

Putting students front and foremost

 By Leigh Andrews

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This year's Loeries Award gala evenings kicked off with a focus on the need to address inequality in the industry and also give more of the youth a step onto the career ladder. Here's how...

Loeries 2015 host city Durban was introduced as hot as hell. Speaking of the different Loeries locations across the country over the years, MC John Vlismas said Durban has the second largest Indian population outside India - no small feat - and the ninth largest harbour in the world - amongst other things Co-host Zizo Beda said when it comes to location weather plays a more important factor for her as she'll turn down the rain in Cape Town for the Durban heat.

First up: Equalise the creative playing field

Next, Neo Mashigo, currently co-ECD of Ogilvy Johannesburg said everyone keeps asking what he'll be doing from the end of the month [following his resignation](#). He jokes that he'll be starting a union and when everyone is puzzled and silent, the seriousness sets in: it's a warning. If clients and agencies don't do the right thing right now we won't even need a union as there simply aren't enough women or people of colour in industry at the moment. Let's change it ourselves, before legislation forces our hand, he said.



Student winners with Xolisa Dyeshana and Neo Mashigo. © Gallo

Another strong message on the night came from KZN's deputy mayor Logie Naidoo, who called on the students in attendance to watch, listen to and absorb what appeared on stage so that they will become tomorrow's leaders.

Fittingly, the student awards were announced first. Golds in this category went to AAA School of Advertising Cape Town (4) and Stellenbosch Academy of Design and Photography (1).

Andrew Human, Loeries CEO then took to the stage and spoke of a highlight on the night - the Loeries Creative Future Scholarship, which truly changes lives, has been given a boost as this year, for the first time, budget was increased to award five worthy candidates instead of just one. [Click here for more](#) on how the Loeries Creative Future Scholarship gives previously disadvantaged youth the chance to enter the creative industry.

[Click here for the full list of winners](#) from the Saturday award show.

ABOUT LEIGH ANDREWS

Leigh Andrews AKA the #MilkshakeQueen, is former Editor-in-Chief: Marketing & Media at Bizcommunity.com, with a passion for issues of diversity, inclusion and equality, and of course, gourmet food and drinks! She can be reached on Twitter at @Leigh_Andrews.

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