

PMA About Us:

We strive to implement and maintain the best industry practices and standards. We actively work in the entertainment industry to further our agencies' and our performers' interests to grow, stimulate and structure our industry in the best possible way.

We are also activists for performer rights and lobby on several levels with a variety of stakeholders for the overall betterment and sustainability of our industry.

PMA members volunteer their time, skills and services to serve on our committees as we work together to share knowledge and support to empower agents and improve our professional landscape and serve our talent and clients better.

Q&A

Does The PMA offer membership to Agents who represent extras/background artists and models?

No, we don't. The agency seeking membership needs to either represent professionally trained or experienced performers or have a professional division that operates separately under the prescribed criteria.

Who is classified as a professional performer?

A professional performer is someone who earns their living from performing

They seek work in the performing arts sector and have sought recognized training in the appropriate field or by working as a performer has gained significant professional experience.

What benefits do PMA members enjoy?

- Access to advice, knowledge & support with problematic administrative, logistical, contractual and other related matters
- Up-skilling & Training
- Access to PMA-standard contracts, documentation & selected resources
- Increased footprint in the industry
- Framework utilizing The PMA Constitution & Code of Practice & Ethics to facilitate & maintain best business and ethical practices
- Benefits negotiated through other industry bodies
- Joining a network of experienced & passionate individuals who work towards growth, empowerment and sustainability in the Entertainment Industry
- Collaboration with industry & other bodies
- Opportunity to contribute to PMA initiatives and projects

- Members are assured that their talent is well-positioned to receive optimal service and support by being represented by an agent belonging to The PMA.
- Establishing and building relationships with the members and other organisations that we work with

What responsibilities do PMA members have?

Members are required to follow, honour and uphold the terms and conditions contained in The PMA Constitution & Code of Practice & Ethics as well as all other policy documents and rulings by the Association. In addition, members are also required to:

- Co-operate, collaborate & contribute to the Association
- Actively work to implement & maintain PMA standards
- Volunteer their time, knowledge and skills by serving on the various PMA Committees & ad-hoc projects and initiatives.
- Adhere to PMA rules, policies and standards

Why should clients and performers work with The PMA?

Collectively, we have over 50 years of experience in the entertainment industry. We have utilized that knowledge to set and maintain standards and the best ethical & business practices.

Part of our objective is to assist in creating an environment that prevents the unfair exploitation of performers & agents, hence we have implemented standards and agreements with other bodies over the last few decades such as SASFED, SAGA, CPA and IPA

Our constant assessment and adaptation of the Association against an ever-changing entertainment landscape ensure that we encourage growth, diversity, inclusiveness and transformation in our sector and as much as we can.