

# NATIONAL ASSOCIATION OF MODEL AGENCIES

## **WHAT IS NAMA?**

NAMA stands for the National Association of Model Agencies also incorporating Children's, Character, Talent and Creative Agencies in South Africa. Its Members represent Models, Characters, Children, Talent and Artists appearing in Advertising in all media in South Africa as well as the International market.

NAMA is a voluntary Business Membership Organization; it has influence but not power over the business choices made by its Members. Membership of NAMA brings responsibilities, rights and benefits.

It is recognized that the Model / Talent / Creative Industry in South Africa is vulnerable to perceptions that are created by poor ethical conduct.

It is accordingly a specific objective of the Members of the Association to ensure that high ethical and business standards are maintained, and to be more concise:

- Every Member or its employees or any of its Agents shall refrain from being a party to, or condoning, any illegal activities such as fraud, theft, non – observance of work permit conditions and any other activity which will be detrimental to the perception of the Industry by clients.
- Every Member will be vigilant re. The maintenance of proper and respectful relations between the Association and other Associations, Government Departments, Local Authorities, or any other Bodies which impact upon the interests of its Members.
- Save for that which is recorded in the Minutes of the meeting, all statements during deliberations at a meeting shall be deemed to be statements made in confidence and without prejudice to the rights of the Member.
- No Member or its employees or any of its Agents shall divulge the content of a meeting to any person or party who is not a Member of the Association unless permission has been granted.
- All correspondence and documentation produced by the NAMA office is intended for Members use only.

In general terms we consider that the NAMA Membership code also includes practical commitments such as:

- Members are expected to attend meetings.
- Commit to building Organizational strength.
- Prompt payment of monthly Membership fees and other ad hoc requests for payment as agreed by a majority of the Executive Members.
- To interact with the Association with utmost loyalty, good faith and skill.
- Members must act with intellectual honesty, independently of any outside instruction, obligation or constraint.
- NAMA Members have the right to present their views and to table any information they have which has bearing on matters under discussion at Membership meetings, and conversely must respect the rights of other NAMA Members to act in the same way.
- NAMA together with the ACA draw up suggested fee guidelines which are just that ..... Suggested guidelines.
- Internal policies of Agencies can not be dictated by NAMA.

NAMA undoubtedly exists to protect the interest of its Members; but it also exists to protect and further the interests of the Industry as a whole.

NAMA believes that a self disciplined Industry, with a minimum of State regulations, is a vital component in a free Enterprise Economy.

NAMA is governed by the Executive Members of the Association.

**OUR MAIN OBJECTIVES ARE:**

- To be the adjudicating body for Membership to NAMA.
- To represent and promote the interests of Member Agencies as principals in business.
- To establish and maintain among its Members the business practices and conduct, standards and services associated with a professional body.
- To promote the highest possible standards of Agencies in South Africa.
- To discourage dishonest and undesirable practices in Modelling and related fields of activity.
- To specify commonly accepted practice in the Industry, so that both Clients and Agencies are aware of their respective rights and obligations.
- To encourage fair remuneration for Models, Children, Talent and Artists.
- To encourage a recognition of standards amongst Agencies Personnel, Models, Talent and Artists.
- To represent the Industry in important negotiations with Government, Media, Representative and marketing related Bodies, Commerce and organizations within our Industry – ACA, CPA, SAASP, PMA, CAMA, NACA and OSCA.

Membership is strictly controlled and subject to a prescribed set of conditions (Set out below) It is a great privilege to be associated with an esteemed organization as NAMA.

**EXECUTIVE MEMBERSHIP:**

- Business in operation for no less than 5 years.
- 5 Letters of reference from recognised clients.
- Been a NAMA member for 2 years.
- Unanimous vote from all Executive Members.
- Payment of monthly subs to the amount of R 600 – 00 and to be received no later than the 25<sup>th</sup> of each month.
- Adherence to all rules and regulations lay out by NAMA.
- Full support and compliance to NAMA in the event of a unanimous decision having been made in the interest of bettering the Industry by all Members.
- Only Executive Members have voting rights.
- Executive Members have full access to all common" Intellectual Property"

**ASSOCIATED MEMBERSHIP:**

- Business in operation for no less than 1 year.
- 5 Letters of reference from recognised clients.
- Unanimous vote from all Executive Members.
- Payment of monthly subs to the amount of R 400 – 00 and to be received no later than the 25<sup>th</sup> of each month.
- Adhere to all rules and regulations laid out by NAMA.
- Full support and compliance to NAMA in the event of a unanimous decision having been made in the interest of bettering the Industry by all Members.
- Associated Members have no voting rights and may not attend Executive meetings until Full Membership has been attained but will attend Associated Membership meetings and will be sent minutes of any meetings. In addition, will be expected to abide by any decisions made at any meetings.

**CONTROL OF MEMBERS, DISCIPLINES AND GUIDELINES:**

NAMA believes that unethical conduct is not only damaging the Model / Artist / Talent Agency, but is detrimental to the image of the Agency and this reflecting negatively on NAMA.

NAMA believes in healthy competition amongst its Members, such as is appropriate to the free market economic system, but seeks to ensure that competitive activity is at all times ethical.  
NAMA also believes that credible competition is necessary for an efficient functioning economy.

A NAMA Member should not compete against another NAMA Member by:

- Being disparaging about any other Members operation.
- Circulating harmful rumours about them.
- Approach their Models, Artists, or Talent directly and can thus be construed as poaching.

The Members also recognize that unscrupulous or illegal behaviour by any one Agent can have serious implications for the credibility and therefore the sustainability of the entire Industry. In particular, the Industry is vulnerable to perceptions of misconduct in the form of theft and fraud. The responsibility to behave ethically whilst working with minors is of paramount importance.

The National Association of Model Agencies have therefore committed themselves to promote the best standards, practices and qualifying criteria based on International Model / Artist / Talent Agency norms. We uphold this as an example of "Best Practice Management" for Agencies throughout South Africa.

We aim to ensure that the Members of NAMA are operating optimally, are therefore providing the best possible partnership for South African and International clients. We believe that this will ensure the long - term growth and sustainability of the Industry.

#### **MEMBERSHIP CHECKLIST:**

The following documents are required for Membership to NAMA.  
These documents will form the basis of our efforts to create a formal licensing programme for Agencies in South Africa.

- Proof of ID of applicant.
- Qualifying Experience Record.
- Proof of South African address of Agency.
- Letter from Landlord for Agencies in a mixed -use building.
- Your Business Registration Certificate (CK number)
- SARS Registration number.
- VAT Registration number.
- Tax clearance certificate.

#### **DISQUALIFICATION FROM MEMBERSHIP:**

The following are disqualified from applying for membership:

- Body Corporates.
- Minors.
- Any person who:
  1. Is an unrehabilitated insolvent.
  2. Has been removed from office of Trust on account of misconduct.
  3. Has been convicted and sentenced either to imprisonment without option of a fine or to a fine exceeding ZAR100.00 for theft, fraud, forgery or uttering a forged document, perjury or any offence involving dishonesty or any offence in connection with the promotion, formation or management of a company.
  4. Any person who has been convicted and sentenced either to imprisonment without the option of a fine or a fine for Child Abuse.

Please note that no Membership Applications may proceed whilst criminal, civil fraud or theft cases are pending.

**MISSION STATEMENT:**

In conclusion, our aims and objectives are clear. We must ensure that transparent, highly ethical business standards are maintained by NAMA and our Members, vigilant in our relationships with Government, Organizations and Clients alike. To strengthen and expand our existing relationships with all parties that makes up the Industry as to ensure unity – one vision, one goal. To educate our Members on the laws, rules, regulations, terms and conditions that governs our Industry.