

Sanctioned agencies appeal ACA suspension

Three agencies, DDB South Africa, Ireland-Davenport and Wunderman, are appealing against the Association for Communication and Advertising's (ACA) decision to suspend their membership for 12 months.



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At an ACA Board meeting, held on 5 July 2017, it found the three agencies guilty of transgressing the ACA's Code of Conduct governing tenders and pitches, in respect of the Telkom pitch. After appropriate and robust investigation and disciplinary process, held between the ACA and its members, the ACA exercised its rights in accordance with its MOI and the process laid down in the ACA's internal enquiry framework.

At the ACA board meeting held on 27 July 2017, the board noted the intention of the three sanctioned agencies' intention to exercise their right to appeal. Representations were made to the board for members of the Appeals Committee. The board has appointed the following industry professionals to hear the appeals: Dawn Klatzko, an executive and business coach; Ivan Moroke, previous vice chair of the ACA Board; and Gail Schimmel, acting CEO at the Advertising Standards Authority of South Africa.

The committee will hear the appeals on Thursday, 3 August 2017.

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