



South African

Advertising Research Foundation

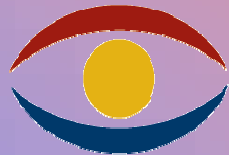
***"YOUR
WINDOW TO
THE WORLD
OF
RESEARCH"***

***SAARF Submission to
Parliament By Howard Gabriels
Chair: SAARF Board of
Directors***



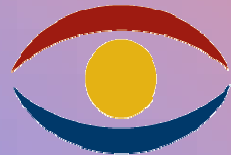
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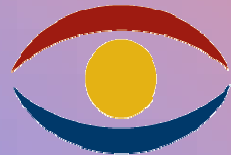
Primary Reason Why SAARF Was Formed - 1

**To measure the
readership of newspapers and
magazines
the listenership of radio stations
the viewership of TV channels, etc
as well as the consumption of products
/ brands and services by users of the
media**

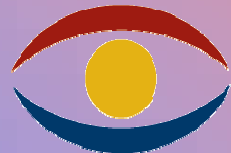
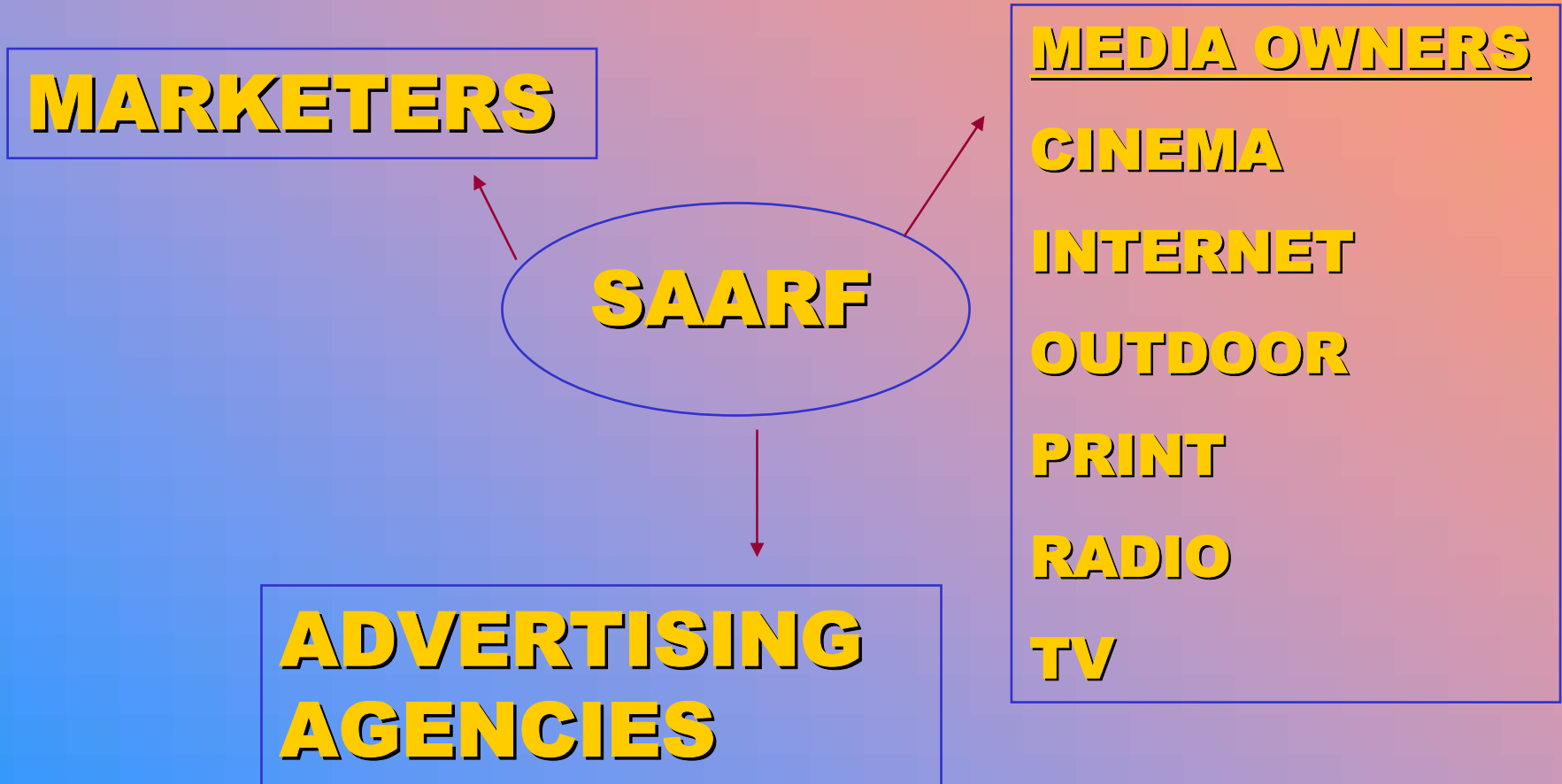


Primary Reason Why SAARF Was Formed - 2

These are required for:
**the selection of media for
advertising campaigns**
**the buying and selling of media
space or air-time**
and
**thus to enable efficient Target
Marketing**



The Tripartite Nature Of SAARF



SAARF Products

All Media and Products Survey (AMPS)

Radio Audience Measurement Survey (RAMS)

Television Audience Measurement Survey (TAMS)

SAARF Development Index

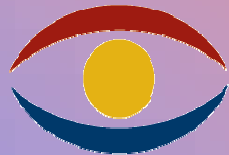
SAARF Crime Monitor

SAARF Living Standards Measure

SAARF Lifestyles

SAARF Lifestages

SAARF Media Groups Measure

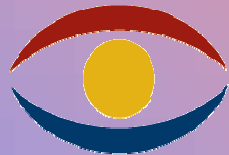


Industry Investigation - 1

Over the past 2 years, SAARF stakeholders reassessed SAARF's functions and scope of activities

Under the auspices of the Marketing Industry Trust, a taskforce was created to investigate this

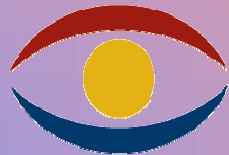
The outcome of the investigation was far-reaching



Industry Investigation - 2

The outcome of the investigation was:

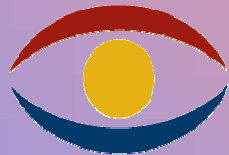
- 1. The establishment of an industry wide forum to coordinate and discuss industry issues**
- 2. The scaling down of the AMPS study to make it more affordable**
- 3. A new approach to funding as well as industry wide agreements to formally commit stakeholders to fund agreed minimum levels of research**
- 4. An undertaking by the Board of SAARF to re-look and improve corporate governance within the organization**



Remodelling SAARF - 1

The SAARF Board of Directors took the following steps:

- 1. The Board established a Governance Task Team to redraft the Memorandum and Articles of association of the organization**
- 2. As part of its work, the Task Team also addressed issues such as the nature of the organization, its role and the composition of its Board of Directors**
- 3. Lastly, it also looked at ways and means of improving corporate governance within the organization**



Remodelling SAARF - 2

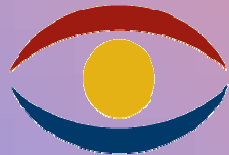
The following outcomes resulted from the work of the Task Team:

- 1. A key decision that was taken by SAARF stakeholders was that a joint industry committee consisting of Marketers, Media Owners and Advertising Agencies was still the preferred model**
- 2. During the first half of 2004 the new Memorandum and Articles of Association of SAARF were adopted**



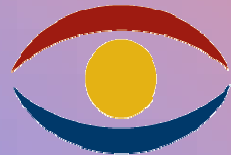
Remodelling SAARF - 3

- 3. At the same time the first black Chairperson of the SAARF Board of Directors (Howard Gabriels) was elected and the first black female to be the Vice-Chair of the SAARF Board of Directors was re-elected (Maserame Mouyeme)**
- 4. This was accompanied by the restructuring of the SAARF Board of Directors which was reduced to 12 Directors**



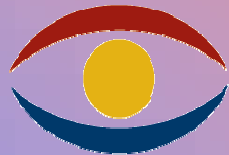
Remodelling SAARF - 4

- 5. The current constitution of the SAARF Board is now 17% female and 33.3% black**
- 6. The current constitution of all SAARF Councils is now 43% female and 23% black**
- 7. The current constitution of SAARF staff is now 50% female and 50% black**



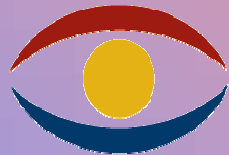
Remodelling SAARF - 5

- 8. At the same time the SAARF Board created two Board Committees to ensure better governance:**
- a Finance and Audit Committee**
 - b Remuneration and HR Committee**
- 9. SAARF also redesigned its training courses to meet the changing needs of the industry**



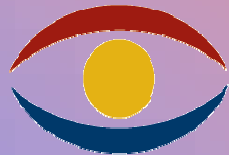
The New SAARF - 1

- 1. SAARF is tasked with facilitating, co-ordinating and determining the joint industry research needs of its stakeholders and to ensure that these needs are met within the limitations of the funding available for this activity.**
- 2. SAARF is an independent authority, acting as the custodian of the currency and a clearinghouse for industry research.**



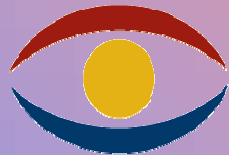
The New SAARF - 2

3. To carry out this mandate, SAARF must keep track of local and international developments, ensure that new approaches are explored and developed, and that the necessary joint industry research programs, which accurately reflect South African society, are implemented, managed, and monitored.



Other Notable Events

- 1. During 2003 SAARF became a founder signatory to a Values Statement for the Marketing Industry**
- 2. During 2004, the SAARF Tender Committee awarded the AMPS and RAMS Contracts to two empowerment contractors with the aim to create media audience research capacity.**



THANK YOU

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