

## Commercial Producers Association

### Transformation Charter

We the members of the Commercial Producers Association (CPA) are proud of an association that has achieved consistent growth in turnover and employment to the sector.

We believe that this achievement is the result of:

- ❖ *The co-operation and vision of the members.*
- ❖ *Dedication to the highest standards of production and customer service.*
- ❖ *Consistent attention to working conditions, productive relationships and contractual arrangements.*
- ❖ *Nurturing and rewarding creativity.*

We are committed to continuing this achievement into the future for the benefit of the sector, the entertainment industry and South Africa as a whole. Accordingly, we affirm that we are committed to:

- ❖ *Developing the talent we need from all the people of South Africa.*
- ❖ *Harnessing creativity that is as diverse as our people.*
- ❖ *Redressing the past imbalances in employment and ownership.*
- ❖ *Developing a truly South African commercials production sector passionately dedicated to excellence in customer service.*

Our professional beliefs are:

- ❖ *That creativity is born from the highest technical standards.*
- ❖ *That we have to be able to serve both local and foreign clients and meet their needs.*
- ❖ *That our survival is related to the development of new talent on an ongoing basis.*

- ❖ *That our strength comes from the diversity of the South African resources, human, natural and man-made.*

We are aware of imbalances that have occurred through historical wrongs, and therefore we commit to:

- ❖ *Recruiting, training and developing qualified people who are representative of the country.*
- ❖ *Mentoring new and talented people into management with the goal of developing diverse ownership of member companies.*
- ❖ *Actively seeking employment opportunities that harness the intellectual skills of the physically disabled.*
- ❖ *Looking for opportunities to develop commercials production in all the nine provinces of South Africa.*

We believe we can make a positive contribution to the priorities of South Africa, especially the alleviation of poverty and management of HIV infection, by creating rewarding careers in every aspect of our business. We also believe that through technical excellence and soaring creativity we can play a major role in the development of locally made commercials to the degree to which marketers will not want to import foreign commercials for any reason.

Commitment to this Transformation Charter is a condition of membership of the CPA.