



national film and video foundation
SOUTH AFRICA

an agency of the
Department of Arts and Culture

NATIONAL FILM AND VIDEO FOUNDATION

FUNDING POLICY

APRIL 2017

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DOCUMENT CONTROL

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HOD: Marketing & Distribution	Doc Reviewer	
Chief Executive Officer	Process Owner	

APPROVAL

The signatories hereof, confirm their acceptance of the content and authorise the adoption thereof.

Signature: Chairperson of the Council

Date

DEFINITIONS

The following words and expressions shall have the following meaning:

Animation	An abstract or character film created using a frame-by-frame technique including but not limited to cell animation, computer animation, stop-motion, clay animation, pixilation, cut-outs, pins, camera multiple pass imagery, kaleidoscopic effects and drawing on the film frame itself.
Copyright	Exclusive and assignable legal right held by the author in respect of his/her creations registered as his/her creations registered as his/her intellectual property under the relevant South African legislation.
Conflict of interest	any instance in which a reasonable person may perceive a risk or possibility that a panel/council member or employee's private interests or the interests of a Related Person may impede that member's or an employee's ability to perform his or her duties and obligations as a Member of the Council, a Committee, an Advisory Panel or employee in a fair and unbiased manner;
Development	Any work undertaken to put an idea or concept into writing with the intention of creating a script, including research undertaken in a TV format, short or feature film, whether fiction or non-fiction, leading to a script.
Documentary	Non-fiction motion film dealing creatively with cultural, artistic, historical, social, scientific, economic or other subjects. The film may be photographed in actual occurrence, or may employ partial re-enactment.
Feature Film	A full length Documentary, Fiction or Animated film with a minimum length of 70 minutes.
Fiction	A narrative or imagined motion film.
Financial/fiscus year	The period commencing 1 April ending 31 March of every year.

Equity partnership	An ownership arrangement that gives partners the right to claim a share of profits that is equal to their respective contributions to the production.
Grant	Funds allocated to a beneficiary which may be subject to recoupment.
Gross profits	All proceeds due in respect of the project (exclusive of VAT or similar taxes or duties) derived from the distribution agreement or any other source of exploitation received by any party (or its assignees, successors or licensees) directly or indirectly from the Territory.
Investment	The investing of money or capital by the NFVF in a film, in order to gain profitable returns, as interest income, or appreciation in value.
Net profits	Profits payable to participants after recouping the cost of production, interest, overheads, advertising, distribution fees and fees paid to first gross participants.
Private interest	means a financial or non-financial interest of a Member outside of his or her employment or involvement at the NFVF;
Recoupment	Repayment generated from the income of the sales of the film, used to pay off investors in the production budget of the film.
Related person	means a spouse, partner, member of the immediate family, or a business partner, of a panel or council member or an employee of the NFVF.
Script	An elaborated version of a story idea for a film or video production that includes dialogue, scenic and other detailed considerations.
Short Film	A documentary, fiction or animated film of forty minutes or less running time.
South African Citizen	Any person who has acquired citizenship by birth, descent and naturalisation according to the South African Citizenship Act 88

of 1995. This definition includes permanent residence who has been residing in South Africa for at least three months at the time of the application.

Treatment	An elaborated prose version of a story idea indicating narrative structure, plots, setting and character outlines for a film or video production.
TV Bible	a series bible or a format bible if it's a formatted show.
TV Feature Fiction	A stand-alone television film with a minimum of 48 minutes and a maximum of 74 minutes for example Micro budget or Made-For-TV Movies.
TV Feature Non-Fiction	A 2 or 3 part one-hour TV length series with a maximum of 48 minutes per episode.
TV Format	The overall concept and branding of a copyrighted television programme, either in the form of a TV Bible or a TV Pilot that is capable of being formatted and sold, licensed for remake rights and licensed for syndication.
TV Pilot	A standalone episode of a TV series that is used to sell the show to a television network.
Slates	The granting of operational capital to small production companies over a predetermined period of three years with the aim of cultivating sustainable and viable production companies.
South African Owned company	A South African company registered in terms of the Companies Act No.71 of 2008.
Website	www.nfvf.co.za

1. FUNDING OVERVIEW

1.1 Tiered approach to funding

The tiered approach to funding is to ensure that all levels of filmmakers, from emerging to experienced; benefit equitably from funding and programmes of the organisation. Information about the minimum number of projects that can be supported per financial year will be available on the website. The three tiers are categorised as follows:

Tier	Funding Type	Definition
1	<i>Fiction: production and development</i>	Experienced filmmakers who have a proven track record for developing and producing 3-5 theatrically released feature films.
2		Filmmakers with limited experience but who have developed and produced 1-2 theatrical feature films, television fiction, documentaries, 2-3 short films and/or commercials seeking to venture into feature film development and production.
3		New entrants into the industry, particularly recent film school graduates from historically disadvantaged backgrounds. This intervention is geared towards first time filmmakers having a "calling card" in the film industry. This tier is only eligible for short film funding.
1	<i>Non Fiction: Production and Development</i>	Experienced filmmakers who have a proven track record for developing and producing 3-5 feature length documentary films.
2		Filmmakers with limited experience in the film industry, but who have developed and produced 1-2 feature length films, television fiction and/or, 2-3 documentary short films seeking to venture into feature film development and production.
3		New entrants into the industry, particularly film school graduates from historically disadvantaged backgrounds. This intervention is geared towards first time filmmakers having a "calling card" in the film industry. This tier is only eligible for short documentary funding.
1	<i>Marketing & distribution</i>	Experienced filmmakers who have a proven track record for developing and producing 3-5 feature length documentary films.
2		Filmmakers with limited experience in the film industry, but who have developed and produced 1-2 feature length films, television fiction, 2-3 short films and/or commercials seeking to venture into feature film development and production.
3		New entrants into the industry, particularly film school graduates from historically disadvantaged backgrounds. This intervention

		is geared towards first time filmmakers having a “calling card”.
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1.2 Application of this policy

This funding policy applies to all applications for funding administered by the organisation received for the 2017/18 financial year.

1.3 Caps on Funding

To ensure that funding is distributed as widely as possible, funding has been capped according to the various types of funds. The Council may lift a cap at its sole discretion according to the merits and needs of a project. Such exceptions will be dealt with on a case by case basis.

DEVELOPMENT	CAP	CONDITIONS
Fiction Feature	R200 000	R40 000 reserved for script editor.
Documentaries Feature	R150 000 R100 000 for Tier 3	R20 000 reserved for script editor/researcher when applicable
Short films	R100 000	
TV formats	R200 000	
Animation	R250 000	R40 000 reserved for script editor and R50 000 for story boarding.
PRODUCTION	CAP	
Fiction Features	R1 300 000	Tier 3 cannot apply for this funding.
Feature length documentaries	R350 000	Tier 3 cannot apply for this funding.
Short/TV Documentaries	R200 000 R150 000 for Tier 3	
TV Feature	R200 000	Only Tier 2 and Tier 3 are eligible for this funding.
TV Feature Non-Fiction	R150 000	Only Tier 2 are eligible for this funding.
Animation	R1 300 000	
Web-Series	R200 000	
POST PRODUCTION	CAP	Conditions

Archive	R250 000	Projects that have received production funding from the NFVF are not eligible.
Fiction Post Production	R450 000	Projects that have received production funding from the NFVF are not eligible.
Non-Fiction Post Production	R120 000	Projects that have received production funding from the NFVF are not eligible.
MARKETING & DISTRIBUTION	CAP	Conditions
Markets and festival attendance	R29 000 per applicant	A maximum of 2 approvals only per Financial year - 1 for local & 1 for international attendance.
Marketing and distribution	R250 000	
National Film festival	R1 600 000	
EDUCATION & TRAINING	CAP	Conditions
National bursary	100% tuition	Preference will be given to students enrolled at South African public tertiary institutions
International bursary	R250 000	Four bursaries only per academic year.
Training grant	R350 000 per project	

1.4 Shooting Schedule

The organisation is aware that the script dictates location shooting. Filmmakers are encouraged to familiarise themselves with minimum shooting requirement for official co-productions and for the Film and Television Production and Co-production Incentive and other incentives. Consideration will be given for projects shot outside of South Africa only in cases where:

- 100% of the intellectual property rests with a South African citizen;
- the project is a South African production;
- the key creative team (including the producer and director) and all Heads of Departments are South African citizens;
- The producer can demonstrate a commercial return on investment (ROI); and
- The producer can demonstrate the value (ROI) that the project will bring the South African film industry.

1.5 Funding Exclusions

The organisation does not fund the following:

- activities whose outcomes are solely directed towards the interests of a single employer supported by the Skills Development levy;
- capital expenditure including equipment;
- music and corporate videos;
- non-governmental organisations and other institutions or companies not primarily involved in the film and television industry;
- development and production of a television series;
- individuals or companies who are not South African citizens;
- a degree or diploma in performing arts whether at local or international tertiary institutions;
- **training programmes primarily focussed on the performing arts;** and
- persons or companies who have exhausted the annual prescribed limit for funding or who have not satisfactorily discharged of the contractual obligations on a previously funded project.

1.6 General Terms and Conditions of Funding

The organisation's funding is subject to a number of general and specific terms and conditions depending on what type of funding is applied for.

1.6.1 Limits on Projects

Applicants are only allowed one application in development and one in production per organisation, individual or company at a time annually.

An applicant cannot at any given stage have four funding streams active across the value chain in one funding cycle.

1.6.2 Conditional Release of Funds

In the case of projects with multiple financiers, the production funds will not be released until all funds for the project have been raised and proof provided to the organisation in the form of a letter from the bonder confirming that the strike price for the project has been met and that the bonder accepts the risk.

1.6.3 Time limit on Committed Funds

Beneficiaries have a two year period to raise and utilise the organisation's approved funds. Failure to do so will result in the automatic forfeiture of such funds, which will be reallocated to other projects.

The onus is on the applicant to ensure that funds are raised and milestones met within this time period.

Extension may be granted in exceptional circumstances. The beneficiary must request an extension in writing at least three months before the expiration of the two year period.

1.6.4 Interest and Value Added Tax

All recoupable and non-recoupable grants offered by the organisation are interest free and inclusive of Value Added Tax.

1.6.5 Recoupment

The organisation's recoupment policy applies as follows:

- The organisation's equity participation is equal to its percentage of the budget according to the recoupment waterfall.
- Investment into feature film development and production is recoupable as part of the recoupment waterfall.
- Development funds are recoupable on first dollar (**rand**) in from distribution.
- Production funding is recoupable from exhibition revenue as outlined on the production contract.

Production Recoupment

- The organisation's default recoupment position shall be in first position after the producer.
- Production funding is recoupable from exhibition revenues as outlined on the production contract.

Development Recoupment

- Development funding is recoupable on first dollar in from distribution.
- The organisation's contribution to development shall be included as a line item in the subsequent production budget.

1.6.6 Payment Structure

The payment structure is based on the principle of payment in advance for work that is yet to be done according to milestone deliverables of the project that are also linked to a payment schedule. The cashflow requirements of the project will also be taken into account.

Development

- Signature of contract;
- Approval of major turning points documents;
- Approval of step outline document;
- Approval of first draft;
- Approval of final draft

Production

- Signature of contract;
- approval of first cut;
- approval of final cut; and
- presentation of final masters, cost report and marketing materials.

Festivals, Marketing and Distribution

- Signature of contract – 75% of the contract amount.
- **Interim report which contains information on ROI, impact of the festival and data of audience attendance** – 15% of contract.
- Audit Report / Financial Report – 10% of contract.

Filmmaker support

- Signing of contract – no payment;
- Submission of supplier's invoice – **90% of contract amount;** or
- **Submission of reimbursement invoice and receipts – 90% of contract amount;**
- **Submission of festival/market report – 10% of contract amount provided a report is submitted.**

Training Provider

- Signing of contract and/or site visit;
- Submission of interim report;
- Submission of student films and or final report.

National Bursaries

- Contract signature – 50% of the approved amount is paid to institution.
- Submission of student progress report -50% of the contract amount is paid to institution.

International Bursaries

- Signature of contract – 50% of the approved amount is payable in two instalments to the institution and a portion to the student for living costs.

- Submission of progress report by student – 50% of the balance of the contract is paid to the institution at the beginning of the second semester and a portion to the student for living costs.

1.7 Funding Evaluation Process

1.7.1 Quarterly calls for proposals

The organisation makes a call for proposals each quarter based on the dates that have been published. Applications must be completed online through the NFVF's website. The link appears as follows:

<https://nfvf.praxisgms.co.za/xaLogin/NFVF/reglogin.aspx?ReturnUrl=%2fdefault.aspx>). It is the responsibility of the applicant to create an online user profile.

It is the applicant's responsibility to call or email the NFVF, if s/he is experiencing problems with completing an online application.

Manual applications are still accepted for those who are unable to complete applications online.

1.7.2 Non-negotiable compliance requirements

The organisation is bound by the provisions of the Public Finance Management Act (PFMA) and its regulations. To that end, applicants are reminded to ensure that all the required documents are submitted together with the relevant completed application. Applications that are missing information or the relevant supporting information or submitted with expired documents will be disqualified. **All certified copies of documents submitted must be certified within 3 months of the date of submission.**

Compulsory requirements

- Relevant completed application form;
- A valid certified Broad-based Black Economic Empowerment (BBBEE) certificate for companies certified by an auditor or a South African National Accreditation System (SANAS) BBBEE verification agencies;
(Applicants whose annual turnover is less than R10 million may submit an affidavit attesting to the BBBEE status and confirmed by a Commissioner of Oaths. A sample is available at www.thedti.gov.za)
- Certified copy of South African Identity Document;

- audited accounts or reports for prior funds received from the organisation where applicable
- fulfilment of terms of previous contractual terms of funding, compliance with provisions of the Legal Deposit Act, the South African Revenue Services and other applicable legislation;
- Declaration of conflict of interest must be included where applicable (if applicant is related or in business with an employee of the NFVF, a panel member or council member).
- in the case of development, the writer must be South African;
- in the case of projects that have foreign investors, South African creative input must be greater or equal to that of the overseas partner/s. Official treaty co-productions are subject to the relevant treaty framework; and
- Valid tax clearance certificate.
- All certified copies of documents requested must be certified within 3 months of the date of submission.

1.7.3 Evaluation of applications

Once all applications have been received, they are checked for compliance and sent for evaluation by the panel.

A panel meeting chaired by a member of the Council will go through all the applications, deliberate and make recommendations to Council, which has the authority to make final funding decisions.

The project will be evaluated according to the following criteria:

- Concept: an application is evaluated on the strength, originality and uniqueness of the story idea.
- Premise: an application is evaluated to ensure the story has a compelling controlling idea and a human value that it successfully explores and finally, assess that the theme is carried throughout the story to its climax.
- Genre: the application displays a complete understanding of the chosen genre for the work and in the case of mixed genres, understands how to break conventions and combine them. Non-genre concepts will be assessed on their uniqueness and originality.
- Structure: that the writer displays an understanding of film structure including climaxes and reversals.
- Characterisation: that the principal characters are three dimensional and have character arcs even if some of them don't change.

- Marketability and commercial viability: the application demonstrates that some research has been undertaken into how the film will be delivered to its potential audience.
- Impact on the local film industry: that the applicant has considered how the funding of the production would assist in the development of the local industry.
- Presentation: the scripts, the director's treatment and other supporting documents are presented professionally.
- Audience reach and impact: the applicant will be assessed on the thoroughness of their understanding of the intended market beyond generalities such as adults or teens.
- Advancement of people from historically disadvantaged backgrounds: demonstration of a clearly thought-out plan for the provision of opportunities to such individuals in the delivery of a project.
- Applicant profile: the team has sufficient educational qualifications and/or experience to deliver the proposed project on time and on budget and is not in breach of any existing contractual obligations with the organisation.
- Global positioning strategy: for films aimed at the international market the applicant will be assessed on the quality of the cast, sales agent and sales estimates supplied.
- Production budget and finance plan: the budget is appropriate and in line with SA market conditions and attractive to prospective investors, the finance plan is unambiguous and the ration between recoupable and non-recoupable budget is appropriate for the genre.

1.7.4 Approvals

Funding approvals are published on the organisation's website within seven working days after the decision-making meeting of Council. Letters of commitment are sent to all applicants whose projects have been approved and rejection letters are sent to all unsuccessful applicants. Successful applicants will be contracted within 60 days from the date of approval.

1.7.5 Appeals

Unsuccessful applicants may appeal a decision taken by the Council in accordance with the Appeals Procedure. A completed Form H must be sent to the Chief Executive Officer via post or e-mail:

Post: 87 Central Street, Houghton, 2198 or Private Bag X04, Northlands,
2116

E-mail: appeals@nfvf.co.za

2. FUNDING CATEGORIES

2.1 Slate funding

The objective of slate funding is to contribute towards long term sustainability and viability of production companies by providing funding to selected companies to develop and produce a slate of projects over a period of three years.

Categories of slates

Fiction Slate

- Black owned and managed companies.
- Female owned and managed companies.
- Commercial film slate.

Non Fiction Slate

- Documentary film slate.

Eligibility for Slate Funding

In order for a production company to be considered for slate funding, the producer /production company must meet the following requirements:

- producer/s must be South African;
- production company must be at least 51% owned and managed by a previously disadvantaged individual;
- production company should have completed at least one narrative feature film, feature length documentary or television drama series which has been released theatrically or broadcast nationally;
- producer should demonstrate understanding of packaging and marketing of feature films;
- production company to have clear training and development strategy in place;
- producer of production company to have established relationship with local distributor and/or international sales agent; and
- previous recipients of slate funding from the organisation are ineligible.

Criteria that will be taken into consideration when assessing applications include:

Criteria for applicant

- Capacity of company to develop and produce at accepted global standards;

- quality of development, financing and distribution strategy;
- consistency of budgets; and
- unique selling point in respect of sustainability and contribution to transformation in the industry.

Criteria for projects

- Quality of story;
- knowledge of target audience;
- potential of creative team, production and local and global distribution
- Box Office potential; and
- solid finance and recoupment plan.

Funding application process and requirements

All applications should be able to provide the following documentation in hard copy triplicate for consideration:

- production company executive summary;
- potential projects (if any) with signed letters of intent or option agreements;
- development and training strategy;
- business plan indicating:
 - production company's capability to raise additional funding
 - budget model
 - estimated sales (if available)
 - finance plan
- marketing and distribution strategy; and
- showreel.

Shortlisted companies will be invited to pitch to an evaluation panel made up of 3 panel chairs, CEO, Head of Production and Development and fiction and nonfiction managers.

2.2 Education and Training Funding

In order to stimulate and advance skills development, meet the current needs of industry and to ensure the industry's future growth and competitiveness, funding is provided for:

- National bursaries;
- International bursaries; and
- Training grants

Due to limited funds available, the NFVF cannot guarantee that all applicants who meet the minimum criteria will be funded. It is therefore highlighted that academic excellence and financial need will be the overriding selection criteria once applicants have met the minimum requirements for each fund.

For students who are already in receipt of a bursary; it is compulsory to apply for every of study until studies are completed. If a student does not apply, s/he will not be considered for funding.

2.2.1 National bursaries

National bursaries are offered for full-time and video or television related studies at South African accredited institutions that offer diploma and degree programmes. The bursary covers all tuition fees. Preference will be given to applicants who wish to pursue their studies with public tertiary institutions.

To avoid double dipping, applicants must disclose upfront in writing if they have been granted bursaries from other funders (public or private) at contracting level.

Evaluation Criteria

Applications will be evaluated based on the following criteria:

- Financial need – Applicants meet this requirement if the combined gross income of both parents/ guardian/s (if the applicant is a minor) and/or the applicant is less than R600 000;
- Academic performance –the applicant’s academic performance is rated based on their current latest results/qualification whichever one applies. For students who are already studying, an aggregated of 50% plus satisfaction of minimum pass rate to proceed to next year of study must be fulfilled. For matric learners whose final results are not available, assessment is based on their Grade 11 final results or matric June results. Letters of recommendations from lecturers/institutions are also considered.
- Motivation – detailed motivation provided why the applicant wants to study and work in the film industry.
- Course – is the applicant intending to study at a public or private institution and is the alignment between the chosen degree/diploma with career aspirations of the applicant contained in the motivation.
- Demographics- Transformation objectives of the organisation are considered for applicant’s gender, race, disability and home province.

Required Documents

- A completed Application form
- Letter of acceptance from the institution or a letter of acknowledgement of their application;
- One page letter of motivation
- Certified ID Copy
- **Matric certificate or latest academic results**
- A payslip for an applicant who is employed
- Commitment letter for a bursary or loan from other sponsors/bank where applicable.
- Certified copies of both parents' proof of income or other financial support if any i.e. 2 months bank statements, payslips, proof of social grants or affidavits (Only certified copies will be accepted)
- Annual academic year fees breakdown from the institution
- All certified copies of documents requested must be certified within 3 months of the date of submission.

2.2.2 International bursaries

In order to build film industry expertise and address industry skills gaps, four international bursaries for overseas studies are awarded annually. International bursaries are awarded to qualifying applicants for post graduate film related programmes that are not offered in any South African university.

Criteria

Applications will be evaluated based on the following criteria:

- **Financial need – Applicants meet this requirement if the combined gross income of parent (s)/ guardian (s) is less than R600 000 or if they will be unemployed at the time of application;**
- **Academic performance –the applicant's academic performance is rated based on their current latest results/qualification whichever one applies. For students who are already studying, an aggregated of 50% plus satisfaction of minimum pass rate to proceed to next year of study must be fulfilled. For matric learners whose final results**

are not available, assessment is based on their Grade 11 final results or matric June results. Letters of recommendations from lecturers/institutions are also considered.

- Motivation – the applicant's must indicate why they want to study overseas and why they have chosen the specific programme and why they intend to acquire the skillset and how will impart their skills once graduated.
- Course – the course must be linked to the career aspirations and upskilling needs of the applicant.
- Demographics- Transformation objectives of the organisation are considered for applicant's gender, race, disability and home province.

Required Documents

- A completed application form;
- a covering letter including personal motivation for study and its relevance to the applicant's intended career path and benefit to South African film industry;
- proof of registration at a recognised institution or proof of acceptance to study at a recognised institution;
- a letter of recommendation from an industry professional;
- proof of financial need in the form of legal guardian and applicant's payslip or bank statements or IRP5 form. If the legal guardian and applicant are unemployed, producing a sworn and signed affidavit before a Commissioner of oath to that effect will suffice;
- certified copy of Senior Certificate;
- certified copy of undergraduate qualification;
- certified copy of South African Identity Document; and
- certified copy of most recent academic results.
- All certified copies of documents requested must be certified within 3 months of the date of submission.

2.2.3 Funding for Training Providers

Funding is provided for accredited film training programmes run by training service providers for:

- training for new entrants to enable them to launch successful careers by delivering programmes with on and off the job training;
- skills programmes for professionals already in the industry, in order to enhance their career development by delivering targeted training and development initiatives;
- workshops run by professional bodies.

Criteria

- Curriculum – the curriculum must be accredited, identify the targeted learners and how it will be delivered and which industry skills gaps it seeks to address;
- Trainers – the experience of the trainers and ability to deliver the proposed programme and proven track record for delivery of other programmes will be considered.
- Training Company/provider - does the company have the requisite capacity to deliver the proposed training and is the budget realistic? Consideration is given to where the training (province) is offered.
- BEE Status – Black ownership and management in the applicant is scored and the percentage of trainers who are Black and/or female.

Required Documents

- Completed application form;
- a covering letter;
- proof of registration with the Department of Higher Education or relevant authority (refer to South African Qualifications Authority guidelines);
- proof of success rate of past training initiatives;
- a financial plan, including the list of additional project sponsors and their planned contributions to the project;
- course curriculum, training outcomes, learner selection criteria;
- list of trainees' anticipated competencies;
- details of practical training while on the course;
- details of post programme support;
- assessment and evaluation criteria;
- CV's of tutors and proof of appointment to teach;
- Valid Tax Clearance certificate.

2.3 Development Funding

Required documents

- Completed application form;
- a covering letter of motivation with statement of intent;
- chain of title and proof of copyright in an instance where the work is not the original idea of the applicant;
- writer's Curriculum Vitae;
- development budget which contains the following line items:
 - script editors;
 - research;

- writer's fee where appropriate should not exceed 10% of the total budget;
- producer fee (where appropriate) – this should not exceed 10% of the total budget;
- overheads which should not exceed 5.5% of total budget excluding the producer fee.
- Development schedule;
- writers narrative treatment;
- target audience/distribution plan;
- track record of production company where applicable;
- company registration document to prove company ownership where applicable;
- proof of South African identity.

Eligibility for development funding

- Independent production companies or individuals;
- applicants must hold exclusive rights or options for at least 12 months;
- a writer must be attached to the project.

Development grant for a Television Concept

This fund encourages the ownership and sale of television formats globally for long term financial benefit to ensure sustainability. Funding is provided for concept development to encourage filmmakers to develop television projects that can either be:

- formatted and sold globally;
- licensed for remake rights;
- licensed for syndication

Required documentation:

- completed application form;
- letter of motivation;
- letter of interest from local broadcaster (where available);
- concept outline which contains:
 - unique feature of concept;
 - universal dramatic theme;
 - international adaptation potential;
 - longevity of concept; and
 - legal protection or copyright.

2.4 Production Funding

One of the organisation's strategic objectives is to increase the number of South African films and the number of previously disadvantaged individuals producing them.

Requirements

- South African production companies with relevant experience and a credible track record in producing content of broadcast quality;
- formats: documentaries, narrative features and shorts;
- a script that is ready to go into production for fiction and a documentary script for documentaries;
- distribution intent or financial commitment from other partners. Particularly theatrical or video distributors and broadcasters;
- relevance to a South African audience;
- In the case of co-productions, the productions must comply with the treaty requirements.

Evaluation criteria:

Applications are evaluated based on the following:

- **The overall content:** panel members provide an objective view on the treatment of the synopsis or outline and the screenplay as is possible. The opinion includes constructive suggestions on how to address problems with the material, if any. Focus is given to the premise, characters, plot and overall structure. For documentaries, the focus on the outline assesses premise, structure and character.
- **The budget:** panel members evaluate whether the proposed budget to complete the projects is feasible. Foreseeable problems with fees and equipment costs, etc. are identified.
- **The financial plan:** the purpose of evaluating the financial plan is to establish whether there is a presence of other partners on board for financing development or production. Strengths and/or weakness in the alliances are identified.
- **The marketing and distribution plan:** the panel members consider whether the applicant has included this as part of the overall plan and if so, if it is feasible and possible to execute such a plan.

2.4.1 Archive Fund for Documentary Production

The organisation has set aside a R1 million grant per annum to provide financial support in the form of a recoupable investment for the purchase of archive material for:

- Feature length documentaries;
- One-hour long documentaries.

A grant of R250 000 per project will be awarded to successful applicants on a first-come-first-serve basis and in tranches according to the cash flow requirements of the particular project.

The investment is recouped at the time of delivery of the finished product through traditional commercial distribution and exhibition channels. In the case of a co-production, recoupment will only apply to the South African distribution component.

Eligibility

- South African owned production companies that have produced at least three documentaries which have been broadcast on television or released theatrically in either one-hour or feature length formats; or
- new and emerging filmmakers or writers who have a production company attached to the project.
- Projects that are ready to go into production must be developed to an acceptable stage.

Evaluation criteria

- Production criteria in terms of story must be met as set out in pages 6-7 of the policy.
- Production companies that have a minimum of two years' experience in production or producers who have worked in previous film productions.
- At least two films released theatrically or two drama series released on TV.

Required documents

- A completed application form;
- a covering letter of motivation;
- a detailed proposal;
- proof of South African identity or permanent residency;
- proof of company ownership;
- **valid** tax clearance certificate;
- CVs for key creative team;
- letters of distribution intent from local and/or international distributors (if available);
- letters of support from any other financiers;

- proof of copyright clearance;
- a list of the archival records you wish to use; and
- archive budget accompanied by quotations from the archive source.

2.5 Funding for Audience Development and Global Positioning of South African Film and Television Content

Grant funding is available for Marketing and distribution, film festivals and markets and festivals attendance. Financial support is provided for:

- A film launch;
- entry costs and freight costs for the submission of films to international festivals and markets;
- travel to local and international markets and festivals;
- theatrical exhibition costs (print and advertising);
- promotion costs (launches, video sleeves, catalogues, posters); and
- international film and video marketing costs.

2.5.1 Marketing and Distribution Grant

The objective of the grant is to provide financial support to filmmakers and distributors to effectively promote their product at film markets and festivals.

Innovative marketing and distribution strategies, particularly in line with the organisation's objectives with respect to animation, digital and other new technologies/media will be supported.

Productions with budgets of R 2.5 million and above may be eligible to receive support for print and advertising of posters and such small items, excluding advertising print for larger posters.

Eligibility

South African independent filmmakers and independent local distributors who have a film or TV product. Filmmakers must where possible alert the organisation to potential applications at production stage (prior to final masters).

Evaluation of marketing and distribution funding applications

During evaluation, the panel will look at the following elements in the application and supporting documentation:

- Business plan which shows expected returns on the marketing outlay;

- proven marketing and distribution track record of the applicant;
- a marketing and distribution plan with a clear target audience, realistic audience and a projection;
- **proof of copyright ownership;**
- clear linkages to other distribution formats and pathways (theatrical/video/pay/public TV);
- marketing and test screening implementation plan with an audience feedback mechanism;
- **innovative marketing approaches sensitive to the target market;**
- realistic budget; and
- means of verifying distributions and promotional activities.

Required documents:

- Completed application form;
- company profile;
- certified copies of South African Identity Document (Certified within three months at date of application);
- bank details confirmation letter (obtained within three months at date of application);
- detailed profile of applicant (biography or CV);
- certificate of incorporation or company registration documents (obtained within three months of date of application);
- **valid** tax clearance certificate at date of application;
- one-page letter of motivation;
- four DVD copies of the film, or arrangements made for private screenings for members of the evaluation panel;
- project synopsis;
- detailed marketing plan, which includes a return on investment for the organisation/film industry;
- a detailed marketing budget;
- proof of clear and complete chain of title;
- a signed distribution agreement (if applicable);
- a letter of theatrical exhibitor with a projected initial release date if applicable ;
- a list of booked or anticipated cities screens and dates; and
- job creating statistics.

2.5.2 Film Festival Grant

The organisation recognises that the development of an audience for South African content is a key success factor for a sustainable film industry. Audience development as a strategic

objective requires a conscious effort by the various stakeholders from government, distributors, exhibitors and content creators.

Film festivals occupy an important role in the film value chain as a distribution platform. Financial support is provided to film festivals which create a unique offering for the industry as well as access to under serviced areas.

Required documents

- Completed application form;
- certificate of incorporation or company registration documents;
- company profile including detailed profile of festival director and team;
- festival aims and objectives;
- benefits to the local film industry and to filmmakers attending the festival;
- motivation letter – applicant must indicate how festival contributes to the organisation’s aims and objectives (Return on Investment);
- audience development plan/strategy;
- festival plan with estimated screenings – including schedule and list of booked or anticipated cities' screens and dates;
- a detailed finance plan with names and amounts of companies approached for funding;
- detailed report on the previous year’s festival if applicable;
- latest audited company financial statement;
- **valid** tax clearance certificate;
- job creation statistics.

2.5.3 Grant for Filmmakers

The purpose of this grant is to provide financial support for South African filmmakers/practitioners to attend local and international film festivals, forums to promote their film and television products, share their expertise and to promote the South African film industry.

As a general rule, application forms must be submitted at least six weeks prior opening date of the market or festival.

Eligibility

Funding is offered to a filmmaker who:

- has been invited to a film festival/market;
- has a film screening at the festival;
- will be pitching his/her project at the festival;

- is raising finance for a project or slate of projects;
- will be attending a training workshop at the festival/market;
- whose film has been nominated at an award ceremony.
- The applicant's plans for financing the project(s) and evidence of the existing level of the market place interest in the project.
- An itinerary with confirmed meetings will be required prior to travel.
- A project(s) developed sufficiently to attract market place finance.

Required Documents

- A letter of invitation from the festival
- The profile of the Festival.
- A one paragraph synopsis of the film project
- A one to two page of a letter of motivation, showing the benefit for the filmmakers attending the Market or Festival.
- A one page motivation on how the attendance at the festival will fit into the NFVF aims and objectives and Markets and Festivals Plan.
- Bank Details Confirmation Letter
- BBBEE Certificate (Applicants whose annual turnover is less than R10 million may submit an affidavit attesting to the BBBEE status and confirmed by a Commissioner of Oaths. A sample is available at www.thedti.gov.za)
- Valid Tax Clearance
- Certified ID Copy
- A summary of curriculum vitae

3. Annual Review

This Policy is subject to annual review; any changes thereto must be approved by the Council before coming into effect.