expertise in all the publications, which could lead to inefficiencies which would undermine any of the savings made by improving economies of scale.

PROJECT FUTURE PLANS:

SALE plans to publish six issues in 1998 and will engage in more pro-active research to help set the agenda for debates. It will commission more opinion pieces, produce a regular quarterly analysis of trends in collective bargaining and establish regular columns. One of these columns will be by women workers.

It will continue to improve management and administration to cut costs and improve productivity.

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It aims to double subscriptions from just over 1 000 to more than 2 000 and increase bulk distribution from 4 000 to 6 000.

To cut costs and increase self-generated income, SALB plans to:

I increase the revenue generated through sales and advertising

do contract production work for other publications, preferably trade union journals

X share distribution, subscriptions, equipment and premises with other publications.

It is also examining its role and its future with the trade union movement.

Although it has not been easy to run a training programme and produce SALB, a recently returned exile has been employed and is being trained. This kind of training will be continued but cannot be expanded on present budgets.

SALB will continue to contribute to affirmative action through stimulating debate on issues affecting women and black workers.