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# IDAA

ADVOCATES FOR

CHANGE  
TRANSFORMATION  
EQUALITY  
HUMAN DIGNITY



## Independent Directors Association Africa (IDAA) Statement: Commitment to the Legislation of Our Film Industry

23 | 02 | 2024

IDAA is proud to announce our unwavering commitment to advocating for legislation that supports and strengthens the film industry. As an integral part of South Africa's cultural landscape and economy, the film industry plays a vital role in shaping narratives, driving innovation, and creating job opportunities.

In light of recent developments and challenges facing the film industry, including issues related to inequality, transformation and diversity, IDAA recognizes the urgent need for comprehensive legislative measures to address these concerns.

We firmly believe that effective legislation can foster a conducive environment for the above mentioned issues we are facing in our industry and sustainable growth within the film sector. By collaborating with policymakers, industry stakeholders, and advocacy groups, we aim to champion initiatives that promote fairness, accessibility, and inclusivity across all aspects of film production, distribution, and exhibition.

Our commitment to legislative advocacy underscores our dedication to advancing the interests of filmmakers and audiences alike. Through proactive engagement and dialogue, we are determined to enact positive change that will benefit the entire film ecosystem, now and for future generations.

IDAA invites all stakeholders to join us in this important endeavor as we work together to shape a vibrant and resilient future for the film industry.

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Warm regards,

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