EFFECTIVE WAYS FOR EMPLOYERS TO MAKE THEIR VOICE HEARD

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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 Progammes) 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
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 Agreement
- 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