



EFFECTIVE WAYS FOR EMPLOYERS TO MAKE THEIR VOICE HEARD

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42ND ANNUAL CONFERENCE OF EMPLOYERS
ORGANISATIONS FROM EAST , CENTRAL AND
SOUTHERN AFRICA

Challenges facing enterprises

- Evolving conceptualization of work
- The effect of technology on jobs
- Changing demographics and labour migration

Opportunities

- Access to Governments
- Access to the International Labour Organization
- Access to the International Organization of Employers
- Access to various regional bodies
- Access to various other international forums

How employers are making their voices heard

- Lobbying and advocacy especially in improving the business environment
- Participating in DWCP (Decent Work Country Programmes) development
- Making proposals for reform
- Using media to express views
- Organizing forums, seminars and workshops
- Participating in national, regional and international forums

Cont'

- Having members participate in lobbying and advocacy efforts
- Invest in marketing and branding
- Maintain high visibility in debates on;
 - youth employment
 - skills development
 - migration
- Ride on the national SDG activities

Cont'

- Beefing up websites
- Using social media facebook, twitter, linkedin and blogging
- Develop e-newsletter
- Be ready for interviews
- Writing articles
- Networking

The voice of business in improving the business environment

- Analyzing the current environment
- Conducting research
- Evidence based policy advocacy (Business Agenda)
- Effective communication and outreach strategy
- Improved service offerings to enterprises

Challenges faced by SPSF

- Limited Resources
- Absence of a secretariat
- Parallel organizations e.g SADC Business Forum
- Obsolete labour laws
- Relevance

How SPSF is making its voice heard

- Compendium of Labour laws
- Participating in the implementation of the RISDP (Regional Integrated Strategic Development Plan)
- Participating fully in the SADC Employment and Labour Sector and in the SADC TROIKA

SADC Private Sector Forum compendium of labour laws

- Assists enterprises operating within the SADC
- Serves as an informational tool for increase policy coherence and sharing of good practice
- It enables comparison across countries of the SADC
- It complements the Tripartite Free Trade A
- greement
- It ensures compliance with national laws

Going forward

- We will be raising awareness of SPSF and its mandate to other relevant stakeholders
- Strengthening partnerships at a regional level
- Build capacity of members to undertake research
- Influence policies towards the ease of doing business
- Mobilise resources from non traditional donors and cooperating partners