

SWIFT Annual Report
Thursday, August 29, 2019

Dear Sisters in SWIFT,

A hard but productive year

The last year has shown a huge growth of SWIFT into a powerful force to be reckoned with. This has included the fruition of a number of projects so many extraordinary women have been working on for many years.

When SWIFT was started at the Durban three years ago the aim was to create an organization that could become a home to women – who were all struggling independently and by themselves, silently, in the industry. We realized that together we could raise our voices and actually get some of the changes we wanted implemented. We could also provide a platform to share our experiences and network with each other. And I really believe we have succeeded, beyond our wildest expectations, in doing this.

Today there are over 280 paid up members around the country. These women, engage, share opportunities, celebrate each other's achievements and offer support and encouragement to each other on a daily basis on our whatsapp account. It's been an incredible delight for me to witness this – and to see what women can be when they are their very best.

Last year, the focus of SWIFT was on the unacceptable levels of violence and sexual harassment that women faced in the industry and we devoted most of our time and resources as a board to addressing these issues. Considering the results of the survey we had done, I think it was critical to do this, but it also raised a number of challenges which we faced as an organization and which I articulated at last year's AGM. Chief amongst which were a severe lack of capacity; a lack of resources; and a lack of effective communication.

Key board decisions

In order to address these issues, the board took a number of critical decisions. We decided to appoint Zoe Ramushu as Spokesperson – a job she has taken on and done incredibly well so a huge thank you to her for all she has done for SWIFT to help promote and build up the profile of the organisation. (Please see her report further down this one)

We also took a board decision to allow anyone who raised money for the organization to be entitled to 10% of that money. This 10 % would cover the cost of a finder's fee as well as the management and reporting on the project that they would then be responsible for – which previously were jobs that were incredibly time consuming and onerous and had up to this point been done by volunteers.

This decision – bore a lot of fruit. Money was raised from Mnet to shoot a second series of PSA's; from GFC to produce a handbook on sexual harassment for the industry; from

DAC to further develop our safety officer concept and from GIZ to fund SWIFT's presence at DIFF as well as further work on sexual harassment.

The success of both of these board decisions have, however, also led to a new set of problems. With the raised profile that SWIFT got from having such a successful spokesperson; as well as from all the new work we were doing came greater time and travel demands on all of us as a board and this has taken its toll on all of us.

Over the course of the year SWIFT has been asked to become involved and partner on a whole new slew of initiatives, which is extremely exciting for the future development of the organization, or could be if we have the capacity to deliver on them.

Need for full-time staff

All of which leads back to the conclusion that there is a critical need, at this junction, to restructure the organization – such that there are full time staff who are employed to do the day to day running of this organization – rather than relying on Board members to continue to do this on a voluntary basis.

When I looked through last year's report, I see that we in fact came to the same conclusion last year. At that point we believed that successful fundraising would allow us to do this; but what has emerged over the course of the year, is an understanding of how difficult it is to fundraise for operational costs rather than specific projects. Almost all of the funders we have successfully approached have made it incredibly clear that they are absolutely NOT willing to fund operational costs. This includes the DAC, The GFC and GIZ. In my mind, this is the biggest unresolved challenge that we, as an outgoing board are handing over to the new incoming board – That is to find the resources necessary to employ a full-time staff member who is tasked with fund raising as well as running all the various SWIFT projects. I strongly believe that this is the only way the organization can take advantage of the opportunities that have been created.

Import work that needs to continue.

There are some key areas of work that will need to be taken forward by the organisation. In short, they include:

- To host monthly meetings across all the provinces so that members have a real chance to network and engage with each other.
- To continue with the fine work that Mary Ann and Flavia have doing at sisterhood cinema - hosting screenings that support and develop the profiles women filmmakers as well as allow them opportunities to engage around issues of representation on and off the screen.
- To continue the work that Natalie and her team have done as mentorship and training hosting sessions with industry experts.

- To continue the important work that advocacy have done first under Aliko but then under Anri working to ensure that women are made safer within the industry and then, fighting for structural and legislative change within the industry.
- To continue the work that Faz, Marrion and Mokgadi have done to build a real presence for SWIFT in the Western Cape and Limpopo – and to help expand the reach of the organisation across the rest of the country by reviving the branch in Durban; as well as forging new partnerships across the continent.
- To build on the alliances and partnerships that Zoe, Mary Ann and I have worked so hard to establish around the world.
- To continue to play an active role in the organizations we are members of like SASFED and the organizations we partner with like GIZ and SAGA.
- To continue the work that Zoe and Marrion have done to build up the profile of the organization and to respond to issues as they arise in the country.

Thanks to our team of volunteers

There has been lot of behind the scenes work.

It isn't the sexy nice high profile work, it's the hard slog work – that many of us have been doing on a voluntary basis for more than three years now, and as we say goodbye to the outgoing board I'd just like to take this opportunity to thank them all for the incredible service they have done for all women in the industry.

This includes Zoe Ramushu, Flavia Motsisi, Aliko Sargas, Fazila Kohl, and Carrie Doherty, who were all elected as board members at our AGM in 2017 also Mary-Ann Mandishona and Jacintha de Nobrega, Marrion Seymore, Anri Coetsee, and Mokgadi Koma - all of whom have graciously been seconded onto the board and made enormous contributions.

I'd also like to extend a huge thank you to all of the women who have worked tirelessly in the committees, including Nompoti Vilikazi, Sara Chitambo, Godisimang Khunou, Rea Moeti, Natalie Haarhoff, Nel Ngcobo, Sahdi Chauke, Zandile Mzondeki, who was running our social media, and Thea Aboud, who takes care of all the admin and finance of SWIFT; manages the interns; and ensures that the organization continues to run, as well as Cecilia Pholo, and the other interns, Silindile Zuma, Zawazi Zulu and Thabiso Setwaba.

It is these women who have built the organization and made it into what it is today - and to them all I'd like to say an enormous thank you.

Challenges to the new board

Beyond restructuring the organization, I believe the challenges to the new board is to ensure that the institutional memory that is with the current board, is not lost as you take

the organization forward. My recommendation would be that you take up the offers from the outgoing board members to ensure a smooth transition.

The industry is in crisis, which will also put pressure on our members. It is important to focus on issues of regulation, working conditions, creating a bargaining council, and ensuring equal pay for equal work for all. Over the past year we have worked within several strategic partnerships to achieve these objectives and I am confident that you will continue with this work which includes:

Our Partnership with GIZ – and more specifically, Maximilian Vogt, has included their sponsoring a trip for Zoe and I to the Berlin Film festival – where we networked with a huge array of women from different women in Film Organizations from around the world. It also exposed us to the concept of Intimacy coordinating, which we have managed to introduce to this country at the Durban Film Festival earlier this year.

This partnership has also involved us having a seat on the steering committee of the GIZ and UN Women Partnership formed to look at gender in Media in South Africa – As well as them financing swift initiatives at DIFF and work around the safety officer campaign.

Our Partnership with MNET – which has included some incredibly high level discussions with their team as well as their support of our PSA. These discussions need to be pursued vigorously until Mnet agree to come on board with our safety officer campaign and our code of conduct.

Our Partnership with the SABC - Like with Mnet this partnership needs follow up and nurturing so that the SABC agree to come on board with both our safety officer campaign and also our code of conduct.

Our Partnership with SAGA and the brilliant Carlynn De Waal Smit around establishing a bargaining council. This is a long-term project that is designed to help organize the industry and improve the working conditions of women and everyone in the film and tv Sector.

Our membership in SASFED – as mentioned about the industry is currently in a state of transition and SASFED have positioned themselves to play a critical role in much of this. At SWIFT we have strategically leveraged this partnership to ensure that our issues get put on the table and addressed by the industry at large. I have to date been the SWIFT rep on this council – and a new rep from the board will need to be appointed.

Our work with the DAC at the film summit – where we managed to get several strategic recommendations included in the white paper and listed as priorities for the ministry. This includes the signing of our code of conduct by the Minister – which will be done on Monday in Pretoria and to which the new Board are invited. Further follow up is required in terms of this relationship as a SWIFT rep needs to be appointed as a matter of urgency onto the advisory panel.

PSA campaign - where we managed to raise money from MNET to create another series of PSA's which were launched at a very successful event last month. These were produced by Pearl Mundo and Fazila Kohl who did a really amazing job.

Sexual harassment booklet – Funded by the GFC, we have managed to put together an information booklet and poster campaign around sexual harassment issues.

It would be great to continue to use these together with our PSA's a part of an education campaign around the issues. To date SWIFT has been asked by several production companies to come in and run a training session on this for them. Many of the companies who have asked for this are incredibly far sighted and progressive and we highly applaud their initiative in educating their crew and casts. Included in this list is the River, and Quizzical pictures.

This is an initiative that was developed by Natalie Harhoff who forged a partnership with Brothers for Life to do the inductions when she realized that it made a big difference to also have men present for these talks. I hope this is an initiative that can continue to grow. To these ends I'd like to recommend that we bring Crystal Dicks in to conduct training for a group of volunteers around issues of sexual harassment so that we can expand the pool of Swift sisters who can go and do these inductions.

Stepping down.

Having being part of giving birth to SWIFT three years ago, it is with an incredibly heavy heart, that I am not making myself available for the board this year.

I have given an enormous amount of myself for this organization, but I now need to refocus my attention back onto the jobs of being a filmmaker, a mother and a wife, as well as being an intimacy director. SWIFT will always be a huge part of my life and I will continue to be a very active member. I am also willing to finish off the work I have undertaken driving the safety officer project - and to help assist the new incoming board in whatever way I can.

Sara Blecher
31 August 2019

REPORTS FROM THE PILLARS:

Sisterhood Cinema

Compiled by Flavia Motsisi

AFRICA RISE INTERNATIONAL FILM FESTIVAL:

In November 2018 Sisterhood Cinema partnered with the **Africa Rising International Film Festival**.

Background on Africa Rising International film festival:

On 2 December, 2018, Global Citizen will hosted a festival featuring Beyoncé, JAY-Z, Cassper Nyovest, D'banj, Ed Sheeran, Eddie Vedder, Femi Kuti, Pharrell Williams & Chris Martin, Sho Madjozi, Tiwa Savage, Usher, and Wizkid, and many more artists at the FNB Stadium in Johannesburg, South Africa.

These artists were joined by world leaders and private sector leaders to make commitments on the issues surrounding extreme poverty.

As an extension to this the African Rising International Film Festival (ARIFF) hosted its first annual film festival (November 26th – 29th, 2018) which will ran as the pre-event to the SA Global Citizen X Mandela100 Festival in honor of Nelson Mandela & Albertina Sisulu's Centennial.

Sisterhood Cinema was allocated it's on slot during ARIFF:

The SWIFT Film festival was an extension of this ARIFF festival on celebrating female film markers and their work. This section of the festival was called "The SWIFT Hour". During the course of the festival, all the SWIFT films played at the same time of the day – every day (different films). During this hour we screened our films and conducted a Q&A session with the filmmakers after the screening.

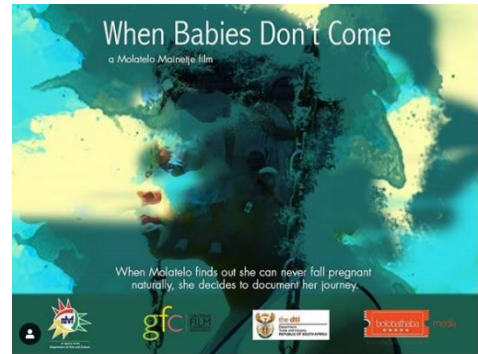
The Advocacy and Impact team in addition to this, set up a pledge booth was active pre, during and post the SWIFT hour. SWIFT banners and branding was placed around the festival so we had a good presence around the festival.

Newtown Junction and The Market Theatre hosted the festival. All the film screenings took place at the **Ster-Kinekor**. The cinemas were filled with around 70+ people during the SWIFT hours.



WHEN BABIES DON'T COME SCREENING

In the month of May 2019 we had a sisterhood cinema screening with spotlight on the doccie: **When Babies Don't Come**; a deeply personal account by award winning documentary filmmaker & Swift Member **Molatelo Mainetje** who hails from GaModjadji in Limpopo. In the film she shares her battle with infertility as she seeks medical assistance, the high costs and emotional strain are compounded by her family's dissatisfaction with her 'western' methods. After continual disappointment, the question: 'What is a woman if she cannot be a mother?' consumes her.



The screening took place in **Braamfontein at the creative hub and animation studios**, with an amazing turn out of 50 + people, that also include the SWIFT Limpopo crew and cast that were in JHB to shoot the PSA's. The screening was followed with a Q & A as well as an engaging networking session afterwards. It was a truly a special event, definitely one of the highlights for the sub-committee this year.





AI in AFRICA YOUTH EXPO

AI in Africa @ Youth Expo will hosted 140 girls and boys from schools within Soweto and Tembisa in a 3-day Bootcamp focused on AI, AR, Flim, and TV, as well as design thinking and so much more.



Jim Amisa
Founder of Kimard Studio, Lecturer at
Walter Sisulu



Yezzy
South African Rapper/Producer from
Gauteng

#ThatsNotOk
PSA CAMPAIGN LAUNCH
6 BRAND NEW PSAs BY WOMEN DIRECTORS
THURSDAY 15TH AUGUST
6:30PM FOR 7PM
VENUE: AFDA CAMPUS, 41 FROST
AVENUE, AUCKLAND PARK
RSVP admin@swiftsa.org.za

SWIFT
Senior Legal Counsel

PRODUCER
MAYE ZWANE

PRODUCER | WRITER | DIRECTOR
MAYE ZWANE

The sisterhood Cinema Subcom members came on board to host workshops on Sexual harrasment, Writing for television and the details of putting a production together. The Swift team screened a couple of PSA's as well as episodes before a subject matter was discussed to the girls and boys. It was quite interactive and enaging. Mary Ann Mandishona and Jacintha De Norbrega (SWIFT Board members) played an intergral part duiring this

expo and also tranferred a lot of skills to the youth that was in attendance.

AI IN KHAYELITSHA SPONSORS & PARTNERS



#ThatsNotOk PSA LAUNCH

Sisterhood Cinema hosted a screening for the new batch of PSA's that have been recently



released. The launch took place at AFDA and was well attended by 60+ people. The crew and cast

engaged in a Q & A after the screening, the sponsors from Multichoice were present as well as the Magic in Motion Interns that played an integral part in a successful launch traction on television release of these



making these PSA's happen. It was that had a build up of lots of media and radio to raise awareness on the PSA's.





REPORT FROM Communications From Zoe Ramushu

SWIFT has received a substantial amount of positive press and built strong ties with various press outlets. With the use of the press data base we've effectively managed to get a number of strong messages out there in times of crisis as well as times of success.

Internal communications between the board members, committees and members of SWIFT have been satisfactory but not as successful as they could be. On a number of occasions decisions have been made at board level, committee level and this communication has not trickled down to the members. This can be rectified by posting regularly updates after meetings to the members group chat so they are aware of issues being dealt with and also of decisions made. I would not advise every issues being aired on the chat as this would cause unnecessary commotion at regular intervals but issues that create a precedent must be conveyed to the members.

Struggles have been taking stronger and faster public stances when issues arise and being more vocal in our position on issues. It is critical that our views are made public as soon as a decision is made and hence the role of a spokesperson to manage this process. With a spokesperson in place and with the authority to steer views on behalf of the organisation we can get our message out quickly and concisely.

A decision was made that although we need a spokesperson to be the face of the organisation we also need to ensure speaking engagements are done by multiple women of different race, age, experience to reflect how diverse the organisation is. The spokesperson delegates who will take which speaking engagements according to need. Overall the above mentioned structure has worked well but is constantly under development.

Report from Western Cape:

Compiled by Marion Seymour

We only managed 5 member touch points with the WC members this year:

- 1 feedback meetings and
- 2 Sisterhood Cinema Screenings
- PSA Launch
- 1 Sexual Harassment talk

Only x1 of the Sisterhood Cinema Screenings and the PSA launch was well attended. The rest was very low.

Master classes are high on the priority list for 2020, as we could not get to that this year. The 2019 year was spent mostly with industry collaboration activities.

With new board members on board, membership touch-points will be more possible, so that this can happen concurrently alongside the lobbying activities.