



PRESS RELEASE

CGCSA JOINS ARB

26 May 2025 -The Advertising Regulatory Board (ARB) is delighted to announce that the Consumer Good Council of South Africa (CGCSA) has joined as a member of the ARB.

The ARB is the self-regulatory organisation that regulates the content of advertising in South Africa. The CGCSA is an industry association representing over 9 000 member companies in the Consumer Goods, Retail and Services sectors. As a member of the ARB, the CGCSA binds its members to the standards of ethical advertising set out in the Code of Advertising Practice, and to the decisions of the ARB. Members of the CGCSA will sit on the ARB Board and appeal committees.

"We have many years of working with the CGCSA to ensure professionalism in the industry and to protect consumers, so we are pleased that this relationship is now formalised to achieve even better outcomes for consumer protection," says Gail Schimmel, the CEO of the ARB.

"We're delighted to join the ARB where we will represent our over 9 000 member companies in the Consumer Goods, Retail and Services sectors," says Zinhle Tyikwe, CEO of the CGCSA. "Our membership demonstrates CGCSA's commitment to ethical advertising standards by our members as well as transparency and fairness in the way they market their products to consumers. CGCSA has always advocated for trust and integrity in the way our members operate and this extends to the advertising space where our participation in the various structures of ARB will reinforce the need for self-regulation, complying with industry codes and best international practice."

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