

It began with parliamentary hearings...

 By [Louise Marsland](#)

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This industry was the first to be investigated publicly for racism in October 2001, when the Portfolio Committee on Communication, an organ of the National Assembly in Parliament, convened public hearings into the pace of transformation in the advertising and marketing value chain. After finding that the pace of transformation in the value chain was unacceptably slow, the Portfolio Committee on Communication directed that Government should facilitate a consultative process with all stakeholders with the view of finding a common blueprint for the transformation of the industry.

The reason it was so important to get this industry - the marketing, advertising and communications sector transformed, is due to the fact that it is an influencer and arbitrator of trends and societal norms. The approximately 4000 people employed in industry influence and produce the images and messages sent to the 40 million plus population of South Africa - this sector has an influence on the hearts and minds of South Africa and it needs to fully represent the soul of the nation - as set out in the final draft of the BEE Scorecard (attached).

The first bunch of industry stakeholders to participate were: ACA, MFSA, SAMRA, ASA, Design SA, SAARF, NAB, AMF, THINK, YIPPEE (Young Industry Professionals Enhancing Empowerment), CAFÉ, MAPP-SETA, MDDA, REFINERY, RIT AG, PRISA, CPA. Government stakeholders include: GCIS, DTI, Communications, National Treasury, Education, Labour, DPSA, Arts & Culture ministries.

This mandate resulted in the first joint undertaking by all stakeholders to commit to a unified view and common approach. This undertaking was codified as 'The values statement of the marketing and communications industry'. It was endorsed by all stakeholders, adopted and signed on 23 April 2003.

Buoyed by 'The values statement' and further encouragement by the Portfolio Committee, the advertising and marketing sector, with the help of Government Communications (GCIS), intensified its efforts to find a common platform.

A joint task team was mandated to lead the challenge of harnessing and unifying the sectors strengths into one representative charter. This culminated in the advertising and marketing indaba where the first draft scorecard was publicly presented. After further discussions and engagement with stakeholders and interested parties a final draft was developed which has been adopted as the sector's Black Economic Empowerment (BEE) charter.

This charter represents the industry's commitment to the provision of the Broad Based Black Economic Empowerment (BEE) Act number of 2004.

ABOUT LOUISE MARSLAND

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