

**PRESENTATION BY THE CHIEF EXECUTIVE OFFICER OF THE
NATIONAL FILM AND VIDEO FOUNDATION, EDDIE MBALO
FILM INDABA 2005**

Your opportunity to be heard!

Your opportunity to be heard is the theme of the Film Indaba 2005.

It is also the opportunity to listen by the NFVF and other institutional players.

It is the opportunity to learn collectively.

It is the opportunity to break away from routine thinking characterised by satisficing on problems, maintenance thinking and actions, focusing on details, fire fighting and crisis management.

It is the opportunity to gear our minds on creative thinking characterised by idealisation, high level transformation, licence to express issues without being dismissed, seeing the world through the eyes of others, thus a feeling of confusion, uncertainty, anxiety, excitement and fear at times.

It is the opportunity for constructive interaction characterised by reflections on the past, review our actions and experience, interrogate our perceptions and consciousness; and making wilful intentions.

It is the opportunity to build case libraries from the stories that can provide lessons and strategic gems to the very issues that will be raised.

It is the opportunity to learn! Learning characterised by personal intelligence, a set of practices that support us to keep our personal dreams while cultivating an awareness of the current reality, thus creating tension and energy that will propel us to rapid growth.

It is the opportunity to examine our mental models, the metaphorical pane of glasses that we look through in an attempt to approximate reality. Our mental

models are shaped by our values, our habits, our assumptions, our notion of truth and our stereotypes.

It is the opportunity for the dialogue, a process of thinking together, not in the sense of analysing a shared problem or creating new pieces of shared knowledge but in sense of occupying a collective sensibility, in which thoughts, emotions, and resulting actions belong not to the individual, but to all represented here and beyond.

It is the opportunity to formulate a shared vision by bringing all our aspirations into alignment around things we have in common while allowing our differences to help us discover our uniqueness and niche.

It is the opportunity to realise that the problems that form our barriers, constraints and leverages are deeper than the tip of the ice berg that are presented by episodic events. Underpinning the events are patterns, trends and systemic structures that can only be recognised through reflections.

It is the opportunity to impress appropriate fiscal allocation to the planners and the treasury for the MTEF Review.

Some systemic structural considerations

It is often said that the film sector is fragmented.

Underlying The Value Charter is the notion that the transformation and the bridging of fragmentation of the film sector should be a process of collaboration between the state, private sector and civil society. *The diagram below shows the relationships.*

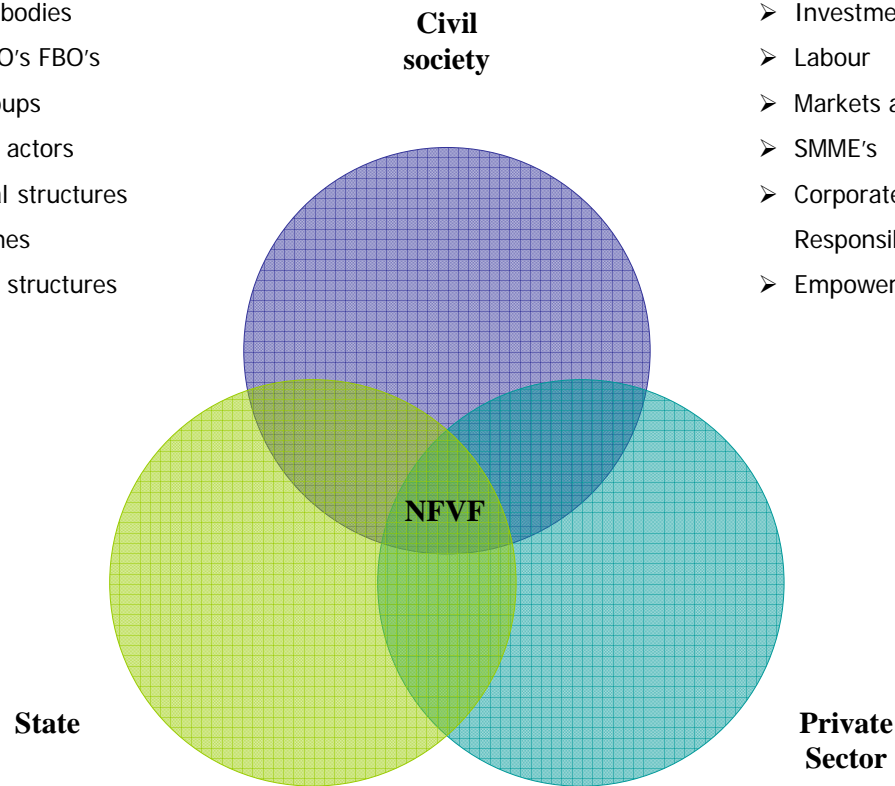
The model presented could be used to unravel some of the institutional, organisational and collaboration gaps.

The State and Civil Society

- Political communities
- Statutory bodies
- NGO's, CBO's FBO's
- Lobby groups
- Individual actors
- Traditional structures
- Programmes
- Emergent structures

The Civil Society and the Private Sector

- Investment
- Labour
- Markets and products
- SMME's
- Corporate Social Responsibility
- Empowerment formations



The State and the Private Sector

- State owned enterprises
- Sectoral institutions
- Programmes
- Lobby groups
- Individual actors
- Emergent structures

The intersections represent a number of linkages that could address the fragmentation.

The state, private sector and civil society

- Existence of coordinating institutions such as the NFVF
- Appropriate public policies, programmes
- Appropriate deployment of resources across the subsectors
- Societal transformation
- Nation building
- Broad based empowerment
- Social cohesion equity and justice
- Informational mode of production
- Forums

Sectoral indicators and Multiplier Effects

We shall know that we have reached the rapid growth phase by the following indicators:

- R200 Million investment from direct allocation will result in strategic multiplier to R1.2 Billion over 5 years.
- The investment multiplier effect 6
- Medium size production of R15 to R20 Million create 200 jobs
- Minimum foreign trade ratio as per Co-productions 20:80
- International benchmark funding ratio is 19%
- The last time assessment in RSA the FR is less than 1% Profile 2000.

We shall realise the rapid growth phase if there are no structural gaps in the value matrix model presented in the next page.

Our challenge during this Indaba is to take ownership of the gaps that could exist in the value matrix.

Value Chain

