

## DTI to put R1m into helping black filmmakers

A new incentive has been launched to support emerging black filmmakers that will nurture them to take-up big productions that will assist in the creation of jobs.



Trade and Industry Minister Rob Davies says a R1m incentive for the production of local films made by black filmmakers has been launched to support the South Africa film industry. Image: GCIS

Department of Trade and Industry (DTI) Minister Rob Davies launched the R1m South African Emerging Black Filmmakers Incentive Programme.

In order to qualify for the incentive, companies need to be on level 3 of their BBBEE status.

"The programme will provide financial assistance to qualifying applicants in a form of a rebate of 50% for the first R6m of the qualifying South African Production Expenditure (QSAPE) and 25% thereafter for the remainder," said the DTI's Deputy Minister Mzwandile Masina.

The incentive, which became effective from 1 September, will be administered over a three year period, running up until 31 March 2017.

Speaking at the launch, Davies said the incentive would provide a possible and direct mechanism to support emerging filmmakers that were previously not covered under the Film and Television Production and Co-Production Incentive Programme, which came into effect in 2004.

## Stimulate economic growth

This scheme was created to stimulate economic growth and participation in the industry.

"The film industry through various engagements and consultations indicated that the previous scheme and threshold did not accommodate or support emerging filmmakers. The DTI has now reduced the threshold and upped the incentive in an effort to create many opportunities for people with low-budget productions for televisions and films. In this way more productions will be supported than ever before," said Davies.

In May, Davies held an engagement session with the film and television industry, in Pretoria, where he said that the DTI would continue to improve its incentive scheme for the industry.

The DTI intends to take a trade mission to Hollywood in the USA to showcase what the South African film industry is capable of and what they could do with the resources they have.

The incentive is available to South African black-owned qualifying productions with a total production budget of R1 million and above.

To qualify for funding, an emerging black filmmaker must among others employ a black producer or director who is credited for that role in the production and that at least 65% of the holding or service company must be owned by a black person.

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