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SWIFT Annual Report

Tuesday, September 22, 2020

Dear fellow SWIFT members.

Introduction

The SWIFT board is pleased to share its report for the first year of its two-year term of office.

In spite of the challenges we have faced over the past six months and the unpredictable future we face as an industry and nation we remain focused on delivering on our mandate of growing and developing our organisation, working towards eradicating sexual harassment in the industry and affording opportunities to the previously marginalised and disadvantaged individuals to participate in the industry.

If anything, that the past few months has shown us is how unpredictable life can be.

When the new board began its term in September 2019 we began with a lot of enthusiasm and plans to take SWIFT to the next level. We wanted not only to build on the great work that the previous board had accomplished but to ensure that SWIFT as an organisation continues to grow and make an indelible mark not only in SA but the continent and the rest of the world. We had certainly begun to make headway in that regard. No one could have ever predicted the storm and the devastation that has been brought about by COVID-19 but our plans and hopes have only been deferred.

We have all been adversely affected by the Corona virus pandemic. We are thankful for the breath in our lungs and the life we still have. We mourn and remember those who we lost to this pandemic, pray and wish those that have been infected recovery. We continue to hope that the storm that is COVID-19 and its effects, on our nation and the world will soon be over. I do not believe we can go back to life as we knew it but that the future holds a new normal with unprecedented opportunities for us. The pandemic has heightened the plight of women and has forced our government and the nation to take stock and act. There is no time like the present for us as women to mobilise and capitalise on this opportunity, to fight for the change we want to see – a safe working environment, equal opportunities, prioritising previously disadvantaged women, and gender and race parity throughout the industry.

Achievements

SWIFT BOARD: Zanele Mthembu (Chair); Jacintha de Nobrega (Vice-Chair) Pearl Munonde (Treasurer); Maganthrie Pillay; Janet van Eeden; Jessica Singh; Sara Chitambo; Caroline Kganyago-Ralefeta; Tracy Clayton; Rea Moeti

On the 2nd September 2019 the Minister of Arts and Culture, Nathi Mthethwa, signed the SWIFT Code of Conduct pledge that going forward the Department will only fund work from production companies who present and adhere to their own written code of conduct in regards to sexual harassment.

We also began to work on planning the Safety Contact Officer (SCO) project which would provide a reporting structure for incidents of sexual harassment and allow women to receive much needed assistance and guidance when reporting incidences of sexual harassment. Despite the delays caused by the lockdown SWIFT has now reached the stage of training SCOs and piloting the SCO project. We are pleased about this development as it has been long in the planning.

SWIFT represents the interests and concerns of women on various platforms such as the Department of Sports, Arts and Culture (DSAC) Audio-visual Reference Group which was formed at the 2018 Industry Summit, has made submissions to the department of Employment and Labour (DEL) the Minister announced his intention to deem persons in the industry as employee and sits on DEL meetings to discuss changes proposed by the department that will impact our industry; SWIFT is represented at NFVF industry engagements, as well as at the SABC industry engagements and many such forums.

SWIFT has continued its relationships with key international organisation established at Pro Quote's 2nd Round Table of Women's Organizations in Film and Media @Berlinale 2020. The relationships established at that forum have continued during the lockdown period with SWIFT represented on webinars and online discussions. SWIFT

SWIFT has successfully hosted activities on online platforms. The webinars and online activities have had varying successes however we recognise that there was deluge of online webinars and dialogues and that we were all fighting for the same audience during this time. Our partnerships with Gauteng Film Commission (GFC), the National Film and Video Foundation (NFVF) and the Durban Film Mart (DFM) we instrumental not only in reaching more women in the industry but also men and some filmmakers from the continent and ensuring we continue to provide our members with opportunities for development and engagement with the industry.

Recognising the adverse effect of the pandemic on our industry the SWIFT board decided to offer free membership to during this time. Fees for existing members whose membership was due for renewal in June to September were waived and new members were offered a payment holiday until end of September. As to be expected we have lost some members due to financial constraints brought about by the lockdown however it is encouraging that the initiative has borne some results as new members joined during this time.

SWIFT has also finalised an organisation strategy and a business plan with priorities for the organisation for the coming year and to assist in our fund-raising efforts for the organisation.

Capacity Constraints and challenges facing the organisation

Many of SWIFT's objectives require a full-time operations staff to carry out the mandate and engagement with government departments as well as other industry stakeholders.

We have begun our fundraising efforts with earnest. SWIFT has applied for funding from Department of Sports, Arts and Culture (DSAC). The funding the funding was put on hold due to the urgent need for the department to attend to relief funding for the industry. The funding is key in ensuring that SWIFT has the capacity to carry out its mandate and to ensure proper governance in the organisation by separating the management of the organisation from the duties and oversight role of the board.

With the onset of the lockdown the board had to review the plans for the organisation. We had to adjust and ensure that we "cut our cloth to fit our coat".

Strategic Focus:

In light of the events of this year and the continued challenges due to the lack of capacity we reviewed our plans and goals to ensure that in the coming year we focus on initiatives that we can deliver on without compromising on our mandate. We want to ensure better engagement and communication with our members. In this regard we have decided on the following

- **Advocacy**
 - Complete Safety Contact Officer (SCO) pilot and the develop a temporary Ombud for reporting of sexual harassment complaints
 - Conduct research to gather data to support our advocacy efforts
 - Develop a database for women in the industry
 - Establish new relationships on the national and provincial
 - Grow organisation nationally by expanding to other provinces e.g. EC, NW

- **Skills and Mentorship**
 - Host one mentorship programme per quarter.
 - Continue partnerships with the NFVF, GFC on skills development programmes

- **Comms & Marketing**
 - Improve internal comms by producing monthly newsletter and hosting meetings
 - Continue to build up the profile of the organization by promoting SWIFT initiatives on social media and other platforms
 - Continue to respond to issues as they arise in the industry and country

- **Sisterhood Cinema**
 - Quarterly strategic partnerships with Festivals to showcase women's cinema.

Acknowledgements

I would like to express my heartfelt thanks for the members of SWIFT for your continued loyalty and support, especially your constructive feedback to the board. I also extend our gratitude for the continued partnerships with the Ministry and Department of Sports, Arts and Culture, the NFVF, DGC and DFM. I extend my appreciation to the board for all your hard work and dedication. Thanks to Marion Seymour and Nicola Hanekom who unfortunately had to resign from the board due to other commitments. We appreciate your contributions.

We look forward to a brighter future for SWIFT.

SIYABONGA, THANK YOU, RE YA LEBOGA, REA LE BOHA ENKOSI, BAIE DANKIE, NDO LIVHUWA, NDZA NKHENZA,



Zanele Mthembu
SWIFT Chair
22 September 2020

SWIFT AGM REPORT - Advocacy

SWIFT AIMS TO ADVOCATE

- Transforming the industry to a more equitable sector in terms of gender and race by advocating for safe working environments free from sexual harassment and discrimination, equitable representation and participation of women throughout the industry value chain, pay parity and an end to the race and gender pay gap.
- Creating a research unit that collects information about women's participation in the industry that can serve as a basis for strong advocacy.
- Creating a strong advocacy unit for women in the industry as a vehicle in which to address historical social inequalities and its pertaining effects on the industry.
- Lobby government wherever necessary to change legislation and policy to create an equitable industry for women to thrive.

The Safety Contact Officer Programme

As the only organisation focused exclusively on women in the industry SWIFT felt its first priority was to educate, create awareness and actively advocate against sexual harassment. SWIFT has therefore focused on the following:

- SWIFT has asked continued to ask all production companies and industry players to do the right thing and formally adopt the Code, and especially asks all members to make sure the Code is always included in every contract signed, without fail.

- Through partnerships with festivals screen #ThatsNotOk public service announcements, short films based on real incidents of harassment and discrimination as experienced by women in the industry.
- The Minister of the Department of Sports, Arts and Culture signed the pledge in September 2019.
- Distribute the Sexual Harassment Guide outlining what sexual harassment is, how to deal with it, and resources where help can be found.
- These resources can all be found on the SWIFT website: <http://www.swiftsa.org.za/resources/>
- SWIFT offers sexual harassment workshops to production companies, as a thorough orientation and induction to everyone on the production about what sexual harassment is, and what rights, protections and process freelancers can expect from the production company in the case of sexual harassment in the workplace.

Safety Contact Officer Project

SWIFT has developed the concept of the **Safety Contact Officer (SCO)**, to be part of an independent body that understands the Code of Good Practice and is responsible for its implementation without fear or favour - while the Code is the first step in closing the legal gap around sexual harassment for freelancers, it does need enforcement to ensure that the rules and guidelines laid out are adhered to, and that the process is at all times complainant-centred. Fundamental to this initiative is providing an industry-wide complaints mechanism.

The vision is that every film and television production will be required to appoint a Safety Contact Officer, trained in legal, psychosocial, trauma and containment, human resources, complaint investigation, police reporting procedures, mediation, intimacy co-ordination and on-set etiquette. The main focus of the Safety Contact Officer is not to prescribe what action needs to be taken but rather to lay out the options available to a complainant and assist in implementing what the complainant wants.

To date SWIFT has raised funding from DSAC and GIZ in order to complete the first phase of the Safety Contact Officer Programme.

SWIFT has had to manage the common misconception that it is able to deal with reports of sexual harassment and provide counselling and legal assistance, especially in the face of overwhelming need, hurt and anger against the onslaught of harassment faced by so many women in our industry. SWIFT would not presume to provide such services, as these are highly skilled roles and more than adequately supplied by dedicated GBV organisations, psychosocial support and legal and mediation services.

What SWIFT does intend to do is make sure we drive the necessary changes we all want to see, and to create meaningful partnerships to make sure all women in our industry can access the help they need when experiencing sexual and gender harassment and discrimination.

SWIFT would like to believe our industry can be transformed to be safer, respectful and more tolerant for everyone, particularly the most vulnerable, and importantly that our entire industry has a collective responsibility towards this end, using all resources and influence to contribute to this transformation.

SWIFT has developed a strategic framework to address structural sexual and gender harassment and discrimination in our industry, and is in the process of developing industry and government buy-in. The first stage will be concluding the Safety Contacts Training Manual and the training of Safety Contact Officers, and then the piloting of a support project as proof of concept. This stage will be concluded by the end of October.

For the next stage, SWIFT will develop a funding strategy to ensure the sustainable resourcing of the Safety Contact Officer programme, with the aim of developing an interim industry wide complaints mechanism, with the long-term goal of an independent industry Ombud with the authority to receive, investigate and formally resolve complaints, and to encourage best practice.

SWIFT Lobbying and Stakeholder Engagements

SWIFT engages wherever necessary to affect legislation and policy to create an equitable industry for women to thrive. As a Council Member of [SASFED](#), SWIFT is part of the collective core of South Africa's independent film and television industry, and has representation and input on a number of industry and government forums, seeking to transform and fulfil the social and cultural potential of this creative sector:

- The Department of Sports, Arts and Culture Audio-visual Reference Group
- The Creative Industries Master Plan as part of the Creative Industries Reference Group convened by the Department of Small Business Development
- Stakeholder engagements with the NFVF and the Film Commissions
- A [submission](#) with other SASFED members to the DTI on the value of the SSAS scheme for SWIFT members and requesting the re-instatement of the scheme for industry organisation groups.
- Commented on the Intimacy Co-ordination Protocols, which will become South African industry best practice.
- Took part in the Collective Bargaining workshops hosted by the South African Guild of Actors (SAGA), exploring how the SA film and TV industry can self-regulate, ensuring an end to exploitative business practices and safer and more respectful workplaces.
- Stakeholder engagements and two submissions to the Department of Employment and Labour with regards its intention to deem freelancers as employees for the purposes of the National Minimum Wage Act, COIDA, certain sections of the BCEA, and certain sections of the LRA. The SWIFT submissions focussed on the challenges faced by women on the South African film and television industry, and requested that the department also look to regulation change to facilitate pay parity and an end to the gender and race pay gap.

[SWIFT DOL Submission 10-2-20](#)

[SWIFT DEL Submission 29072020](#)

Step it Up for Gender Equality in South African Media

SWIFT is on the advisory group for the GIZ and UN Women Step It Up for Gender Equality in South African Media project, which has just launched the “Statement of Commitment for Gender Equality in SA Media” during Women’s Month [“Statement of Commitment for Gender Equality in SA Media”](#)

The aim of the Statement is to motivate news and entertainment media organisations and practitioners to reflect and take on the roles and responsibilities that come with the influence they hold in terms of gender equality.

SWIFT asks all members to sign up to support change in our industry at: <https://partnershipsforprevention.org/step-it-up>

Stakeholder Engagements

SWIFT is currently working, with important stakeholders and key partners, on the establishment of Safety Contact Officer programme as part of developing an independent industry wide complaints mechanism for sexual and gender harassment and discrimination.

SWIFT is on the advisory committee for the GIZ/UN Women Initiative Step It Up for Gender Equality in South African Media - which will launch the Statement of Commitment for Gender Equality in South African Media during Women’s Month, on the 26th August.

SWIFT Chair Zanele Mthembu was invited to attend the 2nd Round Table of Women’s Organizations in Film and Media @Berlinale 2020. The theme of this important gathering of 55 organisations from 25 countries was “Shifting the Narrative”.

SWIFT ran an e-mentoring programme during Youth Month, linking experienced women industry professionals with younger members.

SWIFT and its members have participated in several film festivals with screenings of films made by women and on panel discussions, including Joburg Film Festival 2019, ARIFF 2019 and the GFC Online Women’s Film Festival.

SWIFT held Covid-related online seminars for the benefit of its members, and has been invited to take part on several panels and seminars both locally and internationally during this period, particularly in August as Women’s Month:

GFC Virtual Roundtable on the Female Lens with SWIFT members on the panel

GFC Virtual Roundtable on the Lack of strong women narratives in film roles with SWIFT members on the panel and moderating

Participated in the GFC Audio Visual masterclasses on the Future of South African Film Industry for Africa Month

SWIFT was part of the Embassy of Sweden Digitally Yours Women in Film webinar

SWIFT Chairperson, Zanele Mthembu formed part of the Annual Cannes Global Conversation on Inclusion

SWIFT Facebook Live Conversations on the Current State of the Industry under Covid

SWIFT Facebook Live Conversation with Layla Swart and Busi Mdletshe on the business of filmmaking

SWIFT Facebook Live Conversation with young women filmmakers Rea Moeti, Sihle Hlophe and Kate D'Hotman

Commented on the Intimacy Co-ordination Protocols which will become South African industry best practice.

Made two submissions to the Department of Employment and Labour in February and July – Proposed Collective Bargaining Structure for self-regulation with Sub-sectors in this industry.

SWIFT COMMUNICATIONS SUB-COMMITTEE REPORT

SEPTEMBER 2019 TO SEPTEMBER 2020

SOCIAL MEDIA PAGE FOLLOWING:

	FOLLOWING September 2019	FOLLOWING September 2020
FACEBOOK	2868	3441
TWITTER	3005	3495
INSTAGRAM	1395	2062

ACHIEVEMENTS:

- Established sub-committee with 9 active members. Committee headed by SWIFT spokesperson Sara Chitambo and SWIFT Deputy Chairperson Jacintha De Nobrega
- Run weekly content that celebrates #FemaleFilmmakerFriday
- Ran partnership events and campaigns with #ARIFF in November 2019 and Gauteng Film Commission in August 2019
- Supports all SWIFT events with marketing and visibility

ACTIVITIES

MAY Facebook live talks

Marion hosted a FB session on the state of the industry

Pearl hosted a FB talk with Layla Swartz and Financial expert Busi Mdletshe.

Rea Moeti hosted a session with Sihle Hlophe and Kate D'Hotman.

GFC – May 2020

Zanele Mthembu did a master class on the future of the film industry with Gauteng Film Commission.

Female Filmmaker Friday – we started a Friday post where we celebrate women in the industry. This has been a constant and very empowering initiative and I see a lot of engagement when these posts go out.

JUNE Youth Month Mentorship

We had 40 youth applications and we teamed these individuals up with experienced SWIFTEE's (16 women) who had up to 3 sessions with each person.

The plus is that many kept the door open for continued mentorship.

GFC roundtable – Women's month

Jacintha, Sara and Caroline took part in these sessions that were very well received.

PSA's

We reposted our PSA's on social media

Sweden High Commission

Jacintha was on a panel discussion Women in Film. The embassy paid an honorarium of R2500 to the organization.

City Press newspaper

Sexual allegations on the production Quizzical Pictures Jacintha prepared a press release and answered questions for City Press newspaper that published an article. Sara was in contact with the claimant for support.

News Afrika – Jacintha was interviewed on the program about the sexual harassment programs SWIFT does.

Sexual Harassment workshops

Stained Glass requested a workshop that was held in August for their production Durban GEN. They had an incident and wanted to reinforce that this behaviour was not acceptable.

Very good learning's from the presentation, i.e. language – need a Zulu speaking presenter, include a male from Brothers for Life as a possible partnership. The organization made R3000 for this session.

Upcoming – another request to host a workshop for Uzalo – the date and time to be confirmed but it will be in September.

Durban Film Mart

SWIFT hosted 2 hangout sessions 1) Structural Inequality in Africa's Audiovisual Sector 2) Women's Work? - Building a safer Industry with SWIFT

Jacintha moderated the second session with Zanele being on both the panels.

Website

Caroline was requested to head the training for updating the website. We had a session that was not completed. Nothing has been followed up. We need to relook the design and layout and have weekly and daily updates for members.

Ongoing

Ongoing industry news and opportunities was posted on social media platforms.

CONCLUSION:

Team is satisfied with engagement from other industry bodies and members on Instagram. This reflects in the growth of the numbers on the page. The team is looking forward to strengthening campaigns and increasing engagement on twitter and Facebook through boosts and structured weekly content.

Strategy required for telegram and mail-chimp to drive membership engagement and increase numbers.

Recommendation

As much as we have made strides in our visibility, we need to work harder and communication.

SWIFT needs a strategy for marketing and comms as this will empower members and show the value of being part of the organisation. Perception is reality and currently the perception is that we do not offer much to members.

SWIFT looking to employ a marketing and comms person to keep up with the level of information, as board members are limited with time.

SWIFT SKILLS AND MENTORSHIP SUB-COMMITTEE REPORT

This sub-com consists of Dr Janet van Eeden, Jessica Singh and Caroline Kganyago.

SEPTEMBER 2019 TO SEPTEMBER 2020

WORKSHOPS:

February, March 2020: Set up meetings with KZN FC with Jessica Singh and Janet van Eeden and Nokuthula Shongwe to discuss possible workshops to host at DFM in July. Liaised with DFM CEO Toni Monty to establish how DFM could host SWIFT networking event.

With COVID-19 and Lockdown all plans were put on hold.

July 2020: Jessica Singh and Janet van Eeden approach DFM again to revisit plans put on hold prior to lockdown. As a result of these engagements with DFM SWIFT hosted two hangouts moderated by **Jacintha De Nobrega**. The hangouts were attended by women delegates from the continent and the rest of the world.

September 2020

Jessica Singh's engagement with Sakhile Gumede, head of Isiphethu Programme at DIFF resulted in SWIFT hosting two webinars on the **Isiphethu** programme. Both sessions were facilitated by Jessica

Through this partnership SWIFT has encouraged KZN women in attendance to sign up as SWIFT members. Two confirmations of members wanting to join were received following the webinars.

SWIFT in KZN continues its efforts for networking, collaborating, and growing membership in the province.

GFC

Jessica and Caroline have compiled a Skills and Mentorship proposal to GFC proposing a number of Upskilling Workshops to be funded by GFC. The chairperson is currently in discussions with GFC to finalise the engagement.

The Skills and Mentorship sub-committee looks forward to greater growth next year, with regular meetings with all members of the sub-com, when situations such as COVID-19 are no longer dominating our lives.

TREASURER REPORT: 2019/2020

1. OVERVIEW:

The Treasurer's role was filled by Pearl Munonde.

2. SWIFT'S ACCOUNTING POLICIES:

SWIFT prescribes to the Public Finance Management Act (PFMA 1999). All bookkeeping is done in line with the General Accepted Accounting Practices (GAAP). The appointed accountants are Bemont and Company, Practice number 927589. This procedure manual is based on the use of SAGEONE as the accounting software.

All payments are made via electronic funds transfer. Every payment is approved by the Treasurer and the Chairperson before the Bookkeeper effects payment. Deposits are mainly via electronic payments and cash receivables (if applicable) are accepted on issue of a receipt and deposited into the bank account.

Bookkeeping is done by Thea Aboud.

Accounts are prepared by the administrator/bookkeeper who distributes monthly reports to the board. The financial statements are presented to membership before the AGM for approval and the Treasurer is required to submit the Treasurer's report at the AGM.

3. SWIFT's profit margin for the Period 1 March 2019 to 29 February 2020 is much higher than the previous year, mainly because of the higher income received thus resulted in a surplus of R440757 in the year including interest of R20165 from our investments account.

4. Project Specific Income:

- a. GFC's Sexual Harassment Project brought in R47000 (R28200 from 2018/2019 + R18800 from 2019/2020). Expenditure for the 2019/2020 financial year was R34422,78.
- b. GFC's ARIFF Participation Funding brought in R10000. Expenditure for the project was R 7318,86.
- c. DAC's Safety Contact Project brought in R246400,00. Expenditure for the project was R129736,97.

- d. GIZ's Safety Contact Project brought in R194729. Expenditure for the project was R197723,33. There is an overage of R2654,25.
- e. MNET PSA's Project brought in a funding of R550000. Expenditure for the project was R489090,00. There is a surplus of **R6910,00**
- f. R85100,96 in membership fees was received. An increase of **R12450,96** from previous year.

5.1 RECEIVABLES

Membership Fees	R85100,96
T-shirt Sales	R170,00
Sexual Harassment Presentations	R10000,00
Al-Afrika Youth Project	R2500,00
Limpopo Project	R2000,00
Interest	R19660,15
TOTAL	R119431,11

5.2 EXPENDITURE

ADMIN	
Accounting Fees	R52950,00

Spokesperson	R16000,00
Bank Charges	R3634,01
Board Members Expenses	R28736,00
Interim Training Project	R9511,30
Catering/Office Supplies	R144,97
Webhosting & Design	R1753,85
Membership to Affiliated Organizations	R3000,00
Flights/Transport/Catering/Facilitator (board meeting)	R26707,76
Courier Services	R99,99
Telephone and Data	R828,00
Venue Hire	R391,00
Printing & Stationery	R235,00
TOTAL ADMIN	R143991,88
WORKSHOPS/PROJECTS	
CAB	R7590,00
Western Cape Event	R1640,83
Al Afrika Youth Project	R2000,00
DIFF	R1000,00
TOTAL WORKSHOPS/PROJECTS	R12230,83
INTERNATIONAL MARKETS	
Flights	R4261,42
TOTAL INTERNATIONAL MARKETS	R4261,42
TOTAL EXPENSES	R160484,13

5.3 BALANCES

Current Account	R122160,94
Investment Accounts (Projects)	R191752,56
TOTAL	R313913,50

5.4 COMMITMENTS FOR 2020/2021

Comms monthly payments of R3000 for graphics designer and R1000 for admin.

Administrator/Bookkeeper monthly payments of R5375 plus an additional R1125 for training of interns and as such R39 000 for the current financial year until September 2020. The training of the interns ended at the end of March and the extra amount of R1125 is directly being paid to the intern, Cecilia.

Accounting Services estimated at R3000 for the 2020/2021 financial year.

5.5 EXPECTED INCOME FOR 2020/2021

Membership Fees at R3500/month will secure an income of R42000 plus interest.

Workshops Fees @ R3000/workshop per month will secure an income of R36000 for SWIFT excluding Facilitator Fees of R2000 per facilitator.

DAC organization funding of R500K will help the organization to build capacity for the organization to run smoothly but most importantly to implement SWIFT's business plan.

Compiled and prepared by:



Pearl N. Munonde – SWIFT Treasurer