

EST. 2022

IDAA

ADVOCATES FOR

CHANGE
TRANSFORMATION
EQUALITY
HUMAN DIGNITY



• EST 2022 •

Public Statement

Dear Valued Supporters and the Public,

We hope this letter finds you well and thriving within the industry that we all hold dear. Independent Directors Association Africa (IDAA) wishes to express our heartfelt appreciation for the overwhelming response we have received through emails and direct messages from crew members who have shared their stories of being unfairly treated on various productions. Your willingness to reach out and speak up is a testament to your dedication and passion for this industry.

We hear you, and we acknowledge the gravity of the situation. It deeply troubles us that many crew members are currently facing unjust treatment within the film and television sector, which unfortunately continues to be a significant issue. We share your concerns, and we are committed to addressing these issues head-on. However, in response to your calls for assistance and justice, we want to clarify our position regarding the cases we can take on.

For us to actively engage and support individuals and crew in their pursuit of justice, they must be fully registered as IDAA members. This prerequisite is not to exclude or diminish the experiences of those who are not yet members, but it is a necessary step to ensure that we can provide the best possible assistance.

IDAA was established with the primary mission of bringing growth, equality, change and transformation to the film and television industry. Our goal is to empower the personnel and crews that make productions possible and put the power back into their hands. We stand firmly for a more equitable and just industry where the rights and dignity of every individual are safeguarded. Hence, we are resolute in our commitment to addressing these issues and working toward a brighter future for all, but we can only actively assist IDAA members at this time, and we encourage all our members to make use of the benefits we provide.

We believe that by standing together and leveraging the collective power of our members, we can make a substantial impact on the industry's transformation. If you are not yet an IDAA member, we invite you to join our association and be part of this critical journey. Some benefits available to full members of IDAA include access to our association's legal services for any work-related matters, references, free resources and advisory for TV and online channel content submissions and more.

In closing, we want to reiterate our gratitude for your support and your unwavering dedication to the industry. IDAA is here to serve you and to be the catalyst for the change that our industry so desperately needs. We are committed to working to restore justice, empower crew members, and transform the film and television landscape.

Thank you for standing with us and being a part of this important movement.

REGARDS



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