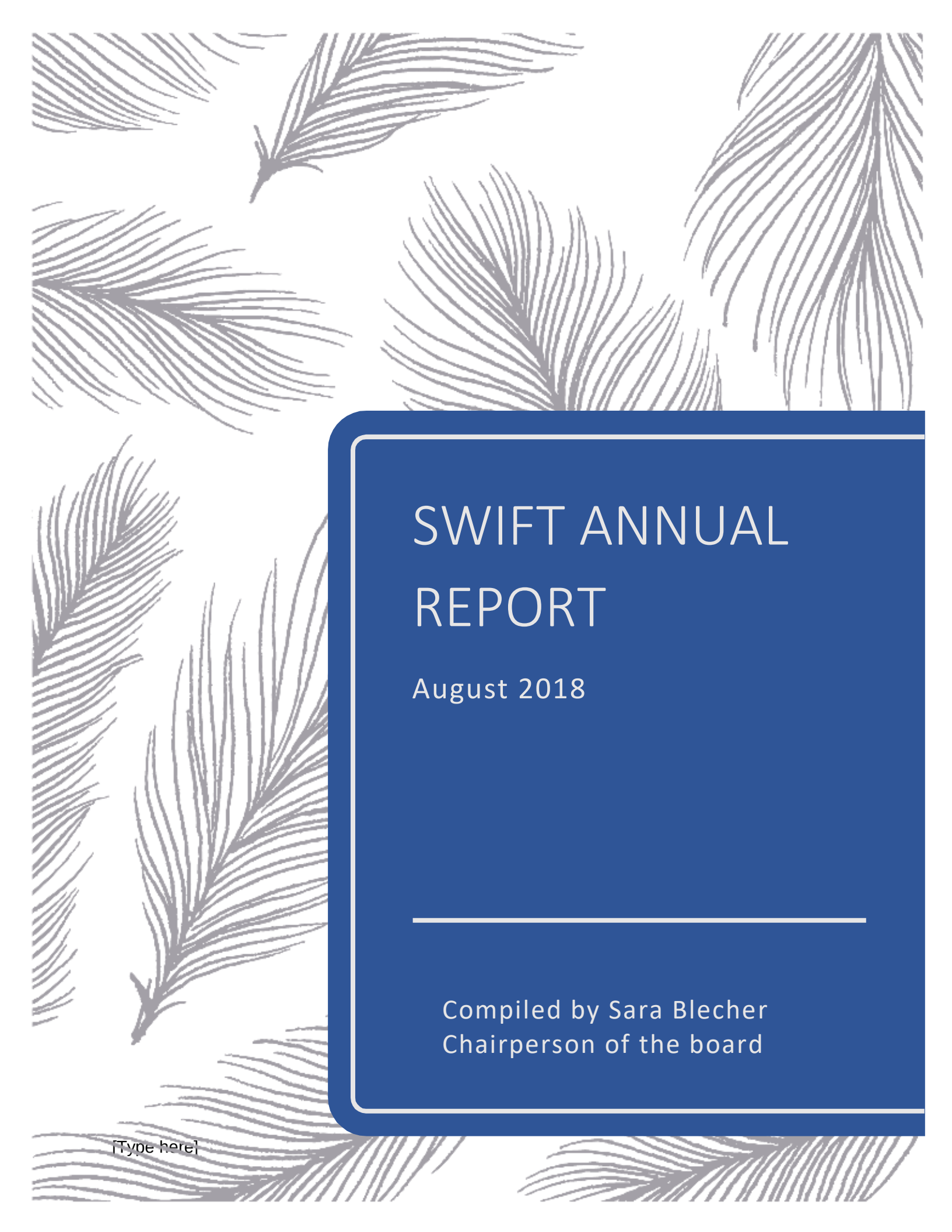




SWIFT ANNUAL REPORT

August 2018

Compiled by Sara Blecher
Chairperson of the board

[Type here]

OVERVIEW

Now that it has been two years since the first inception meeting and a year since we officially launched I think we can all be incredibly proud of what we have achieved.

I don't think there is a single person in this industry who hasn't heard of SWIFT and in many ways, we really have pushed much of the conversation into engaging with our issues - while at the same time offering real tangible solutions - all of which is quite an extraordinary feat and truly thanks to the hard-selfless work of so many people.

Having said that I also think we are at a crossroad where we need to find a way to become sustainable or the organization will merely fizzle out.

Last year we released the findings of our report into sexual harassment. The findings were so horrific that we quickly realized we had little choice but to focus much of our attention on Sexual harassment / abuse. What good is it to try and encourage more womxn to participate in an industry - when we can't guarantee their safety.

Sexual abuse and harassment have been the main focus of the organization over the past 12 months.

Our strategy in terms of responding to this was multifaceted and included short and long-term goals:

We developed the code of conduct

We developed a Safety officer proposal

We created a PSA Campaign and shot seven PSA's.

We held several monthly meetings – that gave womxn a safe space to discuss share and inform ourselves about harassment.

We created referral partnerships with organizations that could help womxn in the industry deal with this scourge This included partnerships with LHR, CAL, Women's Legal Center, and Lifeline,

We also created a Pledge campaign – which culminated in SAFTA pledge by everyone in the industry.

Despite all of these amazing accomplishments - this work has also thrown up many challenges and shortcomings that we as a growing organization need to confront: chief amongst which are a severe lack of capacity; a lack of intersectionality; rising expectations that we are unable to meet: and a lack of effective communication.

SWIFT is a volunteer organization run by a group of womxn who have given huge amounts of their time to make sure that things continue to run. And we owe a huge amount of gratitude to all these womxn. We haven't been perfect, but we have all given as much as we can and tried as hard as we can to make this industry a better place for womxn. Sometimes at quite huge cost to ourselves. And what has emerged incredibly clearly is that this model is not sustainable.

So, in order to tackle this going forward we as a board have come up with a number of new strategies:

SWIFT is not an organization of them out there. We - every one of you is SWIFT. And SWIFT is what we do and what we make it. Over the last year there has been a lot of criticism leveled at those of us who are trying to do things and at me in particular. So, at this point we need to go back to the principal that there is no "them" in SWIFT there is simply "us" and if we don't like the way things are being done – "we" need to do them differently.

If we want more networking opportunities, “we” need to create them.

If we want more training and upliftment “we” need to develop these projects. It isn’t up to some “them” of SWIFT to do this for us.

Swift will consciously move in the direction of becoming more of a platform where people can run projects and programs that they develop - rather than a place that will develop these programs and projects and run them internally. We hope in this way to become more responsive to the needs of our members and also to increase the pool of womxn who are burning out from the huge workload.

In addition to this we are hoping to become more of an organization that can compensate womxn for their work – rather than merely run on volunteers.

In order to be able to do this we need to fundraise more effectively, and the board is in the process of developing a strategy to do this.

As mentioned we have managed to achieve a huge amount, the details of which will be delivered by all the committee heads below. This certainly needs to be appreciated and celebrated and I’d like to take this opportunity to thank all the womxn who have given so freely of themselves and their expertise and their time to help build a better place for all of us.

That said this is also an important opportunity to self-reflect and look at the organization with a view to developing strategies to make things better going forward. In order to do that I’d like to outline some of the challenges we have faced and the strategies we are developing to try and meet them:

LACK OF CAPACITY AND SUSTAINABILITY

The most critical challenge facing the organization over the next year is sustainability and a need to restructure the organization. In order to do this, we need to have a full-time executive who can become the core of the organization and do the job of running it. What this will do is free the board and the committees to be an actual board and just make decisions while leaving the day to day running of things to someone who is paid to do this. Obviously, we will not be able to do this until we have enough money - so in the interim the board is developing a proposal – that allows any member who raises money to retain a % of that money. We clearly need a way to fundraise and we believe at this point – this is the best way to do so.

We have also accepted – that going forward we need to try to compensate members for the work they do for the organization. The transition to this will be slow – but we are aiming to reach a place where projects run by the organization bring in enough money to actually pay for the work that is done.

UNITY

There are so many issues that can divide us - and that can threaten to destroy what we have built up. But there is also so much that unites us - and at this point it is critical that we don't shy away from the hard questions but also that we treat each other with respect and don't allow our differences to destroy the organization. If we start off from the premise that we are a group of South Africans all of whom have the same goal of trying to make the industry better for womxn – we will be able to find a way to navigate through these complex issues.

RESPONSE TO KHALO ALLEGATIONS

We are so proud of the womxn who spoke up about their experiences with Khalo and started the wave of more womxn speaking up- we fully support and stand by them. We do believe our actions showed our support- by the statement we put out (albeit a bit slow), the events we set up with in both Johannesburg and CT, as well as engaging and facilitating connections to help for the survivors who reached out to us. However, we do acknowledge that in all these actions there were some mistakes made which we are taking our learnings from.

But again, SWIFT is an organization made up of volunteers the majority of whose backgrounds are in film & television. None of us in the team have any experience with trauma counseling or legal advising re: sexual crimes. As such we always intended to be a place people could reach out to and be connected with organizations who are trained and qualified to deal in this sensitive area- i.e. LHR, Lifeline, POWA partnerships.

We must acknowledge that in our haste to protect and help the victims who spoke up we began engaging directly with them and because we are untrained - this was perhaps more damaging than helpful - but in all honesty when there is someone who has been brave enough to step up and contact you it's difficult to tell them the technicalities such as LHR hasn't responded to our emails yet so please wait till they do for example. Natural instinct is to jump in and help a fellow woman/human.

In response to the criticism which were leveled at us around the handling of the victims, the Board has taken a decision that SWIFT will focus on the programs we have developed around policy and strategies that structurally change the industry to make it better for womxn rather than create the expectation that we can help individual womxn through their crisis - which we acknowledge we cannot deliver on. This includes the pledge/ code of conduct we have developed as well as safety officer campaign going forward. We believe this is a critical intervention and one we can work on.

In addition to this we will continue to try and create partnerships and relationships with other organizations that can so that we can act as a referral – in terms of connecting these womxn to other resources that may be able to help them.

INTERSECTIONALITY

Some members have raised the issue that we haven't done enough to focus attention on the specific upliftment of WOC within the movement. This is indeed an area we have fallen short on and we need to come up with a way to address this.

Thus far SWIFT provided several platforms where these issues could be raised and discussed with a view towards coming up with concrete programs and plans to engage with each other. An incredibly robust discussion was held in Durban at Diff as well as online on the watsap members group and at a monthly meeting in Johannesburg. Swift needs to be more aware of issues of intersectionality in all the projects we take on. But again, SWIFT is made up of volunteers who run these programs. We need members to become more actively involved in creating solutions rather than merely leveling criticisms at those of us who are attempting to do the work. Again, there is no "us" and "them" in SWIFT. "We" are SWIFT.

Most members on this board have been working for SWIFT for the last two years. These are not paid positions. Everyone volunteers their time and has been doing so for the last two years. This does need to be acknowledged and appreciated, because without this work there would be no SWIFT

Going forward

Beyond tackling these extremely complex issues we also need to map out a way forward for the organization and prioritize focus areas for the upcoming year. Included in this is

Tackling Working conditions within the industry

I strongly believe as we move forward as an organization this is where most of the attention of the organization should be focused. Our research has shown how difficult it is for womxn to work within this industry considering the current working hours and conditions and I believe SWIFT needs to begin to campaign around getting changes implemented to make the industry more womxn friendly and particularly for womxn with children and families.

Expanding into other provinces

Developing a strategy for expanding so that we can have more branches across the country – we have been approached by people in Limpopo and the Eastern Cape and Zoe Ramushu and I are developing some guidelines as to how this can be implemented going forward.

Expanding across the continent

Coming out of our presence at all the different festivals in particular Berlin and DIFF – we have clearly identified a need by womxn across the continent for a similar organization – and the Board has resolved to develop a strategy so that we can help facilitate this.

Achievements: THREE PILLARS

Organization –

Zoe Ramushu, Flavia Motsisi, Alik Sargas, Sara Blecher, Odette Geldenhuys, Fazila Kohl, and Carrie Doherty, were all elected as board members at our AGM in 2017. They will all serve for the two years terms – as stipulated in our constitution with the exception of Odette who has just resigned. She will now become part of an advisory board of elders to SWIFT

Sara is chairperson of the Board, Fazila is deputy chair, Zoe was treasurer until her resignation during the year. She has since become spokesperson of the organization.

In order to help with the work load – Bonie Sithebe, and Mary-Ann Mandishona were seconded to the Board in March. Bonie has become the new treasurer.

I'd like to take this opportunity to thank the entire board for all their work and dedication to building SWIFT. This work consumes a huge amount of time and is completely voluntary and has gone well over and above the mandate of any board members.

In addition to this special mention and gratitude needs to be given to all the womxn who have served on and headed up the various committees.

This includes:

Advocacy - headed up by Alik Sargas and includes Nel Ngcobo, Nomp Viliakazi, Monique Atouguia, Anri Coetzee, Godisamang Khunou, Sara Blecher and Zoe Ramushu.

Sisterhood cinema - This year Mary-Ann Mandishona spearheaded Sisterhood Cinema/Girls Go to Cinema/Animation training (10-day program during Youth Month) She was assisted by Hlubi Mboya and Luyanda Mkwanzazi, Sara Blecher, Sara Chitambo, Zoe Ramushu, Zamo Mkwanzazi and Godisamang Khunou. Also, in this committee is Flavia Motsisi and Rea Moeti

Training and mentorship - headed up by Natalie Haarhoff.

A huge debt of gratitude is owed to these phenomenal womxn who literally make things run. As well as all the womxn who have helped get publicity for the organization.

Likewise, we are incredibly grateful to Thea Aboud, who is the only paid member of the organization and who takes care of all the admin and finance of SWIFT.

Membership stats – 135 for 2017/2018

We now have 195 paid up members. We lost a couple – 22 who has not yet renewed

Our Whatsapp group - which we converted to members only in Johannesburg - has given many womxn job opportunities and an incredible network – We would like to find volunteers to help us compile testimonials and research in regard to the success of this

PARTNERSHIPS:

Over the last year SWIFT has worked hard to maintain our partnerships and develop new ones which we view as an essential part of sharing the workload building the reach of the organization.

DAC/ NFVF:

We did partner with them on new research - which we were slightly disappointed in. Despite the resources they had access to their report on womxn in the industry failed to mention Sexual harassment in the industry. SWIFT has not been consulted/involved in any of their womxn in Film initiatives - many of which are problematic - like the recent womxn 's slate project

Our SAFTA's partnership with them was one successful initiative we worked on with them - and thanks to Flavia for reading out the pledge for us so amazingly well.

We would specifically like to spotlight our partnership with Adwoa at the NFVF - who was involved with drafting our code and has been a great ally. The problem has really been the follow through in terms of getting the code through their legal process.

DAC: In terms of DAC again the problem has been follow through. We have great meetings, they ask for proposal we send them - and then hear nothing back for months.

MNET: We have a proposal pending with them for the creation of a new series of PSA's as well as the development of a training manual to go with the PSA

SABC: We strongly support the new initiatives in terms of dealing with internal sexual harassment. Have had great meeting with them.

DTI: This is currently one of our big challenges that need to be resolved because they do not recognize us an industry body that represents a significant sector of the industry.

SAGA: This is an awesome partnership and we have worked together closely on many of our campaigns including the Code of conduct. They have also developed a procedure for reporting issues of sexual harassment - which SWIFT is adopting.

SASFED: We are now a member of SASFED. Sara Blecher is SWIFT representative on SASFED. We need to appoint an alternative.

SACIA: Have become an affiliate. What this means is we can now use their mediation services if needs be.

IPO: - Code of Conduct - they have signed a MOU with us meaning that all IPO members have agreed to adopt our/ any of their own codes of conduct - we can hold them to account for this.

Gauteng Film Commission: Have been a great ally and partner of SWIFT at DISCOP where they helped organize passes for many of our members as well as a cocktail event and panel. Will be meeting with them shortly

Wesgro: have been a great ally and partner to SWIFT in the Western Cape.

DFO/ DFM/DIFF: Have been awesome partners. Have included us in much for the festival this year. Allowed us to screen our PSA at each screening. Partnered with them on hosting two panels.

KZNFC: again, have been an awesome partner. Funded the Six PSA's we shot. Have also actively involved us in drafting their policies around womxn in film.

JHB FILM FESTIVAL and DISCOP – still in progress. Do not have capacity to take it on. Asking for volunteers

LADIMA:

Advocacy:

(Report compiled by Aliko Sargas)

SWIFT advocacy has been most active during this last year when we decided to focus all our attention to educate and try prevent sexual harassment in our industry. It consists of the Advocacy sub-committee with Aliko Saragas, Nelisa Ngcobo, Zoe Chiriseri, Sara Bletcher, Nompoti Vilakazi, Monique Atouguia, Anri Coetzee and Godisimang Khunou who have worked tirelessly as volunteers over the past two years.

In the last year, we developed and finalised the code of conduct which has been shared widely across the industry and many production companies have taken it on board, along with industry bodies such as SAGA and the IPO

(which means all their members are covered too. Twelve funding bodies and broadcasters signed an MOU, which stipulated that they would adopt the Code of conduct in time. The Code of Conduct was developed by many women from many organisations across the industry, and all their names are acknowledged in the document. The Code is available on our website for download.

We developed a Safety Officer proposal which includes a mandatory, third party person on set to assist womxn and vulnerable people in cases of safety. We're trying to get funding for to develop training programmes for Safety Officers on basic legal literature, containment and facilitator training and basic psychosocial support training.

We created a PSA Campaign and movement called #ThatsNotOk and shot seven PSA's.

We held several monthly meetings nationwide – that gave womxn a safe space to discuss, share and inform ourselves about harassment. Including two meetings in Cape Town and Johannesburg around the Khalo Matabane accusations with lawyers, survivors and psychosocial support. We also had two panels at the Durban Film Mart on Diveristy and Transformation and Sexual Harassment and Race, which was vital in our efforts to step into a new direction for SWIFT.

We created referral partnerships with organizations that could help womxn in the industry deal with this scourge. This included partnerships with LHR, CAL, Woman's legal center, and life line.

We also created a Pledge campaign called #ThatsNotOk – which culminated in SAFTA pledge by everyone in the industry. At the SAFTAs this year, we also partnered with the NFVF to have the anti-sexual harassment pledge read out to the whole audience, broadcast to the country.

In partnership with Lifeline, SWIFT launched a whatsapp line to assist with psychosocial support and gives womxn free counselling sessions. This has been used quite well so far by womxn in the industry.

During our trip to the Berlinale, we met with many women organisations internationally and attending Women in Film Panels. We are happy to report that we are on the right track, and may even be a step ahead with our Safety Officer proposal.

We released our Sexual Harassment and Discrimination report, co-authored by Monique Atouguia and Lebohang Ntoele, which was released on Human Rights day this year. It has subsequently been shared widely and been used as the basis for further interventions, seeing as though it's the first academic level research on the subject in the country, and the results are horrific, with 66,7% of womxn feeling uncomfortable in the industry due to unwanted sexual advances.

We are reopening up the survey, and plan to keep it open indefinitely so as to continue collecting data. The new survey has more of a focus on race and sexual harassment and that intersectionality.

We have assisted the NFVF in a new report on womxn's issues in the industry, which will be released this year.

We are so proud of the womxn who spoke up about their experiences with Khalo Matabane and started the wave of more womxn speaking up- we fully support and stand by them. We do believe our actions showed our support- by

the statement we put out (albeit a bit slow and not as strong as it should have been), the events we set up with in both Johannesburg and CT (with survivors, lawyers and psycho-social support) to address the members and allow their questions to be answered, as well as engaging and facilitating connections to help for the survivors who reached out to us. However, as SWIFT is an organization made from volunteers with backgrounds predominantly in film and television without the adequate training. None of us in the team have any experience with trauma counseling or legal advising re: sexual crimes. In our haste to help, we recognize that in all these actions there were some mistakes were made which we are taking our learnings from. This is also linked with our lack of capacity and numbers to deal with all the advocacy work.

As such we always intended to be a place people could reach out to and be connected with organizations who are trained and qualified to deal in this sensitive area- i.e. our partnerships with LHR, WLC, Lifeline, POWA and SACIA (for arbitration) partnerships.

We must acknowledge that in our haste to protect and help the victims who spoke up we begun engaging directly with them and because we are untrained - this was perhaps more damaging than helpful - but at that moment when there is someone who has been brave enough to step up and contact you it's difficult to tell them the technicalities such as LHR hasn't responded to our emails yet so please wait till they do for example. Natural instinct is to jump in and help a fellow woman/human.

In response to the criticism which were leveled at us around the handling of the victims, the Board has taken a decision that SWIFT will focus on the programs we have developed around policy and strategies that structurally change the industry to make it better for womxn in light of sexual harassment rather than create the expectation that we can help individual womxn through their crisis - which we acknowledge we cannot deliver on. This includes the pledge/ code of conduct we have developed as well as safety officer campaign going forward. We believe this is a critical intervention and one we can work on and are qualified to do.

In addition to this we will continue to try and create partnerships and relationships with other organizations that can so that we can act as a referral – in terms of connecting these womxn to other resources such as psychosocial support and pro-bono legal assistance (with our partnerships with CALS (which will assist us in lobbying parliament and legislation, WLC and LHR (pro-bono legal assistance) and Lifeline and POWA (psychosocial support) that may be able to help them when they come forward to us.

As always, SWIFT is run by volunteers and we need more hands on deck in order to sustain all the interventions we are busy with.

Sisterhood cinema

(REPORT by Zoe Ramushu and Mary Ann Mandishona)

This year Mary-Ann spearheaded Sisterhood Cinema/Girls Go to Cinema/Animation training (10-day program during Youth Month) in partnership with the

Nelson Mandela Children's Fund and the Gauteng Premiers Office. She was

assisted by Hlubi and Luyanda and Mpho. Let's recognize ALL the work these ladies have done as it was a huge task without resources and a sacrifice of time. Also, you the ladies who contributed to the round table Sara B, Sara C, Zoe, Zamo and Godisamang.

Stakeholders and partners included SWIFT (Sisters Working in Film and Television), Albertina Sisulu Foundation, Nelson Mandela Children's Fund, Animation SA, The George Lucas Foundation, Disney, Global Girls Media, Prix Juenesse, China International Film Festival, India Film Society, Danish Film Institute, Cinekid Amsterdam and Gauteng Premiers Office. Sponsors were Standard Bank, Ministry of Sports, Arts and Recreation, Momba Foundation, Matriarch Films, Tavern Restaurant and the Gauteng Premiers Office.

We hosted over 1000 children (Ages 8-18 years old) per day executing numerous activities in various venues including Killarney Mall, Maponya Mall, Nasrec Expo and Market Theatre. These included international training workshops in film animation, script writing, CGI special effects and virtual reality. The entrepreneurship programs and bursaries for the youth were spearheaded by the Gauteng Province 'Tshepo 1 million' initiative. SWIFT held a sensitization workshop with reference to the 'That's Not OK' social media campaign aimed to educate young girls and womxn on the issues relating to sexual harassment in the Film and Television industry.

Training and mentorship:

(REPORT BY NATALIE HARHOFF - who heads up this committee)

From 2017 into 2018 The SWIFT Skills & Mentorship committee ran the following programmed:

1. A Masterclass, Experiences in the Edit Room, facilitated by renowned Editor Megan Gill, hosted by Upstairs Ludus post production facilities, organized by Daphne Jefferis & Natalie Haarhoff. Twelve womxn attended the class.
2. A Masterclass, Writing for Animated Series Masterclass facilitated by Natasje van Niekerk from The Storyteller Pod, hosted by the NFVF organized by Suzy Bernstein & Natalie Haarhoff. Around 15 womxn attend this class.
3. Skills & Mentorship hosted a monthly SWIFT talk on Video on Demand, hosted by Mayenzeke Baza who a Global Sales Agent is. Around 40 womxn attended.
4. SWIFT produced its first PSA for the #ThatsNotOk campaign where we had three trainees' in the following roles on set - lighting and art department standby.
5. SWIFT then produced six further PSA's in KwaZulu Natal where it had trainees on set for the two-day shoot.
6. In October 2017 Skills & Mentorship hosted a panel discussion on The Womxn of Supersport where womxn in the field of Sports Television imparted their knowledge & experiences in the field.
7. In May 2017 we hosted a panel discussion on Race & Sex in the Film Industry. The panel was made up of mentors Zanele Mthembu, Xoliswa Sithole and Zamo Mkhwanazi.
8. Database for trainees need volunteers for assistance
9. Talks and screenings of film by women and women in idustry

Communication:

This year we faced the resignation of both Jacqui – Lee Katz and Chabi Setsubi for this pillar – which was a huge blow to the organization. Zandi Mzondeki graciously stepped in to fill their shoes while still pursuing full time studies at Afda. At first, we were able to pay Zandi for this work out of funds from The PSA campaign, but we were unable to continue with this when the funds ran out. She has continued as a volunteer in this position.

PSA SOCIAL MEDIA LAUNCH

When we did the PSA's, Jacqui and Chantal Herman stepped in to help launch the social media campaign around this. A successful launch event was held in Johannesburg.

Highlights of this campaign include:

- Camera Operator and The Guest did the best on Twitter with the Guest getting most viewer retention minutes. 718 and 738 views respectively.
- SWIFT Tweets were featured on people's timelines 99.4k times.
- #That'sNotOk featured on people's timelines 1.5M times on its first day.
- Another 1.5M times from 6-9 June and 825k times 9-11 June.

(SEE ATTACHED REPORT BY CHANTAL HERMAN)

Website:

Swift has managed to launch a website, but more dedicated attention is needed to run the day to day management and updating of information on this site. The board is developing a strategy to manage this, but we are appealing for volunteers and assistance.

REGIONS

JOHANNESBURG

We have managed to hold a monthly meeting just about every month in Johannesburg, as has Cape Town. Durban still facing some challenges with this. (see below)

We had originally intended to set up and an annual planning schedule for the year that laid out the monthly meetings and agendas – but we were unable to do this.

Organizing monthly meetings has become an incredibly time-consuming task and we need to develop a new strategy to encourage more volunteers to become involved in this.

CAPE TOWN

CAPE TOWN SWIFT REPORT, AUGUST 2017 - JULY 2018

SWIFT ANNUAL REPORT AUGUST 2018

prepared by Odette Geldenhuys and Fazila Kohl

MONTHLY MEET-UPS

In line with SWIFT's objectives of connecting womxn in the film and TV industry, we held a number of meet-ups where actors met directors, producers met writers, and just quite generally a whole lot of womxn discovered the power of the network.

Our information sessions were sometimes funny, sometimes provocative but always gave the participants a goodie bag of take-away insights: the story of finding film funding, the art of pitching, and the ups and downs and ups of producing an Oscar nominated film.

The pitching session was part of the Berlin Market Preparedness week-end workshop which got the Cape Town delegates ready for this once-in-a-lifetime opportunity.

The SWIFT members' films screened at two Sisterhood Cinema events moved, engaged and raised questions. (The members who graciously made their films available for the Sisterhood Cinema were Kelly Scott, Diana Keam, Kelsey Egan, Rafeeqah Galant). When womxn in the industry had the courage to speak up about their experiences of sexual violence and harassment, we facilitated a session with one such womxn and legal experts. A deep heartfelt thanks go Priest Post Production and Post City for generously hosting our Cape Town meet-ups - at no charge and with free popcorn.

Here is the list of each month's meet-ups -

25 October 2017 – Producing a Documentary using the DTI Rebate Scheme

29 November 2017 – Sisterhood Cinema

14 & 14 January 2018 – Berlin Film Festival Market Readiness Workshop

28 February 2018 – Producing Inxeba presented by Cait Pansegrouw

28 March 2018 – Sisterhood Cinema

24 & 25 March 2018 – PSA shoot in KZN

30 May 2018 – Sexual Harassment Support Group and Information Session

CITY OF CAPE TOWN TASK TEAM

Understanding the economic value of the film industry to Cape Town, the City of Cape Town's convened a Film and Media Task Team (CoCT Task Team), in which SWIFT is participating. The CoCT Task Team is made up representatives of the City government, and film and media associations and organizations. Its task is to create a strong global positioning for Cape Town as a film and media city, that is open for business; drive business to Cape Town for the 2019 and 2020 film seasons; unite the various local film stakeholders behind this intervention and develop excitement and support in local communities for film. To this end, a pledge was signed on 25 July 2018, pledging to the following five guiding principles: collaboration, fair business practice, transformation, sustainability and promotion.

FIRST THURSDAY FILM INDUSTRY

During July SWIFT, together with a diverse group of film industry players hosted by The Ministry of Economic Opportunities, Western Cape in conjunction with Wesgro,

participated in the first ever First Thursday Film Industry Gathering. This was a very successful event with SWIFT receiving much positive feedback about the work we are doing.

SWIFT WC BOARD MEMBERS

One of the two Cape Town board members, Odette Geldenhuys is stepping down as a board member. As an experienced human rights attorney and documentary filmmaker, we have invited her to be the first Elder on our voluntary Council of Elders; which she has accepted as a badge of honour.

LADIMA FOUNDATION & CTIFM&F

The Ladima Foundation was established to support worthy womxn filmmakers from across the African continent in order to contribute to correcting the major imbalances within the industry.

SWIFT and Ladima are in discussions about collaborating on a database of womxn filmmakers from across the African continent. The main priority to create a way for womxn filmmakers to network and help each other within our industry.

Furthermore, we are in talks with the Cape Town Film Market and Festival to host a panel of womxn filmmakers to discuss the opportunities and challenges of Pan African Cinema.

DURBAN

DURBAN SWIFT REPORT BY BONIE SITHEBE.

This report will only talk about the few months I have been part of SWIFT.

I joined SWIFT late last year there was not much happening in Durban, but I was glad that I started well by being part of the delegate that attended BERLIN in February 2018. SWIFT then brought a PSA production in Durban collaborating with UZALO crew and some of the Durban filmmakers, I was happy to help facilitate all this. The PSA's were successful, some ladies became involved as trainees some got actual jobs.

After the PSA, we tried to reunite the ladies who were part of the PSA and other filmmakers to take on the journey and make SWIFT Durban active,

Few womxn turned up on that meeting and many couldn't, and the reason could be that, the Durban Industry is mainly comprised of womxn who either work long hours on productions or have double jobs just to stay sustainable. The other group is students that have just entered the industry.

There have also been some issues that resulted to some filmmakers not being interested in becoming members of SWIFT or to carry on with being members. This seem to be result of what has happened in the past of some misconceptions that the members have of the organization.

SWIFT DELEGATIONS:

Berlin TRIP

Our Mission at Berlinale 2018:

- To expose South African Films and Stories by South African Womxn to the World,
- to offer a platform to SWIFT members to pitch their stories to international producers and networks,
- to offer South African female filmmakers an additional revenue stream and to participate in and capitalize on the African Focus organized by the African Hub.

The delegates did very well and SWIFT as an organization mandating to look after issues pertaining to womxn in the Film Industry was sought out by many organizations, other movements with similar mandates, film festivals and festival goers!

Some of the accomplishments – all can be seen on our website in our report to the DTI. Networking with high profile filmmakers from around the world, attending world-class discussion forums, conferences and masterclasses, exposure to international films by watching the festival selected films and be exposed to innovative storytelling

SEE COMPLETE REPORT COMPILED BY THEA ABOUD

DIFF trip

SWIFT put out a call for delegates to attend DIFF. The aim of this mission was to empower womxn and give them at least the experience of attending a local film market prior to them being part of an international delegation.

Unfortunately, our application was rejected by the DTI.

Because we were unable to refund everyone the money they had already spent on the application, Sara negotiated with DFM and was able to secure 20 passes to DFM for all the womxn who had applied.

Swift had a strong presence at DIFF and DFM.

- All of the PSA's were screened prior to the main feature films.
- Sheetal Megan organized two very robust and informative panels:

See attached report by SHEETAL

Appendices

REPORT OF THE SWIFT SOCIAL MEDIA LAUNCH:

(compiled by Chantal Herman and Jacqui – Lee Katz)

Camera Operator and The Guest did the best on Twitter with the Guest getting most viewer retention minutes. 718 and 738 views respectively.

SWIFT Tweets were featured on people's timelines 99.4k times.

#ThatsNotOk featured on people's timelines 1.5M times on its first day. Another 1.5M times from 6-9 June and 825k times 9-11 June.

Facebook stats are also below.



1 June 2018

Tweet activity



Sisters in Film & TV #ThatsNotOk
 @swift_safrica
#Triggerwarning
 These powerhouse actresses gave of their time to shoot 6 videos highlighting the "grey areas" in sexual harassment.
 Womxn do not feel safe in the Film & TV Industry.
 Watch <http://bit.ly/thatsnotok>
 And support @SWIFT_SAFRICA campaign saying #ThatsNotOk
pic.twitter.com/yJvMbGhn5u

Impressions	14,126
Total engagements	378
Media engagements	249
Retweets	32
Likes	30
Link clicks	30
Detail expands	17
Profile clicks	16
Hashtag clicks	4

Reach a bigger audience
 Get more engagements by promoting this Tweet!

Get started

Tweet activity



Sisters in Film & TV #ThatsNotOk
 @swift_safrica
 Would you recognise harassment when you saw it?
 According to our Sexual Harassment survey 66.7% of womxn feel unsafe in their workplace in the SA Film & TV Industry.
 This needs to stop.
#Triggerwarning
 Watch our Video Series and Please RETWEET
<http://bit.ly/thatsnotok>
#ThatsNotOk pic.twitter.com/8YSYJvs1JV

Impressions	7,924
Total engagements	100
Retweets	43
Likes	22
Link clicks	15
Media engagements	10
Detail expands	4
Profile clicks	4
Follows	1
Hashtag clicks	1

Reach a bigger audience
 Get more engagements by promoting this Tweet!

Get started

Sisters in Film & TV #ThatsNotOk @swift_safrica · 8h

Thank you for your awesome work on our **#ThatsNotOk** Video Series!
 So many womxn need to see this and know they are not alone.
 @Uzalo_SABC1 @DawnTKing @ThibediNyalleng @HlubiMboya

We hope you've seen your episode at bit.ly/thatsnotok
[twitter.com/swift_safrica/...](http://twitter.com/swift_safrica/)

[View Tweet activity](#)

3,125

30

1.0%

Promote

	Sisters in Film & TV #ThatsNotOk @swift_safrica · 8h Sometimes a company culture can be a breeding ground for unacceptable behaviour that goes unnoticed because a line has not been drawn. Empower yourself. Watch our short videos to educate yourself on #sexualharassment . bit.ly/thatsnotok #thatsnotok pic.twitter.com/NXTCT1SwFK View Tweet activity	2,742	52	1.9%	Promote
	Sisters in Film & TV #ThatsNotOk @swift_safrica · May 8 #ThatsNotOk info session & support group pic.twitter.com/U9oL7QNbuQ View Tweet activity	10,305	188	1.8%	Promote
	Sisters in Film & TV #ThatsNotOk @swift_safrica · May 30 Would you recognise harassment when you saw it? According to our Sexual Harassment survey 66.7% of womxn feel unsafe in their workplace in the SA Film & TV Industry. This needs to stop. #Triggerwarning Watch our Video Series and Please RETWEET bit.ly/thatsnotok #ThatsNotOk pic.twitter.com/8YSYJvs1JV View Tweet activity	9,638	110	1.1%	Promote
	Sisters in Film & TV #ThatsNotOk @swift_safrica · Jun 1 SWIFT is deeply committed to providing support for womxn in the Film & TV industries who have experienced incidents of sexual violence related to the workplace. If you have experienced #sexualharassment , YOU ARE NOT ALONE. Get in touch with SWIFT today. swiftsa.org.za/support pic.twitter.com/SFsvAafgWz View Tweet activity	6,884	103	1.5%	Promote

Top media Tweet earned 4,680 impressions

Sometimes a company culture can be a breeding ground for unacceptable behaviour that goes unnoticed because a line has not been drawn.

Empower yourself.

Watch our short videos to educate yourself on [#sexualharassment](#).

bit.ly/thatsnotok

[#thatsnotok](#) pic.twitter.com/NXTCT1SwFK



↻ 12 ❤️ 16

[View Tweet activity](#)

[View all Tweet activity](#)

Last Updated: 6 seconds ago

#thatsnotok

80

Tweets

1,516,375

Impressions ?

6/3/2018 - 6/6/2018

Date Range

#thatsnotok

100

Tweets

825,138

Impressions ?

6/9/2018 - 6/11/2018

Date Range



Inactive

28 day summary with change over previous period

Tweets

38 ↑ 65.2%



Tweet Impressions

146K ↑ 54.8%



Profile visits

1,762 ↓ 1.5%



Mentions

108 ↑ 24.1%



Followers

1,999 ↑ 245



Jun 2018 • 10 days so far...

JUN 2018 SUMMARY

Tweets

18

Tweet Impressions

99.4K

Profile visits

998

Mentions

49

New followers

121

TWEET HIGHLIGHTS

Top Tweet earned 16.1K impressions

When you set boundaries in the workplace
and are made to feel like you're the problem
- **#ThatsNotOk**

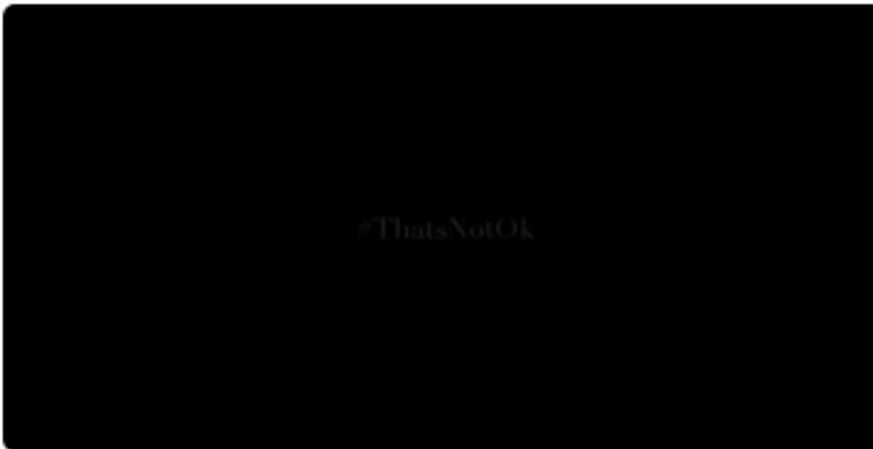
Recognise **#SexualHarassment**.

If you've had this kind of experience on set
and need support, contact us at:

swiftsa.org.za/support

No one needs to suffer in silence anymore.

pic.twitter.com/7FqjcSEXnj



↩ 2 ↻ 46 ❤ 54

Top mention earned 454 engagements



eNCA

@eNCA · Jun 2

WATCH: **#TheModiseNetwork:**

@swift_safrica members **@nataliehaarhoff** and Zoe Ramushu speak to **@TimModise** about the scourge of sexual harassment in the film & television industry. Courtesy **#DStv403** pic.twitter.com/HFSnroCaHT



↩ 1 ↻ 7 ❤ 22

Top media Tweet earned 9,498 impressions

SWIFT is deeply committed to providing support for womxn in the Film & TV industries who have experienced incidents of sexual violence related to the workplace.

If you have experienced
#sexualharassment, YOU ARE NOT
ALONE.

Get in touch with SWIFT today.

swiftsa.org.za/support

pic.twitter.com/SFsvAafgWz



🔁 16 ❤️ 22

Top mention earned 191 engagements

#Triggerwarning

These powerhouse actresses gave of their time to shoot 6 videos highlighting the “grey areas” in sexual harassment.

Womxn do not feel safe in the Film & TV Industry.

Watch bit.ly/thatsnotok

And support @**SWIFT_SAFRICA** campaign saying #**ThatsNotOk**

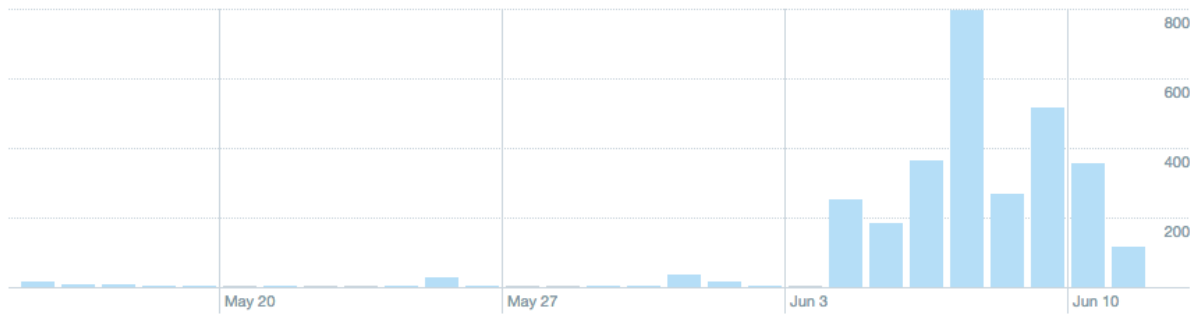
pic.twitter.com/yJvMbGhn5u



New SWIFT Video Series on YouTube - bit.ly/thatsnotok



Your videos earned **3.0K views** over this **28 day** period

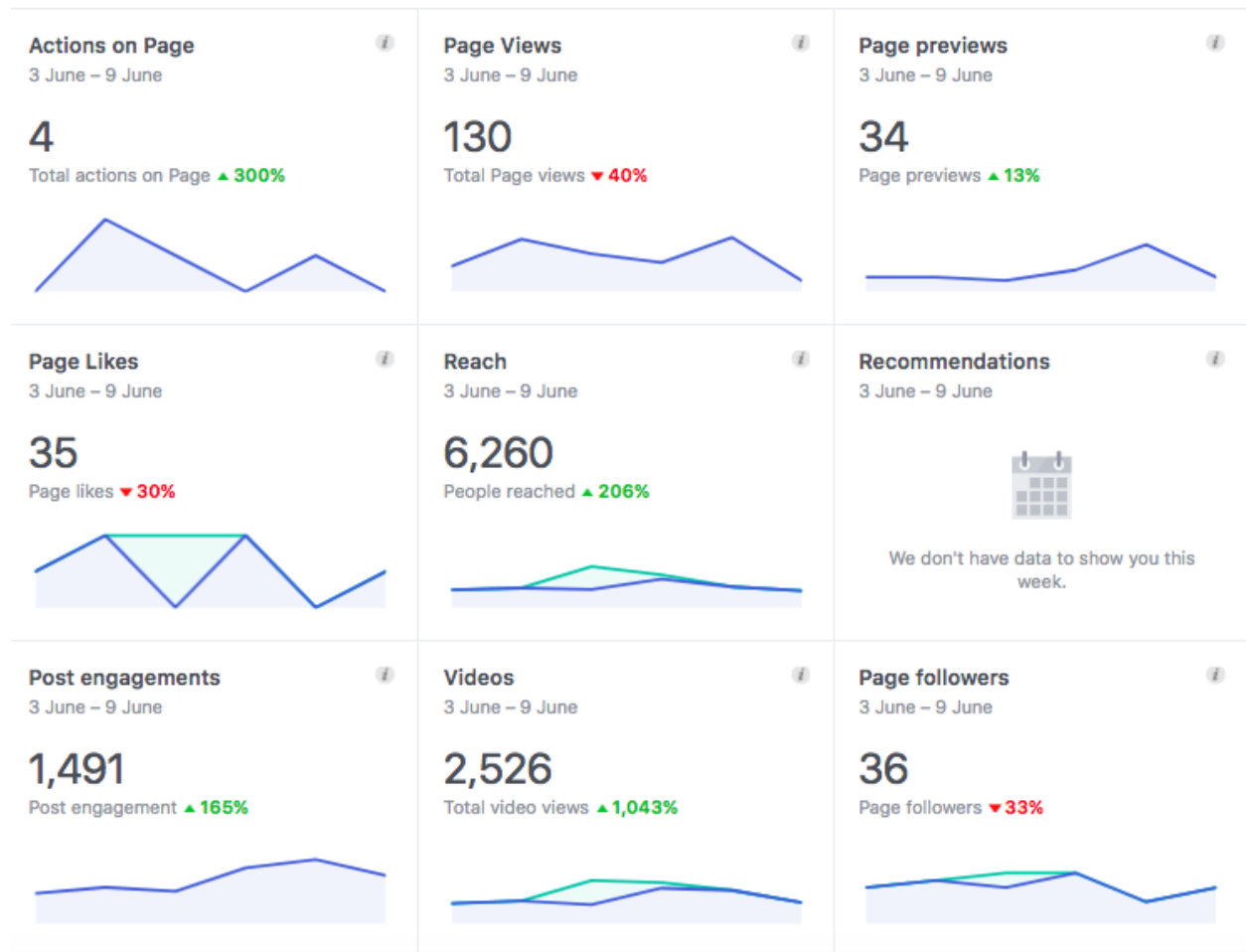


FACEBOOK:

Results from 4 June 2018-10 June 2018

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Organic Paid



Your 5 Most Recent Posts

■ Reach: Organic/Paid
 ■ Post clicks
 ■ Reactions,

Published	Post	Type	Targeting	Reach 	Engagement
09/06/2018 09:50	 TRIGGER ALERT! When being a powerful woman doesn't st			367 	429 
08/06/2018 09:58	 When a culture of exploitation and silence continues because			937 	41540 
07/06/2018 09:23	 When you set boundaries in the workplace and are made to f			2.2K 	34954 
06/06/2018 09:30	 When you report sexual harassment and you're made to feel			746 	9924 
05/06/2018 09:09	 Trigger Warning. When "harmless" conversation crosses the l			3.2K 	27366 

[See All Posts](#)

“CELEBRATING TRANSFORMATION” LED BY SOUTH AFRICAN WOMXN

*Prepared by Sheetal Magan
Panel: 21st July 9.00am-10.00am*

BACKGROUND

Sisters Working in Film & Television is committed to empowering womxn working in the industry. SWIFT advocates for gender and race parity, recognising the intersectionality of womxn’s experiences both in front of and behind the camera. In addition to championing equal opportunities for womxn in a historically male-dominated industry and prioritizing equal opportunities for womxn of colour in an historically white dominated sector SWIFT provides professional support and development, mentorship and networking opportunities to its members. United by common cause, SWIFT members work together to promote and enable transformation so that screens in South Africa and worldwide may reflect all voices and a true diversity of perspective. A discussion about Transformation in the Film Industry will be led by SWIFT at this year’s DFM.

PANEL DISCUSSION

The film industry has a significant gender inequality and diversity problem that is global and systemic. The ‘Just add womxn and stir’ approach to gender parity has proven flawed and the ticking boxes approach to diversity does not lend results, we need to start thinking holistically about diversity and gender parity.

Given these conditions, it may be useful as womxn in the industry to begin to think of ourselves as ‘pioneers’. We sit in conversation with womxn who inhabit all of the challenges that pioneers are confronted with – whose journeys and life stories hold vital lessons and deeper reminders for all womxn wanting to pursue a career in filmmaking.

From what drew you into your role in the industry, to how do you overcome the distinct challenges – barriers to access, limits to power, maintaining control over your ideas and your process – we sit down for an intimate conversation with four extraordinary womxn about their experiences.

PROPOSED PANEL

FACILITATOR / HOST: Zoe Ramushu legal advisor, producer, SWIFT Board Member

Lwazi Mvusi – Screenwriter, Director

Sarah Dawson – Festival Program Manager - Sheffield Doc/Fest

Cait Pansegrouw– Producer ‘The Wound’ , Casting Director, Founder Realness ‘An African Screenwriters Residency’

Mary-Ann Mandishona – Producer, SWIFT board member

“SEXUAL HARASSMENT AND RACE IN THE INDUSTRY” LED BY SISTERS WORKING IN FILM AND TELEVISION

*Prepared by Sheetal Magan
Panel: 20st July 15.00pm-16.00pm*

BACKGROUND

Sisters Working in Film & Television is committed to empowering womxn working in the industry. SWIFT advocates for gender and race parity, recognizing womxn 's experiences both in front of and behind the camera. In addition to championing equal opportunities for womxn in a historically male-dominated industry and prioritizing equal opportunities for womxn of colour in a historically white dominated sector SWIFT provides professional support and development, mentorship and networking opportunities to its members. United by common cause, SWIFT members work together to promote and enable transformation so that screens in South Africa and worldwide may reflect all voices and a true diversity of perspective. A discussion about Sexual Harassment and Race will be led by SWIFT at this year's DFM.

PANEL DISCUSSION

The past year has seen mounting revelations of sexual misconduct, giving rise to the #metoo movement and opening up the conversation about power relations in the film industry. As we unravel sexual harassment, we are compelled to examine the abuse of power – is this a conversation about sex or power? We can only be tasked to effect culture change by going to the root of the issue - how do we confront power?

When we further look at recent allegations and measure it against problems of gender parity we are compelled to ask - Is the culture of the film industry rooted in misogyny? How is the industry a hostile place for womxn across the pipeline? How is this hostility specific to the South African Industry and our distinct past?

Power undoubtedly functions relative to race, and how does this compound such that black womxn are more vulnerable to abuses of power? We debate the groundswell around the #metoo movement and what kind of change can be effective to forge a seismic shift for womxn in film.

If gender parity is also at the root issue it feels as if policy needs to be met with innovation. The Swedish Film Institute has a 50/50 by 2020 slogan, Telefilm in Canada incentivizes funding for female led projects, The Irish Film Board has a five-point plan to address diversity and Gender Parity, The Cannes Film Festival recently made a diversity commitment.

What is the South African film industry currently doing? What kind of initiatives would be useful in moving this conversation forward?

OPENING STATEMENT

Sexual violence is an incredibly serious issue. It is important to remember that it's not about sex but about power. I would like us to think about Harvey Weinstein raping Asia Argento in Cannes. Cannes where only 82 films of the nearly 2000 that have been screened there were directed by womxn . Cannes is run by a gay man who does not sexually harass womxn but is clearly a misogynist. And in case you haven't realized, sexism and racism are happy bedfellows because the gay man who runs Cannes and does not harass womxn fought for a neo Nazi who also sexually victimizes womxn to be brought back. So sexual harassment is simply a symptom. This is the environment that allows these horrific acts. I hope that soon Swift will start to talk about the causes of the symptom not only the symptom and how they can be combatted. When we talk about power then we have to take on all the many ways womxn are disempowered in the industry as a whole. How easy it becomes for womxn to be abused when they are isolated by male heavy environments. How men feel entitled when so few womxn have any real power. For this we also need honesty. I am not able to speak about sexual harassment in a vacuum. This is about power. I have been sexually harassed mostly by black men while working for white female run companies because they know that no one cares about black womxn . That there is nowhere to run to because black womxn do not get commissioned by broadcasters to run our own productions (unless they have a male partner or at least a white partner - when are we having a survey on that?) Because white men and womxn alike will never use their privilege to recognize our work and employ us with the seniority we deserve, all men - gay, white black - all men know we are easy to victimize. Personally, I have spoken up in situations of sexual harassment. At best the symptom - sexual harassment- has been addressed but not the cause. Is Swift in any way appalled by the fact that we can still count on one hand the number of feature films directed by black womxn in the history of SA? But part of the reason I have been quite silent about this is the increasing discomfort I have about us not addressing the cause of the symptom - the unacceptably lopsided power relations rampant in the industry. This is a call to all of us to broaden this discussion and go to the root. When I read these stories, I realize three things 1) womxn are ambitious 2) men know that they are so ambitious they can be coerced into silence to protect their careers. 3) the men know there is no place where womxn are valued so they have few professional choices but to take the abuse. Let's talk about POWER!

By Writer and Director – Zamo Makhwanazi, SWIFT member

PROPOSED PANEL

SEXUAL HARASSMENT AND RACE:

FACILITATOR / HOST : Lwazi Manzi – Producer – 'The Harvesters'

Katarina Hedren - Film Programmer, Freelance Writer

Zamo Makhwanazi – Writer, Director

Zoe Ramushu - legal advisor, producer, SWIFT board member