



Open,  
for creative  
industries

INVEST IN  
WESTERN CAPE  
SOUTH AFRICA

A PLACE OF MORE



# Creative Industries Overview

Named as World Design Capital in 2014 and UNESCO Creative City of Design in 2017, Cape Town is a focal point of creativity and design on the Continent.

Creative Industries can be divided into a number of sub sectors, for example, Design & Creative Services, Visual Arts & Crafts, Performance & Celebration and Audio-visual & Interactive Media. Each sub-sector can be broken down further, for example, Design can be broken down into Advertising, Graphic Design, Fashion, Industrial Design, Digital Design and Architecture.



The creative and cultural industries contribution to provincial GDP is higher in the Western Cape than in any other province.

A 2020 study by the South African Cultural Observatory (SACO) found that the Cultural and Creative Industries in South Africa directly contributed US\$5,62bn to GDP in 2018. This amounted to 1.7% of GDP, up from 1.5% in 2016. The report also finds that the indirect contribution of the sector to the economy is 5.6%, or US\$18,28bn.

The cultural and creative industries (CCI) are one of the world's most rapidly growing economic sectors. This sector holds immense potential for the future and brings many new employment opportunities. As a proportion of total employment, the number of people in cultural and creative occupations in South Africa has grown steadily since 2015. In 2017, 1.14 million jobs, or 7% of all the jobs in South Africa, were directly related in some way to cultural and creative activities.

# Creative Industries Overview



The creative and cultural industries contribution to provincial GDP is higher in the Western Cape than in other provinces, contributing 2.9% to GDP. South Africa's film industry is most concentrated in the Western Cape, and the City of Cape Town has the largest clustering of design and creative services of all metros in South Africa.

A recent study by SACO examining the links between creative skills and digital technologies in Cape Town, found high levels of innovation and significant fusion between digital technology and creative inputs in the production of goods and services. The study found that the companies, in particular start-ups, have the ability to draw on a wide range of external skills in the City. This business model allows them to be agile and productive in the volatile, project-based world of the creative economy.

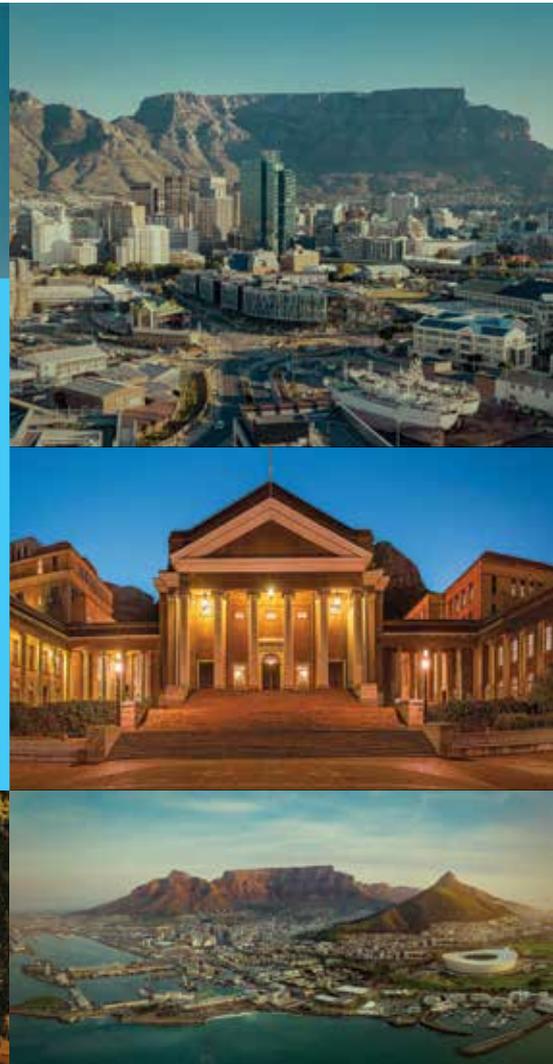
Those in the industry find advantage in the reputation of Cape Town as a creative place, and identify proximity to clients and an artistic community as beneficial.

*"While there has indeed been a historical relegation which has had the effect of hiding the true value of the creative industries, the Western Cape is emerging as a global hub for creativity and innovation – the City's sleeping giant is stirring." – Erica Elk, Executive Director, CDI*

The film and media creative industries are booming in the Western Cape, which has a globally leading creative ecosystem in the field of Animation, Serious Gaming, Film and related craft. The province is home to Cape Town Film Studios, the first Hollywood style, custom-built film studio complex in Africa.

In the animation sphere, Triggerfish Animation, which produced the animated *Adventures in Zambezia* and *Khumba*, along with numerous award winning educational games, reality TV and more, also calls the Western Cape home. This is a highly productive and successful ecosystem driven by skilled professionals across the value chain.

# Why Cape Town and the Western Cape



Highly skilled workforce driven by multi-layered and world-class education and training ecosystem for example University of Cape Town's d-school, which is one of only three in the world (Germany, USA and Cape Town).



City of Cape Town was named the World Design Capital in 2014.



Cape Town is the only UNESCO Creative City of Design in Africa.



The province boasts a variety of world-class locations, studios, facilitation companies and specialised crew. This is what has consistently attracted some of the world's top filmmakers to its shores.



Cape Town is South Africa's high-end fashion design capital.



The Western Cape offers an incredible lifestyle, and is home to Hermanus, the only UNESCO Creative City of Gastronomy in Africa.

# A world-class hub for Film & Media



There are approximately 5 000 identified City of Cape Town locations and countless privately owned locations available to the Film and Media Sector. These locations vary from city centre to mountainous and nature-based, providing flexibility for filmmakers wishing to shoot a multitude of locations in one destination.



Cape Town Film Studios is the first world-class, custom-built film studio complex in sub-Saharan Africa. Productions include *Tomb Raider* (MGM), *Mad Max: Fury Road* (Warner Brothers, Kennedy Miller Productions, RatPac-Dune Entertainment), *Outlander* (Sony Pictures Television, Left Bank Pictures), and *Warrior* (HBO).



A popular commercial production destination, with 62% of national shoot days located in the province.



More than half of all South African gaming studios are located in the city, as well as a large proportion of the country's animation and design studios.



There is a strong dedication to sustainability and resource efficiency in the Western Cape.



The Western Cape is home to the largest animation studio in Africa – Triggerfish Animation, which received an Oscar nomination for its animated feature *“Revoluting Rhymes”*.



In 2018-2019 a total of 13 211 locations were booked with 8 048 location permits issued during the period. The number of permits issued on an annual basis in Cape Town puts the city on track with the number of permits issued in other major film destinations like Toronto.



The province offers a host of adventure tourism activities and exceptional hospitality, making it an enjoyable destination for cast and crew.



# Creativity thrives here

There is significant private sector investment in the Western Cape growing design industry. One example is the Watershed space at the V&A Waterfront. In its first year of trading, the Watershed reported an exceptional 300% increase in retail trade for the 150 craft and design businesses trading there. There has also been a tremendous proliferation of weekend markets and tourism and culture nodes around the province - all driven by local creatives, whether in craft and design or food and entertainment.

Cape Town won "World's Leading Festival and Events Destination" at the 2018 World Travel Awards – and the many film and media related festivals adds to the allure for the film and media industry. Festivals include: Garden Route International Film Festival, Cape Town International Animation Festival and conjoined Comic Con Cape Town; Encounters International Documentary Film Festival; Wavescape Surf and Conservation Film Festival; Africa Games Week; Catalyst Africa; and many more spark a great connected community.

Probably most famously, the Design Indaba Festival empowers people to create a better future through design and creativity. Established in 1995, it is globally acclaimed, and the Design Indaba Conference now includes the highly popular Emerging Creatives programme and simulcast versions of the Conference to cities around South Africa with 10 000+ visitors becoming more inspired every year.

## Success Story

Sea Monster is an animation and gaming company employing over 30 people on a full-time permanent basis in high-end positions with approximately 20 developers and other specialists on a regular freelance basis. Sea Monster uses their animation and gaming skills to drive educational outcomes for large corporates and public-interest organisations. Sea Monster is at the forefront of Augmented Reality and Virtual Reality, and is building one of the biggest gamified platforms to drive entrepreneurial skills among children.

The company has built some of the largest financial-inclusion products on the continent. In 2020, Sea Monster secured a \$1-million investment from FirstRand's Vumela Fund.



## Film Incentives

The National Department of Trade, Industry and Competition offers a package of incentives to promote its film production and post-production industry.

- Foreign Film and Television Production and Post-Production Incentive
- SA Film & TV Production and Co-production
- South African film and television production incentive
- The South African Emerging Black Filmmakers Incentive

## Design Incentives

### Nationally

#### Clothing and textile sector incentives

The clothing and textile sector is supported nationally through the Clothing and Textiles Competitiveness Programme (CTCP), which is divided into the Production Incentive Programme and the Competitiveness Improvement Programme.

## Locally

### Clothing and textiles industry support

Clotex was established 22 years ago and exists to support and enhance the competitiveness of locally based SMME's in the clothing and textile value chain. In turn, they are able to contribute to long-term economic growth and employment through value chain alignment and accredited training and development programmes.

The Cape Clothing and Textile Cluster (CCTC) is a not-for-profit initiative jointly established by government and industry in 2005 to boost the competitiveness of the clothing, textile, footwear and leather (CTFL) manufacturing industry in the Western Cape. The Cluster comprises over 40 leading firms, primarily manufacturers but also major retailers that are committed to supporting the development of the local manufacturing industry.





## Film and Media industry associations

- Animation South Africa
- Commercial Producers Association
- Documentary Filmmakers Association
- Interactive Entertainment South Africa
- Independent Producers Association
- National Association of Location Agents
- Sisters Working in Film and TV
- South Africa Association of Stills Producers
- Writers Guild of South Africa.

## Design ecosystem education partners

- The College of Cape Town (Civil Engineering, Jewellery, Furniture)
- False Bay College (Engineering, Animation)
- Cape Town Creative Academy (Communication, Design, Illustration, Multimedia)
- Hasso Plattner Institute at the University of Cape Town (Design Thinking)
- City Varsity (Production, Design, Animation)
- Cornerstone Institute, BHC School of Design, Design Time (Interior Design)
- Inscope Education Group (Fashion; Ideation; Design)
- Design Academy of Fashion, Elizabeth Galloway Academy, FEDISA Fashion School
- Friends of Design (Graphic Design, Web Design, 3D modelling)
- The Animation School (Animation, Web Design)
- Vega School of Brand Leadership (Communication, Design, Multimedia)
- Tag443 College (Furniture, Spatial Design)
- Ruth Prowse School of Art (Graphic Design, Illustration, Jewellery)
- Cape Peninsula University of Technology (Fashion, Surface, Graphic, Industrial, and Jewellery Design; Architectural Technology and Interior Design; Town & Regional Planning)
- UCT Film & Media Department, AFDA, Red & Yellow; AAA School of Advertising; SAE Institute (Film, Media, Marketing)

## Design sector bodies

Craft and Design Institute and Cape Town Fashion Council

# Key Sector Enablers

