

15 January 2024

To Whom It May Concern,

**RE: ENDORSEMENT OF SOS, MMA AND SANEF SUBMISSION ON THE SABC BILL**

SASFED is the film industry federation set up to be the collective voice on issues of policy and the growth, development and expansion of the sector. Our aim is to ensure that the film and content industry are adequately resourced and fairly represented.

On behalf of The South African Screen Federation (SASFED), I am writing to express our full endorsement of the submission presented by Media Monitoring Africa (MMA), SOS Support Public Broadcasting Coalition (SOS) and South African National Editor's Forum (SANEF) on the SABC Bill.

The detailed analysis and constructive critique provided in the submission align closely with our values and principles at SASFED, particularly in advocating for a robust, independent, and effective public broadcasting system in South Africa. We commend SOS, MMA and SANEF for their thorough examination of the Bill and their insightful recommendations for its improvement.

By endorsing this submission, we lend our support to the vital cause of ensuring that the SABC Bill upholds the highest standards of governance, transparency, and public accountability. We believe that the proposed amendments and critiques are essential to safeguard the independence and effectiveness of the SABC.

SASFED is proud to associate its name and logo with this submission, and we look forward to contributing to a constructive dialogue on the future of public broadcasting in South Africa.

SASFED Member Organisations:

A.S.A. – Animation South Africa / DFA – The Documentary Filmmakers' Association / IBFC – The Independent Black Filmmakers Collective / ICGSA - Independent Colourists Guild South Africa / IDAA - Independent Directors Association Africa / IPO – The Independent Producers Organisation / PMA – The Personal Managers Association / SAGA – South African Guild of Actors / South African Guild of Editors - SAGE / SWIFT - Sisters Working In Film And Television / WGSA - Writers Guild of South Africa

*Terms Of Engagement – NFVF (The National Film and Video Foundation) / 2 x Industry Awards Board Seats – SAFTA Board Member – SOS (Supporting Public Broadcasting Coalition) / Digital Television Advisory Group – ICASA*

## About SASFED

*“The leading voice and champion of the South African Screen Industry.”*

The South African Screen Federation (SASFED) is the national federation of independent film, television and audio-visual industry organisations in South Africa. Founded in 2006 in response to Government’s call for the independent screen industry to speak with a united voice, SASFED represents many professionals and companies that are operating in an increasingly diverse and growing sector. The membership of these organisations operates in all the provinces of South Africa, making SASFED’s membership truly national.

SASFED is guided by a constitution, which states that only bona fide industry bodies may join, and proudly represents the collective core of South Africa’s independent screen industry, with full member organisations currently:

## SASFED’s AIMS and OBJECTIVES

SASFED is driven and rooted in an appreciation of the specific interests, concerns, and programmes of each of its members:

- to empower, unify and strengthen the SA screen industry;
- to protect the rights of the SA screen industry and all that work in it through self-regulation;
- to lobby government wherever necessary to change legislation, regulations and policies to advance the South African screen industry and ensure its growth and development;
- to promote gender equality throughout the SA screen industry value chain;
- to transform the screen industry by opposing all forms of discrimination and oppression, recognising that to thoroughly fulfil its economic, social and cultural potential it has to overcome the racial inequalities created under apartheid, and
- to encourage all members to adopt policies and implement programmes ensuring deliberate access by historically disadvantaged South Africans at all levels of their organisations and industry sectors.

For and on behalf of the SASFED Council



**PEARL MUNONDE**