



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.

MEDIA STATEMENT

29 October 2025

Response to the Minister on the Film and Television Incentive

The Independent Producers Organisation (“IPO”) notes the recent written responses by the Minister of Trade, Industry and Competition to Parliamentary Questions regarding the Film and Television Incentive. The Minister's response fails to address the administrative breakdowns, maladministration and lack of communication that continue to cripple the incentive programme.

Over the past year, the industry has faced severe delays in payments and approvals, alongside confusion over guideline revisions implemented without meaningful consultation. Despite repeated commitments from the DTIC to issue updates, hold workshops, establish industry and government working groups to improve the incentive, as well as an unambiguous commitment to the programme's future, these promises remain unfulfilled. This lack of action is the primary reason behind the continued deindustrialization of the industry and reversal of transformation.

In July 2025, the IPO wrote to the newly appointed DTIC Director General, urging urgent intervention to stabilise the rebate system and rebuild trust. To date, the IPO has received no response. The continued lack of transparency and consultation has deepened uncertainty for producers and investors, threatening South Africa's standing as a reliable film destination.

The IPO remains committed to constructive engagement with the DTIC but calls for decisive action to restore functionality, accountability, and confidence in the film incentive system, an important driver of investment, job creation, and economic growth in South Africa's creative sector.

Issued by:

The Independent Producers Organisation (IPO)

IPO Executive Committee 2025/2026

Delon Bakker (*Chairperson*), Wandile Molebatsi (*Deputy Chairperson*), Vlokkie Gordo (*Treasurer*), Paul Buys, Zoe Ramushu, Naledi Bogacwi, Jordy Sank, Luke Rous, Pepsi Pokane, Odirile Mekwa, Thami Ngubeni