

THE STORY OF A SOUTH AFRICAN RETAIL GIANT

GOOD BUSINESS

**An Inspiring Film Demonstrating That Business Can Be A
FORCE FOR GOOD**

DIRECTED BY ROB SCHERMBRUCKER

PRODUCED BY MIRANDA MAGAGNINI & SLINGSHOT MEDIA

SUPPORTED BY THE FETZER INSTITUTE

Photo: Karin Schermbrucker, Slingshot Media

GOOD BUSINESS

Director & Co-Producer: Rob Schermbrucker

Executive Producer & Co-Producer: Miranda Magagnini

Director Of Photography: Timmy Henny

Editor: Paul Spiers

Running Time: 25 minutes

Language: English

Link to trailer: <https://vimeo.com/127704056>

log line

The story of how Raymond and Wendy Ackerman challenged the laws of South Africa's apartheid by growing an ethical business based on merit, not on the color of one's skin. For once, business is shown as force for good in this inspirational film.

synopsis

GOOD BUSINESS: THE STORY OF A SOUTH AFRICAN RETAIL GIANT tells the career-tale of Raymond Ackerman, a successful Cape Town entrepreneur who went against the political and social tides to do good work that benefited people of color during segregated times. In 1967, Raymond Ackerman, with the support of his wife Wendy, bought four stores of a South African retail chain called the Pick n Pay and ignored the laws of apartheid, promoting people of color and providing them jobs in management and behind registers, even when they were not allowed to touch money, or work in white neighborhoods. Ackerman fought the government and cartels on price fixing at every turn to make food affordable to all people. Ackerman was a visionary with a business philosophy grounded in love, compassion and forgiveness. This is exemplified in Ackerman's table metaphor with one leg representing each administration, merchandise, social responsibility/sustainability and people. The consumer sits on the table's top. Pick n Pay also has a business incubator with 100 empowerment projects where new business leaders are encouraged to create products sold through the chain. The Ackermans and their management team have grown Pick n Pay from four to 1,200 stores, in six countries with 60,000 employees, 400 franchisees of color and \$6 Billion in sales.

social media

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What role can business play in transforming society? Watch @goodbizfilm, a great example from #AIFirstMovers Fellows vimeo.com/127704056?ref=...


2:39 PM - 1 Sep 2015

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"Ray Ackerman ignored the laws of Apartheid and established a meritocracy, providing not only jobs but education for numerous people of color, and an opportunity to begin to dream about a more just society."



Learn more about the story at goodbusinessfilm.com

 **Good Business**
Movie · 1,413 Likes · September 22 · Edited · 

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Learn more about the story of Good Business and Ray Ackerman's impact at our website: <http://goodbusinessfilm.com/>

[Photo Credit: Karin Schermbrucker, Slingshot Media]

director's statement



The Good Business Journey - Love Forgiveness Compassion.

The thought of the opportunity to explore business as being a mechanism, or instrumental sample of love, forgiveness and compassion, thrilled me. '

"Pick n Pay stands today as proof that business can have a huge role to play in the transformation of a society; and that motivations such as love, forgiveness and compassion are every bit as effective in driving success, as profit."

To get to hunt for the triggers of true transformation- for some action or experience that shifts a person's worldview and makes them who they are; and the impact that this changed perspective has on them, their family, the community and country - is a responsible privilege, and something I hope to get to do until I die.

It was initially difficult to know exactly what we were tasked to look for. What is love, forgiveness and compassion? Where does it come from? Why do some people display it, and others not? Is there a place for it in business? And what would that look like, and what would the impact of it be?

The Fetzer Institute identified a South African retail giant – called Pick n Pay.

What was so amazing was not that it had a turnover exceeding US\$6 billion per annum, nor that it had grown from just 4 stores (in 1967) to over 1200 stores (in 2014), nor that it was founded and built by husband and wife, and controlled by a family ... but what was truly inspiring, was the way in which it had conducted business ethically in an unethical country and had begun to flourish during the seriously dark, unjust, apartheid period of the South African history.

It was as if we can now see ripples on a lake, or waves shifting things on the shore, and we asking what caused these? What had landed in the water or passed by the shore?

As a country we are now sitting in the shade of democracy and freedom – but what were the seeds that were planted? How did they take root and become this tree of transformation? One generation plants the seed, the next plays in the shade- so our starting point would be Raymond Ackerman – the founder of Pick n Pay.

The way Pick n Pay pushed against the government and status quo, fighting for the consumer, against price fixing, fighting for equality for its staff, becoming the first store to employ black managers and build decent housing for its staff. Pick n Pay compassionately pioneered a way forward toward a free and fair democracy.

It was our job to find out why.

Rob Schermbrucker

crew bios



Rob Schermbrucker

Director and Co-Producer

Rob has been in the film industry since 2002. He began his career as a producer with Kairos Moment Film & TV, working on international TVCs and South African television shows. Majoring in accountancy and economics at the University of Cape Town, Rob relied on his love for people and a collaborative approach to projects to deliver compelling, heartfelt stories. Rob believes that visual media has the power to start dialogues, highlighting issues in a way that invites viewers to engage and respond. The imprimatur of Rob Schermbrucker films is for viewers to experience a shift in opinion or mindset as the story unfolds. In this sense, Rob strives to be an agent of change. With his wife, photographer Karin Schermbrucker, Rob created Slingshot Media to tell the stories of communities that triumph in spite of struggles, be they socio-economic, political and/or cultural. Stories of hope and inspiration are fodder for the Slingshot gristmill. GOOD BUSINESS exemplifies Slingshot's and Rob's ethos.



Miranda Magagnini

Executive Producer & Co-Producer

As entrepreneur and thought-leader, Miranda Magagnini is the co-founder of IceStone, the first triple-bottom-line building materials company. Heralded as a model of socially responsible business practices, IceStone was the first gold cradle-to-cradle building material as well as a founding member-company of B-Corp. Miranda and her team won numerous environmental and design awards, including Fast Company magazine's prestigious, Greenest Entrepreneurs. In 2012, Miranda joined the advisory board of the Fetzer Institute whose mission is to promote love, forgiveness and compassion in the world. Her leadership in the socially responsible business made her an ideal candidate for the Fetzer Advisory Council(FAC). Miranda identified businesses that embodied the Fetzer Institute's mission. Miranda was drawn to the Raymond and Wendy Ackerman's story because they share a dedication to doing good through good business. GOOD BUSINESS is the dovetailing of Miranda's work with Fetzer and her own desire to do good. A graduate of Smith College and Harvard Business School, Miranda is also a First Mover Fellow of the Aspen Institute.

crew bios



Timmy Henny

Director Of Photography

LA Cinematographer/DP from Cape Town, South Africa, Timmy Henny started his career as music documentary photographer. He has always had a strong affinity for the audio visual medium, influenced by filmmakers such as Ron Fricke, Marc Caro and Jean-Pierre Jeunet, Timmy has filmed extensively in six continents shooting documentaries, music videos, shorts and commercials. Shooting outdoors in the natural world is Timmy's preferred location; the variables of weather, animals, plants, shifting colors and light provide a challenging environment in which to shoot. In 2011, Timmy's film MINI CAPE was selected as a finalist at the San Francisco Short Film Festival and Shnit! Film Festival.



Paul Speirs

Editor

Paul Speirs has been cutting film for over a decade, fine-tuning the art of subtle editing to improve performance and narrative pace. He works as a freelance editor on AVID and FCP both internationally and from his boutique edit suite in beautiful Cape Town, South Africa.

Paul received his Bachelor of Arts degree in Film and Television from the University of Cape Town where he won the Rob Cohen award for Best Direction. He also studied film and screenwriting in Los Angeles at the University of California and completed a certified course in video production at the University of the Nations where he won the award for best editor in 2002.



Hans Raubenheimer

Composer

Hans has been writing music and playing songs since he was a boy, but it wasn't until 2000 when he trained as a technician at Turnkey/Soho Soundhouse in London where he experienced the stereo effect of combining art and technology creatively enhanced by logic, that his inspiration to become a composer transpired.

Hans studied Sound Engineering at the Cape Audio College and Sound Production at SAE Institute. Since then during his more than 15 years of industry experience he's honed a broad musical skill set to concentrate on studio work – specializing in Audio Post Production and Music Composition for various mediums focusing on TV commercials and Internet campaigns. Hans has also worked as a composer on a number of films.

past screenings





credits

CREW

DIRECTOR & CO-PRODUCER

Rob Schermbrucker

EXECUTIVE PRODUCER & CO-PRODUCER

Miranda Magagnini

DIRECTOR OF PHOTOGRAPHY

Timmy Henny

EDITOR

Paul Spiers

ASSISTANT CAMERA

Dan Krenzer

ADDITIONAL PHOTOGRAPHY

Karin Schermbrucker

ASSISTANT EDITOR

Dan Krenzer



DIGITAL EFFECTS

Driaan Louw

ASSISTANT EDITOR

Joe Krenzer

COMPOSER

Hans Raubenheimer

ANIMATORS

Andrew Kerr & Driaan Louw

PRODUCTION ASSISTANT

Alison Cox

Made In Association With The Fetzer Institute.