

TRANSFORMATION CHARTER

We, members of the Association of Advertising Agencies,

believe that our industry should be the creator and custodian of truly outstanding South African advertising ideas, ideas that while proudly proclaiming their African heritage still communicate effectively within the global context.

We, accordingly, jointly and severally commit ourselves to the harnessing of all resources at our disposal towards the transformation of our industry and related disciplines to reflect and represent the totality of skills and contributions from our unique South African experience.

We, further, pledge ourselves to the actualisation of empowerment and transformation goals as determined by prevailing industry needs and dictates in order to achieve meaningful and total involvement of those formerly excluded from the real process.

We are irrevocably committed to changing our industry for the better and shall only open membership of the Association of Advertising Agencies to those who demonstrate their commitment to transformation by adopting and signing this charter.

WE WILL THEREFORE

establish the advertising industry as unique to South Africa; **for** all the people of South Africa; **by** all the people of South African; **promote** the constitutional right of equality and the exercise of true democracy; **eliminate** unfair discrimination; **ensure** the implementation of employment equity to redress the effects of discrimination; **achieve** a diverse workforce broadly representative of our people; **promote** economic development and efficiency in the workforce; **provide** training and skills through the AAA School of Advertising to students previously excluded from access
Initiate practical training programs for skills development;
change the culture of our organization and members to accept and implement the changes;
seek and **accept** equity partners to reflect the true demography and rich cultures of South Africa;
support and **encourage** each other in reaching our stated goals in letter and spirit;
irrevocably **bind** ourselves to measures to achieve these goals within a reasonable time.

AS PROOF OF OUR COMMITMENT TO ACHIEVE THE LETTER AND SPIRIT OF THE CHARTER, WE HEREBY AFFIX OUR SIGNATURES HEREUNDER:

GENDEL ADVERTISING

agency



signature

17 02 2000

date