EPN

Presents…

Human Resources in the Animation Industry
Human Capital Challenges and Opportunities
Introduction

Isabelle
Industry Goals

- Jobs and opportunities
- Increased experience on international work
- Developing and owning our own IP
- Funding our own content
- Distributing our IP to the rest of the world
- Bottom Line Increasing income to S.A

- Tall Order - anything is possible
- Pinky and the brain;
NFVF Film Strategy Pillars

- Human capital development and transformation
- Finance Models
- Markets for S.A content
- Infrastructure development
Human Capital Development & Transformation
How do we create a win-win situation?
Is a win-win situation possible?
Multi-award winning inclusive internship (APTI)
Won best animation at the SAFTA's
Most innovative company in Africa
Innovation of the internship & interns
Who is creating solutions to human capital development?
APTI Building Blocks

- Successful Building Blocks!
- Research
- Feasibility study
- 2004 study update long overdue.
- Research successful human resources strategies
- Outsourced first 3D African animated series
- 10 young black male and female animators
- Millions of Rands left the country
Human Capital Development & Transformation
APTI Building Blocks

- India - ideal candidate to research
- First world - Denmark and the UK
- Learn from top studios
- Refined methodology 6 months.
- Critical factors that included:
  - A well-designed selection criteria
  - A well selected panel of judges
  - Selecting the cream of the crop.
  - Professional specialist animators
APTI Building Blocks

- Development of interns and professionals
- Entire value chain - specialization as well as animating
- Well thought out software selection and excellent IT support
- Short films experimentation, mistakes and refinement
- Production management - well-designed production pipeline
- Creating a culture of integration addressing racial segregation
- The intentions, dedication and passion
Slow Transformation

- African animated stories
- Content outsourced to other countries
- Projects produced at the same time
- Amount of jobs created
- Culturally relevant content
- S.A as a destination for outsourced productions
- Loss of income for S.A - Bottom Line
Art should be Revolutionary
American
European
Asian
Impact of Animation on Youth
Non-white Characters in Disney
Dora The Explorer  Doc McStuffins
South African Films

- Jock of the Bushveld
- Khumba
- Zambezia
Job Creation Opportunities
Top Grossing Films of 21st Century

- Avatar
- Star Wars: The Last Jedi
- Jurassic Park
- Avengers
- Harry Potter
- Iron Man
Top Grossing Animated Films

- Frozen
- Finding Dory
- Toy Story
- Zootopia
Tax Incentives
A moral fable that reminds us of how humans treat each other: they serve mankind unkindly. The story unfolds with the help of Snake. Both had been hunting Hare and now SnakeSir Man that he must eat Man because according to humans the one who helps you should be killed and eaten. Snake takes Hare to meet Cow and Horse who both agree that this is how humans treat them after a long life of service. Snake invites Hare and Horse along to see how he is going to kill Man. On the way they meet Hare and Snake asks him what he should do. The two animals ask Hare to show them exactly what had happened, and then Snake is back under the rock, desperate to be free. Hare and Snake “Never again shall you ill-treat me and kill the one who helps you!” Man and Snake promise not to and Man frees Snake and they all go their different ways.

Written by: Jabulane Johan Ndongwane
Directed by: Adam Thorn
Assistant Director: Dawie Potgieter

https://vimeo.com/168730701
https://vimeo.com/168730700
https://vimeo.com/168730177
https://vimeo.com/168730131
THANK YOU

Happy Africa Day

REMEMBER TO PAY YOUR TEKKIE TAX

THIS FRIDAY