

# ACA announces the 2015/2016 Board of Directors

The Association for Communication and Advertising (ACA) held its 68th Annual General Meeting on 9 July, where the Board of Directors for 2015/2016 were elected.

## Board of Directors

Adeshia Singh	Managing Director	Singh & Sons
Alistair Mokoena	Managing Director	Ogilvy, Jhb
Ayanda Mbanga	Deputy Group CEO	Saatchi & Saatchi
Boniswa Pezisa	Managing Director	Net#work BBDO
Carolyn White	Managing Director	Labstore SA and Africa (Y&R)
Chris Primos	Business Director	Blast Brand Catalysts
Dale Tomlinson	CEO	The Hardy Boys (Regional Nominee Durban)
Danielle Sneiders	Managing Partner	The Jupiter Drawing Room, Jhb
Danni Dixon	Managing Director	Hunt Lascaris Jhb (TBWA)
Emmet O'Hanlon	Managing Director	DDB South Africa
Gareth Leck	CEO	Joe Public
James Barty	Group Managing Director	King James (Regional Nominee Cape Town)
Jerry Mpufane	Group Managing Director	M&C Saatchi Abel
Jim Faulds	Chief Operating Officer	J Walter Thompson
Karabo Denalane	Managing Director	McCann Worldgroup
Karabo Songo	Founder/Group CEO	Olive Communications
Kershnee Pillay	Managing Partner	J Walter Thompson
Kevan Aspoas	CEO	The Jupiter Drawing Room, Cape Town
Michael Gendel	Managing Director	Gendel Strategic Marketing Group (Chairman)
Nicole Wills	Managing Director	Stick Communications
Odette van der Haar	CEO	ACA
Paul Middleton	Managing Director	Ebony & Ivory
Sarah Dexter	Managing Director	OIL @ Lowe + Partners SA
Susan Napier	Managing Director	Ireland Davenport
Thabang Skwambane	Managing Director	FCB, Jhb
Wimpie le Roux	Managing Director	Publicis Machine

At the meeting, Chair of the ACA, Mike Gendel reported on the ACA's activities during the past fiscal and stated that he was encouraged by significant progress made by the ACA in a number of areas. In contrast to this, he noted that the profession continued to face significant challenges in important areas however despite the challenges, the ACA remained committed to supporting its members and tackling the numerous issues in a positive and meaningful way.



Standing L-R Wimpie le Roux, Karabo Denalane, Chris Primos, Nicole Wills, Karabo Songo, Dale Tomlinson, Sarah Dexter, Emmet O'Hanlon, Kershnee Pillay. Sitting L-R Jerry Mpufane, Mike Gendel,

He further reported that in terms of transformation, the MAC Charter had reached the Minister of Trade and Industry and the ACA now awaits sectoral implementation. He noted that the reputation and stature of the ACA had been enhanced across various stakeholders, including government, allied associations, marketers, procurement managers, the media and the ACA membership base. He went on to say that the Secretariat had implemented prudent financial management in the period under review.

Looking ahead, he stated the following matters will be included in the strategic objectives for the 2015/2016 fiscal:

- Sustainability and operational stability of the Advertising Standards Authority
  - Retention of entrepreneurial agencies in the sector
  - Skills development through the AAA School of Advertising
  - Maintaining agency leadership
  - Reputational management
  - Government relations
  - Inter-industry interaction
  - Future proofing the ACA and the profession
  - Addressing unreasonable payment terms
  - Implementation of the MAC Charter and the Charter Council
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- The Independent Advertising Agency Special Interest Group (IAA SIG) set up earlier during 2015 that represents the economic interests of the ACA members that are 100% South African owned and who do not benefit from global structures. The group will provide non-competitive interaction and sharing of experience and advice.

Gendel thanked the outgoing Board of Directors and other agency personnel who served on the various operations committees of the ACA and noted that the ACA CEO, Odette van der Haar continues to set the benchmark for passion and commitment to the Association.