



**acsr**

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## Rustenburg film festival kicks off on a high note

By Edith Mogapi

Worldwide, the potential of the Cultural and Creative Industries to contribute to economic growth and job creation is increasingly being recognised. An important part of the sector is the film and television industry, which also plays an important role in fostering national social cohesion and international peace-making.

It is against this background that KM Films hosted its first ever annual Rustenburg Film Festival last week. The four-day film festival was held at the Rustenburg King's Gate hotel and funded by the North West Department of Arts, Culture, Sports and Recreation (ACSR).

Mr Kea Malao who is the brains behind the festival, said the festival seeks to empower filmmakers and set the Province as a film destination of choice. The purpose is to get communities within the Province to start making films and taking them to the world. It also seeks to create a platform via film-making sustainable enough to create employment outside the mining sector.

"We should look at Story-telling as the new currency as developing economies have been successful in growing their film and television sectors, most notably in Nigeria and India," said Malao.

Film festivals are another major role players in growing the industry and emphasize the role of storytelling in modern society. After all, they do more than just highlight feel-good flicks or offer sneak peeks of upcoming blockbusters. They also provide a platform to new and diverse filmmakers, honour creatives for their hard work and well-crafted stories and remind audiences of the need for equality and representation in entertainment.

"This film festival will assist in contributing towards audience development, skills development and open doors for filmmakers to collaborate locally and internationally," said Kebapetse Setlhaleho, of the ACSR Video and Film Unit.

The festival included seminars, workshops and screening of films shot in the Province. The programme included discussions on provincial collaborations in films, developing an attractive TV series, dramatic writing for TV, cellphone filmmaking and funding opportunities for film-makers.



Vincent Moloji (Tjovitjo producer), Mandlakaise Dube (Kalushi producer), Mark Dolvins (filmmaker), and Mr B (an acclaimed Director) were among those who presented and workshopped participants.

Due to the government lockdown regulations, the festival could only be attended by 50 filmmakers , but was screened virtually in different social media channel .

