

# ACA announces 2022/2023 board of directors

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The incoming board of directors of the Association for Communication and Advertising (ACA) for 2022/2023 was announced at the association's 75th Annual General Meeting held on Wednesday 6 July 2022 as follows:

Karabo Songo: Chair	The Brave Group	Non-Executive Director
Monalisa Zwambila: Vice Chair	The Riverbed Agency	Chief Executive Officer
Mathe Okaba: Exco	Association for Communication & Advertising	Chief Executive Officer
Sharleen James: Exco	King James Group	Group Managing Director
Thabang Skwambane: Exco	FCB Africa	Group CEO
Adeshia Singh	Singh & Sons	Managing Director
Alison Deeb	Metropolitan Republic	Group Chief Executive Officer
Andrew Brand	Ninety9cents	Chief Executive Officer
Brenda Khumalo	Lobengula Advertising	Co-Founder & Managing Director
Colett Naidu	Wunderman Thompson SA	Managing Director Integration
Gareth Leck	Joe Public United	Group Chief Executive Officer
Graham Vivian	Nahana Communications Group	Chief Operating Officer
Haydn Townsend	Accenture Song	Country Lead
James Barty	King James Group	Co-Founder King James:
Jarred Cinman	VML South Africa	Chief Executive Officer
John Dixon	Publicis Groupe Africa	Chief Executive Officer
Karabo Denalane	TBWA Hunt Lascaris Johannesburg	Chief Executive Officer
Lebogang Sethole	The Brave Group	Human Capital Executive
Leo Manne	Net#work BBDO	Managing Director
Louise Johnston	Grey Africa Advertising	Managing Director
Luca Gallarelli	TBWA South Africa	Group Chief Executive Officer
Mpume Ngobese	Joe Public United	Co-Managing Director
Pete Case	Ogilvy South Africa	CEO & Creative Chairman
Sarah Dexter	MullenLowe South Africa	Chief Executive Officer
Wayne Naidoo	Duke	Founder and Group CEO
Zanele Zwane	Duke	Managing Director

Karabo Songo was elected to the position of chair, and Monalisa Zwambila to that of vice chair. The Executive Committee for the 2022/23 fiscal includes Mathe Okaba, Sharleen James and Thabang Skwambane.

In his chairman's report, outgoing [ACA](#) chair Wayne Naidoo noted that the Covid-19 pandemic had provided the time to review, reset and rethink the association's future and act on delivering new initiatives. Naidoo added that it had taken a crisis to force much needed historical change within the ACA, leaving it stronger than ever as a collective, and more transformed and purposeful than could have been imagined.

Naidoo went on to highlight the numerous ACA achievements over the past year, focusing on four key standout areas including diversity, equity and inclusion (DEI) both within the ACA and the broader industry, the transformed nature of the ACA membership offering, the introduction of the Effie Awards, recognised globally by advertisers and agencies as the pre-eminent marketing effectiveness award in the industry, and the much-anticipated launch of the MAC Charter Council on 25 March.

## The ACA's most transformed Board and Executive Committee

For the first time in its history, in the 2021/22 fiscal, the ACA had a 52% female representative board, which proudly consisted of 36% black female and 20% black male members. Furthermore, the Exco also for the first time consisted of

100% black member representation.

### New and improved membership offering

A new and improved [membership proposition](#) was launched on 25 April. The broader more inclusive membership is now open to individual members, namely, freelancers/consultants, young professionals (under 35), professionals (over 35), and students. A more inclusive corporate membership alongside the pre-existing principal members (agencies) was also introduced to now include incubators and associates, offering a comprehensive range of benefits to boost future success.

### MAC Charter Council

After a prolonged period, the MAC Charter Council was finally launched on 25 March 2022 by Minister in the Presidency Mondli Ngungubele. Angelo Tandy was appointed as council chair by the minister, while ACA CEO, Mathe Okaba was voted as deputy chair by her peers on the council. ACA board member and human capital executive at Brave Group, Lebo Sethole, was appointed to the position of chair of the planning, strategy and regulatory sub-committee.

Other noteworthy accomplishments included:

- The ACA's electronic and producer's committee started Producers' Training Sessions to enhance the skills producers require in our profession.
- The appointment of a new insurance provider, [GIB](#), who services and offering to ACA members commenced on 1 July 2022.
- An incredible R1,7m worth of education and personal development funding was facilitated by the ACA. This was directed at enhancing the leadership abilities of 24 women and providing 11 bursaries to students of the [Red & Yellow School of Business](#) (both funded by the MDDA), while 15 bursaries were awarded to students of the [AAA School of Advertising](#) with funding secured from the MICT-Seta.

In closing, Naidoo encouraged younger members to step up and play an active role in the various ACA portfolios and called on deeper and more purposeful relationships with our industry partners including the likes of The Loeries, MASA, Creative Circle, IAB, ARB and others.

"We have the ability to be at the top of our game globally through our collective efforts. Let's continue our quest to be world class," he added, prior to thanking the exco, secretariat and board for their courageous and professional conduct throughout all the adversity.

• **Applications open for fourth intake of the ACA Women in Leadership Programme** 23 Apr 2024

• **ACA Intern Programme: Nurturing future talents in collaboration with MICT SETA** 15 Mar 2024

• **Effie Awards South Africa 2024 call for entries** 19 Feb 2024

• **Applications to judge Effie Awards 2024 announced** 16 Feb 2024

• **The ACA welcomes Gillian Rightford, ensuring smooth transition following former CEO's departure** 29 Jan

2024



**Association for Communication and Advertising**

The ACA is the official representative body of South Africa's advertising and communications profession.

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