

aca MEMBERSHIP

BENEFITS

- Recognised as a professional agency operating in the Marketing & Communication Industry
- Settling of disputes and complaints
- Participation in Awards and Events
- Negotiation with media
- Representation in other corporate and public bodies
- Free copy of the Code of Advertising Practice
- Name appearing on official communication tools of ACA including website
- Pitch regulations (protected by the Pitch Process)
- Participation in Workshops & Seminars, Training & Development
- Media Exposure
- Sharing Market Information
- Networking with other stakeholders
- Professional Development
- Free use of ACA logo on stationeries or any communication of the member agency
- Official Certificate of Membership

ENTRANCE FEE

Payment of an Entrance Fee of TEN THOUSAND RUPEES (Rs 10 000) shall be applicable to all new members upon admission to the Association.

MEMBERSHIP OF THE ASSOCIATION

There shall be two categories of members: Full-Fledged Members and Associate Members.

Full-Fledged Membership shall be open exclusively to advertising and communication agencies, as defined in Section 8 – 11 of the Constitution of the Association and with the following additional criteria:

- (a) The Agency is duly established in Mauritius.
- (b) It has been operating as such under the relevant permit or licence for at least two years
- (c) It is recognised by the major media groups.
- (d) Any one client cannot account for more than 50% of the agency's turnover
- (e) The majority of its turnover is not a result of business done with one of its clients (f) Membership Annual fee of Rs 15 000

Associate Membership shall be open to any businesses operating in:

- (a) Advertising agencies with an annual turnover of less than Rs 10 million
- (b) Marketing & Communication Agencies
- (c) Creative Agencies
- (d) Branding Agencies
- (e) Design Consultancy Agencies
- (f) Web & Multimedia Design Agencies
- (g) Any field deemed to be relevant by the Executive Committee of the Association

The following additional criteria shall be applied to Associate Members:

- (a) The Agency is duly established in Mauritius.
- (b) It has been operating under the relevant permit or licence for at least two years
- (c) Its share ownership is not held in majority by one of its clients
- (d) The majority of its turnover is not a result of business done with one of its clients
- (e) Membership Annual fee of Rs 8,500

REPRESENTATIVE

Each member agency shall officially nominate its Managing Director, Director or its Chief Executive Officer as Representative upon admission to the Association and the latter shall be officially registered by the Secretary of the Association.

COMPLIANCE

Any member agencies applying for membership acknowledges to be fully aware of the rules governing the Association, as enclosed within its present Constitution, which he has voluntarily accepted upon joining the Association. In addition, Members shall adhere to the Code of Advertising Practice of the Association and shall conform to any directives of the Executive Committee.

DELEGATE

If a member of the Executive Committee is unable to attend a meeting of the Committee, he may appoint an executive of his Agency as Delegate to represent him at that meeting.

An official letter from the Member naming the Delegate shall be required by the Secretary before the Delegate is allowed in meetings of the Executive Committee.

The Delegate shall have all the voting and decision-making powers of the Member he is representing and shall be subjected to the same disciplinary powers, where applicable, that the Executive Committee may exercise upon its members.

MEMBERSHIP APPLICATION FORM

An application to request admission as a member of the Association should include:

1. This questionnaire duly filled.
2. A profile of the executive officers of the Agency.
3. A copy of the Certificate of Incorporation / Business Registration Card of the Company.

A INFORMATION RELATING TO AGENCY

1	Registered Name		
2	Registered Address		
3	a Business Organisation of the Agency (sole ownership, partnership, joint-stock company etc.)		
	b Amount and structure of the Capital	Authorised Share Capital	Subscribed Share Capital
	c Name of Shareholders		Shares held (%)
	d Name of Directors		
	e Bank Reference (Name and address of bank)		
4	a Date of incorporation of Agency	b Date on which the Agency started operating (A minimum of 2 years is required)	
	d d m m y y y y	d d m m y y y y	
5	The Turnover (audited report) of the last two years		
6	Mode of membership	Full-fledged Member	Associate Member
7	a The number of full-time employees of the Agency per department		
	No.	Dept	
	b List of main full-time employees and their official responsibilities		
	Name		Post

8 Does the Agency have any shares in other companies? Yes No

a If YES, please specify:

Name of Company	Shareholding (%)

9 Do directors or other executives have any interest in other countries? Yes No

a If YES, please specify:

Name of Director or Executive	Name of Company	Shareholding (%)

10 Give a description of the main clients of your portfolio

Client	Product/Service offered by agency	Total/Partial management

11 What are the models and billing rates applied by the Agency for the services it is offering? (time-based, project-based, discount rate etc.)

12 Is the Agency accredited by the Mauritius Broadcasting Corporation (MBC) and the other main media companies of Mauritius?

--

13 Does the Agency abide by the Code of Advertising Practice of the ACA?

--

14 What are the national or international professional organisations the Agency is affiliated to?

--

B INFORMATION RELATING TO THE REPRESENTATIVE OF THE AGENCY

a	Family name (as mentioned on Birth Certificate)															
b	First Name(s) (as mentioned on Birth Certificate)					c	Date of Birth		d	d	m	m	y	y	y	y
d	Position held by the Representative within the Agency															
e	Years of work experience in the Agency					f	Years of work experience within the profession field									
g	Other professional duties															

C COMPLIANCE OF THE AGENCY TO THE RULES OF THE PROFESSION

1	Is there any link whatsoever between the Agency and:														
c	One or several media?														
c	One or several advertisers?														

2	Are there any executives of the Agency associated with a media or an advertiser?												Yes		No	
If YES, please state the name of the company																

3	Does any supplier or client have any financial interest or executive/descision-making power whatsoever in the agency?														

D UNDERTAKING OF THE REPRESENTATIVE IN THE NAME OF THE AGENCY

I, undersigned:

Family name (as mentioned on Birth Certificate)															
First Name(s) (as mentioned on Birth Certificate)					c	Date of Birth		d	d	m	m				
Position held by the Representative within the Agency															
Years of work experience in the Agency					f	Years of work experience within the profession field									
Other professional duties															