



DURBAN
FILM OFFICE
SOUTH AFRICA



DURBAN FILM OFFICE GRANT FUNDING SUPPORT APPLICATION YEAR 2025/2026

BACKGROUND

The Durban Film Office (DFO) is a Department of eThekweni Municipality's Economic Development Unit, was established in 2003 and is responsible for the promotion and development of the Film and Television Industry in the City of Durban.

The overarching vision of the Durban Film Office is for Durban to be internationally recognized as a dynamic, creative, innovative and cost-effective production centre, where residents regularly consume product created in the city and where the film sector contributes significantly to the economy and international profile of Durban and its citizens.

The goal is to support the creation of a viable and economically sustainable film and television sector in the City, where Durban filmmakers are renowned for creating high-quality content, for local and international audiences and for Durban to be recognised as a preferred destination for feature films and commercial media production.

The mission of the Durban Film Office moving forward is to pro-actively contribute to building and supporting an enabling environment that will deliver on the vision. The Durban Film Office falls under the eThekweni Municipality's Economic Development and Planning Cluster and falls under Plan 2 of the City's Integrated Development Programme (IDP). The goal of Plan 2 is 'To develop the economic wealth of the eThekweni region for the material well-being of all its citizens' and the expected outcome being 'Strong economic growth, sustainable job creation and poverty alleviation.' It emphasized the need to support the development of sectors as a key strategic objective to realize economic positioning of the City.

This strategic objective will be realized through the initiation, packaging resourcing and facilitation of strategic partnerships to accelerate inclusive economic growth by supporting the development of the local film & television industry. The need to support the development of the local film industry, is important to achieve the desired outcomes of strong economic growth, sustainable job creation and poverty alleviation aligns with the economic development objectives of the City. In line with the above, the Unit seeks to partner with industry specific business organisations (special purpose vehicles/bodies/entities/agencies) to assist in growing the local film industry and to ensure that there are activities that help promote audience development and engagement. The objective of the partnership is to provide a portfolio of activities, events and upskilling programmes that ensures the eThekweni Municipality is providing an environment conducive to the development of a thriving and sustainable film industry.

SCOPE OF SERVICES

The services to be rendered by the industry specific business organisations shall include but are not limited to:

- ⊕ **Audience research:** Understanding the potential viewers, their wants, and how to reach them is a vital part of film production.
- ⊕ **Audience design:** This is the process of creating audience engagement and awareness around films from the early stages of development.
- ⊕ **Film education activities:** These activities can help promote audience development and engagement, especially for young audiences.
- ⊕ **Marketing solutions:** Innovative marketing solutions can help develop audiences for films.
- ⊕ **Film festivals, markets, and events:** These venues can help build audiences for films.

GOVERNANCE AND COMPLIANCE

- Ensuring governance compliance with relevant policies and procedures, internal and external reporting.
- Financial management and control services.

APPLICATION/PROPOSAL SUBMISSION PROCESS

1. Applications are requested from film industry specific business organisations which are formally constituted and registered as a Non-Profit Company.
2. Applications must consist of a detailed proposal on how the organisation will assist the city in growing the local film industry. A Business plan that illustrates how this initiative will drive the culture of local content appreciation. The plan should clearly outline the target audience.
3. Proposals should clearly detail the organisation's expertise in running and hosting film festivals/markets and film industry development programmes. A proven marketing and distribution track record of the applicant. A minimum of 5-10 years' experience of running a festival or event.
4. Proposals must include a detailed Project Implementation Plan including proposed screening programme.
5. Proposals should include a detailed Audience Development budget that demonstrates funds already raised for the project.
6. Provide a detailed financial implication for a 36-month period related to film programmes aimed at transformation, industry and audience development.
7. The proposal should include proof of copyright ownership.
8. All submitted proposals will be evaluated against the objectives of the City's IDP Plan 2 and the need to achieve the desired outcomes of strong economic growth, sustainable job creation and poverty alleviation.
9. The outcome of whether the proposal is accepted or declined will be guided by the Council's decision with applicants informed accordingly.

TERMS AND CONDITIONS

1. All applications must be delivered to the Economic Development Unit Offices: 11th Floor, Rennie House, 41 Margaret Mncadi Avenue, Durban, 4001, between 09:00 -15:00 No electronic submissions will be accepted.
2. An applicant (NPC) must have a board of directors that is broadly representative of the local film industry in eThekweni.
3. A minimum of 3 years' experience in running/hosting film festivals, markets and developmental film programmes.
4. CVs of the personnel comprising the Management/ Board of the organisation must be submitted.
5. The organisation should ascribe to non-sectarian and non-discriminatory practices and provide equal opportunities for women, youth and people living with disabilities.
6. In line with the partnership objective of this initiative, the organisation must demonstrate how it will enhance and add value to the Unit's existing mechanisms currently provided by the Municipality. The nature of support and resources required must be qualified and quantified in monetary terms.
7. Submit a proposal indicating the methodology and key outcomes for the 36-months, inclusive of the detailed budget required to implement this initiative.
8. No applications will be accepted after the closing date of **10 February 2025 at 16h00.**
9. Organisations are required to sign a register on submission of their applications at the drop off. Signing of the register is required for record and audit purposes.
10. The submission of an application does not guarantee proposal acceptance or partnership approval.
11. The feedback on whether a proposal has been accepted or not will be communicated in due course.

TIERS

- TIER 1:** Established international festivals and events (international – referring to festivals that attract audiences from several continents) that have been operating for more than 10 years and can show they attract funding from multiple sources. This tier will only qualify for funding of R300 000.00 – R1,5Million.
- TIER 2:** Intermediate Local Film Festivals and events that have been operating for more than 5 years and less than 10 years. This tier will only qualify for no more than R300 000.00.
- TIER 3:** Emerging regional Film Festival and events that have been operating for fewer than 5 years. This tier will only qualify for no more than R200 000.00.
- TIER 4:** Emerging Film Festivals and event that have been operating for fewer than 2 years. This tier will only qualify for no more than R100 000.00.

EVALUATION CRITERIA SCORING

1. Submit a detailed proposal with clear methodology as to how it will be implemented.	10
2. Expertise in film policy and strategy research, development, and implementation.	10
3. Knowledge and experience of film development, and/or delivering film training programmes at a local and international level.	10
4. Led by a professional with facilitation experience in a leadership capacity: <ul style="list-style-type: none"> ▪ 2 years – 5 years ▪ 5 years – 8 years ▪ 8 years – and above 	2 5 10
5. Experience in dealing with industry stakeholders in the film sector in South Africa and internationally. Minimum x3 reference letters on a letterhead to be submitted as evidence.	10
6. Experience in developing, implementing, and facilitating innovative solutions to film audience development and event management.	10
7. The institution should demonstrate skills and competencies in the areas of research, strategy, facilitation, project management, financial management, and relationship management within the context of running an NPC.	10