



## POST LEARNING EVENT REPORTING TEMPLATE

As part of eThekweni Municipality's commitment to strengthen our organisation's culture of learning and sharing, this form presents information on a recent out of town trip, visit, learning exchange undertaken by an official from the municipality. This information will be posted on the MILE website ([www.mile.org.za](http://www.mile.org.za)) in the interest of advancing our **KNOWLEDGE MANAGEMENT** agenda. Thank you for taking the time to complete the form.

### 1. What was the NAME OF THE EVENT?

Rotterdam Film Festival / Cinemart

### 2. The DATE attended:

From 1/26/2013 to 2/1/2013

### 3. VENUE

(Further details on venue)

De Doelen Conference Centre, Rotterdam, Netherlands

#### 4. OFFICIALS WHO ATTENDED?

Mrs Toni Monty

#### 5. What area of expertise did the event cover?

Culture, heritage and sport	x	Engineering and the built environment	<input type="checkbox"/>	IT and Finance	<input type="checkbox"/>
Economic development and Tourism	<input type="checkbox"/>	Health and Safety		City strategy and planning	<input type="checkbox"/>
Energy and the natural environment		Good governance	<input type="checkbox"/>		

Other:

#### 6. What was the PURPOSE OF THE EVENT, THE BROAD OBJECTIVES, AND THEMES? Why was it of importance?

CineMart is a world renowned finance and co-production market for the promotion of projects in need of financing. The CineMart model played a significant role in the establishment of the Durban FilmMart Model launched in Durban July 2010, and has played the role of official EU partner to the Durban FilmMart for the past three years. The partnership continues to add much value to the objectives of the Durban FilmMart and includes access to European funding bodies, international financiers and experts, as well as selecting and funding three Durban FilmMart participants each year, to attend the Rotterdam Lab, an EU training initiative for up and coming producers. Thus far, nine of the Durban FilmMart projects have been funded by the Cinemart to attend the Rotterdam Lab as an outcome of the partnership.

The Durban Film Office has maintained a strong representation at the CineMart market over a three year period to further the existing relationships and to explore and establish further relationships and partnerships. In 2010 and 2011, through the guidance of CineMart, we managed to secure additional partnerships with the International Documentary Festival of Amsterdam and the European Audi Visual Entrepreneurs, both of which contribute significantly to the Durban FilmMart programme in terms of training support and funding.

In addition, as a result of the partnership between the Durban FilmMart and CineMart, the city of Rotterdam, a sister city of Durban, has included film as one of the official areas of collaboration between our two cities.

Through continued representation at this market we hope to ensure continued support from these organisations and establish further support from other EU partners.

**7. What in your opinion are some of the KEY LEARNINGS that you came away with? In other words, what stood out for you? Were there any "aha!" learning moments that you can share with colleagues? What were some of the KEY OBSERVATIONS that were important or different?**

Over and above the official business conducted at Cinemart, the Festival Event itself is very well supported by the local citizens and the City as a whole seems to embrace the event. Often when popping down to the public coffee shop in the De Doelen Conference Centre, I would chat to the locals and it appears that most of them so look forward to this annual event that they actually take a weeks leave so they can commit to watching as many films as possible. Many of the locals volunteer to work at the festival in exchange for cinema tickets. The atmosphere, even in -5 degree temperatures, is very exciting. The local restaurants and shops all have festival specials running for the duration and all of this really turns the city centre into a film hub for two weeks. The City Politicians are very supportive of the annual event.

**8. As a result of this event, what is the ONE CHANGE that you may consider making backing back at work, if any? What follow ups are envisaged?**

Encourage the City to embrace the Durban International Film Festival on a much bigger scale.

**9. Please indicate details of useful CONTACTS AND NETWORKS that were established during the event?**

**10. One of the key functions of our MILE website is to serve as a repository of LEARNING DOCUMENTATION, VIDEOS, PHOTOGRAPHS AND OTHER RESOURCE MATERIAL. Please can send such material to [mile@durban.gov.za](mailto:mile@durban.gov.za) so that it can be uploaded onto our website.**

**THANK YOU FOR HELPING TO BUILD A LEARNING ORGANISATION**