

New DMMA Board announced and constitution ratified

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The new Digital Media and Marketing Association (DMMA) Board, as elected by its members, was announced at the Annual General Meeting (AGM) last Thursday. A revised constitution that incorporated several fundamental changes was also accepted by unanimous member vote.

Nikki Cockcroft, former Chair and Executive Director who announced earlier this year that she would be stepping down from the DMMA, gave her closing address at the AGM: "The DMMA began as a small body for a developing industry. It has played an integral role in growing the South African digital landscape and we have seen the industry's massive expansion over the last ten years.

"In order for the DMMA to continue to play a critical role in supporting and growing this industry, our constitution needed to be revisited and revised - with the support and approval of our members. Like the digital industry, the DMMA too has grown - revealed by the healthy cash flow-positive status of this year's financials. It was vital for our structure and constitution to reflect this maturation."

The new constitution incorporates a two-tier structure. An elected Board that has an absolute mandate from the membership, and ultimate fiscal and fiduciary responsibility in terms of Section 21 law; and an appointed Steering Committee (Steerco), selected by the Board, who will handle the day to-day work of the organisation. Overlaps between these two structures are permitted on the basis that a Steerco member either delivers on their projects or is replaced.

The Board elected is as follows:

Chair: Jarred Cinman (Native)

Vice Chair: Gustav Goosen (The Space Station)

Online Publisher Representative: Tim Spira (ENCA)

Agency Representative: Fred Roed (WorldWideCreative)

Treasurer: Andrew Allison (Quirk)

[Click here](#) to see the changes to the constitution and the rationale behind each change.

The DMMA announced that it was also in the process of applying for Interactive Advertising Bureau (IAB) membership, which - if granted - could involve the DMMA changing its name to IAB South Africa. The final decision on this will be taken within the next six months.

"By aligning ourselves with this internationally recognised and accredited body, we increase the stature of our organisation, to the benefit of our members," explains elected Chair Jarred Cinman.

"The DMMA has made a lot of progress this year. We have conducted extensive research that revealed a far larger internet population size than previously expected; we have made great inroads in terms of integrating our audience data into Telmar, and we have strengthened our ties with the Loeries and Creative Circle. We have also re-engaged our members through a number of projects and initiatives. One of these included hosting a 'How to take Home a Trophy Workshop', which was extremely well received by our members and the industry as a whole.

"Our intention behind appointing a Steerco was to establish a dedicated team that were committed to their roles - bearing in mind that the position is voluntary (all of our portfolio heads have 'day jobs') and requires a minimum of eight to ten hours a week. I think the progress we have made this year is testament to the Steerco's hard work and dedication.

"I am confident that the new Board and Steering Committee are completely dedicated to serving the interests of our member base. Our goal, as a non-profit organisation, has always been to grow, support and sustain a vibrant and profitable South African digital industry, and we will continue to work hard to achieve this," Cinman concludes.

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