



Republic of Zambia



National Film Policy

December, 2023

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Foreword

The Government of the Republic of Zambia through the Ministry of Youth, Sport and Arts has prioritized the revision of the 2017 National Film Policy as a key strategy of unlocking the economic potential of the Zambian Film Industry. The New Dawn Administration has therefore, positioned film as one of the catalysts for the development of the Creative Industry in Zambia. The Film Industry is an agent of change and it is spurred by advancements in digital technologies, coupled with the abundance of talent in film, storytelling, natural scenic locations. A robust long-term vision and strategy needs to be developed and implemented to ensure that the Film Industry remains competitive and builds on the encouraging success it has achieved so far.

The 2017 National Film Policy (NFP) has been revised in close consultation with stakeholders. After months of hard work, I am satisfied that through this Policy we will attain the objectives that we set out to transform the Film Industry in Zambia. The vision for the Film Industry is “a creative, competitive, sustainable, responsive Zambian Film industry that contributes to National development.” This 2023 National Film Policy, therefore facilitates the development of the Film Industry by improving coordination and collaboration among various stakeholders.

The Policy thematic areas address important issues such as Film Infrastructure Development, Equipment and ICT; Coordination in the Film Industry; Skills Development; Financing of the Film Industry; Legal Framework, and Crosscutting Issues. We acknowledge that these are all important pillars that form the backbone for a new and distinct direction for the Zambian Film Industry.

Finally, I, urge all institutions and persons charged with the responsibility of implementing the various aspects of this Policy to apply themselves fully to the tasks to grow a vibrant and viable Film Industry.



Elvis C. Nkandu

Hon. Elvis Chishala Nkandu, MP
MINISTER OF YOUTH, SPORT AND ARTS

Acknowledgement

The Ministry would like to express its deepest appreciation to all its partners and stakeholders for their continued support, during the process of revising the National Film Policy (NFP). Special thanks go to the National Technical Working Group (NTGW), the National Arts Council of Zambia (NACZ), Government officials at the National, Provincial District and Ward levels, National Arts Associations (NAA), and Cooperating Partners for their unwavering efforts and support.

Appreciation also goes to the Policy Analysis and Coordination Division (PAC) of the Cabinet Office for guidance and support during the process of reviewing the Policy. The Ministry of Youth, Sport and Arts for exhibited very high standard of leadership by spearheading the preparation, review and facilitation of broader stakeholder consultations. The contribution of the Film Makers whose active participation has made this exercise possible is also acknowledged.

Finally thank you all as the Ministry looks forward to holding hands with you in the implementation of this Policy.



Fumba Chama

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MINISTRY OF YOUTH, SPORT AND ARTS



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Working Definitions

Digital Creative Economy'

Refers to the entirety of creative sectors that operate wholly or partly using digitally-enabled communications, systems and networks leveraging internet, mobile and other technologies.

Digital distribution House

Refers to a place where the delivery (through downloading) of any digital content including audio, e-books, games, PDFs, pictures, software, and video takes place.

Distribution

Refers to selling, supplying or letting for hire, offering or agreeing to sell, supply or let for hire or causing or permitting to be sold, supplied to or hired within Zambia;

Exhibition

Refers to the display of a film to the public or a section of the public, whether or not a charge is made for admission to the premises in which the exhibition takes place.

Film

Refers to a sequence of visual images recorded or generated in such a manner that by such recording or graphics, such images will be capable of being seen as moving pictures and includes any pictures intended for distribution and exhibition through any medium including using the internet.

Film Association

Refers to a sequence of visual images recorded or generated in such a manner that by such recording or graphics, such images will be capable of being seen as moving pictures and includes any pictures intended for distribution and exhibition through any medium including using the internet.

Film Enterprise

Refers to a body corporate carrying on the business of film by whatever name.

Film Maker

Refers to any person who practices their trade in film including writers, editors, producers, directors and actors.

Free to Air

Refers to television programmes broadcast on standard, public or commercial networks, as opposed to satellite cable, or digital programmes available only to fee-paying viewers.

Production

Refers to the action or process of making a Film. It includes but not limited to writing the script, shooting a movie, sound recording and casting.

Production House

Is the production company or production studio specializing in media production for personal or corporate events.

Post Production

Refers to work done on a Film or recording after filming or recording has taken place.

Pre-Production

Refers to work done on a product, especially a Film or broadcast programme before full-scale production begins.

List of Acronyms

IBA	Independent Broadcasting Authority
ICT	Information and Communication Technologies
ILO	International Labor Organization
MYSa	Ministry of Youth, Sport and Arts
NAA	National Arts Association
NAC	National Arts Council of Zambia
UNCTAD	United Nations Conference on Trade and Development
IFACCA	International Federation of Arts Councils and Cultural Agencies
NTWG	National Technical Working Group
UNESCO	United Nations Education, Cultural and Scientific Organization
WIPO	World Intellectual Property Organizations
ZICTA	Zambia Information Communication, and Technology Authority
ZRA	Zambia Revenue Authority
ZSA	Zambia Statistical Agency
ZNBC	Zambia National Broadcasting Corporation
ZANIS	Zambia National Information Services



Chapter One

Introduction





1.0 Introduction

Film includes a sequence of visual images recorded or generated in such a manner that recording or graphics, images will be capable of being seen as moving pictures. It involves pre-production, production, distribution to consumption. The Film Industry plays a significant role in the national economy through job creation and improved livelihood. The Film Industry contributes to the economic growth by providing employment opportunities across its spectrum of work. The expansive scope of the Film Value Chain positions it as a strong economic player. Beginning from pre-production, production, distribution to consumption, film generate opportunities for players such as actors, script writers, producers, makeup artists, video editors, financiers and film consumers. The Film Industry presents a unique opportunity for the Government to enhance job creation and diversify the economy towards national development.

Film in Zambia continues to play a significant role in educating, entertaining and informing the public. For film to play this role effectively, it requires the development of infrastructure, skills and an enhanced legal framework. The Film Industry needs a structured financing system and coordinating mechanism. These need to be informed by reliable data on the requirements of the sector. The Film Value Chain includes a continuous process that is configured from its development, pre-production, production, and post-production to distribution. For the Film Value Chain to play its role in National development it needs to be reinforced. The 2023 National Film Policy will therefore strengthen these aspects to ensure growth, resilience and sustainability.

It is against this background that the Government decided to review the 2017 National Film Policy to enhance the development of the Film Industry, improve coordination among the various players in the industry as well as ensure that the industry contributes meaningfully to job creation, the preservation of National Identity, Principles and National Values.

This Policy document has five chapters. Chapter one is the introduction, and chapter two is the situation analysis, analysing the current state of the Film Industry in Zambia. Chapter three is the vision, rationale and guiding principles. Chapter four outlines the Policy objectives and measures to be implemented by the Policy. Chapter five highlights the Implementation Framework by giving an insight into the Institutional Arrangement, Legal Framework and Resource Mobilisation and Financing, as well as the Monitoring and Evaluation of the Policy.



Chapter Two

Situational Analysis





2.0 : Situational Analysis

2.1 Overview of the Film Industry

Film development efforts in Zambia date back as far as the pre-independence era. After independence, the Government positioned film as an essential element of development through information, education and entertainment. Further, the Department of Cultural Services and the Zambia Information Services (ZIS) launched an aggressive initiative to promote the Zambian Film Industry through the deployment of film units to show films in rural areas. In addition, the Government invested directly in the Film Industry by building several cinema halls to increase the consumption of films. The Zambia National Broadcasting Corporation (ZNBC) became the main distribution platform for film and television local productions such as 'Play Circle' that dominated the screens.

The liberation of the Zambian economy opened up the Film Industry to private sector players that saw the introduction of satellite television. During the transition from analogue to digital, the number of Film Industry players diversified from a public broadcaster monopoly to a private sector driven industry. The migration from analogue to digital television broadcasting also created more opportunities for film production. There has been a demand for Zambian Film products locally and internationally which gives an advantage to players in the industry. In terms of viewership, television stations such as ZNBC boast of up to 5 million viewers. Private television stations are also reporting numbers that show an increase in viewership. Online viewership is also on the increase with subscriptions showing a growing trend. According to the Independent Broadcasting Authority (IBA), as of 2023, the number of television stations stands at 54 of which 46 are operational. Of the operational stations; 29 are commercial; while 6 are public service broadcaster; 6 are subscription management service, and one has landing rights. This shows the rapid increase in the distribution of the local content.

The advent of digital migration has also increased the number of television stations which further improved the opportunities for Film Industry to distribute content on the local market. The explosion of Film extended to include the growth of feature Films with some international collaborations. This growth was further catalysed by the introduction of mandatory local content quotas. These quotas encouraged local content production, however, there were still insufficiencies in the capacity to meet the demand. Evidently, the demand for local content productions has been growing and this set the stage for the development of the first National Film Policy in 2017. Furthermore, the Policy positioned Film as a tool for the development and strengthening of National values and principles. The Policy further acknowledged the critical role that Film plays in National development.

However, despite the many benefits derived during the processes of pre-production, production distribution to consumption, the Film makers have not been able to fully exploit the benefits due to some operational issues.



2.2 Film Infrastructure Development, Equipment and ICT

Film is viewed as a medium of communication world-over and it is used to communicate various aspects of life. However, in Zambia, Film as a medium of communication is not very pronounced mainly because the Zambian Film Industry is still in an infant stage and has inadequate Film and digital media infrastructure. The industry has limited infrastructure for the Film Value Chain with regard to development, pre-production, production, post-production and distribution which result in limitations in the growth of the industry.

In terms of Film production infrastructure, there is critical shortage, starting with production studios and designated film location facility. This has had a negative impact on the quality of film production. Consequently, much needs to be done to attract investment in film production facilities. The situation with film distribution and facilities has been the deterioration of the few existing cinema houses which have been turned into other uses. However, the digital evolution has opened up opportunities in Film distribution and consumption. The advent of the digital spaces entails that film products can be accessed through online platforms. Although the digital spaces are helping to mitigate the negative impact of poor and non-availability of appropriate infrastructure, there are still challenges such as; limited internet connectivity especially in the rural areas.

The above scenario is further exacerbated by lack of film equipment which is an important component for Film production. Film equipment cannot be purchased locally, and when available these are too expensive for independent local Film makers to acquire. The cost of maintenance and repair for Film equipment is high and requires high-level expertise. Usually, damaged equipment needs to be couriered outside the country for repair. The lack of expertise in film equipment production and maintenance has led to the high demand for equipment with some local traders exploiting the noted gap by placing high charges on Film equipment.

To address infrastructure challenges Government is building broadcasting stations in some provinces to ensure that facilities for audio and video productions are brought as close to the communities as possible. In addition, Government suspended import customs duties on selected film equipment in 2023, thereby creating an enabling environment for stakeholders in the Film Industry to import equipment duty free. Therefore, the 2023 National Film Policy will facilitate investment in film equipment, infrastructure and ICT.



2.3 Coordination in the Film Industry

Film in Zambia has been coordinated through three (3) various ministries namely; the Ministry responsible for arts, the Ministry responsible for Information and the Ministry responsible of Local Government. This contributed to fragmentation in the Film Industry. The Film Censorship Board of Zambia is the only body that exists in the industry. However, its mandate is restricted to Film distribution facilities. The National Media Association of Zambia (NAMA) affiliated with National Arts Council, has been the main organisation responsible for spearheading the interests of the Film Industry. However, there has been a gap on the professional representation of Film makers. Stakeholders such as the Film Makers Guild of Zambia among others have come on board to compliment the efforts of the Government.

The lack of a National Film coordination framework has led to the efforts by various representation bodies not to have the desired impact. These bodies have lacked coordination, representation and governance to unlock the entire Film Industry value chain. Generally, film makers continue to operate without minimum Labour or professional code of conduct. The 2023 National Film Policy will therefore facilitate the establishment of the National Film Coordination Mechanism.

2.4 Skills Development

The Zambian Film Industry requires artistic, technical and management skills. The sector faces a lot of challenges among which human resource capacity ranks highest. Most of the Film producers and staff are not trained in video and Filmmaking which compromises the quality of their work. There are inadequate public and private institutions offering Film production training. The absence of Film subjects in Primary and Secondary Schools has weakened the foundation of those that take up the career in this area.

Public training institutions such as Evelyn Hone College of Applied Sciences, TEVETA audio visual and the Zambia Institute of Mass Communication (ZAMCOM), and University of Zambia mainly offer basic training in Film and television production. However, these programmes are only offered in Lusaka. Further, some private institutions have started offering film making degree programmes. Although these are positive developments there are still some challenges such as limited access due to high cost as well as lack of diversity in the film programmes to cover a wide range of skills required in Film Industry.

Festivals are also platforms for skills development and exchange programmes. However, the local festivals have not grown to significantly support skills development. There are a few players dominating the landscape with limited support from stakeholders. The 2023 National Film Policy will therefore promote private and public investment; film festivals and exchange programmes in the provision of appropriate Film Industry skills.

2.5 Financing of the Film Industry

The Film Industry has largely been sustained by players in the Film Industry. The Government has also established some development funding initiatives, such as the Citizen Economic Empowerment Commission (CEEC, responsible for funding project initiatives proposed by citizens. The Presidential Arts Empowerment and Development Scheme (PADES) was a milestone initiative that supported artists with loans to purchase equipment. The expansion of the financial sector has created more opportunities to obtain loans for funding various businesses which can also be utilised for financing Film projects. Furthermore, some financial institutions relaxed the conditions of borrowing such as the removal of collateral. Furthermore, there have been content acquisition activities by buyers.



Although this has been the case, more still needs to be done as there has been no comprehensive Film fund for production, acquisition and distribution. The lack of an established Public Private partnership and coordinated film distribution system has undermined the potential growth of the Film Industry. The 2023 National Film Policy will open up financing systems by implementing Public Private Partnership in the Film Industry as well as establish a national Film Fund. The Policy will also promote and facilitate investment in the Film Sector through hosting of Film festivals.

2.6 Legal Framework

The Theatre and Cinematography Exhibition Act No. 54, of 1929 is the principal Act on film in Zambia. The Act provides for the censorship of films, rating mechanisms as well as regulate cinemas. This Act is archaic and its review and repeal for the incorporation of emerging trends such as the Film Commission or legal coordinating body to effectively coordinate the Film Industry is underscored.

In addition to the Theatre and Cinematography Exhibition Act, there are other complimenting Acts that have provided a framework for regulating the Film Industry in Zambia. These include the; Independent Broadcasting Authority Act 18 of 2017; Zambia National Broadcasting Corporation Act (amendment 2010); the Copyright and Performance Rights Act No. 25 of 2010 and the National Arts Council of Zambia Act No. 31 of 1994. In terms of the welfare of stakeholders in the Film Industry, the National Pension Scheme Act (amended in 2020 now provides for irregular incomes to subscribe to the pension scheme. While the National Health Insurance Act No 2 of 2018 provides for health coverage.

The Moveable Property (Security Interest) Act of 2014 provides for the recognition of artworks as assets but is not clear on how film projects can be handled. Further, the Civil Aviation Act No 5 of 2016 provides for the licensing of drones for aerial photography and cinematography categories for the Film Industry in the similar manner as commercial airlines. The categorisation of aerial drones together with commercial airlines has a significant bearing on the cost of the licence for the Film Industry. There is therefore need to amend the clause that categorises the aerial drones in the Civil Aviation Act No 5 of 2016.

The Policy will therefore review and amend existing legislation to create an enabling legal environment for the Film Industry to thrive. This will also contribute to the domestication of regional and international treaties in the Film Industry. The Policy will also usher in the repeal and replacement of the Theatre and Cinematography Exhibitions Act of 1929.



2.7 Cross-Cutting Issues

2.7.1 Gender

Gender representation is a major challenge in the film industry. Female filmmakers, are typically, underrepresented in key positions such as directors, producers, writers, and cinematographers. As these are gatekeepers in the industry, the limited representations make it difficult for female filmmakers to enter and succeed in the industry. Females are sometimes subjects of stereotype on their ability to direct, produce or lead in certain genres or roles.

Gender based violence is another major challenge in the film industry. Often male or female film makers may be victims of GBV such as sexual harassment, objectification and limited access to maternity protection. Their celebrity status is sometimes a barrier for them to get the help or support they need as GBV cases are rarely reported. Much more needs to be done to promote gender equality and equity, and ensure the elimination of gender-based discrimination for both males and females.

2.7.2 Disability

Barriers still exist that hinder the full participation filmmakers with disabilities in the socio-economic activities in the Industry. Persons with disabilities in the film industry face a number of challenges. Some of the challenges they face include access to film sets and locations which are not often designed to accommodate filmmakers with disabilities. Filming equipment is also not designed to be used by Persons with disabilities. This limits the role that they can play in the film value chain.

Additionally, Filmmakers with disabilities face stigma and discrimination, limited access to finances and opportunities including education, skills development and empowerment. Affirmative action is required to promote the inclusion of persons with disabilities in the Film Industry.

2.7.3 Environment

Film by its nature relies on the environment. Film makers are always looking for location sites. This means there is a strong connection between film and the environment. Zambia's natural habitat provides a key positioning role for the nation as a distinct location for local and international film.

However, filmmakers face challenges such as access to natural sites, permits, safety and location restrictions. The film production also has a negative impact on the environment such as pollution, lack of waste management systems, high energy consumption, location impact and carbon emission.

There is need to strengthen the relationship between film and the environment to leverage the country's natural beauty and position it as the prime destination. The country has a wide range of different terrain from freshwater bodies, waterfalls, to sand dunes, mountains, forests and wildlife. The Film Industry needs to adopt environmentally friendly film production methods to reduce carbon foot prints. Film makers, the world over continue to make strides to produce green films that are sensitive to the environment and doing their part to mitigate climate change. Film makers as influencers are key to render their voice to advocate for both climate change issues as well as climate justice concerns. The 2023 National Film Policy, will therefore promote the engagement of stakeholders in the Film Industry as ambassadors of change and influencers advancing visibility and awareness on environmental issues.

Chapter Three

Vision, Rationale & Guiding Principles





3.1 Vision

“A creative, inclusive, dynamic and sustainable Arts Sector contributing to National development”

3.2 Rationale

The Film Industry worldwide has undergone major technological developments in terms of film production, distribution and exhibition. Digital screens have increased whilst the use of computer graphics and related digital technologies have transformed not only the process of filmmaking but also the content and modes of consumption of film. These changes have also posed new economic and technological challenges for policymakers and led to a degree of rethinking of how Film Policy objectives are to be conceived, defined and implemented.

The review of the 2017 National Film Policy was necessitated by various developments that have occurred in Zambia. In 2021 Zambia ushered in the New Dawn Administration who restructured the arts mandate. This resulted in policy alignment that focused on strengthening the business of film. The COVID 19 pandemic stimulated demand for digital content using online platforms. The Country therefore needed to revise the policy with an aspiration to create a vibrant digital creative economy. Additionally, there is an increase in the demand for Zambian film locally, regionally and on the international market, this has increased the economic activity within the local film ecosystem.

Notwithstanding, the review of the National Film Policy, it is necessary to address inconsistencies, align the policy with current technological advancements, improve clarity and unlock economic potential, enhance effectiveness and efficiency, and mobilise stakeholders. By reviewing the policy, the Government in consultation with the stakeholders identified areas where technology can be leveraged; to expand the Film Value Chain; enhance networks; improve film makers' welfare and skills; facilitate infrastructure development; increase film financing; monetization of digital content and legal framework.

As a result of these developments, the 2017 National Film Policy was reviewed to usher in a new one that would be in tandem with the emerging developments in the industry as well as align it with current Government Policy direction.

3.3 Guiding Principles

This National Film Policy has been reviewed based on the major principles as outlined in the Constitution of Zambia. The key guiding principles on which this Policy is anchored are:

3.3.1 Patriotism and National Unity

Government and stakeholders in the Film Industry have the obligation of being patriotic citizens to strive for National unity by observing National Values and Principles, being inclusive, putting the interests of the nation first and observing cultural values. Film makers should use Film to bring people of diverse cultures, religions, languages, political, social and economic to co-exist. Zambia has an attractive natural landscape suitable for positioning it as a premier shooting location destination. The country has a variety of local languages that allow for artistic expression in local languages some of which are also common in neighbouring countries.



3.3.2 Human Dignity

Government and stakeholders shall respect and recognise the dignity of the persons they serve following National, regional and international conventions and protocols. Film makers should enjoy the same rights as are conferred on other citizens.

3.3.3 Equity and Social Justice

Government and stakeholders have a role to ensure the principle of equity and social justice in the implementation of film programmes and projects and should ensure they are affirmatively introduced to narrow the inequality gap in the sector. The implementation of the policy based on this principle should ensure that all persons, groups and/or communities in the Film Industry have access to equal opportunities and privileges so that there is equitable distribution of resources concerning the needs of each art form.

3.3.4 Morality and Ethics

Government and stakeholders shall respect and recognise the dignity of the persons they serve following National, regional and international conventions and protocols. Film makers should enjoy the same rights as are conferred on other citizens.

3.3.5 Non discrimination

During the implementation of this Policy, implementors should ensure that all persons, groups and communities have the right to participate in the Film Industry regardless of their ethnicity, race, colour, sex, disability, religion, political or other opinions, or language.

3.3.6 Accountability and transparency

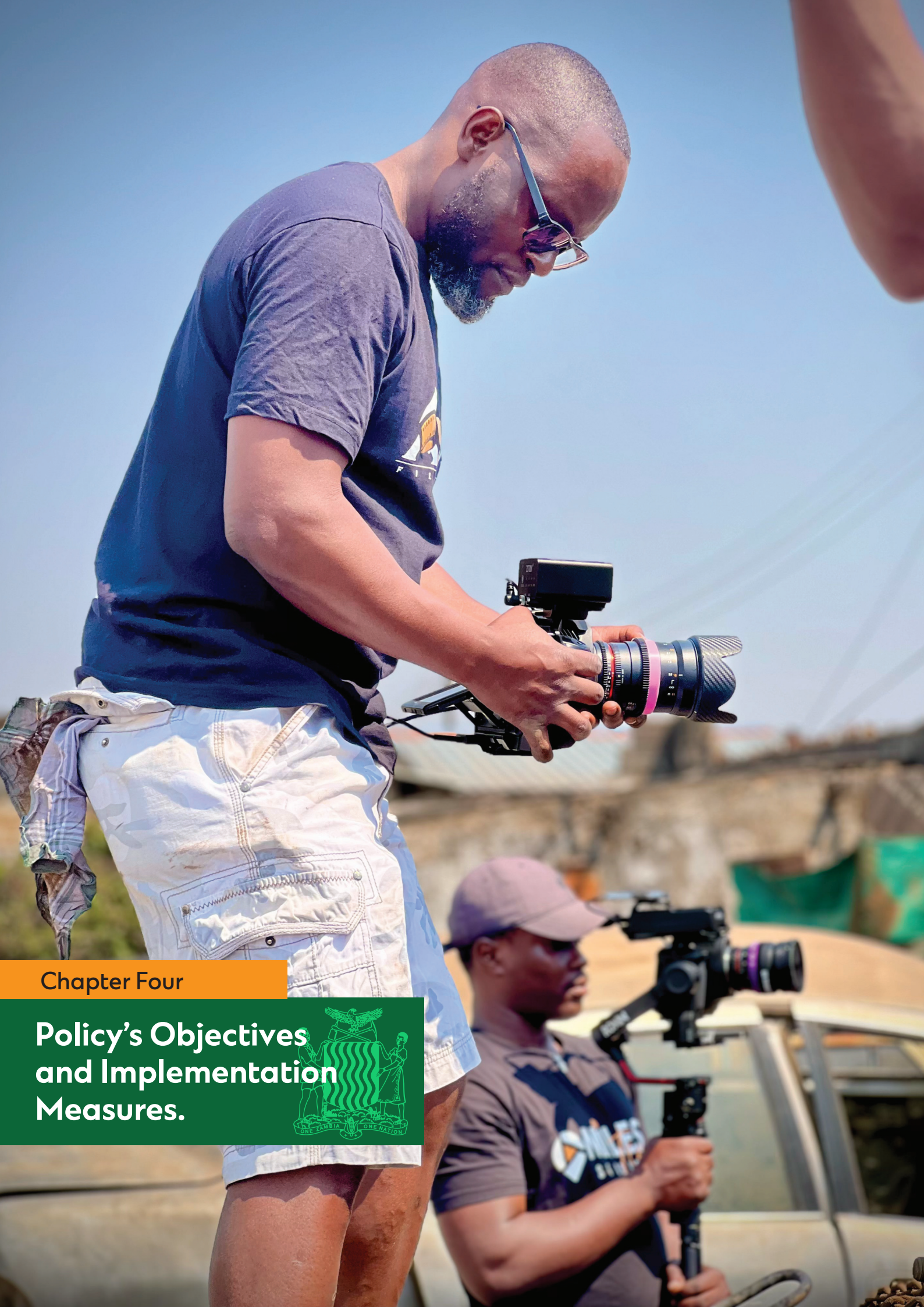
Accountability and transparency are crucial in the Film Industry as they foster artistic and public confidence. This promotes acceptability and wider participation in programmes. The Film Industry players are required to be open to scrutiny and uphold high levels of integrity, neutrality, honesty, credibility, and fair judgement.

3.3.7 Good Governance

Government and stakeholders shall ensure that all Film bodies and institutions administering artistic affairs uphold and practice good governance principles such as separation of powers, rotational leadership, adherence to constitutional documents and other internal regulations.

3.3.8 Sustainable Development

Government and stakeholders shall ensure that the Film Industry practices are economically, socially, and environmentally sustainable, and positively contribute to National economic growth and social development.



Chapter Four

Policy's Objectives and Implementation Measures.



4.0 Policy Objectives

In order to achieve the vision of this policy the following objectives will be implemented:



- i. To promote investment in Film infrastructure, equipment and ICT;
- ii. To strengthen the coordination of the Film Industry;
- iii. To promote skills development in the Film Industry;
- iv. To enhance the financing of the Film Industry;
- v. To strengthen the legal framework of the Film Industry; and
- vi. To mainstream Gender, Disability and Environment in the Film Industry.

4.1 Film Infrastructure Development, Equipment and ICT

Objective 1:

- a. To promote investment in Film infrastructure, equipment and ICT;

Measures:

To achieve the above objective, Government shall introduce the following measures:

- i. Facilitate increased access to finance;
- ii. Promote investments in the Arts Sector;
- iii. Facilitate the creation of a quality control system for art products and services;
- iv. Facilitate increased access to art products and services; and
- v. Promote access to markets.

4.2 Coordination of the Film Industry

- b. To strengthen the coordination of the Film Industry;

Measures:

To achieve the above objective, the following measures will be implemented:

- i. Strengthen the film distribution network in the Film Value Chain; and
- ii. Strengthen governance systems in the Film Industry.



4.3 Skills Development

Objective 3:

- c. To promote skills development in the Film Industry;

Measures:

To achieve this objective, the following measures will be implemented:

- i. Facilitate the review of the school curriculum to include Film;
- ii. Promote exchange programmes; and
- iii. Promote investments in skills development.

4.4 Financing of the Film Industry

Objective 4:

- d. To enhance the financing of the Film Industry;

Measures:

To achieve this objective, the following measures will be implemented:

- i. Strengthen existing Film financing mechanisms;
- ii. Promote the formation of partnerships for financial and technical support
- iii. Facilitate investment in the local Film Sector.

4.5 Legal Framework

Objective 5:

- e. To strengthen the legal framework for a thriving Film Value Chain

Measures:

To achieve this objective, the following measures will be implemented:

- i. Facilitate the review of the existing legal framework for the Film Industry;
- ii. Facilitate the professionalisation of the Film Industry; and
- iii. Facilitate the domestication of regional and international treaties.

4.6 Cross-Cutting issues

Objective 6:

- f. To mainstream Gender, Disability and the Environment in the Film Industry.

Measures:

To achieve this objective, the following measures will be implemented:

- i. Promote gender balance in the Film Industry workforce;
- ii. Promote inclusion of persons with disabilities in the Film Industry; and
- iii. Engage Film makers as ambassadors of change and influencers advancing visibility and awareness on environmental issues.

Chapter Five

Implementation Framework





5.0 Implementation Framework

The effective implementation of the National Film Policy will be achieved through collaborative efforts by all stakeholders as outlined below. Film Industry Development programmes will be implemented by the Ministry responsible for film and other Line Ministries. The Film Censorship Board is the regulatory body in the Film Sector. The various National Arts Associations, Civil Society Organisations, Academia, Private Sector, Cooperating Partners, and Cultural Institutions are key players in Film Industry development.

5.1 Institutional Arrangement

The Ministry responsible for Film Industry development will be the lead institution in overseeing the implementation of this Policy while line Ministries, Statutory Bodies including the National Arts Council of Zambia, National Arts Associations, Civil Society Organisations, Cooperating Partners, Non-Governmental Organisations (NGOs) and the Private Sector shall be responsible for the implementation of the various Film development programmes as outlined below:

5.1.1 Ministry responsible for Film

The Ministry shall;

- a) Coordinate and spearhead the implementation of the National Film Policy
- b) Accredite foreign Filmmakers coming into the country to produce Films or attend Film festivals;
- c) Set standards in the local Film Industry;
- d) Facilitate and implement training opportunities in the Film Industry and conduct an industry census or study and exchange programmes
- e) Initiate the review of existing Film related Legislation in the industry.

5.1.2 The Ministry responsible for Information and Media

The Ministry shall;

- a) Promote the integration of local content in television and radio broadcasting
- b) Facilitate the review and administration of laws relating to media and broadcasting.

5.1.3 The Ministry responsible for Intellectual Property Rights

The Ministry shall;

- a) Promote the integration of local content in television and radio broadcasting; and
- b) Facilitate the review and administration of laws relating to media and broadcasting.



5.1.4 The Ministry Responsible for Local Government

The Ministry shall;

- a) Regulate film locations through the formulation of appropriate by-laws following the moral aspects of Films watched by the public; and
- b) Facilitate the creation of an enabling environment and infrastructure for accelerated growth of the Film Industry.

5.1.5 The Ministry responsible for Finance

The Ministry shall;

- a) Facilitate the financing of the industry through budgetary allocation; and
- b) Introduce rebates and incentives according to global best practices.

5.1.6 The Ministry responsible for Tourism

The Ministry shall;

- a) Facilitate the promotion and development of the Film Industry in Zambia;
- b) Market Zambia as a premier location for Film production; and
- c) Facilitate the use of film to promote culture and heritage.

5.1.7 Ministry responsible for Education

The Ministry shall;

- a) Facilitate the promotion and development of the Film Industry;
- b) Ensure the inclusion of Film in the school curriculum and higher learning Institutions;
- c) Facilitate the development of service curriculum-linked guides, Film-making tutorials and magazines; and
- d) Provide students with short internships in the Film Industry, locally or internationally

5.1.8 Ministry responsible for Small and Medium Enterprise Development

The Ministry shall;

- a) Support the growth of Film enterprises by facilitating access to technical and business development services and finance; and
- b) Support investments promotion



5.1.9 The Ministry responsible for Labour and Social Security

The Ministry shall;

- a) Regulate and enforce labour standards;
- b) Ensure Filmmakers have access to social security services; and
- c) Facilitate the strengthening of the Filmmaker's representative organisation.

5.1.10 The Ministry responsible for Foreign Affairs and International Cooperation

The Ministry shall;

- a) Facilitate timely deposition of instruments relating to international protocols on Film development; and
- b) Facilitate the dissemination of international treaties, memorandum of understanding, protocols, events and exchange programmes.

5.1.11 The Ministry Responsible for Technology

The Ministry shall;

- a) Facilitate effective use of technology to enhance Film production and monetisation; and
- b) Collaborate with relevant stakeholders in strengthening the teaching and learning of Film production in trade schools

5.1.12 The Ministry Responsible for Disability

The Ministry shall;

- a) Facilitate the participation of persons with disabilities in the Film Industry;
- b) Review laws related to persons with disabilities in the Film industry.

5.1.13 The Ministry responsible for Health

The Ministry shall;

- a) Facilitate access to Health Insurance Scheme for Filmmakers; and
- b) Include Filmmakers in the health promotion of citizens.

5.1.14 The Film Censorship Board

The board shall;

- a) Oversee the commissioning, development and regulation of the Film Industry;
- b) Provide and promote the regulations and standards to improve the Film Value Chain.



5.1.15 National Arts Council of Zambia

The Council shall;

- a) Promote the development of the artistic talent in the Film Industry.

5.1.16 Zambia Tourism Agency

The Agency shall;

- a) Promote and market Zambia as a film location destination; and
- b) Strengthen the linkage with tourism.

5.1.17 National Heritage Conservation Commission

The Commission shall;

- a) Partner with film makers and avail heritage sites for film purposes

5.1.18 The Private Sector

The private sector shall;

- a) Support the Film Industry through commissioning, direct investment, particularly in infrastructure under the Public Private Partnership model
- b) Provide technical and material support.

5.1.19 Public and Private Media Institutions

The Public and Private Media shall;

- a) Facilitate funding through commissioning, publicity, training and distribution
- b) Provide platforms to showcase local Film productions.

5.1.20 Cooperating Partners

Cooperating partners shall;

- a) Support the Film Industry for enhanced partnerships, resources and networks
- b) Promote partnerships as a gateway to international and regional collaboration.

5.1.21 Regional and International Bodies

Regional and International Bodies shall;

- a) Support the Zambian Film Industry through publication of affiliation procedures with regional and international bodies
- b) Create awareness on emerging issues in the Film Industry to ensure the sector is kept abreast with global and regional developments.



5.1.22 Civil Society and Religious Organisations

Civil Society and Religious organisations shall;

- a) Promote the development of the artistic talent in the Film Industry.

5.1.23 Education Institutions

Education institutions shall;

- a) Facilitate Film skills development in the Film Industry

5.1.24 Cultural Institutions

Culture institutions shall;

- a) Support and compliment Government's efforts in promoting
Zambian culture in the Film Industry.

5.2 Legal Framework:

The Policy will operate within an enabling legal framework that will facilitate its successful implementation. However, some of the existing pieces of legislation need to be reviewed and strengthened to create an enabling legal environment. Below are the main pieces of legislation related to the Film Industry some of which will be reviewed and strengthened during the implementation of the Policy:

- (a) Theatres and Cinematography Exhibitions Act, No 54, of 1929;
- (b) Independent Broadcasting Authority Act No. 18 of 2017;
- (c) Zambia National Broadcasting Act No. 13 of 1994;
- (d) Copyrights and Performance Rights Act, No. 25 of 2010;
- (e) The National Arts Council of Zambia Act No 31 of 1994;
- (f) Zambia National Commission of UNESCO Act, No 16 of 1981;
- (g) National Pension Scheme Authority Act No 20 of 2022;
- (h) Information and Communication Technology Act No. 15 of 2009;
- (i) Persons with Disability Act No.6 of 2012;
- (j) Cyber Security and Cyber Crimes Act No. 2 of 2021; and
- (k) National Health Insurance Act No. 2 of 2018.

5.3 Resource Mobilisation and Financing:

The effective implementation of the National Film Policy is dependent on adequate and predictable financing; this is also central to sustainable and focused planning and undertaking of Film programmes. The Film Programmes in the country will therefore require the mobilisation of financial, material and human resources. To this effect, the Ministry of Finance and National Planning will be responsible for the mobilisation and timely disbursement of funds as budgeted for in the National Budget to enable the timely implementation of programmes. All stakeholders in the implementation framework will play their part in availing resources to ensure the successful implementation of the Policy.



5.4 Monitoring and Evaluation

The Ministry responsible for Film will spearhead the implementation, monitoring and evaluation of the National Film Policy. The Ministry will accordingly take advantage of the legal and institutional arrangements in place and work with stakeholders in effectively carrying out its mandate regarding Film development.

The implementation of the objectives and measures outlined in the National Film Policy requires effective monitoring and evaluation with appropriate feedback mechanisms from the line Ministries and other stakeholders. Therefore, monitoring and evaluation functions will be undertaken at all levels to enhance accountability and effectiveness.

Periodic surveys and studies on the status of the Film Industry will be undertaken from time to time to generate information for Policy development and planning of sector development programmes. All aspects of the Film, including economic and social trends will be studied through periodic and timely evaluations. To this effect, Film Sector Assessments will be made an integral part of National surveys, labour assessments, and all National meetings addressing the Film Industry issues.

To accomplish the task of creating an information management system, sector-based composite monitoring indicators on areas such as Film Industry status, number of artists trained in Film Development Skills, number of institutions teaching Film and related subjects, number of private sector programmes using Film to disseminate information, will be developed as a baseline right from the planning stage as part of the information database and report back mechanism.

A matrix will be developed that will set benchmarks and internal verifiable indicators for assessing the implementation of the National Film Policy. To support this sector evaluation, structures will be established to look at the effectiveness and impact of the National Film Policy on the Film Industry. Similar efforts in this regard will be directed at strengthening the capacity of the lead Ministry to conduct industry assessments and facilitate effective monitoring and evaluation. To keep abreast with emerging trends and to ensure that the National Film Policy remains relevant over time, a review will be conducted after five years of implementation. An annual reporting mechanism will form the basis for both the sectoral and overall National review of the Film Industry.





Republic of Zambia