

The ACA announces the incoming Board of Directors for 2023/24

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The Association for Communication and Advertising is pleased to announce the incoming Board of Directors for the 2023/2024 fiscal year, as elected at the association's 76th Annual General Meeting held on Tuesday, 11 July 2023. Thabang Skwambane was elected to the position of chair and Sharleen James to that of vice chair. The newly elected executive committee includes John Dixon, Wayne Naidoo and ACA CEO, Mathe Okaba.



Board member	Agency	Designation
Thabang Skwambane: Chair	Nahana Communications Group	Group CEO
Sharleen James: Vice-Chair	Accenture Song	Managing Director
John Dixon: Exco	Publicis Groupe Africa	Chairman
Mathe Okaba: Exco	Association for Communication & Advertising	Chief Executive Officer
Wayne Naidoo: Exco	DUKE Advertising	Chief Executive Officer
Brenda Khumalo	Lobengula Advertising	Co-Founder & Managing Director
Colett Naidu	Wunderman Thompson SA	Managing Director Integration
Derek Coles	McCann Joburg	Managing Director
Gareth Leck	Joe Public United	Group Chief Executive Officer
Haydn Townsend	Accenture Song	Africa Lead for Accenture Song
Jarred Cinman	VMLY&R	Chief Executive Officer
Karabo Denalane	TBWA Hunt/Lascaris	Chief Executive Officer
Karabo Songo	Independent	Chief Executive Officer
Koo Govender	Publicis Groupe	Chief Executive Officer
Lebogang Sethole	Independent	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	Managing Director
Pete Case	Ogilvy South Africa	CEO & Creative Chairman
Roxana Rajjee	Dentsu	Chief Executive Officer
Sarah Dexter	MullenLowe South Africa	Chief Executive Officer
Zanele Zwane	DUKE Advertising	Managing Director

Addressing the AGM, outgoing chair Karabo Songo emphasised that in 2023, the marketing and communications landscape in South Africa and on the continent experienced defining moments that will shape its future. Embracing inclusivity and facing unique challenges, the 76-year-old organisation underwent a profound transformation, leaving no aspect untouched. Industry participants, including agencies, have also evolved, adapting their skills, size, networks, and more.

Songo highlighted the importance of keeping pace with these changes and bridging the gap with members' evolving businesses in the rapidly converging global environment. He stressed that the concept of evolution remains essential for survival in the industry as it continues to adapt over time.

Songo then took the opportunity to highlight various ACA achievements during the preceding year, including:

Partnerships

A key achievement was the approval of the Nedbank IMC Partnership with Effie Awards SA. The ACA is of the belief that this partnership will prove to be the dawn of establishing a more focused and consolidated effort on industry awards in the future.

New and improved membership offering

The ACA announced a more inclusive membership offering in 2022, resulting in steady growth of additional members joining the organisation. Songo added that the ACA looks forward to proposed regulation that will require membership of a credible recognised association, further bolstering the ACA's member base.

Effie Awards

The Effie Awards SA Programme, set to take place on 15 September 2023 continues to be a leading platform in terms of marketing effectiveness conversations and recognition. Effie South Africa also established a successful dialogue series in partnership GIBS during 2022 and which has grown exponentially during the current 2023 programme.

MAC Charter Council

The MAC Charter Council was established in March 2022 with ACA CEO, Mathe Okaba elected to the vice chair position. This year has seen the council undergo a process of reviewing the codes with input from the ACA via its representative seats, as well as participation via submissions as required. The ACA will continue playing a role in assisting government to adequately facilitate the council's mandate, while fervently supporting the concept of self-regulation.

Songo concluded by calling for stronger relationships with industry partners, particularly MASA, and encouraged the integration of youthful voices within ACA committees. He expressed gratitude to the Board, the Executive and the secretariat for their roles in ensuring the association's ongoing success. "We were faced with substantially complex problems which challenged all of us as a team and as individuals. While it was tough, I believe it has left us stronger and more structured for the future."

▪ **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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