

Student Council members of Brand Council South Africa announced

The Brand Council South Africa (BCSA) decided that a student council must be formed, one that would get a unique, youthful perspective and tap into the thoughts, behaviours and insights of students and added value to members.



**Brand Council
South Africa**
Student Council



BCSA Student Council. Image provided.

The student council also aims to:

- Close the gap between businesses and students, by creating an open dialogue to understand what business needs are and what skills students should be developing.
- Provide the next generation coming into the workplace with a voice and a view of what will be expected of them.
- Enable final year and graduate students access to member organisations for internship opportunities.
- Provide member organisation access to best of breed candidates.
- Provide member organisation access to the student market for market research and insight purposes.

The BCSA Student Council initiative will support these notions, and enhance its value to its members through deeper and

more varied insights and understandings about incoming talent into the industry.

Student Council members

- Bernice Mosala (Creative Brand Communication)
- Jayce Davin (Creative Brand Communication)
- Juahara Khan (Strategic Brand Communication)
- Kieran Kohler (B.Com Strategic Brand Management)
- Marvyn Msipha (B.Com Strategic Brand Management)
- Matthew Smit (B.Com Strategic Brand Management)
- Moosa Molibeli (Honours in Strategic Brand Management)
- Rob Crawford (Creative Brand Communication)
- Sarah Connolly (Strategic Brand Communication)
- Siya Mafanya (Bachelor of Brand Management)
- Zama Makhaza (Strategic Brand Communication)

Leigh-Anne Acquisto, BCSA chairperson, says, “We are excited to have established a Student Council, as it brings with it a vibrancy, a unique perspective, and fresh eyes on an industry that is changing so rapidly. Although currently it is made up Vega students, we would like to encourage other institutions to put forward nominations for the student board so that we may make this a national initiative.”

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