



ECPACC AUDIO VISUAL SUPPORT POLICY

EASTERN CAPE PROVINCIAL ARTS AND CULTURE COUNCIL

Audio Visual Support Policy



ECPACC AUDIO VISUAL SUPPORT POLICY

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DEFINITIONS

The following words and expressions shall have the following meaning:

Applicant	An individual or organisation who makes a formal request or application for funding support. In this instance, the term refers to applying for the Audio-visual support but not yet approved.
Beneficiary	In this policy, the term refers to an individual or organisation that had applied for Audio-visual support and subsequently been approved to receive the funding.
Conflict of interest	Any instance in which a reasonable person may perceive a risk or possibility that a council/panel member or employee's private interests or interests of a related person may impede that member's or employee's ability to perform his or her duties and obligations as a Member of the Council, a Committee, an Advisory Panel or employee in a fair and unbiased manner.
Council	An independent Governing Body that is appointed by the Member of the Executive Council of the Department of Sport, Recreation, Arts and Culture, which plays an oversight role on ECPACC governance and administration and has final decision-making powers regarding the allocation of funds.
Creatives	In this policy this refers to an individual or organisation that can invent and develop, cultivate skills and talents honed toward creating works of art in the CCI.
Development	The term is used for different instances in the policy. "Development" in a broader sense that involves changes to socioeconomic structures— including ownership, the organisation of production, technology, the institutional structure and laws. In the Project Management context, 'development' refers to any work undertaken to put an idea or concept into writing, outlining the process of the project undertaken.
Distribution	The final stage of production, which occurs after an arts product has been completed, and is ready for viewing and selling to the market.



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Eastern Cape Resident	Any individual who has acquired citizenship by birth, descent and naturalisation according to the South African Citizenship Act 88 of 1995 and residing specifically in the Eastern Cape Province.
Ethnic Group	A community or population made up of people who share a common cultural background or descent.
Financial year	Period commencing 1 April to 31 March of every year.
Business	In this policy this specifically refers to Non-profit company, Non-profit organisation, Partnership, Co-operatives, Sole proprietorship and Proprietary limited company.
Grant	Funds allocated to a beneficiary which may be subject to special conditions.
Post-production	This phase is when the art production/content are assembled to create a final product.
Pre-Production	Pontificates to Research & Development phases. This entails the process of planning some of the elements involved in the project.
Previously Marginalised	In this policy this refers to any person or community disadvantaged by unfair discrimination before the Constitution of the Republic of South Africa, 1993 (Act No. 200 of 1993) came into operation. These include youth, women, persons with disabilities, cultural minorities (Black people, Khoisan or Indian) who due to unequal power relationships are denied opportunities to participate in mainstream economic, political, cultural and social activities.
Production	The production process refers to the implementation of plans that were devised within the preproduction stage.
Website	A set of interconnected webpages, usually including a homepage, generally located on the same server, and prepared and maintained as a collection of information by a person, group, or organization. In this policy it refers the platform used to advertise calls for funding and outcomes thereof - www.ecpacc.co.za



ECPACC AUDIO VISUAL SUPPORT POLICY

1. Purpose of this Policy

ECPACC is mandated to create, develop, and promote the Audio-Visual industry in the Eastern Cape. This may be done largely by empowering, transforming, nurturing, and creating opportunities for filmmakers in the audio-visual ecosystem through our funding policy, which supports emerging, developing, and established members of the film industry. It primarily addresses and encourages the transformation, provision of opportunities for disadvantaged people to redress historical imbalances and the creation and empowerment of skills and resources. Grants are available both to commercially viable content as well as content that is dedicated primarily to the development of the audio-visual sector.

2. Key Objectives:

- 2.1 Encourage the production of high-quality audio-visual works that reflect the unique cultural, linguistic, and geographic identity of the province.
- 2.2 Support local talent—writers, directors, producers, crew, and technicians through funding and professional development.
- 2.3 Attract domestic and international productions to film in the province, boosting local economies.
- 2.4 Foster diversity, inclusion, and accessibility in film production.
- 2.5 Strengthen partnerships between local communities, municipalities, educational institutions, and the private sector.



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3. Legislative Framework

This policy is intended to ensure that Funding is managed within the following prescribed legislative framework and regulations:

- 3.1 Eastern Cape Provincial Arts and Culture Council Act, 2000.
- 3.2 Public Finance Management Act (Act No. 1 of 1999) (PFMA).
- 3.3 National Development Plan: Vision 2030 (2012).
- 3.4 National White Paper on Arts, Culture and Heritage, 1996.
- 3.5 Revised White Paper on Arts, Culture and Heritage, 2017
- 3.6 National Arts Council Act, 1997.
- 3.7 National Heritage Council Act, 1999.
- 3.8 Vision 2030 Provincial Development Plan (PDP) 2019.
- 3.9 National Heritage Resources Act, 1999.
- 3.10 National Film and Video Foundation Act No. 73 of 1997.
- 3.11 Eastern Cape Use of Official Languages Act, 1996.
- 3.12 Eastern Cape Provincial Heritage Resources Act, 2000.
- 3.13 United Nations Conference on Trade and Development (UNCTAD), 2004.
- 3.14 UNESCO Framework for Cultural Statistics Handbook No.I , 2009

4. General Eligibility Criteria

APPLICANTS MUST HAVE THE FOLLOWING:

- 4.1 South African citizen;
- 4.2 Permanent resident;
- 4.3 South African company.
- 4.4 Only one project per applicant will be considered per funding cycle.
- 4.5 Once a project in a funding stream is completed and all the paperwork is signed off in the ECPACC books, an applicant may apply for a new project in the same stream.
- 4.6 An applicant will not be considered for funding if they have an active contract in the same funding cycle.



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5. Eligible Projects

5.1 Funding may be awarded for:

5.2 Feature films (fiction, documentary, animation)

5.3 Short Audio-visual content productions (90 seconds up to 40 minutes)

5.4 Television series and web-based episodic content

5.5 Virtual reality (VR) and immersive storytelling projects with cinematic elements

5.6 Production of Radio Drama's

5.7 Film restoration projects of regional cultural significance

5.8 Audience development projects

5.9 Skills empowerment initiatives that relate to the audio-visual sector

6. Eligible Applicants

Applicants must:

6.1 Be a resident of the province or have a registered business with a physical address and active operations within the province.

6.2 Demonstrate a commitment to hiring provincial crew and using local services (minimum 70% of key crew and 80% of production spend within the province).

6.3 Submit projects that are primarily filmed or significantly developed within the province.

6.4 Prospective projects are encouraged to market and promote the Eastern Cape as a destination for tourism and audio-visual productions.

6.5 Comply with Tax and BBBEE regulations of South Africa.

7. Ineligible Projects

Funding will not support:

7.1 Projects that do not involve significant provincial creative or production input.

7.2 Defamatory or hate-promoting content.

7.3 Projects already fully funded.



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7.4 Reality TV or non-narrative content lacking artistic or cultural merit.

7.5 Audio Visual equipment purchase.

8. Funding Programs

ECPACC's current budget is not sufficient to carry out or support projects of audio-visual form from beginning to end, this particularly relates to Film and Television works. However, this policy seeks to intervene by declaring aspects of support that the entity will consider. Furthermore, our support for production of these projects would come with a condition that producers of content or applicants would be compelled to prove that they have raised further funds for the completion of project.

Below are the funding caps.

8.1 Development Support

Production Type	Funding Cap Per Project
Script Development	R250 000.00
Skills Development Program	R350 000.00
TV Drama Series Development	R1 000 000.00
Telenovela Development	R1 000 000.00

8.2 Production Funding

Production Type	Funding Cap Per Project
Feature Film Production	R1 000 000.00
Short Films	R 250 000.00
Factual Documentaries	R 500 000.00
Series Production	R2 000 000.00

8.3 Post-Production

Production Type	Funding Cap Per Project
Post-Production	R350 000.00

8.4 Distribution & Festival Attendance Support

Production Type	Funding Cap Per Project
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Local Markets	R 20 000.00
International Markets	R 50,000.00

8.4.1 Up to R20 000.00 allocation for local markets and R50,000 for international projects for submission fees, marketing materials, and travel to major festivals. Only for filmmakers that have completed products produced within the province.

8.5 Audience Development Initiatives or Festivals

Production Type	Funding Cap Per Project
Film Screenings	R150 000.00
District Film Festival	R250 000.00
Provincial Film Festival	R350 000.00

9. Application and Assessment Process

Application Requirements:

- 9.1 Completed project proposal
- 9.2 Detailed budget (broken down by provincial vs. non-provincial spend)
- 9.3 Production schedule and location plan
- 9.4 Creative team bios and reels
- 9.5 Letters of support (consent forms if applicable)
- 9.6 Job creation plan
- 9.8 Proof of and location permits (for production grants)

10. Evaluation Criteria

Applications assessed on the below core elements:

- 10.1 Artistic quality and originality
- 10.2 Provincial cultural relevance
- 10.3 Economic impact and job creation
- 10.4 Financial Feasibility
- 10.5 Core Crew Track record

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10.6 Commitment to inclusion

10.7 Sustainability

11. Unsolicited Proposals

Unsolicited Ad hoc requests may be considered for support based on:

11.1 Alignment to the entity's developmental objectives

11.2 Alignment to the Treasury Practice Note No 11 of 2008/2009

11.3 Availability of resources

11.4 Collaborations with ECPACC's development partners such as broadcasters

11.5 Eligibility, experience and track record of applicants

11.6 Attraction of financial investment into the province

12. Funding Administration Process

12.1 Call for submission of applications shall be made once annually.

12.2 The call for submissions shall be advertised in ECPACC website, its social media platforms, DSRAC website, local community radio stations, to ensure that it reaches creatives in rural communities.

12.3 Applications are assessed through a two-stage evaluation process as follows.

STAGE 1: Administrative Compliance

12.3.1 The Internal Administration Compliance Committee is solely responsible for the administrative compliance processing of received application.

12.3.2 It is constituted by ECPACC Programme Managers.

12.3.2.1 Their functions are:

- a) Registration of all received applications and acknowledgement thereof.
- b) Verification of all compulsory administrative requirements.
- c) Disqualification of applications not conforming to compulsory administrative requirements.
- d) Preparing files of all compliant applications for presentation and adjudication by the External Adjudication Funding Committee.
- e) Receive and forward responses to applicants from the External Adjudication Funding Committee and the Council.

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- f) ECPACC is bound by the provisions of the Public Finance Management Act and its regulations.
- g) Applicants are required to submit fully completed applications with the relevant compulsory supporting documents.
- h) Failure to submit relevant compliance documents as detailed in the application form shall result in an automatic disqualification and no exceptions shall be accepted.
- i) Applications received after the announced closing date shall automatically be disqualified.

STAGE 2: Technical and Creative Artistic Adjudication

12.4 The External Adjudication Funding Committee is responsible for the artistic adjudication of shortlisted applications

12.4.1 The Committee shall be selected through a process of identifying representatives or experts from Audio-Visual Sector.

12.4.2 The Committee shall serve a three-year term of office with performance evaluation conducted annually.

Their functions are:

- 12.4.2.1 Evaluate and assess all compliant applications.
- 12.4.2.2 Submit a full recommendation report to the Council on the awarding process outcomes.
- 12.4.2.3 The Council shall evaluate the performance of the external adjudication funding committee on an annual basis.
- 12.4.2.4 Council holds power to appoint and dismiss any application.

The external adjudication funding committee recommendations shall not be tempered with by the ECPACC management.

13. Unsolicited Proposal Administration Process

13.1 In order to accommodate ad hoc submissions or unsolicited proposals.

13.2 Depending on the availability of funds, projects that are submitted through an unsolicited process would need to be subjected to clause 12 of this policy.

14. Procedure for Payment of Projects

14.1 Funding can only be paid to beneficiary's business bank account within fifteen (15) days of signing the grant agreement with ECPACC.

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14.2 Transfer of funding shall be subject to the conditions and timeframes set out in the grant agreement to be signed.

14.3 Depending on the nature, milestones and agreed terms of the delivery of the project, payment shall be processed in not more than two instalments.

14.4 The approved amount does not cover project expenses incurred prior approval of the project.

15. Appeals

15.1.1 Any person who feels aggrieved at any action or decision that the Council has taken or made in terms of its constitution or Act, may, within ten (10) working days from the date on which the action or decision in question was made known by the Council, may appeal to the Council.

15.1.2 The Council shall appoint three or more independent assessors with knowledge of the Cultural and Creative Industries as well as micro funding experience to assist in the determination of the said appeal.

15.1.3 The Council, shall after consultation with the assessors, confirm, set aside or amend any action or decision taken.

15.2 Appeal Review Process: The appointment of the Appeals Committee is at the discretion of the Council and selection criteria is based on the Cultural and Creative Industries and micro finance experience.

15.2.1 A minimum of 3 panellists may be appointed by the council through public process of advertising in the print media.

15.2.2 Within twenty (20) working days of receiving a valid appeal request, the appeal shall be considered by the Appeals committee.

15.2.3 Their decision shall be binding and shall not be subject to any further appeals.

15.2.4 Their conclusions and recommendations shall be communicated to the applicant within seven (7) working days of their decision.

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15.2.5 Where any delay is anticipated, ECPACC shall inform the applicant in writing of the extended timescale.

15.2.6 A decision in favour of the applicant does not automatically provide for the awarding of funding or additional funding to replace or supplement the original decision that has been appealed.

15.2.7 The decision of the Council on assessed appeal shall be final and no further submission of appeals may be considered.

16. Accountability and Reporting

16.1 Financial and Narrative Reporting shall be expected from the beneficiary

16.2 Interim progress report per tranche.

16.3 Final report including

16.4 Financial statement

16.5 Screening or distribution outcomes

16.6 Employment data (crew demographics, local hires)

16.7 Audience reach and impact

17. Audit and Compliance

17.1 All grants are subject to financial audit by ECPACC.

17.2 Non-compliance may result in repayment, suspension of funding, or debarment.

18. Logo and Acknowledgment

18.1 Funded projects must include the Eastern Cape Provincial Arts & Culture Council logo in credits and promotional materials.

19. Industry Development & Partnerships

19.1 Training and Mentorship

19.2 Annual allocation for support of skills development initiatives.

19.3 Partnerships with broadcasters, streamers, Universities, production companies, film schools, guilds and associations for apprenticeships and skills training.

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20. Review and Policy Updates

This policy will be reviewed every three years. Amendments will be made to reflect technological advances, industry needs, and equity goals. However, should the need arise, council has the authority to amend the policy as and when required.