

## **Some ideas around a Transformation policy.**

South Africa's first democratic government was elected in 1994, with a clear mandate to redress the inequalities of the past in every sphere: political, social and economic.

As part of the film and television industry, the DFA needs to embrace the spirit of government's broad transformation policy and commit itself to the transformation objectives of the relevant industry bodies like the DTI and NFVF.

Here are some ideas around transformation and broader strategic goals which are linked to our transformation agenda.

1. Active recruitment strategy of black membership from areas outside of Gauteng and the Western Cape. Consider road shows in the provinces.
2. Need to increase incentives for members to join. There needs to more value added benefits for members. Need to create trust and value for money.
3. Support for emerging filmmakers- a film collective, where we can pool resources and collectively work on projects. Create a forum for collaboration – Can such a collective be a type of a branch of the DFA?
4. Transformation must be taken into account when outsourcing work – Re: Magazine brochures, website, etc
5. Offer assistance to inexperienced/young filmmakers in preparing for festivals, DTI applications and Visas; ITC forms with SARS – this should take place before our festival call outs
6. Look at other useful conferences/workshops that DFA members should be attending - Design Indaba, Loeries eg.
7. Workshops in the regions as part of our recruitment drive
8. Need to attract sponsorship for some our initiatives
9. Consider establishing creative hubs. Filmmakers should work collectively on larger projects, big slates of films and to target specific broadcasters and platforms. Specifically looking at ideas and concepts that can address the needs of global audiences/broadcasters
10. Need to look at creating a development fund for the development of ideas and for filmmakers to shoot promos and teasers. Use DFA platforms (website, newsletter) to promote work in development.
11. Look at opportunities in the broadcast landscape like DTT, DTI, be proactive in creating opportunity.
12. Look at internship opportunities for emerging members
13. Explore the possibility of subsidizing membership for deserving young filmmakers.
14. We need to have a strong presence and drive recruitment at major film festivals and other industry events.
15. Identify clear timelines for achieving key milestones.

16. Film Festivals: we need to have delegations consisting of majority black and majority female delegates. An active eye needs to be kept on submissions in first few days of call out. If not enough people from this demographic are applying DFA market subcommittee must play an active role in contacting people to apply.
17. There must always be a readiness workshop for delegates to festivals with the aim of promoting mentorship within the industry.
18. The monthly DFA film screenings should also be a platform for transformation.