



KNOWLEDGE IS TOO IMPORTANT TO LEAVE IN THE HANDS OF THE BOSSES

ANNUAL REPORT 2022-23

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THE CHAIRPERSON'S MESSAGE

The LRS brings together 15 South African trade unions from different sectors of our economy and from differing political traditions in a common cause – building the voice of the working class in South Africa, in Africa and in the global trade union movement.



Nkosomzi Given Roji
NUMSA



LRS Member Trade Unions

Name	Acronym	Membership reported in 2022
Chemical, Energy, Paper, Printing, Wood and Allied Workers Union	CEPPWAWU	67 960
Democratic Nursing Organisation of South Africa	DENOSA	80 000
Food and Allied Workers Union	FAWU	127 000
Hospital Personnel Trade Union of South Africa	HOSPERSA	68 000
Independent Municipality and Allied Trade Union	IMATU	106 213
Metal Electrical Workers Union of South Africa	MEWUSA	17 000
National Education, Health and Allied Workers Union	NEHAWU	276 159
National Union of Mineworkers	NUM	270 649
National Union of Metalworkers of South Africa	NUMSA	347 948
South African Commercial Catering and Allied Workers Union	SACCAWU	177 000
South African Domestic Service and Allied Workers Union	SADSAWU	9 500
South African Democratic Teachers Union	SADTU	253 039
South African Municipal Workers Union	SAMWU	161 490
South African Transport and Allied Workers Union	SATAWU	101 458
Transport Omnibus Workers Union	TOWU	1 600
Totals	15 Unions	2 065 016

The vision of the Labour Research Service remains a labour movement that is an integral part of a vibrant civil society, a society which promotes egalitarianism through the provision of coherent alternatives for greater economic, social and political justice.

We are pursuing nine strategic outcomes that create a pathway to our vision.

- 1 Skilled people that find fulfilment in their work
- 2 Networking and alliance building for influence
- 3 Supportive infrastructure for what we do
- 4 Good Governance
- 5 Trade union development in everything that we do
- 6 Technology for trade unions
- 7 Positive influence out in in the world
- 8 Sustainability through programme development
- 9 Inclusion as a guiding principle in what we do

The board executed its governance responsibilities with distinction. Attendance at board meetings was close to a hundred percent and the directors applied their mind to the needs, the risks and the opportunities for the Labour Research Service.

The diverse representation on the board – public and private sector unions, officials and shop stewards, men and women – meant that our thinking and our decision-making was rooted in the experiences of the working class.

It is worth noting that the term of board members was extended from one year to two years by the 35th annual general meeting in 2022. This change provides the Labour Research Service with more continuity in its directors and makes space for a deeper working relationship. All other aspects of the memorandum of incorporation of the Labour Research Service remain unchanged.

If we are honest, we will acknowledge that the trade union movement of the day is beset by severe challenges from within and without. At times such as these, let us acknowledge the benefit of working with organisations that are dedicated to our cause. This annual report describes the many ways that the LRS is working with and for the trade union

movement.

The 35th annual general meeting of the Labour Research Service was an opportunity to reaffirm our solidarity as a trade union movement and to give expression to that solidarity through our affiliation to this labour support organisation. We are proud that the trade union movement counts this labour support organisation among its ranks for the last 35 years.

I leave you with this quote from a fellow board member. It is one that reminds us that we can take nothing for granted, that there are struggles within struggles and that we struggle for our freedom, our rights and our dignity even in our homes.

"Instead of celebrating our collective agreements, we discovered that women are still stuck in domestic violence situations in their personal lives. I began to see the impact of the work I've been doing in support of women."

- Funeka Klaas on SACCAWU/UNI Global Women's Day

The struggle continues.

Victories are around the corner.

EXECUTIVE DIRECTOR'S MESSAGE

The LRS provides learning interventions, resources and tools to strengthen the core competencies that trade unions need to prosper. The Chairperson's report outlines our strategic plan in this period, which is a roadmap for delivering on this promise.



Trenton Henry Elsley

the struggle for democracy in South Africa.

Given the repression of the time some left-wing activists decided to join with students who, intent on mobilising a labour movement had set up a Commission at the University of Cape Town. Through this collaboration the Province Workers' Advice Bureau (WPWAB) was established on 5 March

It had been agreed that the best strategy was to establish an advice bureau as a means to organize the workers into trade unions. At first the WPWAB arranged trained works committees – allowed for by apartheid labour legislation in factories, but the longer-term objective was to establish independent trade unions.

In 1979 the WPWAB became the WP General Workers' Union (WPGWU)

Strategic Outcomes

An enabling environment for what we do

1. Skilled people that find fulfilment in their work
2. Supportive infrastructure for what we do
3. Good Governance

A guide for us in what we do

4. Trade union development in everything that we do
5. Sustainability through programme development
6. Technology for trade unions

Guiding us in how we do what we do

7. Networking and alliance building for influence
8. Positive influence out in in the world
9. Inclusion as a guiding principle in what we do

An enabling environment for what we do

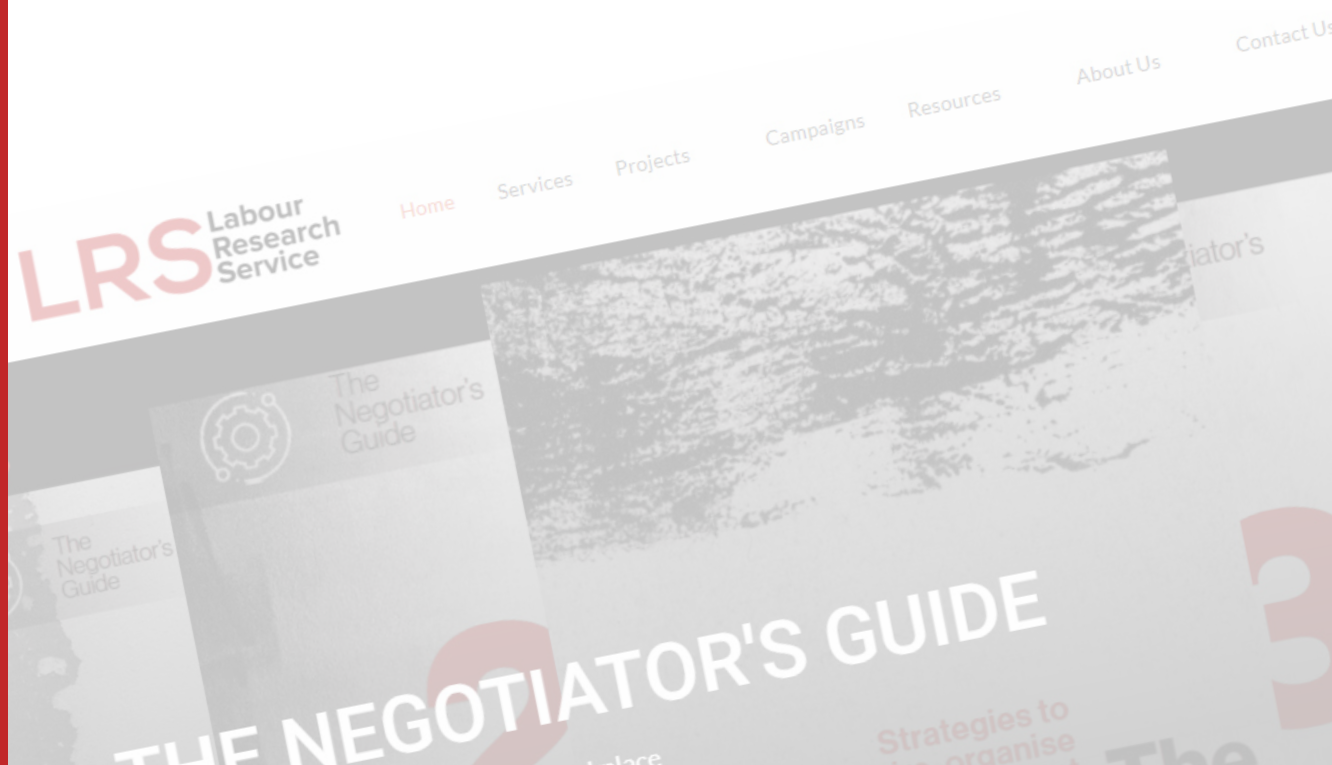
We facilitate self-driven approaches to personal, experiential and intellectual development to supplement that development which happens in the course of work. We develop and maintain the physical and technological infrastructure required to work effectively. We role-model good governance in our board meetings, at our annual general meeting of our member unions and in ethical and transparent financial accounting.

TRADE UNION DEVELOPMENT IN EVERYTHING THAT WE DO

This is the thread that runs through all of our work. Anything we do must contribute to trade union development and the development of the trade union movement in one way or another. Our work is geared towards leadership development programmes and resources for organising and negotiating the collective interests of working class people. This annual report and our website at www.lrs.org.za makes it clear that the Labour Research Service works in a surprising number of thematic areas and that it is developing its knowledge base in still more themes of interest to the trade union movement.

Labour Research Service Engagement Map, 2022

The following table summarises the organisations that we worked with in 2022 and what themes we worked on.



	Collective Bargaining	Women's Leadership	Responding To Gender-Based Violence	Inclusion	Just Transition	Technology For Trade Unions	Trade Union Development	Trade	Corporate Governance	Future Of Work
APSA	x	x		x			x			
CEPPWAWU	x									
COSATU	x	x	x	x			x			
DENOSA	x									
DITIKENI									x	
Education International	x	x	x				x			
FAWU	x									
FEDUSA	x			x						
FES TUCC						x			x	x
GENDER AT WORK		x	x	x			x			
HOSPERSA	x									
HSRC		x		x						
IFWEA		x		x		x				
IMATU	x									
INDUSTRIALL					x					
ITUC AFRICA							x	x		
IZWI	x						x			
Just Associates	x	x	x	x			x			
MarketWise								x		x
MEWUSA	x									
NEHAWU	x									
NUM	x									
NUMSA	x									
Olof Palme Centre	x	x	x	x	x	x	x		x	x
OTHER FOUNDATION	x		x	x			x			
POPCRU										
Rutgers University		x		x			x			
SACCAWU	x	x	x	x			x		x	
SACTWU								x		
SADSAWU	x									
SADTU	x		x							
SAFTU	x									
SAMWU	x									
SATAWU	x									
Solidarity Centre	x	x	x	x			x			x
The Coding Ground						x				
TOWU	x									
UDWOSA	x	x					x			
UNI	x						x		x	
WIEGO	x	x								

Web Traffic

The next table complements this picture by providing insight into our online reach in 2022 through our website www.lrs.org.za

Metric	January to December 2022	January to December 2021	% change
Users	101,356	81,852	23.8
Page views	158,269	128,423	23.2
Average page view duration	00:04:41	00:04:28	4.9

A worker that has been recruited

Head level - Thinking

- Understands the story of the union and the rights the union has won in her workplace
- Understands what the union is able to offer her
- Understands what her rights and responsibilities are as a union member

Heart level - Feeling

- Has shared her fears, needs and aspirations with the union
- Feels valued as a person and worker
- Feels she has been giving the opportunity to exercise choice

INSIGHTS INTO THE WORK OF THE LABOUR RESEARCH SERVICE

OUTCOME:

Education unions are inspired to bargain remuneration and conditions of service of **Volunteer Food Handlers** at the Education Labour Relations Council and the Public Service Co-ordinating Bargaining Council.

CONTEXT:

Trade unions are concerned with the rights and welfare of all workers in all workplaces. The National School Nutrition Programme (NSNP) is hailed as a flagship programme for poverty alleviation. Yet the more than 60,000 workers who cook and prepare the meals in schools across the country are classified as volunteers and paid a stipend. The role of the Volunteer Food Handler is not recognised, valued or adequately remunerated.

LRS RESPONSE:

Our online profiling of empowerment work with a core group of food handlers in Gauteng has highlighted the important role of Volunteer Food Handlers and the challenges they face. This was not the case before, as much of the public information on the NSNP barely mentions the Volunteer Food Handlers. With the support of LRS, food handlers are self-organising. They are engaging with the school community, trade unions and NGOs using a range of advocacy tools to raise concerns about their working conditions. Food handlers are also more aware of the legal space available to help them bargain for decent jobs.

“ Before the LRS Power Up initiative, I saw myself as someone who had no potential for success. I have learnt that I have value as a woman and as a mother, and that I have rights as a worker.

Nozi Tshabalala,
Volunteer Food Handler.

“ The treatment of the Volunteer Food Handlers is purely exploitative. The Department of Basic Education must explain why it imposes workers' conditions on volunteers. If food handlers are deliberately not seen as workers, it makes it difficult for unions to represent them.

SADTU Negotiator



A trade union dialogue with Volunteer Food Handlers to build a campaign for advocating for decent jobs | Johannesburg (2022)

OUTCOME:

Domestic workers' organisations have intensified their advocacy for access to the Unemployment Insurance Fund (UIF) and the Compensation for Injuries and Diseases Act (COIDA) to ensure that all workers are covered for future crises.

CONTEXT:

Covid-19 highlighted the extent to which an estimated 800,000 domestic workers in South Africa are excluded from the social protections afforded to formal employed workers. Several laws recognise domestic workers as employees. However, domestic workers are still considered to be informal workers. Many of them do not have access to work-related benefits, including UIF and COIDA.

LRS RESPONSE:

We supported three major domestic workers' organisations to develop demands and strategies to improve access to the UIF and COIDA, through a UN Women initiative and in partnership with WIEGO (Women in Informal Employment, Globalisation and Employment).



UIF/COIDA advocacy workshop | Durban (2022)

“ *The workshops have made it easier for SADSAWU to approach the labour department to get information about the UIF and COIDA and to help register more of our members. This is because we have had contact with officials from the department at the LRS-facilitated workshops. Also, some of the resources used to facilitate the workshops are great tools for teaching effective organising and our officials now use them.*

Richard Njenjema,
Organiser at SADSAWU.



Richard Njenjema, Organiser at SADSAWU

OUTCOME:

The LRS is a vibrant resource and strategy support for **collective bargaining and organising** for our core trade union constituency and other organisations in our work networks

CONTEXT:

Worker leaders need a different kind of support to rebuild representativeness and respond in different contexts as unions continue to navigate old and new bargaining issues in the aftermath of the pandemic.

LRS RESPONSE:

Our collective bargaining content covers a range of important issues that address the changing nature of work and the diversity of the workforce across the continuum.

We have continued to innovate in the way we deliver training and the content we provide. Relevant content, translated into a trade union language, is available on the LRS website. The website is increasingly a relevant channel for engagement with our core constituencies.

We ran the first ever LRS webinars for our member trade unions and work networks. More than 200 people took part in the launch webinar, with 150 staying for the full duration. The series of four webinars covered chapters of the LRS Negotiator's Guide, a resource for worker leaders.

We strengthened our negotiation support to union negotiators and officials (NUM, SACCWU, SATAWU, DENOSA, FEDUSA, COSATU) and organisations in our work networks, which include the German Agency for International Cooperation and the National Executive Committee of the Joint Affirmative Management Forum (JAMAFO).

“ *We won a significant victory. We secured wage increases of 7 per cent and 5 per cent respectively, although the employer was initially reluctant to go beyond 4 per cent. I used the strategies I learnt at LRS to help negotiate. The training taught me effective tactics that made a significant difference. I improved my research and information analysis skills. I also gained the confidence to articulate my points effectively and to be a good listener when negotiating or attending any other meeting.*

Mamagadi Kgonodi
Shop steward at the Democratic Nurses Organisation of South Africa (DENOSA)



OUTCOME:

UNI Global Union shop steward networks in Africa are better equipped to respond to three of the largest South African retail multinational companies. The unions organising in the retail sectors of seven countries have strengthened their collective bargaining to counter the tactics of MNCs.

The South African Commercial, Catering and Allied Workers Union (SACCAWU) is an example of how UNI global affiliates are getting better using LRS information to win better bargaining outcomes for their members.

“ *The LRS is the first port of call for SACCAWU's negotiating team when preparing for bargaining. The range of bargaining resources give us the edge needed to enter negotiations with confidence. We get up-to-date information on financial performance, bosses' remuneration and expansion and technology strategies of Pick n Pay through our participation in the UNI Global's Pick n Pay Shop Stewards Alliance. In 2022 negotiations, we settled on a wage increase of R500, which was R420 more than the low initial offer of R80. Our union now negotiators have access to information, support and financial literacy to enable us to read and interpret company financial reports. We also actively share information in real-time on WhatsApp.*

Brenita Cloete,
Negotiator at SACCAWU



OUTCOME:

More than 4,000 people, with an increasing number of women in our learning spaces, have received our direct support and essential resources for bargaining and organising.

LRS continues a concept for a mobile phone-based communications platform that connects shop stewards with other worker leaders and union officials for the purpose of organising and representing members.

The minimum wage for farm workers and domestic workers is now aligned with the national minimum wage. We have supported domestic workers' organisations to promote the minimum wage among stakeholders in the sector. The annual review of the minimum wage and the threshold for the Basic Conditions of Employment Act is being considered by the National Minimum Wage Commission, of which the LRS Executive Director is a member.

“SADSAWU confirm that there is a widespread failure to comply with the national minimum wage. The Department of Labour, which is responsible for enforcement, claims that enforcement is hampered by a shortage of inspectors. The exchange of information with organisations such as the LRS is important and helps to shape the resources and support we need to carry out our education activities and monitoring of the implementation of labour laws.

Gloria Kente
SADSAWU organiser.



OUTCOME:

Trade union national centres in nine countries in Africa are developing the skills needed to engage in successful lobbying and advocacy on the **African Continental Free Trade Area (AfCFTA) Agreement**

CONTEXT:

The AfCFTA is based on agreement on several protocols that are at different stages of negotiation. The AfCFTA could provide the basis for sustainable economic development and boost industrialisation and employment growth. The AfCFTA is important to South Africa and to all its sister countries on the continent.

In 2022, the trade union movement in Africa issued a declaration calling for the inclusion of labour provisions in the AfCFTA agreement. Workers' organisations have been largely excluded from the negotiations on the legal instruments of the AfCFTA. They are pushing for a seat at the table to ensure that the specific interests of workers, women, youth and other vulnerable groups are reflected in the design of the protocols.



ITUC-Africa Continental Forum on the AfCFTA agreement, Tunis | September 2022

OUR RESPONSE:

Together with partners, we support the African Regional Organisation of the International Trade Union Confederation (ITUC-Africa) to mobilise research and learning capacity for unions to engage with and influence the implementation of the AfCFTA.

We have produced six country-focused research outputs and a guide to the Protocol on Trade in Goods in the AfCFTA. The bi-lingual research outputs provided an empirical base for a series of trade union activities on the AfCFTA conducted by ITUC-Africa. The activities focused on capabilities development, advocacy campaigns and union participation in the AfCFTA at the national, regional and continental level. For example, the national centre in Rwanda attracted the attention of the Trade Ministry by virtue of its activity and the quality of the Rwanda country research report; Namibia connected with the trade ministry and the Southern African Customs Union; ITUC Africa has connected with AfCFTA secretariat.

We are in a dialogue with two organisations (Trade and Industrial Policy Strategies and Nelson Mandela School of Public Governance at the University of Cape Town) that could greatly benefit our ability to deliver learning programmes and research that build trade negotiating competency in the continental trade union movement.

We scoped the possibility of a podcast on trade aimed at role-players in trade unions and other civil society organisations in Africa to provide an informal learning channel for the movement.

We maintain a bilingual website on the AfCFTA for trade unions located at www.tradeunionsinafcta.org. The website provides an additional measure of participation.

“ *A continental free trade agreement requires a continental free trade union movement on the continent.*

Trenton Elsley,
Executive Director, Labour Research Service

“ *To strengthen trade union involvement in the implementation of the AfCFTA in order to ensure labour standards and rights, trade unions in Rwanda proposed to be involved in the various consultations on the agreement, for example, the draft Investment Protocol and the AfCFTA National Implementation Committee in the Ministry of Commerce. The National Implementation Committee was established a few years ago and it's only recently that CESTRAR has been invited to join the committee. The Ministry is willing to work and engage with trade unions and increase opportunities for civil society stakeholders to participate in AfCFTA programmes in Rwanda. We need further capacity building to increase our skills and understanding of AfCFTA-related matters in order to engage in a meaningful way.*

Christine Mutoni
Programme Office at CESTRAR (Rwanda Workers' Trade Union Confederation)



OUTCOME:

LRS creates cultures of gender equality, inclusion and strengthening women's leadership in trade unions

OUR IMPACT:

In the various countries where we provide training on gender equality and women's leadership, organisations have embraced inclusivity and gender equality. Trade union leaders are involved and committed. This is evidenced by the commitments they have made to women's development and participation and the inclusion of women in senior leadership positions. Unions are increasingly embracing issues they have rejected in the past and redefining transformative leadership. This demonstrates our influence in working towards culture change and transformational strategies.

In Africa, facilitators in Gender-Responsive Education Sector Planning (GRESPE) can influence training programmes as a result of our training work to promote transformative leadership. GRESPE aims to mainstream and promote gender equality throughout education systems.

10 women trade union leaders (from Education International affiliates in South Africa, Kenya, Uganda and Ghana; AFL-CIO affiliates and a trade union consultant in Nigeria) expressed a sense of individual empowerment by creating stories describing their individual leadership journeys. The engagement took place in an online workshop using our new online tool, developed in partnership with members of the Center for Innovation in Worker Organization (CIWO) at Rutgers University, to provide a more participatory approach to renewing women's transformative leadership. The CIWO team has more nuanced strategies for connecting and building relationships with women leaders in Africa as a result of our participation in the project.

Transformative Global Leadership Program

The culture of worker organization and labor institutions—be it worker centers, trade unions or informal associations reward patriarchal leadership practices and styles which keep women leaders out of decision-making processes. The advent of the COVID-19 pandemic has exposed how women can be isolated in their leadership roles. This calls for more spaces where women and gender oppressed people can connect, share their stories, and receive support with developing their leadership.

The Transformative Global Leadership Program (TGLP), a joint initiative of the Center for Innovation in Worker Organization (CIWO) in the United States and Labour Research Service (LRS) in South Africa, aims to address this gap by exploring transformative practices and experimental approaches to leadership development with a gender frame as well as networking and movement building that attends to race and gender in worker and economic justice movements.

COLLECTIVE LEADERSHIP JOURNEY MAP | GLOBAL LEADERSHIP | SEPTEMBER 23, 2022



Our Approach:

The visual mapping workshop uses Zoom and Whatsapp to offer an intimate and immersive space for leaders, women, and gender oppressed people to reflect on their leadership journeys. We also use Google Jamboard to help create a "Collective Journey Map."

Participants:

We encourage women workers and leaders from Global North and South and from formal and informal sectors to participate in the workshops. Among the various groups, we are interested to hear from informal women worker leaders and sectors where women are a minority.

Reach:

More than 125 women have completed their leadership journey maps in countries including Nigeria, Sri Lanka, Belgium, Pakistan, South Africa, Philippines, United States, the Dominican Republic, Indonesia, Zimbabwe, and many more.

RUTGERS
School of Management
and Labor Relations
CENTER FOR INNOVATION IN
WORKER ORGANIZATION

As 'feminist labour experts', LRS designed and facilitated two training sessions with women in the Academic and Professional Staff Association union in partnership with JASS Associates, a feminist movement-building organisation.

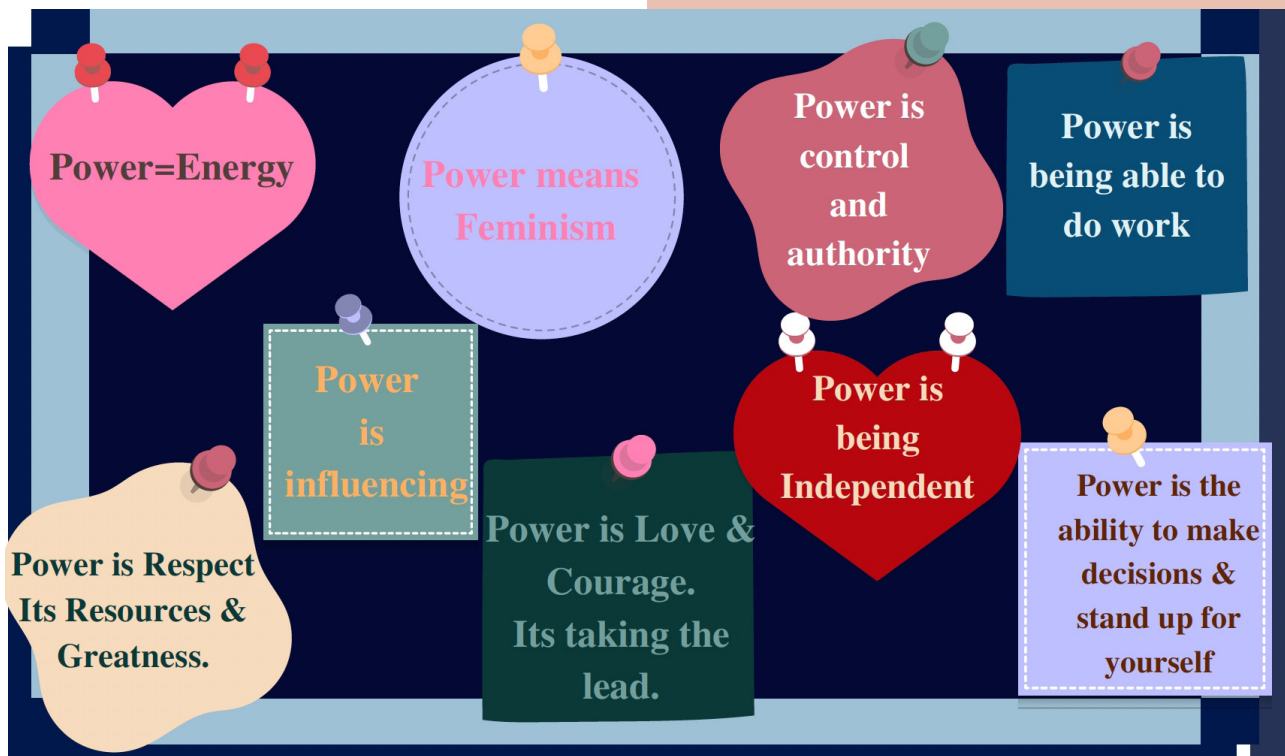
“It is truly unique and inspiring to have the opportunity to work with feminists at LRS who are experts in the field and rooted in feminist popular education. The women trained in the unique spaces created by LRS and JASS felt free to express themselves. One powerful reflection that emerged was related to how they identify. For example, one woman's words: 'I am not just a cleaner. I clean where I work, but that doesn't define who I am.' This self-awareness was important. Not only did it leave the women with a new sense of self-worth, but it also equipped them with valuable tools that were provided during the training programme.

Phumi Mtetwa,
JASS Regional Director for Southern Africa



Zambian Science Granting Council members participating in a Gender Action Learning Programme developed a set of feminist strategies to promote and support girls' and women's recruitment and sustained participation in science and technology. We supported an 18-month programme to promote gender and inclusivity in Science Granting Councils in Africa, in partnership with Gender at Work and the Human Science Research Council.

We mentored 185 adolescent girls and young women from 15 African countries to mobilise decision-makers to advance successful HIV prevention and elimination of gender-based violence and harmful norms. Through online training over a period of three months, the participants increased are better equipped to lead advocacy on effective HIV prevention interventions for girls and young women in their countries.



“ As a result of the training, I am an effective leader with a voice and experience to contribute to the response to the HIV epidemic and gender inequality in my community. I have a better understanding of how to work with community and institutional structures to promote the rights and well-being of adolescent girls and young women. The training has also enabled me to develop a peer support network that will strengthen me in advocacy.

Participant in the training

OUTCOME:

LRS Works against GBV, discrimination and homophobia in the world of work

CONTEXT:

Gender-based violence and harassment (GBVH) in the world of work is one of the most widespread yet hidden human rights violations. It is a major obstacle to achieving gender equality and decent, safe work for all workers. It affects many workers of all gender identities and in all sectors and occupations. Certain workers, such as women and LGBTQI people, are at increased risk of GBVH.

LRS RESPONSE:

We provided online and offline learning spaces to FEDUSA and COSATU, to women and marginalised workers and their trade unions, and to young job seekers and members of the community to prevent and respond to GBV.

COSATU and FEDUSA affiliates use LRS resources in the planning of organisational gender strategies and collective bargaining demands.

Newly elected members of the gender committee have a greater understanding of the commitments in FEDUSA's Congress resolution on securing LGBTI rights in the world of work. The federation's gender structures also have ideas and actions to put the resolution into practice.

Trade unions are increasingly using the ILO Convention 190 (C190) as a tool to raise awareness among workers about the rights of workers who are LGBT to have a safe and inclusive workplace.

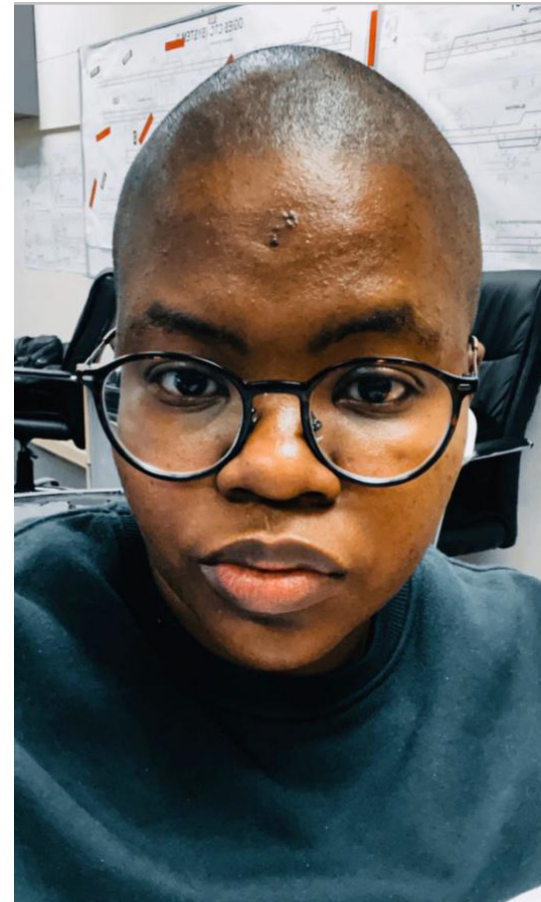
A core group of LGBTI rights activists at UNTU have been developing ideas for the strengthening of the union's LGBTI rights work.

“

The LRS provides spaces for workers' representatives to share experiences, learn and take action to change organisations and build advocates for inclusion. I'm more comfortable discussing LGBTI+ rights and gender equality. I am creating safe spaces in my workplace and in my community where people who want to talk about issues can feel comfortable coming up to me. I had a conversation with a gay man who said he felt out of place at work. Sometimes all you need is someone who has an understanding of your struggles and has had similar experiences.

Tumelo Mokoena

Member of FEDUSA's youth committee and a worker representative at United National Transport Union



Letsema organisation and young LGBT members of Letsema, together with FEDUSA and affiliate UNTU, have strategies for protecting LGBTI workers and young job seekers from discrimination and violence.

Three (3) SACTWU workers and one (1) organiser, who are part of a group of 14 workers participating in the LRS and Solidarity Centre's participatory action research project, can identify themselves as researchers, conduct semi-structured interviews and record cases of gender-based violence and harassment.

Sustainability Through Programme Development – Just Transition, Future Of Workers, Trade and Investment, Informalisation And Migration

We pursue sustainability through programme development, and more specifically, we are committed to building intellectual capital around the future of work, climate and just transition, informalisation, trade & investment and migration.

We are building significant knowledge and partnerships on trade and investment in Africa.

We are actively thinking about the future of work and have had a strong focus on the retail sector.

We are mapping location-based gig work as a distinct form of employment relations.

We are building trade union knowledge around Just Transition.

We are working at several points along the continuum of work that ranges from the more formal to the more informal.

We are one of few labour support organisations actively engaging with corporate governance.

Technology for Trade Unions

The trade union movement should be using technology to amplify its ability to represent working class interests, and to respond to technological development in the workplace and in society.

The LRS continues to embrace the 'digital moment', while honouring the analogue traditions and strengths of the trade union movement. The LRS is actively exploring technology for use by trade unions.

CONTEXT:

The trade union movement is a notoriously slow adopter of new information and communications technologies. The information and communication landscape has changed in bewildering ways over the last couple of decades and if anything the arrival of sophisticated narrow artificial intelligence in the public domain promises to deepen this process of transformation. This technology is increasingly present in the everyday lives of the working class and it is imperative that the trade union movement is developing a relationship of its own with technologies that can be deployed in the defence and advancement of working class people.

Labour Research Service Online

We see ourselves as a mediator between technology and trade unions. Our efforts to experiment in this space are varied and have met with mixed success. We are committed to success and to failure in our exploration of how information technology can be deployed to build organisation and representation of working class people.

The Labour Research Service is committed to delivering useful online resources to support the trade union movement. The online space is a central component of our communications strategy and one we will support trade unions to develop.

Online resource offerings to **trade unions in Africa**



- Trade Unions and Trade: A guide to the African Continental Free Trade Agreement
- Trade Unions Going Green: Environmental issues in the world of work
- Negotiators' Guide: A guide for negotiating in a changing workplace
- Inflation Monitor: A monthly guide for trade union negotiators
- Bargaining Benchmarks: A quarterly resource for trade union negotiators
- Bargaining Benchmarks: Directors' Fees Edition
- MNC Trends Report: Provides key information concerning the performance, operations and governance of JSE-listed South African multinational companies operating in Africa
- The South African Minimum Wage Database (AWARD): A repository of collective agreements that tracks minimum wages, providing unions with empirical evidence to inform collective bargaining. There are 2024 wage agreements on the database located at www.lrs.dedicated.co.za/award/
- The online library of collective bargaining agreements (AGREED): A repository of collective agreements suitable for research and education. There are 963 agreements on the database located at www.lrs.dedicated.co.za/agreed/
- The South African Multinational Company Database (MNC): Financial information for over 80 JSE-listed companies, including executive pay located at <https://lrs.dedicated.co.za/mnc/>
- The LRS wage calculator: tells a negotiator how much a percentage increase is as an amount of money and helps a negotiator understand the effect of inflation on a wage increase located at www.bio.lrs.org.za/wage-calculator/

Networking and **alliance building for influence**

We view networking and alliance building as a vital strategy, especially for smaller organisations that seek to work on complex themes and to amplify their reach. Our networks include individuals and organisations with an affinity for working class politics and who we are able to collaborate, contribute or draw on our work. Among our partners you will find trade unions, trade union national centres, regional and continental worker formations and organisations, global unions, universities and other tertiary institutions, solidarity support organisations, community-based organisations and private sector consultancies.

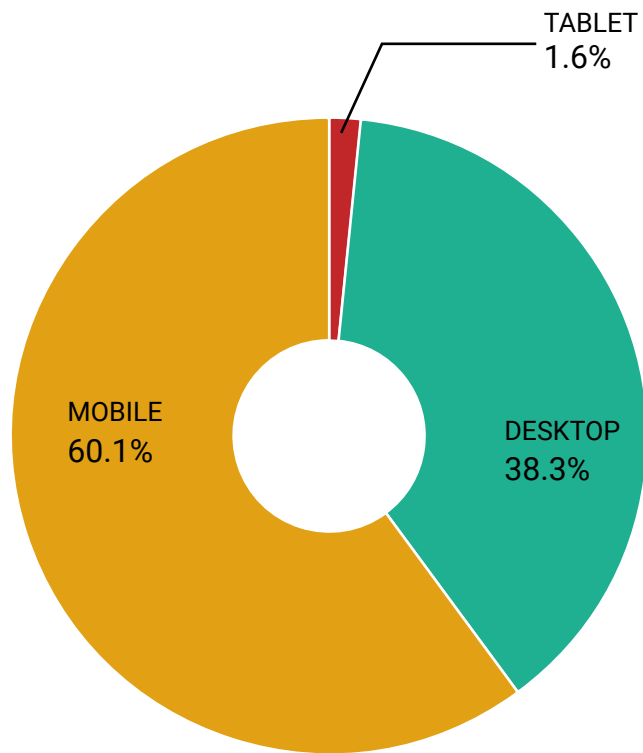
Insight into the online reach of the Labour Research Service: **Summary Analytics 2022**

This section describes our online engagement in 2022. We have seen improvements in almost all measures of online engagement. We are in a process of continuous reflection to understand how to best adjust our online strategies to support our work.

Website **Traffic**

Metric	January to December 2022	January to December 2021	% change
Users	101,356	81,852	23.8
Page views	158,269	128,423	23.2
Av page view duration	00:04:41	00:04:28	4.9

What devices are visitors using?



Total Downloads:

Total Events
5,609

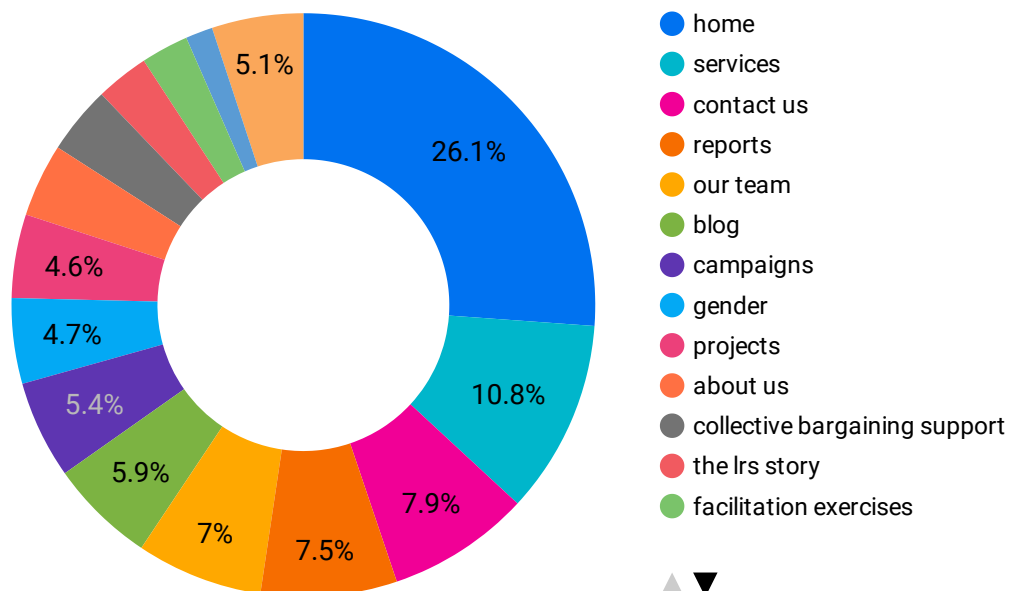
Contact Us Forms Sent:

Total Events
3

Newsletter Signup Started:

Total Events
100

Most Popular Site Sections



Summary of Key Metrics

Metric	2022	2021	% change
Downloads	5,609	3,423	63.8
LRS online tools* clicks	75	699	-89
Wage calculator	1491	120	1142.5
BIO navigation links	282	103	173.8
Video tracking	983	509	93.12
Newsletter signup	100	89	12.4

Content Performance

Top 5 Downloads | 2022

1. The Negotiator's Guide (full version): 483 - web downloads; 376 reads on ISSUU
2. The Negotiator's Guide Chapter 1: Intro to negotiations (169)
3. Grievance handling checklist (Infographic): 151
4. The Negotiator's Guide Chapter 6: Intro to wage bargaining (144)
5. AfCFTA trade union guide (138)

Top 5 Articles | 2022

1. The right way to handle retrenchments
2. Workplace grievances: 10 steps to handle them effectively
3. Know your basic rights in the workplace
4. The essentials of collective bargaining in South Africa [Source: Intro to negotiations guide chapter]
5. Six ways to end GBV

Video Content

YouTube Channel: @labourresearchservice

Metric	2022	2021
Views	1,074	59% more than
Watch time	42.5 hrs	125% more than
Impressions	5,897	699
Subscribers	21	8

Top 5 Videos Watched

1. Massmart shop stewards Network: Company in crisis (193)
2. Education unions take action to end SRGBV (165)
3. Wage bargaining | 4 lessons from public sector unions (144)
4. A day in the life of a VFH (69)
5. Bargaining with foreign companies | FAWU interview (69)

Social Media Summary

1. Increased brand visibility and number of fans and followers on Twitter and FB.
2. Increase in post link clicks and reach for Facebook, moderate for Twitter.

Metric	2022	2021
Followers (FB)	2651 (601 new)	2,050
Post impressions* (FB)	85,240	
Engaged users** (FB)	3,833	
Comments (FB)	61	
Shares (FB)	475	
Link clicks (FB)	769	
Followers (Twitter)	739 (383 new)	356

*Impressions – number of times people saw our posts

**Engaged users – number of unique users who liked or reacted to our posts



Email Newsletter | 2022

Total contacts	810
Audience growth	24
Email campaigns	17
Emails sent	10,631



Email Engagement Summary

Total opens:	11,375 (up 95% from previous year)
Total clicked:	2,766 (up 111% from previous year)
Open rate:	26% (down 18% from previous year)
Click rate:	27% (up 26% from previous year)

Most Popular Campaign

Title	LRS webinar: A guide to negotiating for working class leaders
Date	1 June
Total opens	2,868
Total clicks	2,992

LRS Launch Webinar Statistics

Registered	192
ATTENDANCE	252
South Africa	239
Kenya	1
United States	7
Nigeria	3
Lesotho	2
Average time	33 minutes [issues with data mean that average is likely understated]

Poll Top Five Topics for a Webinar Count

1	Trade unions organising and bargaining in value chains	33
2	Negotiating retrenchment	15
3	Workplace rights belong to everyone	16
4	An introduction to wage bargaining	14
5	Bargaining for gender equity	8

**Knowledge Is Too Important
To Leave In The Hands Of
The Bosses**