

## Speech for Apollo Film Festival

**Issued by:** National Film and Video Foundation

**Presented by:** Eddie Mbalu, CEO

**Date:** 30 September 2005

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The Deputy Minister, the Honourable Ms. Ntombazana Botha  
The Deputy Ambassador from the Flemish Government, the Honourable Mr. Yves Wantens  
The Regional Audiovisual Attache from the French Embassy, Mr Vincent Garrigues  
The Chairperson and Board Members of the Apollo Development Association,  
Distinguished Guests

Ladies and Gentlemen.

We have come to the end proceeding of what I would call an event that epitomize the fundamentals of community development, development of audiences for film, and appreciation of film in general. Over the past week or so the Apollo Film Festival, through its outreach programmes and workshops the festival has been able to maintain its pledge of granting the community an opportunity to get exposed to film and filmmaking.

I strongly believe that the festival's mandate and objectives are slowly gaining momentum with regards to the development of film as a medium to this geographical area. Of great importance is the fact that the festival showcases some of the best of films that have thus far come out of the country to a community that would not have the opportunity to see these films in a public cinema within their own community.

As a statutory body tasked with the mandate to develop film in this country, our position to date is to see to it that events of this nature do in fact leverage the positioning of South African film to communities countrywide. The support that we provide for the Apollo Film Festival is given with the hope that at the end of

the day we get to see not only the exposition of film to audiences but to also see the inculcation of cinema culture.

In the film industry's Value Charter which was launched by the NFVF in November 2004, it was ascertained that one of the key challenges that face the NFVF, the film industry and government is creating a demand for film products. It was further ascertained that at a micro level there is a need to stimulate the culture of film appreciation and cinema going which will ensure the growth of the film sector, in provinces and nationally.

It is for this reason that the NFVF has planned an intergrated Promotional Campaign which will make it possible to measure the direct impact of our programmes on the film industry's revenue streams and its contribution to the economy.

Whilst these systems are being put in order, I believe that community – based film festivals such as Apollo should continue to feed the need for audience development and provide the basics for their communities as this will create a meted synthesis of systems from the NFVF, provincial government and film festivals. I believe that all of the desirable ends can be achieved if we all work together and support the development of film.

We will continue to support this festival in conjunction the Department of Arts and Culture, the Northern Cape Tourism and the ADA with the aim of positioning film as a medium that we all hope will become part of people's lives in this province.

Ladies and Gentlemen, I have to tell you that I was very pleased to hear that seven participants from Open Doek Film Festival, took part in the workshops some were also part of the jury of the competition section. To us this means that

the festival is gradually breaking borders and aims to exchange discourse with its international counterparts.

Ladies and Gentlemen, at this juncture I would like to thank the newly appointed festival manager, Unita Martens and her team for having produced a well run festival for 2006. I would like to thank the Apollo Development Association and the Chairperson, Ms. Velda Visser.

I would like to thank the provincial department of Arts and Culture whom over the years have heeded the call for development of film in the province and thus providing support for the festival.

I thank you