



**Western Cape
Government**

NEW COMMUNICATION VEHICLES AT WCDOA

A voice piece for the Agricultural sector

Wow day

Mary James

10 November 2020

Communication offerings

- **Careers in Agriculture booklet**
- **Agriprobe**
- **Loerie**
- **Radio studio**



Career Booklet

It is crucial for the youth to follow careers in agriculture, to ensure the sustainability of the sector. As part of its efforts to promote careers in agriculture, the department launched an agricultural career booklet titled: *Living Agriculture: 50 Career Opportunities*.

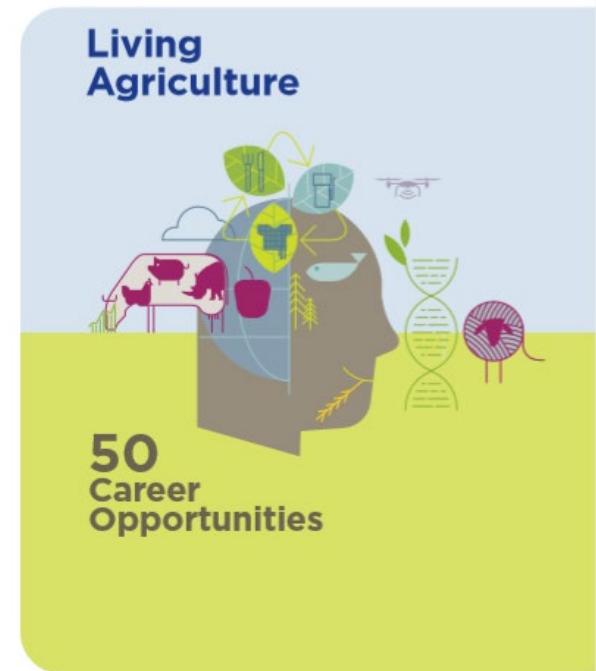
The book highlights that one does not need to own a farm or perform hard labour to pursue a career in agriculture. There are a plethora of careers in the agricultural sector, such as agricultural engineers, advisors, economists and more.

The book covers 50 agriculture related careers.

It is aimed at school leavers investigating career opportunities and young professionals considering a career change.

The second booklet in the series – Future Careers in Agriculture – will be released next year.

Download a copy now at www.elsenburg.com/resource library or email info@elsenburg.com to request a free hard copy.



Agriprobe

- First published in 2004. Since then the format and look and feel changed.
- Uniquely curated information related to research, innovation, services and achievements of the WCDoA
- Contains articles in all three official languages of the WC
- Printed copies: 10 000
- Mailed to 3 300 agricultural stakeholders and distributed at events
- Available online



Loerie

- The Loerie is the department's internal (employee) newsletter
- It is produced and distributed on a quarterly basis in hard copy and electronic format to the almost 1000 staff members
- It consists of 12 full colour pages
- It contains stories and photos on departmental events, staff achievements, staff interests, sector news and more
- It has recently been made available in WhatsApp format as well and is sent to staff via WhatsApp
- Printed copies: 1000 (200 copies since the launch of the WhatsApp version)



Radio Studio

- Top of the class radio studio with professional radio studio capabilities and quality equipment
- A foyer designed to reduce noise interference
- Multiple noise and echo reducing layers of foam padding
- Dense fiber and other sound dampening material for noise reduction
- Facility used for producing agricultural programmes for RSG and even video production
- Full time radio presenter Eloise Pretorius
- Potential for many other uses



Thank you

Contact Us



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BETTER TOGETHER.

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