



# cata

Department:  
Culture, Arts and Traditional Affairs  
North West Provincial Government  
The Republic of South Africa



## COMMUNICATIONS & MARKETING

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05 February 2018

### **CATA and NFVF to partner in hosting the 12<sup>th</sup> Annual SAFTAs**

By Edith Mogapi

For the second year running, Bokone Bophirima will be host to one of South Africa's prestigious award ceremonies - the 12<sup>th</sup> Annual South African Film and Television Awards (SAFTA). The event will be held at Sun-City from March 22-24.

The announcement was made last Friday at the Inanda Club at Fourways, Johannesburg, where the SAFTAs nominees were announced.

"The Department of Culture, Arts and Traditional Affairs (CATA) will be partnering with the National Film and Video Foundation (NFVF) for the project which is not only focussed on producing a prestigious television programme but also, impact positively in the lives of film makers in the Province", said NFVF CEO, Ms Zama Mkosi during in her speech.

"We are grateful to partner with the Province (again) this year," said Mkosi. "One of our objectives is to ensure that we develop the film industry and establish a Film Commission in the Province by the end of our partnership," said Mkosi.

The activities of the Department are part of the Agriculture, Culture and Tourism (ACT) of the five pillars of the Fifth Administration, as key priority drivers of the Province's economic. The rest are: Boosting the economies of the Villages, Townships and Small Dorpies (VTSD); Reconciliation, Healing and Renewal (RHR); Setsokotsane and; Saamwerk, Saamtrek.

The results from a study conducted by Urban Econ in the 2016/17 financial year revealed that the film industry in South Africa contributed R5.4 billion to the GDP, compared to the R3.5 billion in 2013.

The study revealed that the total investment or expenditure made in the South African film industry in the 2016/17 financial year resulted in an increase by a multiple of 4.9 in the employment multiplier for every R1 invested.

"It is evident that the film industry is doing well and as the Province we are ready to contribute to this growth and work towards decreasing unemployment rate and



making sure that filmmakers have access to resources and skills transfer programs, especially in the VTSD areas,” said CATA Head of Department Ms Nono Bapela.

“These awards took place for the first time in the Province last March. We as a Department are delighted to come on board and be part of this prestigious event that aims to transform lives of filmmakers and the economy of our country.”

The categories include the Most Popular TV soap/Telenovela and Best TV presenter - which are voted for by viewers.

SMSes are charged at R150 and free smses do not apply. For the full list of nominees people can log onto our Facebook page: **Cata Nwpg**.

For further information please contact: Marketing and Communication Director Mr Shuping Sebolecwe at 018 388 2763 or 083 30 26 318.

**Social Media:**

Facebook: Department of Culture, Arts and Traditional Affairs - **Cata Nwpg**

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