



communications  
& digital technologies

Department:  
Communications & Digital Technologies  
REPUBLIC OF SOUTH AFRICA

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## PRESS RELEASE

To : All Media  
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### DCDT AND NEMISA LAUNCH PILOT PROGRAM WITH GOOGLE TO EMPOWER SOUTH AFRICAN CONTENT CREATORS

The Department of Communications and Digital Technologies in collaboration with the National Electronic Media Institute of South Africa (NEMISA) and Google, announce the launch of the **Audio-Visual Content Program #NextGenCreatorsSA**, a capacity building an educational pilot initiative for South African content creators and filmmakers.

The program is earmarked to provide participants with foundational skills to enhance their production and storytelling abilities and empower them as entrepreneurs in the creative industry towards building digital economy.

The creative industry plays a significant role in the digital economy. As digital platforms expand, creative content becomes more scalable, enabling global reach with even lower distribution costs.

The program theme, “**30 Years of Democracy**”, invites participants to explore the following topics:

- Digital Skills and Emerging Technologies
- Self-development and Entrepreneurship
- Democracy and Development
- Projects and Functions of Government
- Crime Prevention and Investigative Journalism



Celebrating South Africa's three-decade journey, the DCDT believes that the suggested narratives can resonate within various local settings. Online video platforms enable story sharing and audience connection irrespective of geography or topic, with success extending beyond urban areas. Rural life, local cultures, and unique traditions can garner substantial interest. The DCDT invites creators passionate about exhibiting the diverse culture, heritage, and art of all South African communities, particularly those in rural regions, to take part.

Creators from across South Africa are encouraged to apply to join a group of 100 creatives for a four-day virtual workshop which commences on 12 May 2025. These sessions will offer best-practice insights on content production, brand partnerships, and effective distribution of both long- and short-form content.

In addition, 25 emerging filmmakers from the North West province will be selected for an intensive two-week, in-person training in the Ngaka Modiri Molema District. This phase of the program will provide hands-on training and mentorship by experienced local professionals and industry veterans, guiding participants through the process of creating a fully realized audiovisual product.

## **Eligibility**

Applicants must be:

- Over the age of 18;
- A permanent South African citizen;
- Entry-level content creators and novice filmmakers (no professional experience or formal training required)
- The programme intends to achieve Inclusivity, representation, empowerment and transformation in the recruitment.

In-Person Workshop Criteria:

- Residing in North West Province Ngaka Modiri Molema District.
- Available over a period of two and a half (2 ½) weeks to complete the program.
- Valid ID number.

## Selection Criteria

Eligible candidates for the project must:

- Be able to attend all training sessions and workshops, either the virtual workshop or the in-person training.
- Have the ability to work in a team in order to achieve the same set goals for the project
- Have the ability to work under pressure and meet tight deadlines

## To apply:

1. Content Creators who are interested in attending the four-day workshop:  
[Virtual Program Application Form - Content Creators](#)

OR

2. Novice filmmakers interested in attending the two-week programme:  
[In-Person Program Application Form - Filmmakers](#)

## Closing Date

**VIRTUAL WORKSHOP: FRIDAY, 09 MAY 2025**

**IN PERSON WORKSHOP: WEDNESDAY, 14 MAY 2025**

For more information about the programme and application process, kindly contact Ms Katishcka Chanderlal at [katishcka@speceffectmedia.co.za](mailto:katishcka@speceffectmedia.co.za).

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