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Paper Title: **The South African Film Industry: Training Fuels Growth**

Abstract:

Although the South African film industry has existed for over a century, the end of Apartheid in 1994 signaled a new beginning, allowing black Africans to enter the mainstream industry. The industry has grown steadily over the past several years, and the government has funded feature films that have, in turn, stimulated the local economy. The film industry relies on several government agencies, including the National Film and Video Foundation (NFVF), the Department of Arts & Culture (DAC), the Department of Trade & Industry (DTI), and the Industrial Development Corporation (IDC), that must interact effectively to provide funding and incentives for filmmakers.

Many black Africans lack awareness about the industry and the training necessary to pursue a career in filmmaking, and current efforts to raise awareness have been insufficient to encourage their participation. The film industry has promoted skills development through training and education programs in film schools, on-the-job in production crews, and through privately and publicly funded workshops. However, most educational opportunities in the industry are expensive, and thus unavailable to most South Africans.

In order to encourage black African involvement and create a more sustainable industry, the government must prioritize training and education by allocating additional funding resources to training programs. First, the government could enact laws or provide incentives for production companies to implement apprenticeship programs, which would offer hands-on training to emerging filmmakers and crew members. Second, the government can directly enhance

educational opportunities by increasing its allocation to bursary programs for previously disadvantaged students. Third, the government could fund programs modeled after the Film & TV Unit at Monash South Africa (Film & TV Unit), which would provide personalized attention and life skills training to students in addition to a quality education in filmmaking.

Regardless of the ultimate method selected, the government must place a greater priority on training and education if it is to provide opportunities in the film industry for previously disadvantaged people. Only then will the government ensure the long-term viability of the South African film industry.