

ACA announces board of directors for 2019/2020

The Association for Communication and Advertising (ACA) has announced its board of directors for 2019/2020.



The board was elected at ACA's 72nd Annual General Meeting, which was held at the AAA School of Advertising campus in Johannesburg.

The board comprises:

Name	Role	Company
Wayne Naidoo: Chair	CEO	Duke Group
Boniswa Pezisa: Vice Chair	Group CEO	Net#work BBDO
Gareth Leck: Vice Chair	Group CEO	Joe Public United
Thabang Skwambane: Vice-Chair	MD	FCB Joburg
Mathe Okaba: Exco	CEO	Association for Communication & Advertising
Mike Gendel: Exco	CEO	Gendel Strategic Marketing Group
Adeshia Singh	MD	Singh & Sons (Cape Town Representative)
Alistair Mokoena	CEO	Ogilvy South Africa
Andrew Brand	MD	99c Advertising & Communications
Carlo Murison	Group CEO	Two Tone Global
Elouise Kelly	MD	Ogilvy South Africa
James Barty	Group CEO	King James Group
Jarred Cinman	CEO	VML South Africa
Karabo Denalane	CEO	TBWA\Hunt Lascaris
Karabo Songo	CEO	The Brave Group
Louise Johnston	MD	DDB South Africa
Mpume Ngobese	MD	Joe Public Connect
Molisi Buthelezi	CEO	June 15 Advertising
Odette van der Haar	CEO	J Walter Thompson Johannesburg
Paul Jackson	CEO	Grey South Africa
Paul Middleton	CEO	Ebony & Ivory
Sarah Dexter	CEO	MullenLowe South Africa
Sharleen James	Group MD	King James Group
Susan Napier	MD	The Hardy Boys (Durban Representative)
Xola Nouse	MD	The Odd Number

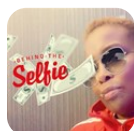
At the meeting, outgoing chair of the ACA board James Barty reported on the ACA's activities during the preceding fiscal.

Constant flux

Kicking off his chairperson's report, he noted: "The winds of change in the industry continue to blow at gale force." Adding that at both a global and South Africa specific level, the rate of change was ensuring that the industry has found itself in a constant level of flux.

Apart from industry-specific reasons, Barty added that this has been exacerbated by a reduction in business confidence brought about by socio-political instability over the past year.

Before discussing key ACA activity over the year, Barty commended Mathe Okaba – appointed CEO during the period – for how she has settled into the role and for embracing the structures and practices of the association, thus ensuring a smooth and effective transition of this critical industry-leading position.



#BehindtheSelfie with... Mathe Okaba

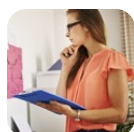
Leigh Andrews 17 Jul 2019



Driving education and skills development

During the period under review, the ACA initiated a new relationship with the AAA School of Advertising and the MOU put in place following the sale of ACA's previously prized asset. Barty reconfirmed the ACA's commitment to assisting the AAA to deliver courses and content that meet the high professional quality standards expected by the industry.

In terms of the relationship, Barty singled out Sarah Dexter and the education portfolio team, which she leads for retaining a good working relationship with the school and for continuing to hold high one of the industry's primary roles; driving education and skills development.



Women challenge the norm, so what?

Sarah Dexter 30 Aug 2018



Industry impact

Barty then went on to review further changes that have and will impact the industry. He thanked Odette van der Haar and

Gareth Leck for their commitment to building one of the jewels in the ACA's crown – the Apex Awards – as the programme transitions to the Effie brand.



#ApexAwards2019: All the winners announced!

11 Jul 2019



Change was also seen within the self-regulation framework with the transition of the ASA into the new ARB. Mike Gendel was singled out for his contribution in representing the best interests of the profession in the establishment of the new body and for the commitment he continues to demonstrate in the pivotal area of industry self-regulation.

Transformation remains key

In terms of transformation, Barty noted that the topic remains a key area for the ACA – both within the organisation and externally.

“Transformation remains at the forefront of the ACA's activities, and it is pleasing that we are making continued headway in this area. I am very pleased that today the profession's employee base stands at 60% female and 54% 'of colour'.

There are challenges that we still need to overcome, however, I encourage the next generation of industry leaders to become active within its structures and help drive not only transformation forward, but all the objectives of the association.”

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