

Lights, camera action for film industry in Bay

■ Council wants support body to tap into R5,5bn sector

BUSINESS STAFF

THE Nelson Mandela Bay municipality is facilitating the establishment of a regional industry support body for the film industry, the council's economic development, tourism and agriculture committee has been told.

A report submitted to the committee notes that the film industry, from pre-production to distribution, generates more than R5,5-billion in economic activity annually. It is estimated that 30 000 people are currently directly employed, with many more indirect jobs being created in areas such as transport and the catering and hospitality industries.

In addition, the report notes, the film industry brings in valuable foreign exchange and also allows for the transfer of skills and technology.

It also points out the industry has been identified in the government's Accelerated and Shared Growth Initiative for South Africa (Asgisa) as being a "high-priority sector, signalling its intention to support long-term growth in the industry".

The municipal report states that, with the goal of developing the sector in Nelson Mandela Bay, meetings have been held with the National Film and Video Foundation (NFVF), the trade and industry department (DTI) and Gauteng Film Commission "to get more insight and strategic guidance" on the development of the industry in the metro.

"The outcome of the meetings was positive and encouraging, with direct commitments of support from both the NFVF and DTI," states the report.

The report says the regional industry

support body will drive the development and promotion of the film industry in Nelson Mandela Bay.

It added that a feasibility study, "clearly outlining the comparative and competitive advantages" of the film industry in the metro, was crucial to establishing the support body.

A workshop is to be convened to ensure the involvement of all stakeholders.

The council committee was also told that the municipality's economic development, tourism and agriculture directorate plans to establish the Nelson Mandela Bay Business Centre as a Section 21 company. It would comprise an investor


service centre, small business support centre and tender advice centre.

A report to the committee says this arrangement will ensure proper co-ordination of services as well as ac-

countability and operational cost efficiency.

It adds that the business centre will coordinate, facilitate and provide support services for all sizes and types of business and investors.

The key objectives include the centre being a single point of entry for businesses and investors; improving investor and business access to "a holistic support system"; co-ordinating the provision of quality investor and business support services, and providing support to special investment initiatives such as the Coega industrial development zone.



**The film industry
has been identified
by the government
as a high-priority
growth sector**



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