



national film and video foundation
SOUTH AFRICA

NATIONAL FILM & VIDEO FOUNDATION FUNDING CRITERIA

FEBRUARY 2008

INDEX

ACCRONYMS	4
DEFINITIONS	5
1. INTRODUCTION	7
2. NFVF FUNDING CRITERIA	8
2.1 NFVF GOALS	9
2.2 NFVF FUNDING GUIDELINES	9
2.2.1 NFVF FUNDING DISCRETION	9
2.2.2 BROAD PRINCIPLES THAT INFORM THE ASSESSMENT OF FUNDING.....	10
2.2.4 PRIORITY TREATMENT IN RESPECT OF CERTAIN APPLICATIONS	10
2.2.5 REQUIREMENTS IN RESPECT OF FINANCIAL RECORDS	11
3. ACCESSING NFVF FUNDING	12
3.1 ELIGIBILITY FOR NFVF FUNDING	12
3.2 NFVF FUNDING CYCLE.....	12
3.3 WHAT FORM DOES FUNDING TAKE?	12
3.4 EVALUATION OF APPLICATION FORMS FOR FUNDING	13
3.5 REQUEST FOR FURTHER INFORMATION ON FUNDING APPLICATIONS	13
3.6 TIME LIMIT ON THE USE OF FUNDS COMMITTED TO PROJECTS	13
3.7 WHERE CAN I OBTAIN APPLICATION FORMS FOR NFVF FUNDING?.....	13
4. EDUCATION AND TRAINING	14
5. DEVELOPMENT FUNDING	20
5.1 WHAT IS CONSIDERED DEVELOPMENT?	20
5.2 DISBURSEMENT OF FUNDS	20
5.3 ELIGIBILITY FOR DEVELOPMENT FUNDING	20
5.4 EVALUATION OF DEVELOPMENT FUNDING APPLICATIONS.....	20
5.5 DEVELOPMENT FUNDING APPLICATION PROCESS AND REQUIREMENTS	21
6. PRODUCTION FUNDING	22
6.1 RECOUPMENT	22
6.2 DISBURSEMENT OF FUNDS	22
6.3 ELIGIBILITY FOR PRODUCTION FUNDING?.....	22
6.4 EVALUATION OF PRODUCTION FUNDING APPLICATIONS.....	22
6.5 REQUIREMENTS FOR FEATURE FILM PRODUCTION FUNDING.....	23
6.6 DOCUMENTARY PRODUCTION FUNDING.....	24
6.7 SHORT FILM PRODUCTION FUNDING.....	25
7. MARKETING AND DISTRIBUTION	26
7.1 ELIGIBILITY FOR MARKETING AND DISTRIBUTION FUNDING	26
7.2 EVALUATION OF MARKETING AND DISTRIBUTION FUNDING APPLICATIONS.....	26
8. CONCLUSION	29

Public Participation

This document will be available in electronic format on the NFVF website to solicit comments and input from the public for a month. Comments and input should be sent via e-mail to funding@nfvf.co.za.

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ACCRONYMS

BEE	Black Economic Empowerment
BBBEE	Broad Based Black Economic Empowerment
CBO	Community Based Organisation
CIGS	Cultural Industry Growth Strategy
DTI	Department of Trade and Industry
MAPPP SETA	Media Advertising Printing, Packaging and Publishing Sector Education and Training Authority
NFVF	National Film and Video Foundation
NGO	Non Government Organisation
SAQA	South African Qualification Authority
SMME	Small, Medium and Micro Enterprise

DEFINITIONS

Audience Development	Development of audiences to appreciate local content.
Copyright	Rights held by an intellectual property owner in respect of his/her creations registered as his/her intellectual property under the relevant South Africa legislation.
Disbursement	Payment.
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.
Intellectual Property	Creations of the mind including inventions, literary and artistic works, and symbols, names, images, and designs used in commerce.
Multiplier effect	A positive effect on other sections of the economy.
Script	An elaborated version of a story idea for a film or video production that includes dialogue, scenic and other detailed considerations.
Self sustainability	Ongoing financial independence - the ability of a business to sustain its financial viability without ongoing outside assistance.

Statutory body	An independent organisation created by national or provincial law and mandated to fulfil a particular non-governmental role.
Treatment	A condensed version of a story idea for a film or video production.
South African Owned Company	A South African company registered in terms of the Companies Act No. 61 of 1973.

1. INTRODUCTION

The National Film & Video Foundation (NFVF) is a statutory body mandated by the National Film and Video Foundation Act, No. 73 of 1997, to spearhead the equitable growth and development of the South African film and video industry. NFVF's operations are guided by a Moral Imperative Statement that states thus; "to create facilities for ordinary South Africans to bear influence in the expression of their own images, thereby deepen democracy and create prosperity. The NFVF strives for the realisation of this noble ideal". The industry's Value Charter also contains strategies to assist the NFVF in realising its legislated mandate. It is important therefore that the NFVF's Funding policies are aligned with the NFVF's strategic objectives.

The NFVF is guided by a Council, consisting of highly respected professionals with diverse expertise in the film and television industry and other economic sectors. The NFVF Council makes the final decision on projects that qualify for funding as mandated by the NFVF Act.

The NFVF's vision is to develop a film and video industry that mirrors and represents the nation, encourages development and provides a medium through which the creative and technical talents of South Africans can reach the global market. The NFVF aims to support this by creating an environment that develops and promotes the South African film and video industry, domestically and internationally.

2. NFVF FUNDING CRITERIA

The purpose of this document is to establish funding criteria that will apply to the NFVF's funding mandate and activities. This document is informed by various South African laws, national strategies and programmes and other national imperatives. The NFVF is further bound by some of the following pieces of legislation; the Public Finance Management Act No. 1 of 1999, the Legal Deposit Act No. 54 of 1997, the Promotion of Access to Information Act No. 2 of 2000, the Promotion of Administrative Justice Act No. 3 of 2000, The Broad Based Black Economic Empowerment (BBBEE) Act No. 53 of 2003 and various other protocols and codes. The Department of Trade and Industry (DTI) published Codes of Good Practice on BBBEE in February 2007 to introduce a framework to measure BBBEE across all sectors of the economy.¹ Other sectors have adopted BBBEE Charters. In the absence of a charter for the film sector, the BBBEE Codes of Practice remain applicable. The NFVF wishes to encourage applicants to comply with relevant statutory requirements applicable to their business environment and observe good corporate governance principles.

The NFVF's funding policy also takes into account national imperatives such as skills transfer, equity and empowerment. The NFVF Act also contains specific empowering provisions in relation to historically disadvantaged individuals. In broad terms, the NFVF must ensure that when performing its functions, there is an effort to redress of imbalances created by apartheid policies. Section 3(b) of the NFVF empowers the NFVF to provide and encourage the provision of opportunities for persons, especially from disadvantaged communities, to get involved in the film and video industry. The NFVF Act also mandated the NFVF to address historical imbalances in the infrastructure and distribution of skills and resources.² The NFVF Act also provides for the NFVF to determine which field of the film and video industry should have preference for the purpose of support thereof.³

Whilst all applications are treated with utmost confidentiality, certain information contained in the application forms may be used to gather important statistical information on the South African film industry. Such information may be shared only between various government departments and institutions.

¹ DTI Codes of Good Practice on BBBEE Government Gazette No. 29 617 of 9 February 2007. Government Printer. Pretoria.

² Section 3(e) of the National Film and Video Foundation Act No. 73 of 1997

³ Id. Section 4(b)

2.1 NFVF Goals

NFVF goals are derived from a legislated mandates as well as other consultative processes undertaken with the film sector. These goals may be summarised as follows:

- **develop effective relationships between government, the film industry and regulatory bodies;**
- **access finance through public funding, private investments, the lottery and other means;**
- **stimulate and advance skills development, film education and training;**
- **monitor, measure and plan national strategies for the industry, and advise government on policy;**
- **develop local content and production;**
- **develop a South African film and television audience that appreciates locally produced materials;**
- **develop film exports, and attract international productions and investment;**
- **redress past imbalances in the film sector and develop small, medium and micro enterprises (SMME) for the effective growth of the industry;**
- **help reflect South African culture and languages to both local and international audiences; and**
- **provide and disburse funding for film development, production, exhibition marketing and training.**

2.2 NFVF Funding Guidelines

Applicants should take note of general funding guidelines as well as specific requirements and guidelines applicable to the respective category) of funding they wish to apply for. These may be of great assistance for all applicants regarding what they should expect when applying for NFVF funding. Applicants should adhere to these guidelines to ensure that their applications are eligible for funding.

2.2.1 NFVF Funding Discretion

The NFVF has sole discretion to withhold and/or withdraw funding, approve/disapprove an application or approve continuation of funding, with good reason. The NFVF will not fund projects, organisations or companies that require retrospective funding in any category. The NFVF receives applications for funding that greatly exceed actual funds available on an annual basis and is unable

to fund all projects that apply for funding. Following input from the industry and NFVF's previous experience, fewer projects will be funded. To that end, the NFVF has introduced funding based on priority programmes identified annually.

2.2.2 Broad Principles that inform the assessment of funding

The NFVF throughout the years has adopted broad principles used to assess applications for film funding. These assist selection panels in assessing film applications and should be used as a guide in formulating project proposals by prospective applicants. The broad principles are:

- A good story;
- Positive impact on the local film industry;
- Clear, careful and detailed planning;
- Pursuit of creative, organisational and technical excellence;
- Viability;
- Sustainability;
- Cost effectiveness;
- Advancement of people from historically disadvantaged communities; and
- Acceptable financial accountability.

2.2.3 Previously Funded Applications

Applicants that have previously received funds from the NFVF will have a greater chance of success if such projects have a favourable track record of completion and delivery. In the case of projects that have foreign investors, the NFVF will only consider providing financial support if South African creative input is greater or equals that of the overseas partner/s. In the case of co-productions the percentage participation of the respective parties will be stipulated in the relevant co-production treaty. All successful applicants will have to sign a separate contract on co-branding, joint marketing and an acknowledgement of source. In the case of scholarships or bursaries, students are expected to acknowledge the assistance of the NFVF in all interviews and publications.

2.2.4 Priority treatment in respect of certain applications

The NFVF has identified a number of factors that may make a project seeking funding, eligible to receive priority consideration. These factors are in line with NFVF objectives and goals contained in section 2.1 above. The factors are as follows in no particular order:

- projects or organisations that are of *national importance*;

- proposals that contain *local content*;
- proposals that have *empowerment or training objectives*;
- projects that are *creative* and *imaginative* in nature; and
- projects that strive towards *self-sustainability* and have a *multiplier effect*;
- *Projects that meet other national imperatives.*

Further favourable factors that are relevant for this purpose include, funding applicants who demonstrate a higher degree of compliance with various statutory requirements. Therefore, the NFVF will strive to fund projects, organisations or companies that comply with the following requirements:

- Have fulfilled the terms of previous funding contracts;
- Have submitted audited accounts or reports for prior funds received from the NFVF;
- Have complied with provisions of the Legal Deposit Act;
- Have complied with the regulations of the South African Revenue Service;
- Have disclosed interests or affiliations with other projects that have submitted applications for funding to the NFVF; and
- Have no outstanding debt that could lead to liquidation.

2.2.5 Requirements in respect of financial records

Applicants are advised that the NFVF will no longer accept un-audited financial statements on projects funded as part of reporting and accounting for the funds provided. Applicants who are legal persons will be required to submit audited financial statements and tax clearance certificates to accompany their applications.

3. ACCESSING NFVF FUNDING

The NFVF will make funding available for different projects based on the individual merit of each project. Applications for funding are open annually, subject to the available budget for the financial year in question. The NFVF provides film and video-related funding in four broad categories; namely **education and training; script development** and **production; marketing and distribution**.

3.1 Eligibility for NFVF Funding

Individuals, companies and organisations may submit funding applications to the NFVF for financial assistance in any of the four funding categories. Specific conditions are applicable in each funding category, and it is important for applicants to take note and familiarise themselves with such conditions before submitting an application. The NFVF will only consider applications made by South Africans citizens and permanent residents. Applicants must be able to demonstrate how their project, organisation or skills will benefit the development of the film and video industry in South Africa.

3.2 NFVF Funding Cycle

The NFVF receives applications for film funding throughout the year. Although the NFVF receives applications throughout the year, results of the submissions will only be announced four times a year. This is scheduled around the NFVF Council's quarterly meetings. In each category of funding, only one application per organisation, individual or company will be approved during a particular financial year. In the case of slate projects, the NFVF will be flexible

3.3 What form does funding take?

Funding may take the form of a grant, investment or loan depending on the type of application and project. In addition to financial assistance, other forms of support will be made available once the NFVF has established appropriate support mechanisms. Funding allocation to selected projects will vary according to the specific cash flow needs of the project.

Applicants should also note that the NFVF has adopted a recoupment policy on feature film development and production as well as documentary production funding. This policy will apply to all funding applications that come in through the funding process. This is to ensure that there is a return on NFVF funded projects in order to repopulate the funds for future projects in line with

funding models of other international funding bodies. Applicants are advised to take note of the recoupment policy that is applicable whilst submitting their application.

3.4 Evaluation of Application Forms for Funding

For each of the categories mentioned in section 3, an evaluation panel with relevant expertise in that area will be constituted. The evaluation panel is comprised of peer industry practitioners with a proven track record in their areas of expertise and/or the film and television industry in general. Selection panel members do not make decisions on funding but merely advise and recommend projects which are deserving of funding.

3.5 Request for further information on funding applications

Applicants who have been requested to furnish further information on their application forms must do so within two (2) calendar months from the date of such request. If the NFVF does not receive the requested information within that period, the application shall be deemed have been withdrawn. The NFVF will advise the applicant in writing that such application has been rendered withdrawn as a result of the applicant's failure to submit the requested information to the NFVF. In that case, such an applicant must lodge a new application with the NFVF.

3.6 Time Limit on the use of funds committed to projects

The NFVF shall commit funding to a project for a maximum period of one (1) calendar year. If the applicant fails to raise the other part of finance required to complete the project, the committed money shall be forfeited back to the NFVF in respect of that project. The applicant may lodge a new application with the NFVF for funding when they raise the remainder of their financing.

3.7 Where can I obtain application forms for NFVF funding?

Application forms can be downloaded from the NFVF website (www.nfvf.co.za). The NFVF may upon request from applicants, send application forms via post to applicants who cannot access the website or can be personally collected at the NFVF offices in Houghton, Johannesburg.

4. EDUCATION AND TRAINING

The NFVF supports access to education and training to stimulate and advance skills development, meet the current needs of industry and to ensure the industry's future competitiveness. Each funding category has programmes that have been identified as funding priority areas. All training providers must comply with NFVF criteria for assessment of applications.

4.1 NFVF support for Education and Training

In order to give effect to the above-mentioned goals, the NFVF supports education and training by providing the following forms of assistance:

- Bursaries for full-time film and video-related studies within South Africa;
- International bursaries where such training is not available in South Africa;
- Grants to organisations to deliver training and development activities that will benefit the South African film and video industry both for new entrants and for continuing professional development. Grants are provided for specific targeted training and development activities which take place within a defined period of time and which fit within current funding priority needs.

4.2 Qualification for assistance in education and training

Individual applicants, training providers and professional bodies qualify for funding provided that the application meets NFVF criteria and fall within identified funding priorities as at the time of application. The following categories may be eligible for assistance:

- Individuals may apply for bursaries and scholarships for attendance at accredited higher education institutions offering qualifications in film, film related and multi-media studies;
- Individuals may apply for support to attend training programmes in the area of current funding priorities;
- Training providers who offer training for new entrants to enable them to launch successful careers by delivering programmes with on and off the job training;
- Training providers who offer programmes for professionals already in the industry, in order to enhance their career development by delivering targeted training and development initiatives; and
- Professional bodies may apply for grants for workshops.

4.2.1 Exclusions

The following activities stated below **do not receive support** from the NFVF under any circumstances:

- Activities that do not address the priorities outlined within the programme area guidelines;
- Activities whose outcomes are solely directed towards interests of a single employer (these training needs are supported by the Skills Development Levy and are recoupable through the MAPPP SETA mandatory grants);and
- Capital expenditure including equipment.

4.2.2 Conditions on Training Grants

The NFVF only funds a percentage of the required budget and thus expects applicants to find the balance of required funds from other sources. The NFVF encourages the development of partnerships and may assist in leveraging such partnerships to support identified programmes to ensure the impact and success of the programme and the return on investment.

4.3 Eligibility for support

Individuals or freelancers are eligible for support to attend skills programmes which provide relevant skills upgrading and thus furthering their career development. Individuals must demonstrate that they have the relevant experience within the film and video industry. Short listed applicants for both national and international bursaries are required to attend an interview before an NFVF panel. The details on the scholarships are available on the NFVF website.

4.3.1 National Bursaries

Individuals may apply to the NFVF for bursaries to support their full-time film and video or film-related study in accredited institutions within South Africa which offer a formal qualification. Funds will be made available as a non-repayable grant and will be paid directly to the respective training institutions by the Foundation. The NFVF bursary will cover hundred percent (100%) on the first year of study and eighty percent (80%) from second year. While the NFVF may support the student until he/she is qualified, the student is required to re-apply to the NFVF each year.

To apply for national bursaries the applicant must submit:

- An official application form;
- A cover letter including personal motivation for study and its relevance to the applicant's intended career path;
- Evidence of interest in the field of study (a script, a piece of creative writing, a drawing, a piece of music);

- Proof of registration at a recognized institution or proof of acceptance to study at a recognized institution;
- A letter of support from a recognized institution;
- Proof of financial need; in the form of a pay slip, bank statements, IRP5 form. If the individual is unemployed, producing an affidavit to that effect suffices.
- Certified copy of Senior Certificate; and
- Certified copy of South African identity document.

4.3.2 International Bursaries

Individuals may apply to the NFVF for bursaries to support their studies at international tertiary institutions for courses that are not available in South Africa. Fees will be paid directly to institutions by the NFVF. To apply for international bursaries the applicant must submit:

- An official application form;
- A cover letter including personal motivation for study and its relevance to the applicant's intended career path as well as how the skills acquired will benefit South Africa;
- Proof of registration at the international institution or proof of acceptance to study at the international institution;
- A letter of support from the international institution;
- Proof of excellence within the applicant's field of competency;
- Proof of financial need; in the form of a pay slip, bank statements, IRP5 form. If the individual is unemployed, producing an affidavit to that effect suffices;
- Proof of additional funds needed;
- Certified copy of South African identity document.

4.3.3 Grants for Training Providers

Grants for training providers are made available to any credible, legally constituted company or organisation implementing training projects. To apply for a project grant the applicant must submit:

- an official application form with supporting documentation;
- a cover letter;
- proof of registration with Department of Education or relevant authority (see SAQA guidelines);
- success-rate of past training initiatives;

- a financial plan including the list of additional project sponsors and their planned contributions to the project; and
- curriculum design citing selection criteria; list of planned beneficiaries; anticipated competencies; details of practical training while on the course; details of aftercare; assessment and evaluation criteria; and
- Tax clearance certificate.

4.3.3.1 Non governmental organisations and community based organisations

Non governmental organisation (NGOs) and community based organisations (CBOs) may apply for funding for outcomes-based training projects that the applicant has identified as critical to the community. To apply for the grant the applicant must submit:

- an official application form with supporting documentation and a needs analysis that has determined the need for the project (s);
- a cover letter;
- the operating structure, board of trustees, constitution and business plan;
- A written explanation of how the training is SAQA - aligned. If not SAQA aligned, then the organisation is required to clearly provide evidence of identified skills gaps to be addressed by the training,
- outcomes that will be achieved by the learners as well as assessment and evaluation criteria; and
- Tax clearance certificate.

4.3.3.2 Production Companies

Production companies may also apply for funding for film training projects that give priority to training and development of previously disadvantaged communities within current funding priorities, and which ensure the career development of the learners. Partnership must be in place with a registered training provider or registered Skills Development Facilitator and projects must have support from other stakeholders, such as broadcasters, who provide the majority funding. Funding will not be considered for company administration costs, running costs or equipment purchases. To apply for the grant the applicant must submit:

- An official application form with support documentation;
- A cover letter;
- The operating structure and company constitution ;
- Proof of accreditation of the training provider;

- Service Level Agreements with participating stakeholders and funders; and
- Latest audited company financial statement; and
- Tax clearance certificate.

4.3.3.3 Professional bodies

Professional bodies may apply for grants to hold workshops that have national significance in terms of the industry and deal with redress and development. Workshops are not considered skills programmes. To apply for the grant the applicant must submit:

- an official application form with support documentation;
- a covering letter;
- the operating structure and organisation's constitution; and
- proof of accreditation of the training provider, if relevant;
- Certificate of incorporation or company registration documents;
- Latest audited company financial statement; and
- Tax clearance certificates.

4.4 Grant funding for training and development projects

Evaluation of applications is based on information provided in the application form and accompanying documentation. Primary considerations include the following:

- project's contribution to industry needs, priorities identified by the NFVF and to the objectives of the NFVF in terms of diversity, redress, access and value for money;
- project's benefit to the industry, freelancers and employers;
- project must demonstrate that the benefit of the training and development provided goes beyond that of the company itself;
- quality including:
 - appropriate level of skills and experience;
 - training objectives identified can be achieved through the proposed activities;
 - training and assessment is set against relevant Unit Standards where they exist; and
 - resources are of an appropriate and professional standard.
- ability to manage and deliver the project;
- show track record of managing similar projects;
- ability to measure and demonstrate the return on investment and the long term impact;

- financial viability;
- realistic budget and appropriate for the project; and
- strength of partners and/or other funding sources.

4.5 Funding for individuals/freelancers

Grants for individuals or freelancers are paid directly to the training provider. Support is provided only for individuals who meet the following:

- Individuals employed on a fixed term contract of not more than 365 days; or
- individuals currently in employment but can show that they have been given a date for the termination of employment and will become freelancers; or
- individuals currently unemployed with previous professional working experience in the industry; and
- South African citizens.

5. DEVELOPMENT FUNDING

The development of projects is a vital component of the NFVF's strategy and an important basis upon which any film production strategy should be built. The NFVF will consider contributing development funding to project for features and short films, documentaries and animation. The NFVF considers development funding as an investment and will set in place mechanisms to recoup all its development expenditure on principal photography when the project enters the production phase. Applicants must note that NFVF development funding is subject to recoupment which applies at twenty per cent (20%) premium plus original allocation paid back on first day of principal photography for feature film development projects.

5.1 What is considered development?

The NFVF considers development as any work undertaken to put an idea or concept into writing with an intention of creating a script. This shall include research undertaken in a documentary, a short and a feature film whether fiction or real life. The research must result in a complete script.

5.2 Disbursement of funds

When development funds are allocated, a unique payment structure will be tailor-made for each project depending on the needs of such particular project. The NFVF pays in advance for work that is yet to be done. Therefore, payment for the next phase of the work will be paid once the work required to conclude that phase is completed to the NFVF's satisfaction. The final payment will be released upon presentation of a final script and/or research material. The NFVF may at any time send an auditor to inspect financial records on all projects funded by it.

5.3 Eligibility for development funding

Independent production companies or writers may apply to the NFVF for development funding. In the case of writers, the NFVF may assist the writer to find a producer. However, they are encouraged to attach themselves to a production company as the NFVF does not pay natural persons. Companies that apply for development funding must hold exclusive rights or options for at least twelve (12) months.

5.4 Evaluation of development funding applications

When evaluating co-productions, preference will be given to projects with local creative control. In addition to the general criteria listed in Section 3 above, projects will also be evaluated according to:

- the likelihood of the developed project reaching its target audience.
- the likelihood of the project obtaining production finance.
- local and international distribution intent.

5.5 Development Funding Application Process and Requirements

The following supporting documentation must be submitted together with an official application form:

- A cover letter of motivation.
- Synopsis (1-3 pages).
- Treatment (10 -20 pages or a draft) and if one exists , the applicant must indicate what he/she intends to do with the treatment if development funding is obtained;
- Chain of Title and Proof of copyright;
- Writer's Curriculum Vitae;
- Producer's Curriculum Vitae;
- Development budget;
- Development Schedule;
- Target audience/distribution plan;
- Track record of Production Company;
- Proof that the applicant is the owner of the company;
- Proof of South African identity;
- Certificate of incorporation or company registration documents;
- Latest audited company financial statement; and
- Tax clearance certificate

The following items should be included in the Development Budget listed above:

- Script editors;
- Research;
- Copies;
- Producer fee (where appropriate) - this should not exceed 10% of the total budget;
- Travel costs for accessing finance for projects (local or international) ;
- Overheads which should not exceed 5.5% of total budget excluding the Producer fee.

6. PRODUCTION FUNDING

The NFVF will support the production of deserving films and documentaries that reflect South African realities. Formats eligible for consideration are documentaries, features and shorts. The NFVF is committed to ensuring the distribution and exhibition of locally produced films and documentaries.

6.1 Recoupment

Applicants must note that the NFVF equity participation is to be made up of the NFVF's percentage of the budget. If the project is sold by license in any market that license fee would be split with the NFVF receiving its percentage equity in the project unless the fee is part of the original financial plan

6.2 Disbursement of funds

The NFVF will make allocated funds available as required per individual project. The tranches of funds are unique for every project and are completely dependent on their specific needs and subject to specific deliverables agreed upon by the NFVF and the producer.

6.3 Eligibility for production funding?

South African-owned production companies that have reasonable experience may apply for production funding for commercial productions in any of the above-mentioned genres. New and first-time film-makers who would not otherwise have the opportunity to actively participate in the local film industry, may apply for production funding for non-commercial productions in only two formats: short films and documentaries. However, in order to qualify, the filmmakers or writers should have a production company and/or producer attached. For all applications, the script must be developed to an acceptable stage to go into production. If the script is deemed not ready, the applicant may be advised to seek assistance for development funding instead.

6.4 Evaluation of production funding applications

Applications received by the NFVF are evaluated by a panel. The purpose of evaluations by panel members is two-fold: to provide the NFVF with independent views on the project and to share evaluations with the applicant so that they can improve their projects whether or not funding is granted. Panellists who evaluate applications provide detailed feedback on the applications for production funding based on the following considerations:

- ***The overall content:*** panel members provide as objective an opinion on the synopsis, treatment or outline and the screenplay as is possible. The opinion includes constructive suggestions on how to address problems with the material. Focus is given on the premise, characters, plot and overall structure. For documentaries, there is a focus on the outline.
- ***The budget:*** panel members evaluate whether the proposed budget is feasible to complete the projects. Panel members are required to point out any problems that they foresee with fees and equipment costs etc.
- ***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. Panel members are also required to indicate any strengths and/or weaknesses that they foresee with those alliances.
- ***The marketing and distribution plan:*** the panel members consider whether the applicant has included this as part of the overall plan and if so is feasible and possible to execute such a plan.

In addition to the above, the following apply to production funding:

- Credible track record in production;
- Distribution intent or financial commitment from other partners, particularly theatrical or video distributors and broadcasters;
- Language diversity;
- Proven commitment to empowerment and training in pre- and post-production as well as during production;
- Technical productions standards that are of broadcast quality, theatrical release and with consistent international film distribution trends;
- South African perspectives and leading roles for South African actors, creative and technical control and use of local talent, cast and crew;
- In the case of co-productions, South African involvement in production with at least 50%, and highest priority will be accorded to the highest proportion of South African stories and themes; and
- Use of South African facilities.

6.5 Requirements for Feature Film Production Funding

The NFVF will allocate funds in terms of budget submitted based on an equity investment scheme. Companies that have had reasonable exposure of their past productions at cinema, video

distribution and broadcast levels will be looked upon favourably. The production must utilise predominantly South African expertise, talent, crew, technicians and locations

The following supporting documentation must be submitted together with an official application form:

- A cover letter of motivation;
- A proposal in accordance with the NFVF official format (proposal requirements headings are detailed on the production funding application);
- Certified copy of South African identity document;
- Proof of company ownership;
- Tax clearance certificate;
- Declaration of any vested interest or association with other film companies or projects that have submitted applications for funding to the NFVF;
- Letters of distribution intent from local and/or international distributors and broadcasters;
- Letters of support from any other stakeholders;
- Details of training and empowerment components in the 3 phases of the production: preproduction, production and post-production;
- Proof of copyright clearance;
- Financial plan;
- Distribution plan;
- Marketing plan;
- Publicity plan;
- Full Script;
- Synopsis (1-2 pages);
- Production schedule; and
- Detailed budget.

6.6 Documentary Production Funding

Priority will be given to programmes that highlight issues of cultural diversity. The production must utilise predominantly South African expertise, talent, crew, technicians and locations. The following supporting documentation must be submitted together with an official application form:

- A cover letter of motivation.
- A proposal in accordance with the NFVF official format (proposal requirements and headings are detailed on the production funding application form).
- Script.

- Certified copy of South African identity document;
- Proof of company ownership;
- Tax clearance certificate;
- Declaration of any vested interest or association with other film companies and projects that have submitted applications for funding to the NFVF;
- Letters of intent from any local and/or international distributors;
- Letters of support from any other stakeholders;
- Details of training and empowerment components in the 3 phases of the production; pre-production, production and post-production; if any and
- Proof of copyright clearance and all releases.

6.7 Short Film Production Funding

This aspect of the NFVF's fund disbursement scheme will be subject to strict controls and accountability measures. Completed works emanating from this area of activity will generally not be considered or viewed as commercial product and. Priority will be given to productions that deal with innovative and relevant subject matter.

The following supporting documentation must be submitted together with an official application form:

- A cover letter of motivation;
- A proposal in accordance with the NFVF's official format (proposal requirements and headings are detailed on the production funding application form);
- Certified copy of South African identity document; and
- Curriculum vitae of all directly involved with the production.

7. MARKETING AND DISTRIBUTION

The NFVF believes that the success of any completed film or video production relies on innovative marketing and distribution. The NFVF will accordingly provide financial assistance for marketing and distribution to ensure optimum exposure of South African film and video productions to local and international audiences. The NFVF will provide assistance to filmmakers and distributors for the effective promotion of their product at film markets and festivals. To this end the NFVF will fund the following categories in the distribution and marketing discipline.

- Marketing and promotion of films; and
- Film Festivals

7.1 Eligibility for marketing and distribution funding

Independent producers and independent local distributors, who are in possession of local completed film and television product, may apply to the NFVF for grants to market and promote that product. Aspects of film marketing and promotion that qualify for support:

- Film launches;
- Entry costs and freight costs for the submission of films to international festivals and markets;
- Travel to international markets;
- Theatrical exhibition costs (print and advertising); these costs are recoupable in first position as distribution costs;
- Video promotion costs (launches, video sleeves, catalogues, posters); and
- International film and video marketing costs.

Non-profit organisations may apply to the NFVF for grants to host a film festival subject to availability of funds.

7.2 Evaluation of marketing and distribution funding applications

In addition to the funding principles contained in Section 3 of this document, the NFVF will support marketing and distribution initiatives for films that are of interest to South African audiences. Favourable consideration will be given to applications designed to facilitate exposure of South African film works to international film festival and markets and local audiences based in areas where media penetration is low. Broad criteria to guide the selection of successful marketing and distribution applications are:

- Business plan which shows expected returns on the marketing outlay;
- Marketing and distribution track record;
- Marketing and distribution plan with a clearly targeted audience;
- Proof of copyright ownership;
- Clear linkages to other distribution formats and pathways (theatre/video/pay/public TV);
- Realistic audience and monetary projections;
- Built-in audience feedback mechanisms;
- Marketing and test screening implementation plan
- Innovative marketing approaches sensitive to the target market;
- Realistic budget;
- Means of verifying distribution and promotional activities; and
- Film Festival organisational abilities.

7.3 Applying for marketing and promotion grant

The following supporting documentation must also be submitted together with an official application form:

- one page letter of motivation;
- Four (4) DVD copies of the film;
- A copy of the project's synopsis;
- Detailed marketing and plan;
- A marketing budget and financing structure;
- Proof of complete and clear chain of title;
- A signed distribution agreement and any amendments to it;
- A letter from a theatrical exhibitor confirming the projected initial release date;
- A list of booked or anticipated cities screens and dates;
- Company profile;
- Certified copies of identity documents of applicants if more than one; and
- Detailed profile of applicant;
- Certificate of incorporation or company registration documents;
- Latest audited company financial statement; and
- Tax clearance certificate.

7.4 Applying for film festival support

The NFVF assists filmmakers to attend international film festivals to help promote South African film and television content and raise the profile of the South African film industry, under the following conditions:

- To provide support to producers whose projects have been invited to internationally recognised pitching forums/competitions;
- To Assist filmmakers to secure finance for a project or a slate of projects;
- To enable filmmakers to conduct business according to international benchmarks to develop strong business models for their companies;
- To assist filmmakers increase their networks and contacts.

The NFVF has a list of key international festivals that it recognises and which are considered eligible festivals for support. Support for projects or filmmakers to attend a festival outside the schedule will be considered in certain cases, (for instance where a film or programme has been nominated to win an award). Support to attend a film festival is given where there is budget available. The following supporting documentation must also be submitted together with an official application form:

- A letter of motivation (1-2 pages), showing the benefit for the filmmakers attending the festival;
- One page motivation on how attendance at the festival will fit into the NFVF aims and objectives and festivals plan;
- A detailed budget in addition to the budget template provided above;
- A detailed finance plan with names and amounts of companies approached for funding;
- The profile of the festival;
- A profile of the applicant;
- A certified copy of South African identity document;
- A certificate of incorporation;
- A detailed report on the previous year's festival if applicable; and
- Latest audited financial statement;
- Tax clearance certificate; and
- Details or indication of how the film festival develops audiences.

8. CONCLUSION

The NFVF Funding Policy as outlined in this document provides a guideline on the application process; the principles informing funding decisions as well as the various categories of funding that may be obtained by eligible applicants. As a result, funding application forms will be updated to reflect changes where applicable.