



Registered NPC #2021/503858/08

The IPO represents, protects, and promotes the interests of independent South African film, television, and digital media producers and, in turn, all who work in and are suppliers to the industry value chain.

The Independent Producers Organisation

2 Albury Road

Dunkeld West

Johannesburg, 2196

31 January 2025

Dear Valued IPO Member,

Re: Fringing Commitment Agreement - Transition to Producers Guild

We hope this letter finds you well.

The Independent Producers Organisation (IPO) is committed to advocating for and protecting the interests of South African independent producers. As you are aware, the South African film and television industry is currently facing significant challenges, including the collapse of the rebate administration, leadership instability at key institutions, and the ongoing struggle to secure equitable local content quotas from broadcasters. In response, the IPO has been actively engaging in strategic advocacy initiatives, including policy lobbying, legal interventions, and industry representation at parliamentary and government levels.

Fringing is a standard industry practice globally, adopted by organisations such as SAG-AFTRA, IATSE, and the Directors Guild of America. It ensures that industry bodies

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Tshepiso Chikapa Phiri (*Chairperson*), Jahmil XT Qubeka (*Deputy Chairperson*), Michael Auret (*Treasurer*),
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have the necessary financial resources to advocate for and protect the interests of producers. The IPO's fringing policy, which has been in discussion since 2016 and formally ratified in 2021, requires contributions based on production budgets or payroll, ensuring equitable participation across all members.

Why Fringing is Critical

As you know the Industry is in dire straits generally with the collapse of the rebate administration, the NFVF Council and senior management replacement, the non-adherence to local content quotas by broadcasters and the scaling back by streamers. The IPO is currently engaged in battles on your behalf, across the board, on all of these issues.

For instance we are:

- Sending Letters to the Public Protector addressing maladministration at the DTIC, resulting in a meeting with the DTIC Minister on the 18th of December.
- Strategic Planning and organising of a march to amplify our voices and grievances with the DTIC.
- Organising Representations to the Parliamentary Portfolio Committees of DSAC and DTIC, to highlight issues that industry have with DTIC and DSAC/NFVF.
- Initiating Open letters and media campaigns challenging the problematic NFVF Council nominations and the issues with having limited industry on the Council.
- Collaborating with other stakeholders to tackle systemic industry challenges, including advocacy around the SABC Bill and the transformative attempts to end sexual harassment and the abuse of artists in the industry.

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- Conducting Industry surveys to gather member grievances regarding failing government bodies, with these findings compiled into comprehensive reports.
- Continuing efforts at lobbying in regard to the Copyright Amendment Bill and Performers' Protection Amendment Bill, which is a key issue for the industry as a whole as the provision could undermine the economic rights of all creators, making it financially unfeasible for creators to continue producing content locally.

Enforcement of the Policy

In accordance with resolutions passed at the IPO AGM and Executive Committee meetings, all members must commit to complying with fringing contributions in any of their upcoming productions by **31 January 2025**. Members who do not sign the **commitment letter** attached, to meet this obligation when it becomes due, will regrettably be excluded from the IPO and its transition into the Producers Guild of South Africa (PGSA). Please note that the obligation commitment does not mean that we are excluding members who are not going into production soon and so don't have the means to fringe at the present moment. We are just asking members to commit to the policy and, when they are in production, contribute to fringe payments. This support strengthens the IPO's legal advocacy and transformation efforts, helping to build a sustainable industry.

We appreciate the commitment of companies that have already adopted fringing and urge all members to align with this industry standard. Should you require any further clarifications, please contact us at communications@ipo.org.za or info@ipo.org.za.

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To formalise your commitment to the IPO Fringing Policy, please sign and return the attached acknowledgment form by **28 February 2025**.

Your continued support will ensure the long-term sustainability and global competitiveness of our industry.

Sincerely,

IPO Executive Committee

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Acknowledgment and Agreement

I, _____, representing _____, acknowledge and agree to comply with the IPO Fringing Policy as outlined in the letter dated _____. I understand that adherence to this policy is a requirement for continued membership with the IPO and its transition into the Producers Guild of South Africa (PGSA).

Signature: _____ Date: _____

Company Name: _____ Position: _____

Please return this signed form to communication@ipo.org.za by **28 February 2025**.

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