

# **SA FREELANCE MEDIA INDUSTRY AND RATES REPORT**

**2017/2018**



Image: Curwyn Mapaling

**SAFREA**  
Southern African Freelancers' Association

## Introduction

There are varied reasons why individuals choose to opt out of the formal employment sector. Unemployment, downsizing and retrenchment are the most obvious, but lifestyle is becoming more of a factor in the changing workplace. Enterprising individuals are seeking alternative avenues of entrepreneurship and income generation. Freelancing is one such option.

This annual report, the second of its kind for the Southern African Freelancers' Association (SAFREA), aims to understand the nature of the freelance media industry and also track valuable information and data such as composition of the sector, the challenges faced and possible interventions. The rates indicator is a critical tool to assist freelancers in benchmarking their remuneration, as well as gently nudge the media sector and client base towards equitable pay for professionals who sell their time and resources.

The 2017/2018 survey was completed by a total of 397 respondents, between 16 February and 16 March 2018, comprising both SAFREA members and non-members.

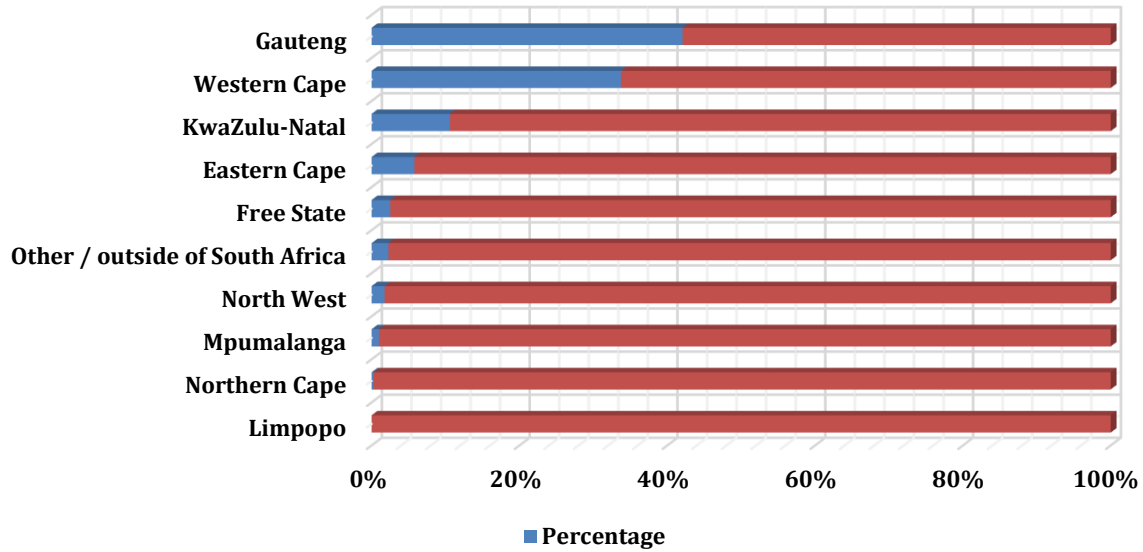
## Highlights

- Women dominate the freelance sector with more than 67% female respondents.
- The sector tends to be older with over 80% of respondents above the age of 30.
- Most of the respondents engage in some form of writing and editing.
- The base income for freelancers has been negatively affected by the economy with the majority of respondents (153) earning under R10 000.00 per month. Very few, just under 10%, earn more than R40 000.00 per month.
- Rates have largely remained unchanged from the 2016/2017 report (Rawden, 2016), and in some instances, decreased for certain skills.
- Per hour rates are used most often by respondents.
- There are a few new rates that have been tracked:
  - Audio visual,
  - Graphic design,
  - Training and workshops,
  - Document formatting,
  - Layout coordination, and
  - Editing (per page).
- Respondents are highly educated and skilled; 48% hold a Bachelor's and/or Honours degree or similar and just over 16% have a Master's. More than 53% have more than 10 years' experience within their specialty.
- Online / digital is the platform where most respondents find work, with print taking a back seat.
- Most respondents reside in Gauteng and the Western Cape in the major cities, followed by KwaZulu-Natal.
- The majority of respondents find work within the corporate/private sector.

## General Information

### Location

Most freelancers are based in Gauteng (42.07%) and the Western Cape (33.75%) in the main cities of Johannesburg, Pretoria and Cape Town. KwaZulu-Natal (10.58%) is the next most populous region.

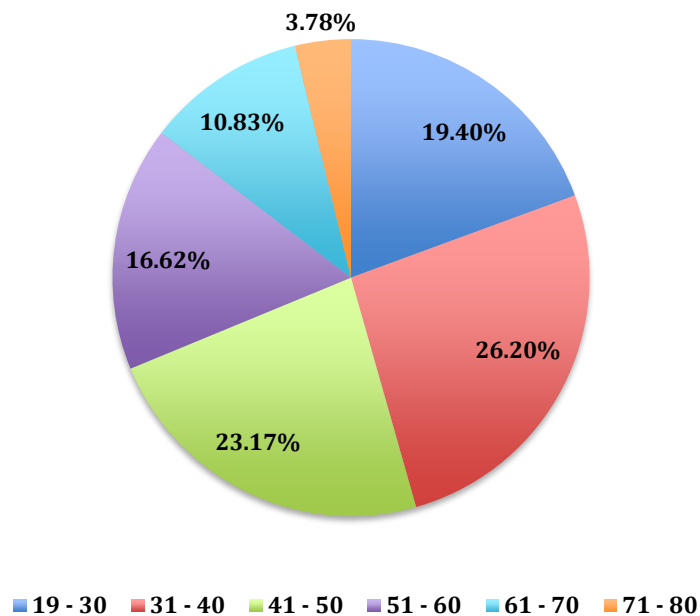


## Age & Gender

The majority of respondents are above the age of 30 years with two trends apparent:

- There is an opportunity to attract younger entrants into the sector; and
- There is no age limit to freelancing.

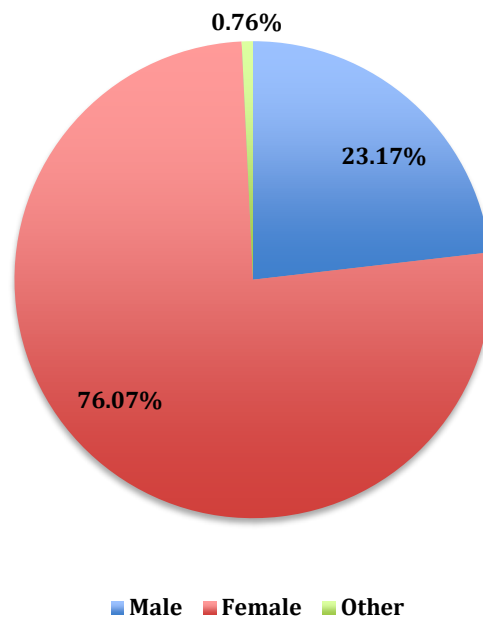
### ■ Age split:



Women overwhelmingly dominate the sector as more than 76% of the respondents are female. This is not surprising as the formal work environment does not always accommodate familial responsibilities which largely tend to fall within the ambit of women across many households. Freelancing is increasingly allowing women the flexibility to manage businesses and careers at levels which suit their personal lifestyles and circumstances.

These age and gender trends are also evident in The Freelance Niche Report (Gandia, 2017), which found that the majority of respondents are 40 years and older and almost 64% are female.

▪ Gender:



## Education

Education levels amongst the respondents is high with almost 48% having a Bachelor's and/or Honours degree or similar and just over 16% holding Master's degrees.

<b>Educational Qualifications</b>	<b>Number of Respondents</b>	<b>Percentage of Respondents (%)</b>
Grade 9 (NQF Level 1)	0	0.00%
Grade 10, National (vocational) Certificate level 2 (NQF Level 2)	3	0.76%
Grade 11, National (vocational) Certificate level 3 (NQF Level 3)	0	0.00%
Grade 12 (National Senior Certificate), National (vocational) Certificate level 4 (NQF Level 4)	41	10.33%
Higher Certificates, Advanced National (vocational) Certificate (NQF Level 5)	16	4.03%
National Diploma, Advanced Certificate (NQF Level 6)	62	15.62%
Bachelor's degree, Advanced Diploma, Post Graduate Certificate and B-tech (NQF Level 7)	92	23.17%
Honours degree, Post Graduate Diploma, Professional Qualifications (NQF Level 8)	98	24.69%
Master's Degree (NQF Level 9)	65	16.37%
Doctor's Degree (Doctorate) (NQF Level 10)	15	3.78%
Postdoctoral Research Fellowship	1	0.25%
Other (Religious Education, Traditional Healing etc.)	4	1.01%

(South African Qualifications Authority, 2009)

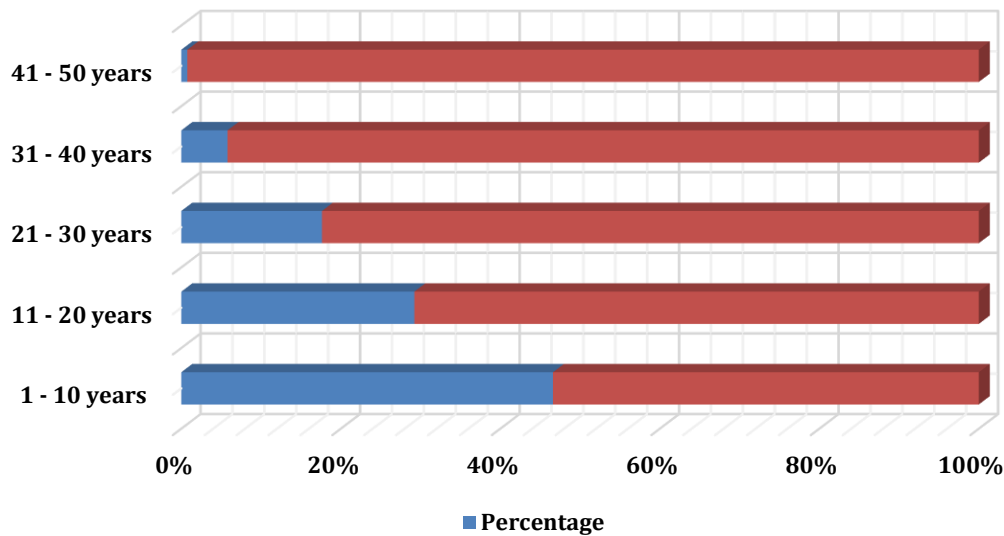
## Areas of Specialty & Number of Years Freelancing

Most of the respondents engage in some form of writing and editing. This is followed by individuals offering services in translation, design (graphic, web), photography and videography.

The majority of respondents (185) have up to 10 years' experience in their specialty and 116 have between 11 – 20 years' experience.

### ■ How many years of experience do you have in your specialty?

- 1 – 10 years : 185
- 11 – 20 years : 116
- 21 – 30 years : 70
- 31 – 40 years : 23
- 41 – 50 years : 3
- Total : 397

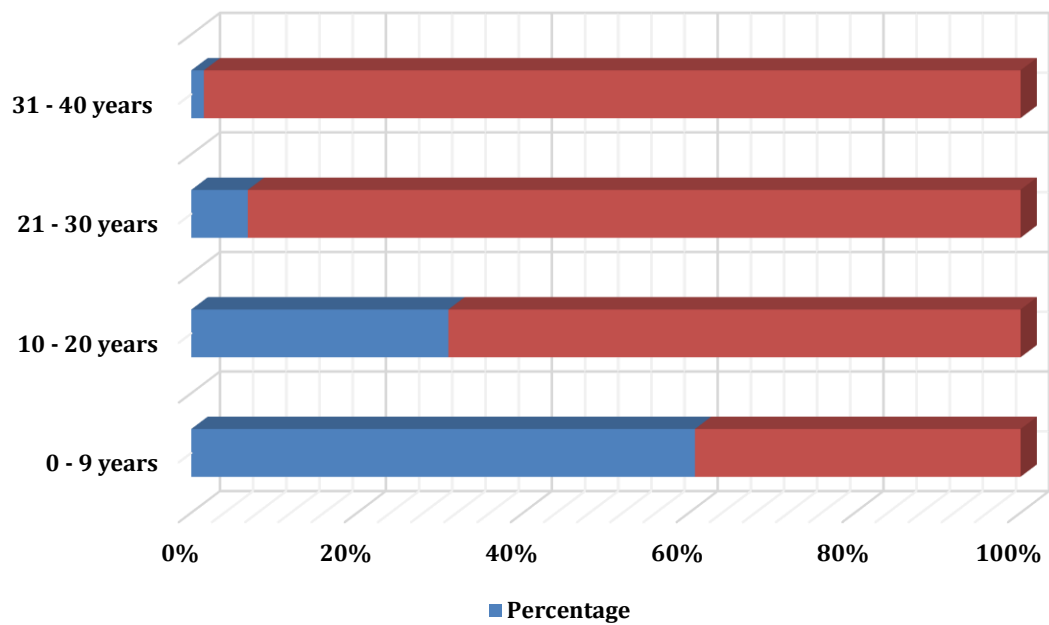


## Areas of Specialty & Number of Years Freelancing (cont.)

The majority of respondents (241) have been freelancing for under 10 years and 123 have been independent consultants for 10 to 20 years.

### ■ How many years have you been freelancing?

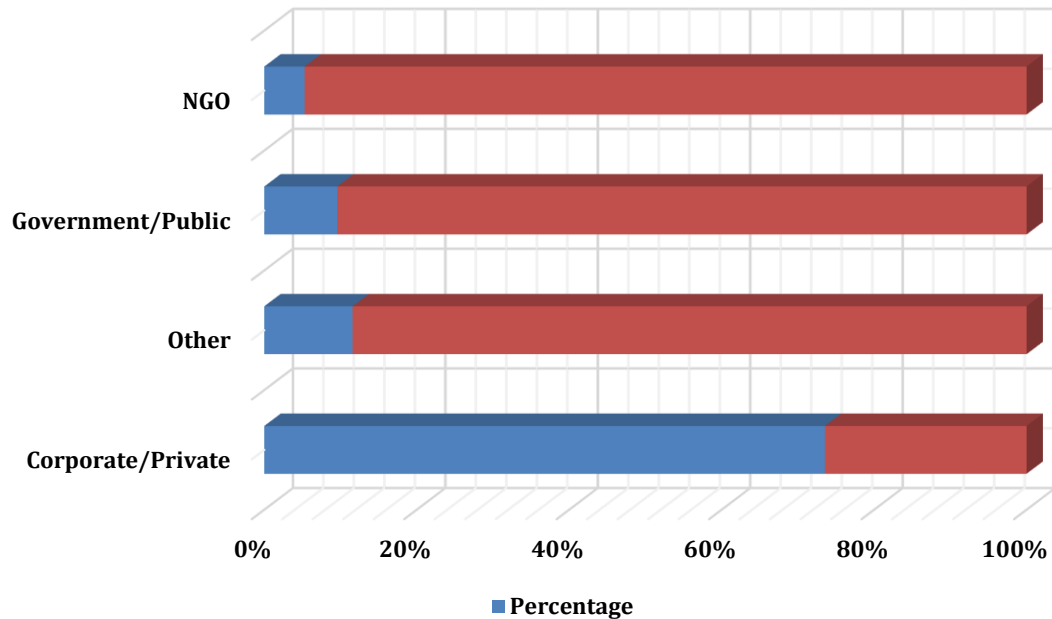
- 0 - 9 years : 241
- 10 - 20 years : 123
- 21 - 30 years : 27
- 31 - 40 years : 6
- Total : 397





## Types of Work

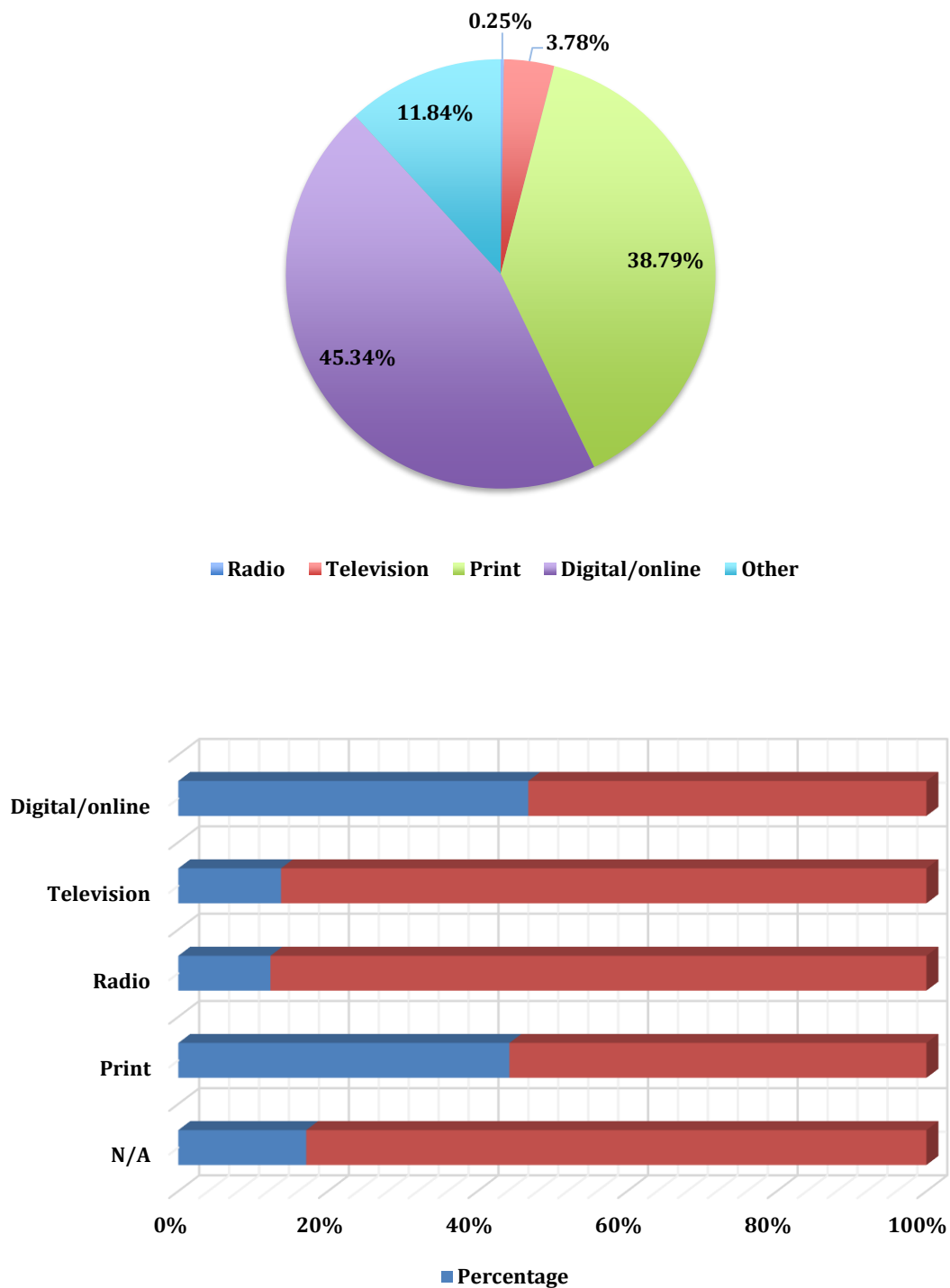
Work is commissioned by the private / corporate sector for the majority of respondents (almost 74%).



Interestingly, most respondents, 180, indicate that their work has been in digital/online with 154 stating that most of their work is in print.

A follow-up question, asking what other fields respondents work in, shows that digital still tops the list with 167 to 158 for print. This alludes to a shift in media consumption. It also defies any myths around baby boomers and their aversion to online / digital channels. Rather, it indicates that older generations are embracing technology and making it work for them.

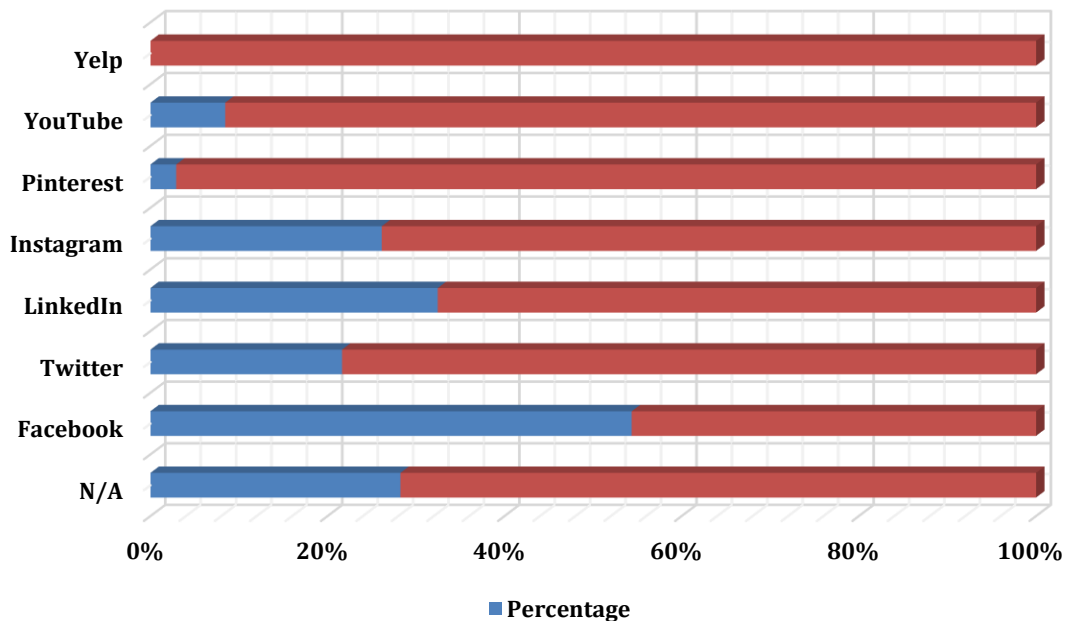
## Types of Work (cont.)



## Marketing Platforms

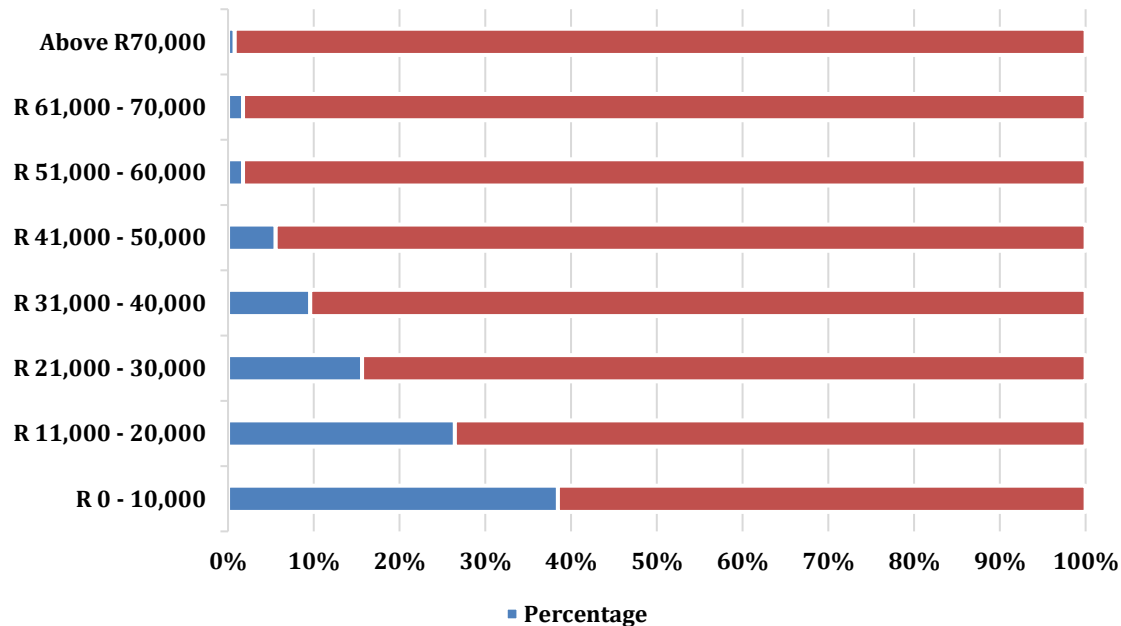
As small businesses, freelancers often struggle with marketing. The survey enquired which social media platforms, if any, have been best for individuals to market their businesses. The response was an overwhelming majority in favour of Facebook (almost 55%) with LinkedIn (just over 32%) and Instagram (just over 26%) coming in second and third, respectively. Since most respondents are working on online/digital platforms, it makes sense that this is a popular marketing channel as well. It also indicates a shift in traditional marketing. People are recognising the value of having an online presence. It costs less, it is immediate and lends itself to the life of a freelancer.

Over 28% of respondents have not engaged social media as a marketing tool which has been indicated as successful for significant numbers. This represents an opportunity for freelancers.



## Average Monthly Income

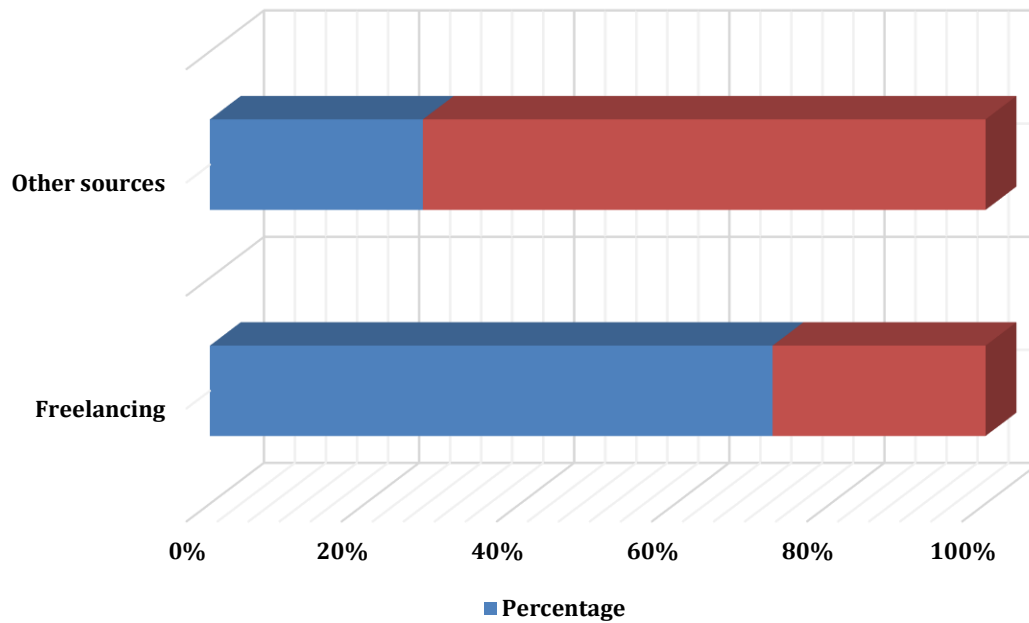
The average monthly income for most respondents is less than R10 000 (38.54%). This is a reflection of the state of the economy and remains in line with the findings of the 2016/2017 report (Rawden, 2016), indicating little to no growth.



A review of the Statistics South Africa (Stats SA) Quarterly Employment Statistics for December 2017 (Statistics South Africa, 2017b) reveals that the monthly average income for all formal non-agricultural industries in November 2017 was R20 004. While this includes bonuses and overtime, it gives a fair indication that the current average freelancer income is below par.

## Primary Source of Income

More than 72% of respondents rely on freelancing as their primary source of income. Based on the income figures above, this further highlights the plight of the freelancer.



- Freelancing : 288
- Other sources : 109
- Total : 397

## Understanding the Freelancer

The overwhelming majority of respondents enjoy the flexibility of freelancing; this includes flexibility of time, skill, creativity, passion and so on. Many have turned to freelancing as an alternative source of income due to unemployment, retrenchment, economic challenges or employment equity policy. There are also those who use freelancing as a channel to supplement their income either as full-time employees or retirees.

The concerns and challenges facing the sector are many and varied. However, the majority of freelancers are concerned about rates in general. This ranges from low rates which freelancers are “forced” to accept because clients undercut and bargain hard, to fellow freelancers undercutting each other with low rates in a bid to make a living. This is related to a lack of understanding of freelancing as a business.

This is what some of the respondents said:

*“A major issue is the lack of understanding of the costs that freelancers have to carry, versus people earning a salary. Every cent we generate has to be done ourselves, and the majority of expenses paid out of our own pockets – whereas salaried employees typically receive a wide range of company benefits (such as car allowance / lease vehicle, cellphone allowance, medical aid subsidy, provident / pension fund contributions, UIF, etc.).”*

*“Print publications downsizing or closing down. Fees remaining on the same level over the last few years or clients even trying to further negotiate these downwards.”*

*“Too many freelancers working for very low rates – this makes companies reluctant to pay decent rates! Economic climate means that there is not a lot of work.”*

*“The fact that the word rates (for writing) have stayed the same for so long.”*

Respondents are also concerned around the risk and uncertainty of freelancing. The freedom of skipping peak hour traffic and watching your child play soccer often comes with the stress of instability. Also, being ill or taking care of a sick child/parent/partner has a direct impact on income as there are no legislated benefits for freelancers.

A respondent said:

*“Consistent income, particularly in challenging economic times. I had to take up full-time employment a couple of years ago after freelancing full time for a few years because there was a significant drop in clients.”*

Many respondents are concerned about the state of the economy as well as competition, which often comes in the form of new technology and transformation imperatives. One said:

*“The digital revolution is commoditising news and information – it is getting cheaper for the companies making use of the data in order to sell advertising, services or mouse traps. Global competition and the increasing use of algorithms is putting pressure on rates.”*

Another recurring concern from respondents is access to opportunities i.e. jobs / markets / new clients and so on. The isolation – many freelancers work on their own – makes it increasingly difficult.

*“The number of freelancers within the industry – so many brilliant journalists have been retrenched and we are all trying to make a living freelancing and unfortunately opportunities are scarce.”*

*“The industry has been monopolised by big companies, so freelancers aren’t making a lot of money.”*

*“There are so many in the field, and the number keeps growing. It’s like a ‘dog-eat-dog’ world as we rush to respond to possible projects. This results in unrealistic undercutting of prices. Work appears to be drying up and companies are cutting back on hiring editors to save money.”*

*“There is no real support system in place for freelancers (apart from SAFREA) and you’re pretty much out there on your own.”*

Other common themes of concern and challenges include:

- Administration issues which range from contracting to taxation and lack of benefits,
- Payment including non-payment and late/timeous payment,
- Quality of work, recognition / accreditation and value for quality,
- Exploitation of freelancers by clients with a ‘take it or leave it’ attitude.

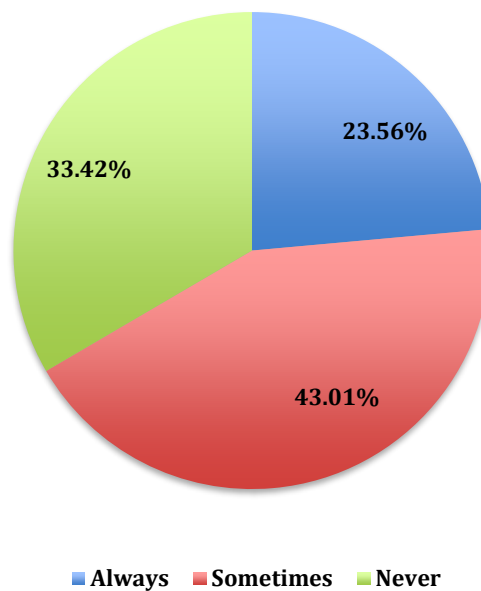
## Rates Trends

This section unpacks the pricing strategies that freelancers tend to use for various disciplines and areas of focus. It is merely a benchmark and individuals should continue to use the options that work best for them and their business.

### General:

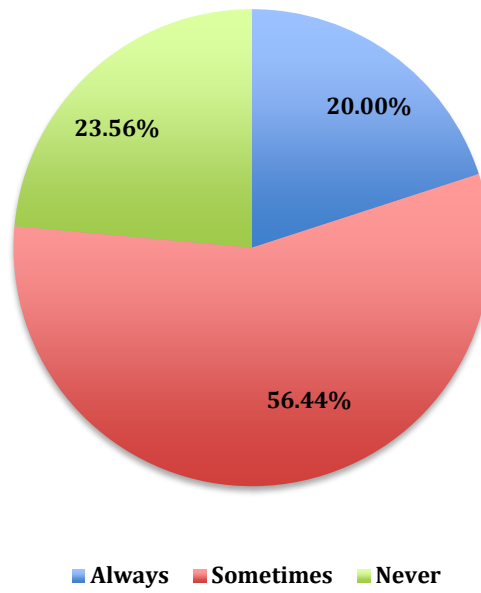
As most respondents indicated that writing and editing forms part of their primary specialty, it is not surprising that charging per word reflects as a popular charging method with 23.56% (always) and 43.01% (sometimes) opting for this. We also see that charging per hour is popular with 20% (always) and 56.44% (sometimes) using this method. Retainers / flat rates are the next most popular charging method with 10.96% (always) and 58.36% (sometimes) selecting this option.

### Per word

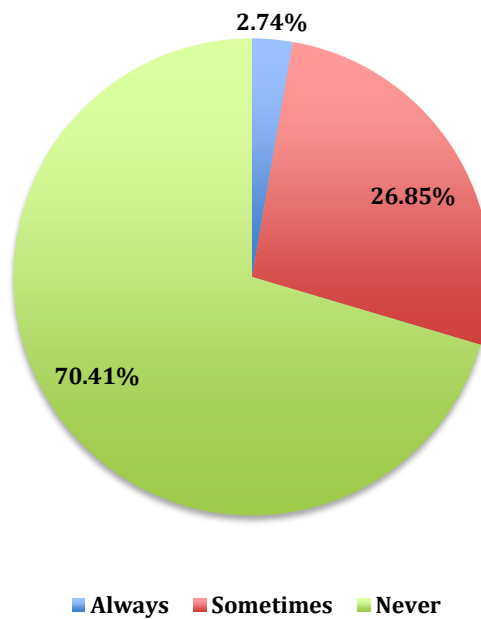




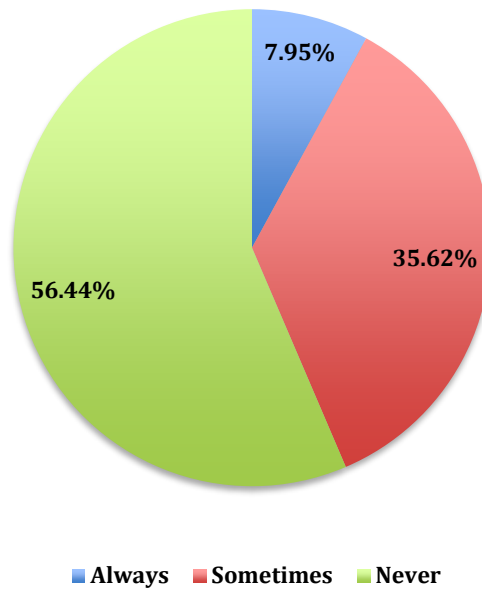
### Per hour



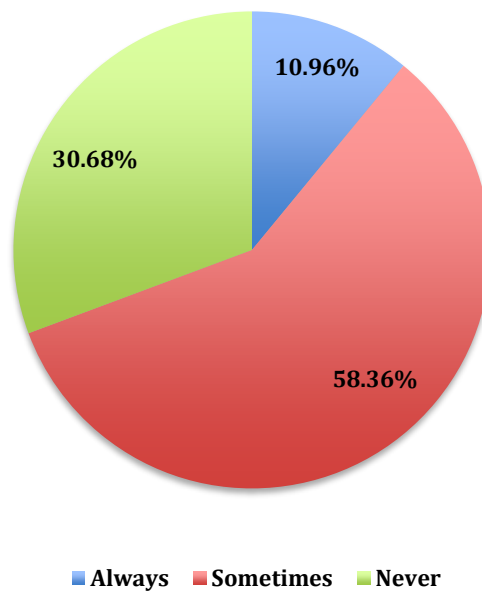
### Per half day



### Per full day



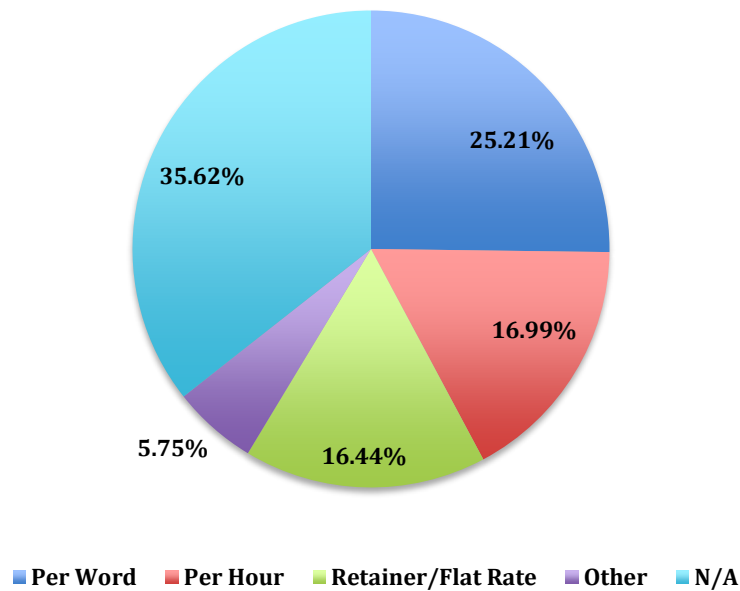
### Retainer/Flat rate



We now look at specific areas of focus.

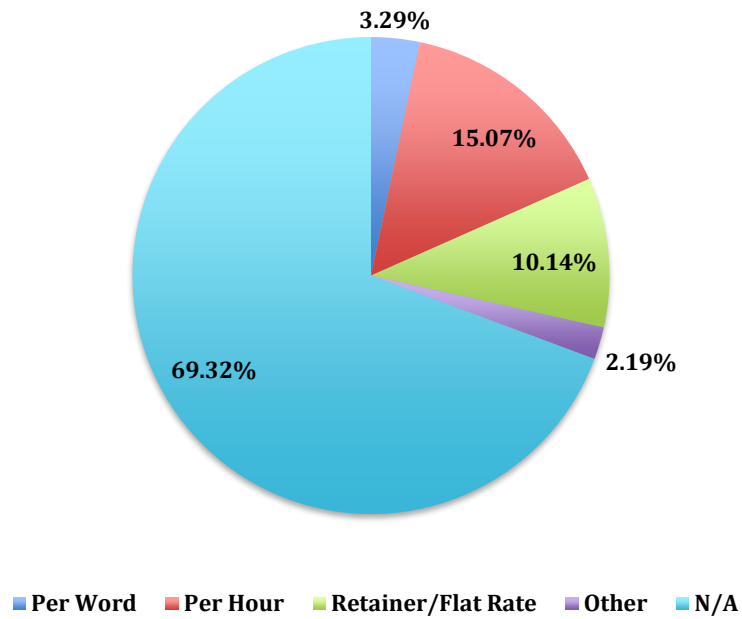
### **Writing/Content Development:**

Per word, (25.21%) still remains most popular for respondents with per hour (16.99%) and retainer / flat rates (16.44%) almost on par.



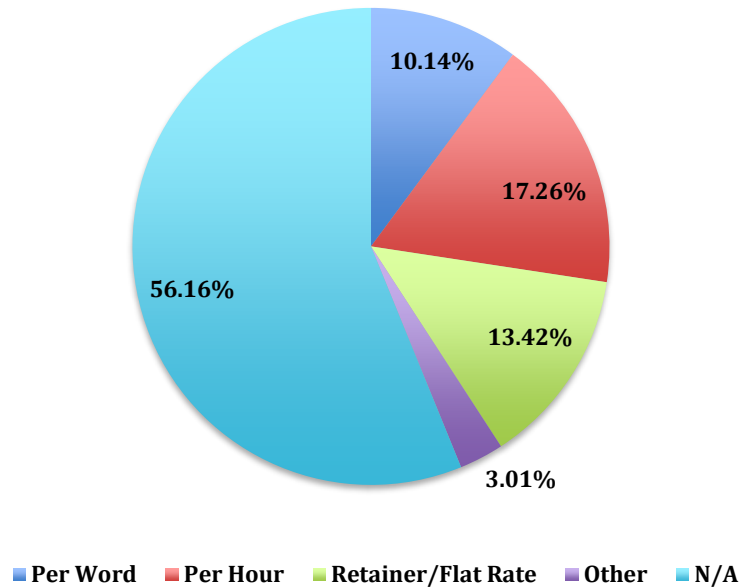
## Advertising:

Most respondents (15.07%) charge per hour and some (10.14%) opt for hourly rates.



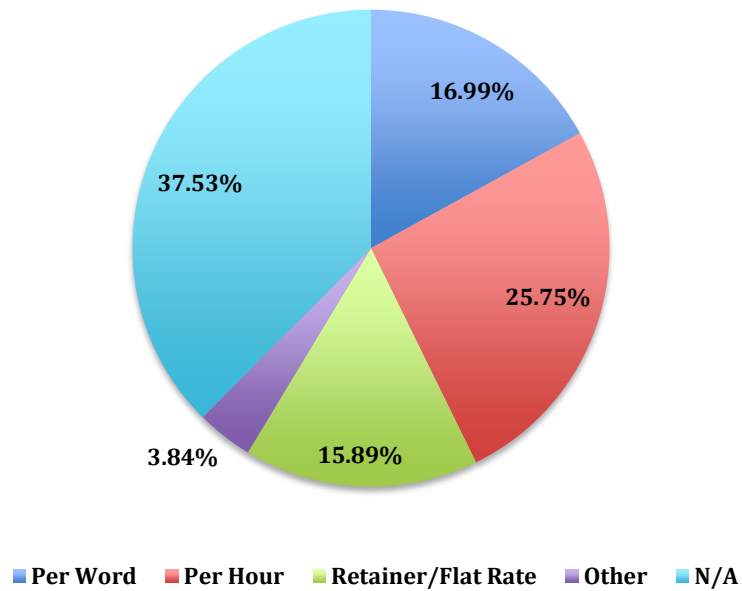
### PR/Communications:

The trend in this sector is to charge per hour (17.26%), followed by retainers / flat rates (13.42%) and per word (10.14%).



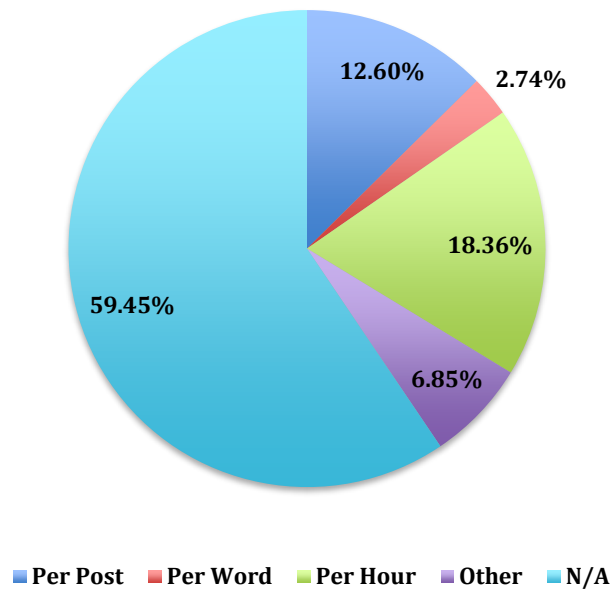
### Online:

Per hour (25.75%) is the option that most respondents selected, followed by per word (16.99%) and retainers / flat rates (15.89%).



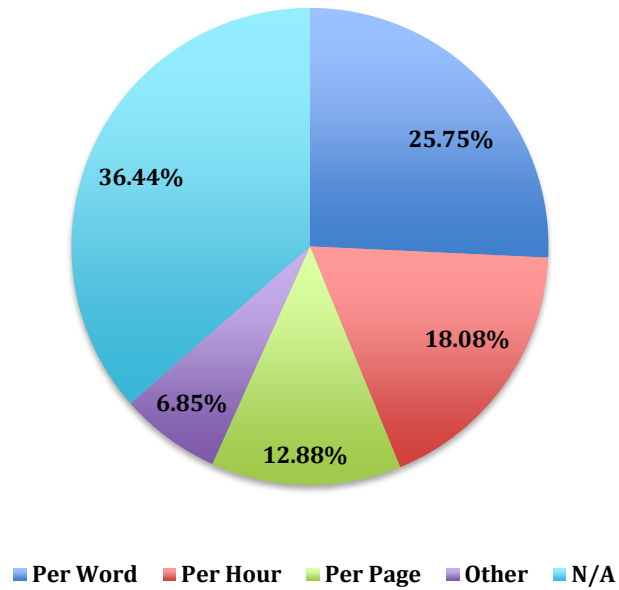
### Social media:

Respondents typically charge per hour (18.36%) and then opt to charge per post (12.60%).



## Editing:

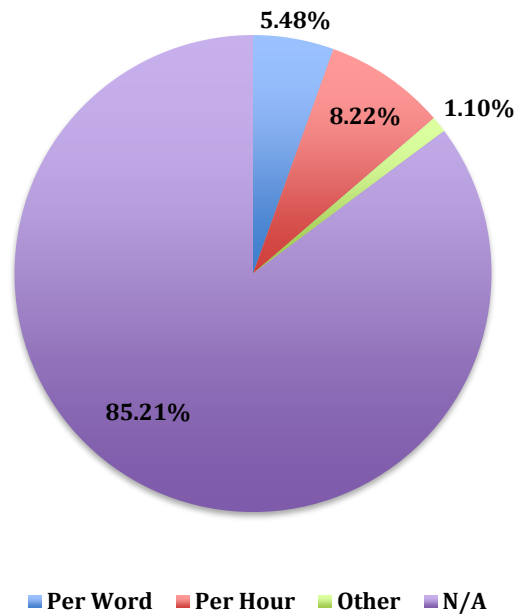
Per word (25.75%) remains the dominant costing model, followed by per hour (18.08%) and per page (12.88%).





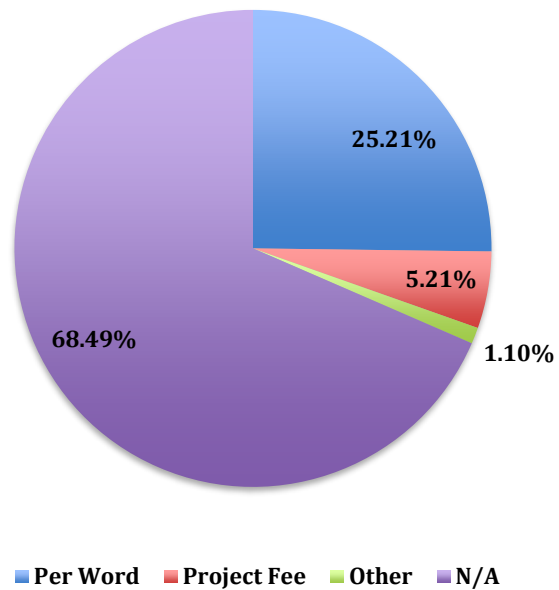
### Transcription:

The trend for this service is to charge per hour (8.22%) and then per word (5.48%).



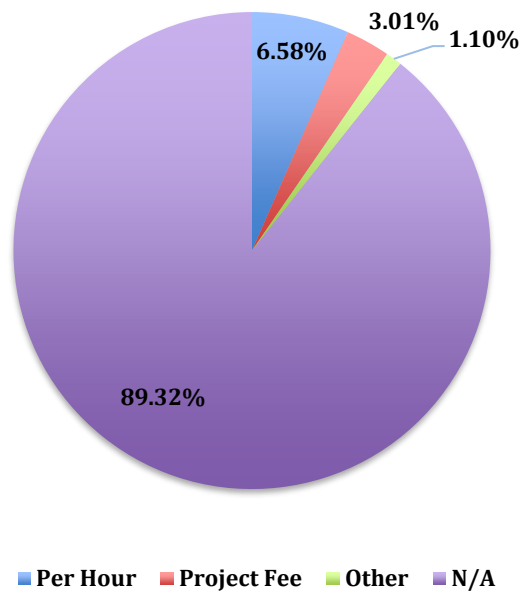
### Translation:

Respondents charge per word (25.21%) more often, followed by a project fee (5.21%).



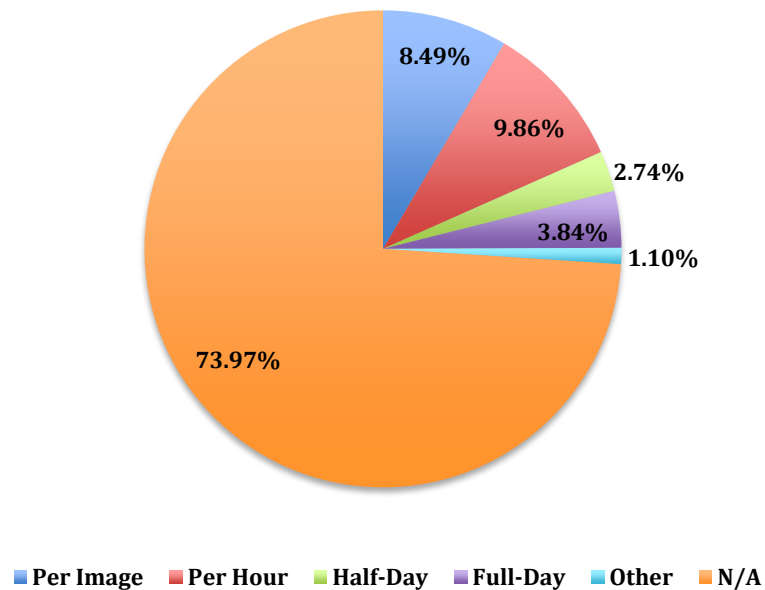
### Language Interpretation:

Most respondents (6.58%) charge per hour and then as a project fee (3.01%).



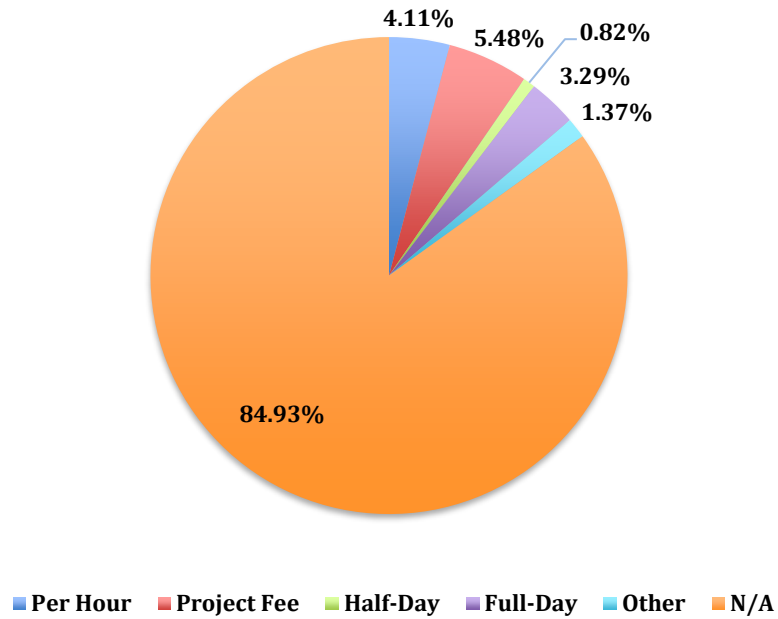
### Photography:

This skill is most often charged per hour (9.86%), followed by a rate per image (8.49%).



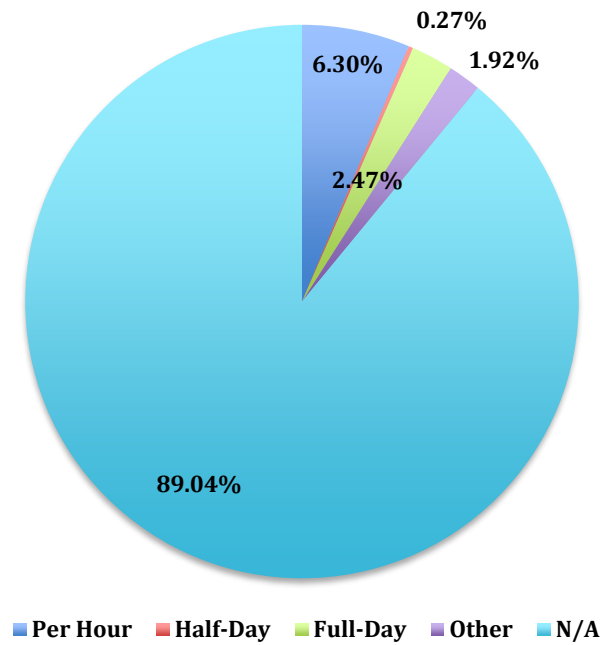
## Videography:

A project fee (5.48%) is indicated as the preferred charging option, followed by an hourly rate (4.11%).



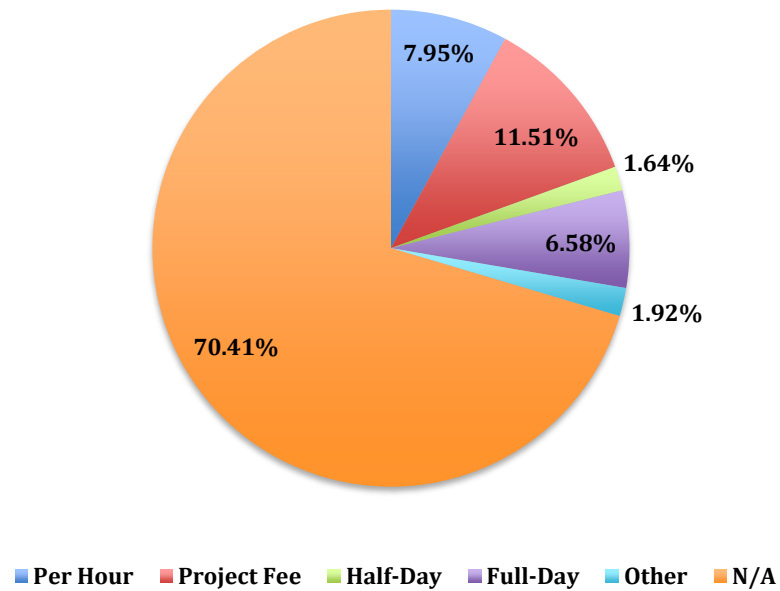
### Audio visual:

An hourly rate (6.3%) is the preferred option for this skill. It is followed by daily rates (2.47%).



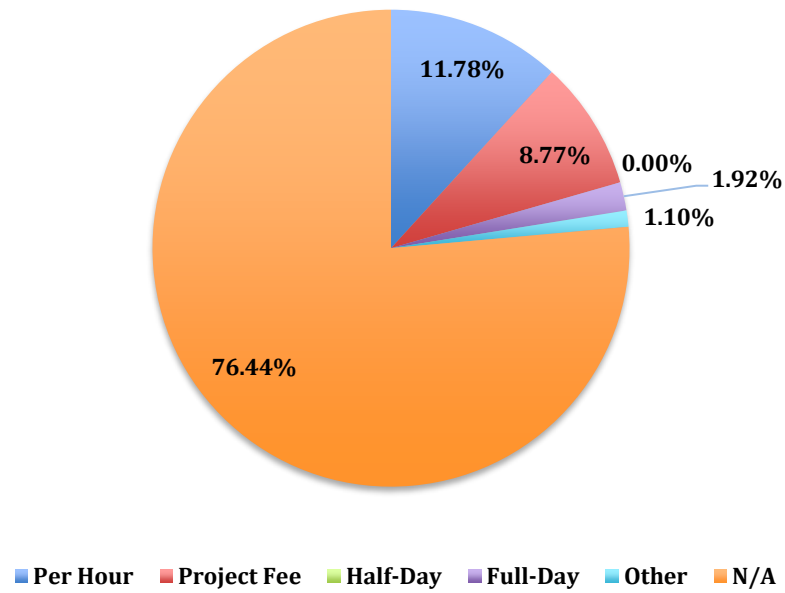
### Workshops/Training:

This is a new sector for the survey. Respondents prefer to charge a project fee (11.51%), followed by an hourly rate (7.95%).



## Graphic Design:

Most respondents charge per hour (11.78%) and then as a project fee (8.77%).



## Rates Guide

This section gives an indication of the average price range that the respondents charge for various disciplines and areas of focus. It is merely a benchmark and individuals should continue to use the options that work best for them and their business.

### Question 1: WRITING/CONTENT DEVELOPMENT

What do you charge for?

Type	Per word	Per hour	Flat rate *
Magazines	R3.00 - R4.00	R400.00 - R500.00	
Newspapers	R2.00 - R3.00	R400.00 - R500.00	
Corporate content	R2.00 - R4.00	R400.00 - R600.00	
Technical/specialist content	R2.00 - R4.00	R400.00 - R700.00	
Annual reports	R2.00 - R3.00	R450.00 - R550.00	
Government documents	R2.00 - R3.00	R600.00 - R650.00	
Textbooks	R1.00 - R1.50	R400.00 - R450.00	
Novels/books	R0.90 - R1.50	R350.00 - R400.00	
Ghost writing	R5.00 - R7.00	R450.00 - R550.00	
Script writing (Television, drama etc.)	R2.00 - R3.00	R550.00 - R600.00	
Script writing (Corporate etc.)	R4.00 - R4.50	R600.00 - R650.00	

**\* Insufficient/inaccurate data**



## Question 2: ADVERTISING

What do you charge for?

Type	Per word	Per hour	Flat rate *
Marketing material (brochures, adverts etc.)	R2.00 - R3.00	R450.00 - R550.00	
Advertorial	R3.00 - R4.00	R500.00 - R600.00	
Copywriting	R3.00 - R4.00	R450.00 - R550.00	

*\* Insufficient/inaccurate data*

## Question 3: PUBLIC RELATIONS & COMMUNICATIONS

What do you charge for?

Type	Per word	Per hour	Flat rate
Media release Writing	R3.00 - R4.00	R450.00 - R550.00	R1500.00 - R2000.00
Strategy development	R3.00 - R4.00	R700.00 - R800.00	*
Speechwriting	R3.50 - R4.00	R500.00 - R600.00	R1500.00 - R2000.00
Media relations	R3.00 - R3.50	R450.00 - R550.00	*

*\* Insufficient/inaccurate data*

#### Question 4: ONLINE

What do you charge for?

Type	Per word	Per hour	Flat rate *
Website content	R2.00 - R2.50	R450.00 - R550.00	
Online consumer content	R2.00 - R2.50	R400.00 - R500.00	
SEO content	R2.00 - R2.50	R450.00 - R550.00	
Consumer/journalism blog content	R2.50 - R3.00	R400.00 - R500.00	
Content marketing	R2.50 - R3.00	R450.00 - R550.00	
Web-based content	R2.50 - R3.00	R450.00 - R550.00	
Email marketing Content	R2.50 - R3.00	R450.00 - R550.00	

*\* Insufficient/inaccurate data*

#### Question 5: SOCIAL MEDIA

What do you charge for?

Type	Per post	Per word	Per hour
Social media Content	R250.00 - R300.00	*	*
Social media content creation	*	R2.50 - R3.00	R350.00 - R450.00
Social media management/coordination	*	*	R400.00 - R500.00
Social media strategy development	*	*	R500.00 - R550.00

*\* Insufficient/inaccurate data*

### Question 6: GENERAL EDITING

What do you charge for?

Type	Per word	Per page	Per hour
Proofreading	R0.30 - R0.45	R50.00 - R150.00	R350.00 - R450.00
Copy/sub-editing	R0.50 - R1.50	R90.00 - R120.00	R400.00 - R500.00
Reference checking		R100.00 - R200.00	R300.00 - R400.00

### Question 7: SPECIFIC EDITING

What do you charge for?

Type	Per word	Per page	Per hour
Magazines	R0.50 - R1.00	R200.00 - R300.00	R350.00 - R450.00
Newspapers	R0.50 - R1.00	R50.00 - R100.00	R300.00 - R400.00
Academic theses	R0.50 - R1.00	R45.00 - R65.00	R300.00 - R400.00
Corporate content	R3.50 - R4.50	R150.00 - R200.00	R450.00 - R550.00
Technical/Specialist Content	R0.50 - R1.00	R50.00 - R100.00	R450.00 - R550.00
General light editing	R0.50 - R1.00	R50.00 - R100.00	R400.00 - R500.00
General heavy structural and language editing	R0.50 - R1.00	R150.00 - R200.00	R450.00 - R550.00
Government documents	R0.50 - R1.00	R100.00 - R200.00	R400.00 - R500.00
Textbooks	R0.20 - R0.50	R50.00 - R100.00	R400.00 - R500.00
Novels/books	R0.20 - R0.50	R50.00 - R100.00	R350.00 - R450.00

### Question 8: DOCUMENT FORMATTING

What do you charge for?

Type	Per word	Per page	Per hour
Academic	R0.20 - R0.50	R50.00 - R100.00	R300.00 - R350.00
General	R0.20 - R0.50	*	R300.00 - R400.00

*\* Insufficient/inaccurate data*

### Question 9: LAYOUT COORDINATION

What do you charge for?

Type	Per word	Per page	Per hour
Corporate newsletters	R0.15 - R0.50	R250.00 - R350.00	R400.00 - R500.00
Magazines	R0.15 - R0.50	R150.00 - R250.00	R400.00 - R500.00

### Question 10: TRANSCRIPTION

What do you charge for?

Type	Per word	Per hour
Transcription	R1.50 - R2.50	R400.00 - R550.00

### Question 11: TRANSLATION

What do you charge for?

Type	Per word	Project fee *
Between English and Afrikaans	R0.50 - R1.00	
Between English and an official African language	R1.00 - R1.50	
Between English and major world languages	R1.00 - R1.50	
Between English and less common world languages	R1.00 - R1.50	
Sworn translation	R1.50 - R2.00	
Specialised translation (e.g. financial, legal, highly technical or scientific)	R1.50 - R2.00	

*\* Insufficient/inaccurate data*

## Question 12: INTERPRETING

What do you charge for?

Type	Per hour	Project fee *
Between English and Afrikaans	R350.00 - R450.00	
Between English and an official African language	R400.00 - R500.00	
Between English and major world languages	R400.00 - R500.00	
Between English and less common world languages	R450.00 - R550.00	

*\* Insufficient/inaccurate data*

## Question 13: PHOTOGRAPHY

General: What do you charge for?

Type	Per image	Per hour	Half-day	Full-day
Product, advertising, branding, interiors, architectural	R250.00 - R350.00	R800.00 - R1 000.00	R3 000.00 - R5 000.00	R5 000.00 - R8 000.00
Event photography	R100.00 - R200.00	R850.00 - R1 500.00	R3 000.00 - R5 000.00	R4 500.00 - R7 500.00
Advertorial, editorial, modelling	R800.00 - R3 000.00	R800.00 - R1 500.00	R3 000.00 - R5 000.00	R5 000.00 - R8 000.00
Wedding	R50.00 - R100.00	R600.00 - R1 200.00	R4 000.00 - R7 000.00	R7 000.00 - R12 000.00
Media houses, newspapers	R300.00 - R600.00	R450.00 - R600.00	R2 000.00 - R3 000.00	R3 500.00 - R5 500.00

#### Question 14: PHOTOGRAPHY/POST-PRODUCTION

What do you charge for?

Type	Per image	Per hour	Half-day	Full-day
Post-production, retouching	R100.00 - R200.00	R300.00 - R500.00	R1 000.00 - R3 000.00	R1 500.00 - R3 500.00
Dropbox / FTP	R2.00 - R4.50 per MB	R75.00 - R150.00	*	*
Digital Capture Fee processed	R120.00 - R150.00	*	*	*

*\* Insufficient/inaccurate data*

#### Question 15: VIDEOGRAPHY

Camera operator: What do you charge for?

Type	Per hour	Half-day	Full-day	Project fee
Camera with professional sound, proper lighting and stabilised shots, with no edits required	R2000.00 - R3000.00	R2500.00 - R4500.00	R3500.00 - R6500.00	*

*\* Insufficient/inaccurate data*

#### Question 16: CORPORATE AV PRESENTATIONS

What do you charge for?

Type	Per hour *	Half-day *	Full-day *	Project fee *
Performance Fee				
Recording fee (per script)				

*\* Insufficient/inaccurate data*

### Question 17: AV/USAGE FEES

What do you charge for?

Type	Per hour *	Half-day *	Full-day *	Project fee *
Once-off or for in-house viewing by Staff				
Public location (exhibitions, in-store, events, etc.)				
Marketing (used by sales staff, shown to potential clients, etc.)				
Giveaways				
Sales				
Television broadcast				

*\* Insufficient/inaccurate data*

### Question 18: AUDIO VISUAL (AV)

What do you charge for?

Type	Per hour	Half-day *	Full-day
Sorting and editing	R300.00 - R500.00		*
Animation	*		*
Video editing	R400.00 - R600.00		R2500.00 - R4500.00

*\* Insufficient/inaccurate data*

### Question 19: WORKSHOPS/TRAINING

What do you charge for?

Type	Per hour	Half-day	Full-day	Project fee
Facilitating workshops/training sessions	R450.00 - R850.00	R3500.00 - R6500.00	R5000.00 - R12000.00	*
Module/content Creation	R450.00 - R750.00	*	*	*

*\* Insufficient/inaccurate data*

## Question 20: GRAPHIC DESIGN

What do you charge for?

Type	Per hour	Half-day	Full-day	Project fee *
General graphic Design	R350.00 - R550.00	R1200.00 - R1700.00	R2200.00 - R3200.00	
Logo design	R300.00 - R500.00	R2500.00 - R3500.00	R2500.00 - R5500.00	
Creating visual Concepts	R300.00 - R500.00	R1200.00 - R1700.00	R1500.00 - R2800.00	
Presenting design concepts	R350.00 - R450.00	R1500.00 - R1700.00	R2500.00 - R3500.00	
Original images	R300.00 - R500.00	R1200.00 - R1700.00	R2500.00 - R3500.00	
Illustrations	R400.00 - R550.00	*	R2500.00 - R4000.00	
Incorporating changes recommended by clients or art directors into final designs	R250.00 - R450.00	R1200.00 - R1600.00	R2500.00 - R3500.00	
Reviewing designs for errors before printing or publishing them	R300.00 - R500.00	R1200.00 - R1600.00	R2500.00 - R3500.00	
Transforming statistical data into visual graphics and diagrams	R350.00 - R650.00	R1200.00 - R1600.00	R2500.00 - R3500.00	

*\* Insufficient/inaccurate data*



## Question 21: GRAPHIC DESIGN/LAYOUT & PRODUCTION

What do you charge for?

Type	Per hour	Half-day	Full-day	Project fee
Advertisements	R300.00 - R600.00	R1200.00 - R1600.00	R2200.00 - R3200.00	
Brochures	R300.00 - R600.00	R1200.00 - R1600.00	R2200.00 - R3200.00	
Magazines	R350.00 - R550.00	R1200.00 - R1600.00	R2500.00 - R4500.00	
Corporate reports	R350.00 - R650.00	R1500.00 - R1700.00	R2500.00 - R3500.00	

*\* Insufficient/inaccurate data*

Please note that the lack of responses in some instances above is consistent with the statistics indicating how freelancers are more inclined to charge for services. Again, this report is not prescriptive and aims to provide an overview of rates trends and is a guide.

We tracked specific rates, based on the 2016/2017 guide.

## Conclusion

Rapid digital transformation continues to enhance the global economy with concomitant challenges for those in both developed and developing nations. South Africa, caught between high unemployment [26.7%] (Statistics South Africa, 2017c) and a large population of youth [about 29%, 6% younger than 15 years] (Statistics South Africa, 2017a), is strapped with a sluggish economy that is not creating jobs at the rate required. Freelancing provides a channel for many to remain economically active and, potentially, feed into a groundswell of growth and development that will positively influence the country and continent.

The 2017/2018 SA Freelance Media Industry & Rates Report demonstrates that the freelance sector comprises highly skilled, educated individuals who offer a wide variety of media-related services with skills and experience gained over several years (above 50% of respondents have more than 11 years' experience in their specialty). Clients must recognise that freelancing is not a cover for unprofessional, unskilled consultants and contractors. Rather, the freelance sector must be viewed as an alternative channel to a highly skilled labour force which can add value to businesses and the economy.

SAFREA provides a home for independent media professionals operating in challenging circumstances. It is a non-profit organisation that works to create an environment that supports and encourages members as, we have seen from the results, many operate on the margins of the economy. It is clear that SAFREA must continue to offer tangible avenues for collaboration, networking and support for the freelance community.

Much work needs to be done to ensure that freelancing continues to be a viable profession. As SAFREA, we are committed to advocating for and supporting freelancers in their bid to succeed and flourish in the future.

Visit [www.safrea.co.za](http://www.safrea.co.za) to become a member and/or for more information.

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