

Industry funding being tackled by MA(SA)

Following [concerns voiced in December 2011](#), the [Marketing Association of South Africa](#) [MA(SA)] held a fully representative meeting at the end of January 2012 and has now received responses to the proposals from NAB, [OHMSA](#), [ACA](#) and the AMF, with a formal response from PMSA expected shortly.



This arose from the potential industry crisis that threatened to impact the sustainability of The [Advertising Standards Authority of South Africa](#) (ASA) and The South African Audience Research Foundation ([SAARF](#)).

The dispute originated with the withdrawal of the Out of Home Media association (OHMSA) from the levy collection and distribution agency, [MAMCA](#), and a stated objection from the [National Association of Broadcasters](#) (NAB) followed suit. [Print Media South Africa](#) (PMSA) has not been a member of MAMCA for the past six years, preferring to collect contributions from their members directly and making a bulk monthly payment to SAARF and the ASA without disclosing individual contributions.

Transparent add-on levy

MA(SA) responded by suggesting that a transparent add-on levy is essential for the sustainability and growth of both SAARF and the ASA. Additionally, the proposed system of direct collections by media associations should be regulated in order to ensure all members are contributing to the same degree and stressed that media owners should recognise the marketers' right to play a direct role in the management of the levy fund.

The association will collate all the responses into an interim agreement outlining the areas of consensus as well as the responses that require further negotiation and discussion. It is confident of a positive resolution at this stage, as the initial responses confirm support for the ASA and SAARF as a means of providing an independent audience and product research as well as self-regulation for the industry.

CEO of MA(SA), Sarel du Plessis, says, "We are confident that an agreement on the funding of these two vital organisations will be reached by the industry bodies. The next step will be for all organisations to reach a consensus on the agreement and the approval of the re-introduction of a transparent contribution that all organisations contribute to sustain the livelihood of SAARF and the ASA."