

# 2015 AMASA Golf Day on par with the best

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AMASA (the Advertising and Media Association of South Africa) is pleased to announce that the organisation's golf day was a resounding success thanks only to the support from the media and advertising industry. The annual occasion took to full swing at the **Parkview Golf Club** last **Thursday the 14th of May**. The day is organised with the key aim to raise funds for the AMASA Bursary Fund to help uplift the education levels and expertise of the media industry.



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With a shotgun start the day kicked off with a bang and all teams were rearing to go in their **Forbes Africa**- and AMASA-sponsored golf shirts. As always with AMASA events, the day was full of valuable networking, team comradery and a lot of on-course action thanks to fantastic sponsors.

The field of four balls was filled by some of AMASA's greatest supporters including: NAB, Central Media, Primall Media, Continental Outdoor, Adreach, Exponential, SABC, Vicinity Media, Advine, Boo Media, Freshly Ground Insights, Ads24, Ster-Kinekor, United Stations, Provantage, Radioheads, Color in Mail and Forbes. All of

the action was perfectly captured by the CNBC Africa film crew and Trudon sponsored photography.

Sponsors took hole activities to a new level. There was an engaging dartboard competition with **NAB** and **Habari** on the 9th, spicy shots and a fantastic-looking Transit TV minivan hosted by **Provantage** on the 15th, **Trudon** dominated the 5th, **Zee World's** delicious Indian feast on hole 18 and finally an **SAB** watering hole at the end of the course to quench everyone's thirst at the 19th.

The perfect day on the course would not be complete without the delicious dinner sponsored by the **SABC** and a very exciting prize-giving ceremony, hosted by AMASA Chairperson, **Wayne Bischoff**, and followed by Forbes Africa goodie bags for all. The prize table was full of donated prizes from additional AMASA members which added to the hype of the elegantly decorated dining hall sponsored by **In Any Event** (Event Management).

With the huge turnout, superb support and exciting sponsorship activities, the day was an overall resounding success and AMASA was able to raise a healthy pot of funds for the fund. The monies raised for the Bursary Fund which aims to provide education, support and bursaries to upcoming talent in the industry and to provide an injection of this talent and skills back into the industry's top agencies and media owners.



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AMASA extends a big thank you to all those who entered and participated in and supported this year's golf day and look forward to an even more heated competition and participation at the 2016 AMASA Golf Day.

For all the exciting images from the day please visit [the Facebook Album](#).

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## About AMASA

The Advertising Media Association of Southern Africa (AMASA), is a registered Section 21 company, and since its inception as a professional body in 1971, has been at the forefront of media education and training in South Africa. Over the past 43 years, the association has evolved from the informal monthly gatherings of the 70's to the organised structure it is proud of today. The core aim of AMASA is to focus on the education levels of those with an interest in the media,

marketing and advertising industry, with a view to improving knowledge and skills in media decision making techniques and their use. Other key educational facets include the AMASA Learning Programme (ALP) in association with the AAA School of Advertising, the AMASA textbook, the annual AMASA media planning workshop and various essential fundraising activities. AMASA also celebrates great work within the industry via hosting the Roger Garlick awards to reward those in the industry who raise the bar. AMASA members also meet monthly at the AMASA forum where key industry issues are addressed. For more information, visit [www.amasa.org.za](http://www.amasa.org.za).

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**Amasa**



The Advertising Media Association of South Africa's primary focus is the education of people with an interest in the media, marketing and advertising industry.

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