

## SOUTH AFRICAN FILM AND TELEVISION AWARDS NOMINEES ANNOUNCEMENT JUNKET

Date: Thursday 28 September Time: 12:30 for 13: 00 to 18:00 Venue: Walter Sisulu Botanical Gardens

### Address by SAFTA Chairman and NFVF CEO Eddie Mballo :

Good Afternoon Ladies and Gentlemen.....

On behalf of the South African Film and Television Awards executive committee, the NFVF council and our broadcast partner the SABC, I would take this opportunity to welcome you to this press Junket. Like our MC said earlier, I've never attended a press junket before, so this is also a first for me. *(taking cue from the MC)*.

When the SAFTA awards were launched in November last year, the Minister of Arts and Culture Dr Pallo Jordan remarked that the awards were an affirmation of the changing nature, growth, talent and creativity of the South African film and television industry. The Minister emphasised that while South African films had been winning numerous awards internationally, the time had come for South Africans to celebrate their talent on home soil.

The primary objective of SAFTA Awards is to **honour, celebrate, promote talent and accomplishments of the South film and Television Industry** with all the integrity and credibility possible. The Awards are part of an industry initiative to establish the South African Film and Television Academy (SAFTA). The Academy will function as the governing structure and serve as the custodian of the South African Film and Television Awards, the SAFTA AWARDS or the SAFTAS.

Judging panels consisting of industry professionals, journalists, and academics spent four weekends viewing and adjudicating over 400 entries ranging from the country's best feature films, short films, documentaries, television dramas, sitcoms and Soapies, magazine, news and actuality, wildlife, children, variety and reality programmes. The results have been audited by SAFTA 2006 Auditors Sizwe Ntsaluba VSP.

Yes we are in the business of opinion influencing and image-making, as well as trend-setting, and there are not many events that have made live-broadcast at their inauguration. So we would like to applause SABC for this support and spirit of camaraderie. We are delighted to be partners with the SABC, the City of Jo'burg and the industry at large in celebrating our creativity and encouraging excellence. This is indeed one of those historical moments we will all cherish. As we this year celebrate 110 Years of cinema and 30 years of TV broadcasting in our country, we have to also continue asking the big questions and searching for answers to the challenges facing our local industry, specifically audience and market development

Allow me to, on behalf of the SAFTA Executive Committee, congratulate and thank all our local broadcasters, filmmakers, producers, film students and stakeholders in the local industry, who submitted over 500 entries, including the country's best feature films, short films, documentaries, television dramas, sitcoms and soapies, magazine, news and actuality, wildlife, children, variety and reality programmes.

The winners will be presented with the Golden Horn, the official SAFTA Trophy on **Friday 27 and Saturday 28 October 2006 at the Gallagher Estate in Johannesburg.** The main awards ceremony on **Saturday 28 will be televised live on SABC 2 from 19h30 to 23h00 with live crossings from the Red Carpet from 16: 00.**

The creative concept behind this **"Golden Horn"** is built on the strength of the collective effort and community that is inherent to the in South African Film and television industry of today and reflects the collective energy of the team and the recognition of the individual as part of the a collective. The faces on the statues are derived from artifacts of African heritage that date to 800 AD and were discovered near Lydenburg in the North West Province, referred to as the Lydenburg Heads. The three figure heads are found on objects that recognize the stature of venerated members of African communities, those who are regarded as leaders in their fields and specifically represent excellence in visual creative arts, performance and drama.

Ladies and gentlemen, the Golden Horn (Reveal Trophy)

The invites for the main awards ceremony will be distributed as of tomorrow, please order your designer outfit now, but make sure we have your contact details as the invitations will be personally delivered to a select few.

We will over the next four weeks also run a public competition, where we ask audiences to vote for their favourite soap via SMS and to stand a chance to win tickets to the SAFTA awards ceremony.

So in concluding, If I may quote the words of President Mbeki when he said that our industry "truly come of age". We still have a long way to go, see you the SAFTA Golden horn Awards.

Thank you .

I Thank You.