

FISH HOEK VALLEY RATEPAYERS & RESIDENTS ASSOCIATION

(Incorporating Fish Hoek, Clovelly and Sun Valley)

~~Central Circle, Fish Hoek 7975~~

Web: <https://www.fhvrra.org.za/>

Facebook: www.facebook.com/FHVRRRA/

Heritage Western Cape: Conservation Body

TO: film.policy@capetown.gov.za

SUBJECT: COMMENTS ON THE DRAFT FILM POLICY, 2021 ¹

DUE: 31 OCTOBER 2021

The Fish Hoek Valley Ratepayers and Residents Association's (FHVRRRA) notes in Section 1's Introduction that the objectives of this policy include economic growth, job creation and social inclusivity and that the City plans to support the film industry via expanding the film office marketing, communications and funding support.

The problem statement in Section 2 identifies challenges such as global competition, rising production costs, lack of film incentives, appropriate skill levels (needs mentorships and bursaries); optimal collaborative, coordinated marketing; inclusive entry barriers; and production infrastructure.

Section 9.3 finally gets down to business, but falls woefully short on even mentioning how it will address the issues stated in the problem statement. Section 9.3.1 stating the City's support for film-related activities is just too vague and not measurable. Section 9.3.2's direct funding or subsidising City service costs or facilities is also vague in targeting goals. Section 9.3.3 is a bit more tangible in the linking of funding to a City budget, but funding support only addresses the cost side without addressing the skills, reducing entry barriers, etc. Funding should be provided for measurable results. Section 9.3.4 is too vague. Section 9.3.5 also needs to state its goal for reducing entry barriers, etc. Is it to broaden the pool, provide mentorships, bursaries, assisting with marketing, etc. There is no link with how funding and tariff reductions will "position the city as a significant film destination, attracting local and international productions; build a resilient, sustainable and inclusive film industry; harness the value chain and inherent potential of film production to unlock and enhance the economic and societal benefits that may be derived from increased filming activity in the city; and guide the City in managing and regulating film-related activities in an efficient, effective, consistent and sustainable.

SUMMARY

In conclusion, we feel that this policy lacks clarity by not stating how filming will be a major source of revenue for the Cape Town economy nor why Cape Town is lagging behind competitors as a film destination. There seem to be no links between funding and tariff reductions and the intended objectives and challenges identified nor how the film industry will contribute towards economic growth, job creation and social inclusion. Nor does the policy state how it will build a capable, collaborative, resilient, sustainable and inclusive film industry nor explain how it will form mutually beneficial relationships that will reduce the barriers that prevent entry into the industry, as well as grow and transform the industry.

Please try again.

¹ https://resource.capetown.gov.za/documentcentre/Documents/Bylaws%20and%20policies/Draft_Film_Policy.pdf

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