



south african  
**cultural observatory**

Invites you to participate in a short seminar:

# THE EFFECTIVENESS AND IMPACTS OF SUBSIDIES TO FILM INDUSTRIES

Prof. Alan Collins, University of Portsmouth, Rhodes University Hobart Houghton Fellow 2016  
and Prof. Jen Snowball, Chief Research Strategist, South African Cultural Observatory

## CALLING ALL /

Cultural and creative industry practitioners and researchers, individuals working within the film or related industry, academics researching in or working in relevant fields and other interested parties.

## WHAT THE WORKSHOP ENTAILS /

There is extensive literature across arts policy, economics and social science exploring at a conceptual level the relative merits and demerits of both direct and indirect subsidies to the arts generally and film industries specifically. This has yet to be translated into a similarly extensive base of peer-reviewed empirical evidence to inform film subsidy policy. Nevertheless there are some early empirical analyses of their effectiveness and impacts in Australia, Italy and South Africa and some empirical observations on state level subsidy competition that has taken place in the USA in a bid to attract some film project investment to their locations. This presentation sets out the salient outcomes from this small body of evidence.

The workshop is free and refreshments will be served.  
The number of attendants is limited, so please register and confirm your attendance before  
Friday 8th April 2016 to secure your place.

**12**  
April 2016

**14:00 -  
16:00**

**KING  
GEORGES**  
2 King George's Road,  
Mill Park, Port Elizabeth

## FOR REGISTRATION & INFO CONTACT /

Paula Holmes  
paula.holmes@nmmu.ac.za / 082 614 6660

