



**FILM INDABA 2009  
MAPPING THE WAY TOWARDS 2025  
DAY 1**

DATE : 26-27 November 2009  
VENUE : Glenburn Lodge, Muldersdrift  
TIME : 09:00

08h00 - 09h00 Arrival and Registration

**PLENARY SESSION**

**OPENING ADDRESS**

09:00 – 09:20 Opening address: Ministry of Arts and Culture (TBC)  
09:20 – 10:00 Keynote address: Keynote speaker (TBC)

**10:00 – 10:15 TEA BREAK**

**PRESENTATIONS**

10:15 - 10:45 National Film and Video Foundation: Value Charter Second Edition  
10:45 - 11:15 Department of Trade and Industry  
11:15 - 11:45 Department of Communications  
11:45 - 12:15 South African Screen Federation

**12:30 - 13:30 LUNCH**

13:30 -14:30 State of the Industry PANEL  
14:30 -15:30 Questions and Answers PANEL  
15:30 -15:45 Way Forward Facilitator

**15:45 – 16:00 TEA BREAK**

16:00 - 17:00 Introduction to Topics and Breakaway Session Facilitators  
17:00 -18:30 Drinks and Networking

**18:30 DINNER**

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Councillors: Mrs Charlotte Mampane (Chairperson); Mr Monde Ngonyama (Deputy Chair); Ms Neo Sowazi; Mr Mark Rosin  
Ms Annabell Lebethe; Ms Sandra Gordon; Mr Mike Smit; Mr Mohau Mphomela; Ms Nadia Bulbulia  
Mr Sam Bhembe; Mr David Bensusan; Prof Pitika Ntuli; Adv Rod Solomons  
Chief Executive Officer: Khallpha Eddle Mbalu

## DAY 2

### 09:00 - 12:30      **BREAKAWAY SESSIONS**

#### **TOPICS**

#### **1. Policy Alignment, Intergovernmental and Stakeholder Relations**

- Establishment of partnerships that work for the industry
- How can the Intergovernmental Relations Act and Regulations assist to formalise these partnerships?

#### **2. Building a Sustainable Business**

- Is the current business model appropriate?
- What fundamental principles should apply?
- What are the international best practices?
- Case Studies: what examples can be followed?

#### **3. Human Capital Development**

- Training for Transformation
- Does current training meet the needs of the industry?
- Is there a need for a national film school?

#### **4. Development and Growth of Markets**

- Developing audiences for local films
- Making distribution work for local productions
- Expansion of access points

#### **5. Making an Economic Case for the Industry**

- What are the Key Sector Indicators?
- Balancing the cultural and economic imperatives

### 11:00 -11:15      **TEA BREAK**

11:15 - 12:30      Breakaway Sessions Continue

### 12:30 - 13:30      **LUNCH**

#### **PLENARY SESSION**

**13:30 - 16:00      Breakaway Feedback and Q and A      Rapporteurs**

13:30 -14:00      Policy Alignment, Intergovernmental and Stakeholder Relations

14:00 -14:30      Building a Sustainable Business

14:30 -15:00      Human Capital Development

15:00 -15:30      Development and Growth of Markets

15:30 -16:00	Making an Economic Case for the Industry	
16:00 - 16:15	TEA BREAK	
16:15 – 16:30	Summary and Conclusion	Facilitator
16:30 -16:45	Closing	NFVF CEO