



ENCOUNTERS

18th South African International Documentary Festival

2016 FESTIVAL REPORT



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FESTIVAL SUMMARY

18th Encounters South African International Documentary Festival 2-12 June 2016

CINEMA VENUES

CAPE TOWN

Cinema Nouveau V&A Waterfront and The Labia

JOHANNESBURG

Cinema Nouveau Rosebank and The Bioscope

LIVE EVENT VENUES

AFRICAN SPACE

Cape Town Science Centre

DARKSTAR

The Good Luck Bar, Joburg
The Assembly, Cape Town

INDUSTRY PRESENTATIONS

Workshop 17, Watershed, V&A Waterfront
WESGRO offices, Cape Town

MASTER CLASSES

Big Fish School of Digital Filmmaking, Cape Town
Workshop 17, Watershed, V&A Waterfront

VIRTUAL ENCOUNTERS

American Corner, Cape Town Central Library

WORKSHOPS

Big Fish School of Digital Filmmaking, Joburg
Workshop 17, Watershed, V&A Waterfront

PITCHING SESSIONS

Goethe Institut Joburg
Workshop 17, Watershed, V&A Waterfront

... AND BEYOND

SHADOW WORLD ROADSHOW

Langa Quarter, Langa
Malibongwe Restaurant, Lookout Hill, Khayelitsha
Olive Tree Theatre, Alexandra
The Guild Theatre, East London
Durban International Film Festival

FUNDING PARTNERS

National Film & Video Foundation, Bertha Foundation, Al Jazeera, City of Cape Town, WESGRO, Gauteng Film Commission, French Institute of South Africa, British Council Connect ZA, Royal Embassy Denmark, Eye Film institute Netherlands, Embassy of Sweden, Backsberg Estate Cellars, Goethe Institut, Anova Health

SPONSORSHIP IN KIND

HCI Foundation, Backsberg Wines, Red Bull, The Good Luck Bar, The Assembly, Workshop 17, Big Fish School of Digital Filmmaking (Cape Town), The Guardian, Visions du Réel

PRESS

Encounters was widely covered in print, on National radio and television, and on social media platforms. The total media value was R11,193,701

ENCOUNTERS TRAINING & DEVELOPMENT INSTITUTE

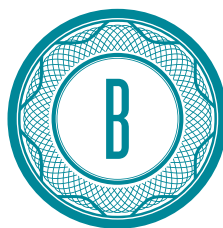
Section 21 Registration No: 2008 / 026397 / 08 | NPO Number: 070-809-NPO | VAT Registration No: 4060257930



FUNDERS & SPONSORS



national film and video foundation
SOUTH AFRICA



BERTHA
FOUNDATION

an agency of the
Department of Arts and Culture



CAPE TOWN
& WESTERN CAPE
FILM & MEDIA PROMOTION
a division of WESGRO



CITY OF CAPE TOWN
ISIXEKO SASEKAPA
STAD KAAPSTAD

Making progress possible. Together.



INSTITUT FRANÇAIS
AFRIQUE DU SUD



BRITISH COUNCIL **CONNECT/ZA**



EMBASSY OF SWEDEN

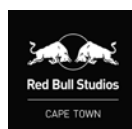


WORKSHOP 17
an open collaboration



theguardian

VISIONS DU RÉEL





The 2016 edition of Encounters was a resounding success. Comprising ten days of contemporary, award-winning documentary cinema, live performances, a virtual reality exhibition, master classes, talks, workshops and two pitching forums, Encounters attracted an audience of 11,997 across all Festival activities, an incredible 73% increase in attendance.

The film programme, a diverse selection of local and international documentaries, presented 13 World, 50 South African and one International Première, including the highly anticipated *Action Kommandante: The Untold Story of the Revolutionary Freedom Fighter Ashley Kriel* by Nadine Cloete and Uga Carlini's *Alison: a Tale of Monsters, Miracles and Hope*. With no less than 12 directors screening their début features, the programme balanced a number of exciting, emerging voices with the newest releases of established auteurs such as Werner Herzog and Patricio Guzmán. A record number of 45 guests attended with 28 local and 17 international filmmakers and industry representatives.

Exciting changes to the Festival's fare included an expanded Industry Programme to three full days of master classes, workshops and talks and a new pitching opportunity. In addition to the well-established **5th Al Jazeera-Encounters Pitching Forum**, that takes place in Johannesburg, the first **Brief Encounters**, an online short documentary pitching forum took place in Cape Town. The winner would also win the Bertha Foundation-Encounters-Guardian development prize of \$2,000.

This year also saw Encounters expand beyond the silver screen, exploring other forms of non-fiction storytelling. The Festival launched **Virtual Encounters**, a dedicated New Media platform, a first for South African and African festivals. Showcasing the very best in Virtual Reality and Interactive documentary projects from around the world, this exhibition introduced audiences to the intersection of new media and documentary narrative, and was an overwhelming success.



In the live arena, the Encounters programme presented two special performance documentary events: **African Space**, an immersive and unforgettable, non-fiction podcast experience; and two live concerts by UK electronic duo, **Darkstar**. Through these innovations Encounters invited Festival patrons to experience the expanding horizons of documentary narratives, how they can be imagined and experienced, and in doing so reached new audiences.

The success of these traditional and innovative platforms is testament to Encounters' enduring status as the leading creative documentary platform in South Africa and on the African continent.



Encounters Opening Night

Thursday 2 June 2016 | Cinema Nouveau V&A Waterfront | Cape Town

The Festival opened with the International Première of *Soweto: Times of Wrath*, a South African-French film conceptualised by acclaimed French producers Jacques Bidou and Jean-Loïc Portron and directed by six young Soweto filmmakers – Siphamandla Bongwana, Jerry Obakeng Gaegane, Stanford Gibson, Nduzo Shandu, Asanda Kupa and Gontse More. With its shifting points of view and powerful imagery on the themes of protest and community politics, the film’s urgency and immediacy made it a timely, poignant starting point for this 18th edition of the Festival. Siphamandla Bongwana attended the Opening and introduced the film to an audience of 238 invited guests that included local and international dignitaries, filmmakers and industry representatives. Institut Français Afrique du Sud (IFAS) and Backsberg Estate Cellars, Audience Awards sponsors, provided refreshments for the reception after the screening.



Siphamandla Bongwana



The Encounters opening night reception

Film Programme

The final line-up of 57 titles, selected from 436 submissions, was a diverse and eclectic exploration of creative documentary filmmaking from around the globe. With 13 World Premières, 50 South African Premières and one International Première, the line-up included 32 South African & African and 26 International features and shorts. This represented a 27% increase in the number of selected films (45/57) from the previous year.



Themba Vilakazi, Lisa Mini & Davison Mudzingwa (Lost Tongue)



Q&A with Rama Thiaw

The film programme, with 31 sold-out screenings and a total audience of 8,413, resonated with audiences, reaffirming the popularity of the Festival brand. Encounters is particularly pleased with attendance at the Rosebank Cinema Nouveau in Johannesburg which increased by 94% from the previous year.





Programme Highlights

Nadine Cloete's film *Action Kommandante: The Untold Story of the Revolutionary Freedom Fighter Ashley Kriel* was the unparalleled highlight of the 2016 Festival. Overwhelming popular demand for the film saw Encounters schedule additional shows producing a Festival record of seven sold-out screenings for the eventual winner of the Encounters Backsberg Audience Award.

All four scheduled screenings of *Shadow World* were sold out within days. Andrew Feinstein (author of 'The Shadow World' on which the film is based) attended each screening, making for robust conversation on the global, and South Africa's, arms trade. In collaboration with Bertha Foundation and Corruption Watch UK, Encounters arranged a multi-stop tour beyond the Festival for Feinstein and the film, which included screenings in Alexandria, East London, Durban (DIFF), Langa and Khayelitsha.



Rita Coburn Whack's film *Maya Angelou: And Still I Rise* proved exceptionally popular winning the Backsberg Audience Award for Best International Film.

Encounters presented the award-winning feature-length documentary, *Notes on Blindness* (dir. James Spinney & Peter Middleton, 2016) and the Virtual Reality companion piece *Notes on Blindness: Into Darkness* – connecting the film programme and the VR exhibition.

The presentation format of the **South African Short Film Programme** was redesigned for this year's Festival. A total of 13 short films, arranged in three compilations of four to five titles were all sold out. Brief Q&As after each screening guaranteed filmmakers' enhanced visibility. The moderators for the screening included Meghna Singh (visual artist), Sean Drummond (filmmaker, Shnit International) and Jenna Bass (filmmaker).

Special Presentations

Encounters partnered with the Anova Health Institute's Health4Men Initiative to present **Chemsex**, a powerful investigation into the sexual health crisis affecting gay communities. Each screening was preceded by a presentation by Anova representatives. Safe sex materials were made available to patrons.

Dutch Focus

South Africa and the Netherlands recently signed a Co-Production Treaty. Encounters in partnership with EYE International hosted a Dutch Focus, presenting three contemporary documentaries:

A Family Affair – Dir. Tom Fasseart 2016

Strike a Pose – Dir. Ester Gould & Reijer Zwaan 2016

Those Who Feel the Fire Burning – Dir. Morgan Knibbe 2015

EYE International generously supported the attendance of director Tom Faessart (*A Family Affair*) and Carlton Wilborn, one of the subjects of *Strike a Pose*.



The 2016 Film Programme was supported by:





INDUSTRY PROGRAMMES

Encounters significantly increased the Industry Programme offering 15 events over a three-day period. Entrance to all these events was free of charge. These included master classes, presentations, workshops, the Filmmaker in Conversation series and two pitching forums. Venues for the events included the Big Fish School of Digital Filmmaking and Workshop 17 at The Watershed in Cape Town, and the Goethe Institut in Johannesburg.

Master Classes

Simon Wood *The Silent Form* | 22min | 2016 | SA Première

Sunday 5 June 2016 | Big Fish School of Digital Filmmaking | Cape Town

27
ATTENDANCE

Internationally recognised filmmaker Wood's short films have premiered at Hot Docs, *Orbis* (2014) and *The Silent Form* (2016). He conducted a fascinating master class to a rapt audience of young filmmakers. His highly conceptual and philosophical vision balanced against his pragmatic approach, particularly on small budgets, was inspirational and centred on the creative opportunities in making short films.



Rita Coburn Whack *Maya Angelou: And I still Rise* 114mins | SA Première

Saturday 11 June 2016 | Workshop 17 | Cape Town

45
ATTENDANCE



Three-time Emmy award-winner Whack delivered an exceptional class on the theme of 'biography' and 'memoir'. Part anecdotal, part memoir in and of itself, this session engaged audiences with Whack drawing on her own life experiences and work with Dr Angelou. Addressing the selection processes of the biographical documentary and how to deliver character and depth through other voices, Whack addressed questions on the use of archives and constructing a narrative. She concluded this two and a half hour class with an emotional reading of two Angelou poems, a fitting end to an extraordinary session.

The 2016 Encounters Industry & Training Programme was supported by:





Filmmakers In Conversation Series

I, Object

Uga Carlini & Alison Botha: *Alison: a Tale of Monsters, Miracles and Hope* World Première
Tora Mkandawire Mårtens & Niki Tsappos: *Martha & Niki* South African Première

Saturday 4 June | Workshop 17 | Cape Town

27
ATTENDANCE



(From left) Prof. Susan Levine, Tora Mkandawire Mårtens and Niki Tsappos

This session explored the often complex relationship between filmmakers and their subjects. Expertly moderated by Encounters Board member Professor Susan Levine, Carlini, Botha, Mkandawire Mårtens and Tsappos reflected candidly on their respective relationships. Topics included trust, access, and the fine between the public and private. The filmmakers espoused different approaches to legalities (contracts and permissions) offering invaluable insights into various ethical dilemmas.

First Features

Nhlanhla Masondo *Shwabada* 90min World Première
Davison Mudzingwa *Lost Tongue* 67min SA Première
Ben Stillerman *Taking Stock* 85min World Première

Sunday 5 June | Big Fish School of Digital Filmmaking | Cape Town

19
ATTENDANCE

Dr. Liani Maasdorp moderated the session with Mudzingwa, Stillerman and Masondo and began by introducing the work of each and showing clips of their respective films. The directors discussed their work – unpacking the full gamut of the process, from financing to the creative realisation of their films.



First Features discussion



25
ATTENDANCE

Black Filmmakers Forum: Show Me the Money

Nadine Cloete, DFA Co-chairperson, *Action Kommandante* 90min South African Première

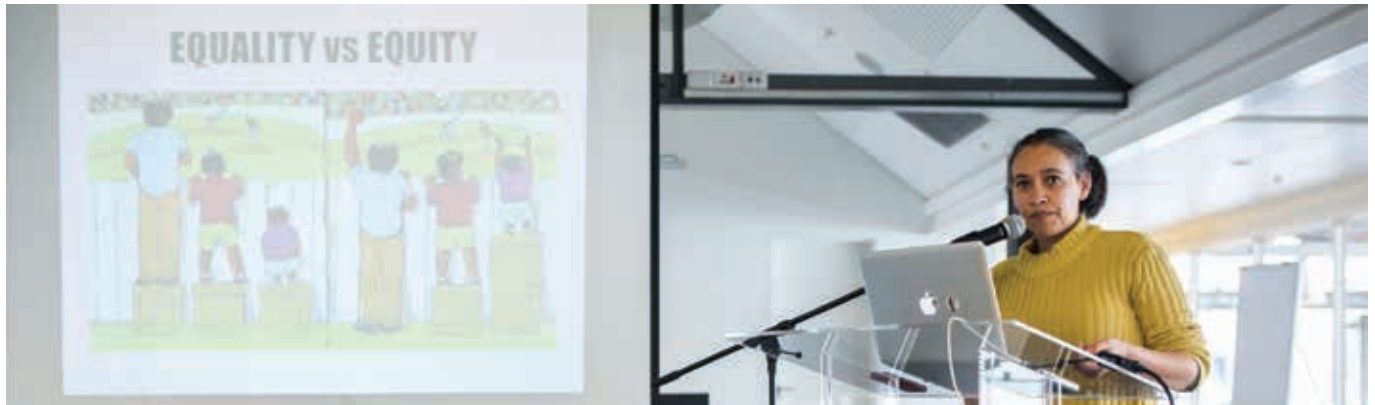
Panellists: Tina-Louise Smith – Moderator *Mr Table Tennis* 48min World Première

Mariza Matshaya, film producer

Lungiswa Sithole, filmmaker

Mayenzeke Baza, filmmaker, AAA Entertainment, ATFT (via Skype)

Saturday 11 June | Workshop 17 | Cape Town



Tina-Louise Smith leads the conversation.

This panel examined the realities of alternative film funding for Black documentary filmmakers provincially and nationally. This session was co-ordinated and organised by Tina-Louise Smith of Accidental Films and TV, in consultation with Encounters. Panellists related their respective personal experiences in the film industry, highlighting issues facing them. An outcome is to develop mechanisms to assist filmmakers to better realise their films.



Mariza Matshaya



An audience member poses a question.

Documentary Filmmakers Association (DFA) Events

Business Model Canvas

Friday 3 June | WESGRO Offices | Cape Town

The DFA presented the Business Model Canvas workshop, an important tool that empowers filmmakers to effectively plan their projects and plot their fundraising, marketing and distribution strategies.

South African Documentary Retrospective

Saturday 11 June | Workshop 17 | Cape Town

Producer Jolynn Minnaar chaired a panel discussion on the past and current states of the South African documentary landscape. Discussants included Pat van Heerdan, Don Edkins, Darryl Els and Nadine Cloete.



Workshops

GFC Filmmakers Workshop

Nhlanhla Masondo | *Shwabada* 90min SA 2016 | World Première

Wednesday 8 June 2016 | Big Fish School of Digital Filmmaking | Johannesburg

45
ATTENDANCE

Encounters expanded the Industry programme, with the support of the Gauteng Film Commission (GFC), in Johannesburg. *Shwabada* tells the story of South African jazz legend, Ndikho Xaba. Masondo showed clips of his work, and covered the topics of 'finding the narrative', visual style and working with archive footage, raising finance and his working relationship with the GFC. This was followed by a productive Q&A. Subsequent feedback from the film students in attendance was that the workshop was both inspiring and motivating.

Non-Fiction Podcast Workshop: Because our pictures are better than yours!

Rasmus Bitsch: Danish journalist and co-founder of Sound Africa

Saturday 11 June 2016 | Workshop 17. Cape Town

51
ATTENDANCE

Bitsch spoke about the recent boom in non-fiction podcasting, highlighting a number of influential and popular programmes. He covered conceptual (a story which lends itself to the audio documentary) and practical (equipment, edit and post-production) issues.



490
ATTENDEES

3 FULL
DAYS

OF INDUSTRY
& TRAINING
PROGRAMMES





Thursday 2 – Saturday 4 June 2016 | American Corner | Cape Town Central Library

Curator: Ingrid Kopp, Electric South
Free Entry



Virtual Encounters is a platform dedicated to innovative, immersive non-fiction storytelling, a first such focus for an African Festival. The exhibition drew a large audience of learners and filmmakers. On the Opening Night walk-through of the exhibition, Kopp provided an overview of the programme of the 10 Virtual Reality projects and 6 interactive web documentaries on offer. In discussion with technical sponsor Shaun Wilson (SDK Labs) questions on producing VR content, equipment and approaches, and making VR relevant to Africa, were addressed. **Virtual Encounters** was produced in partnership with Electric South – a Cape-based a Cape-based digital storytelling foundation., and supported by the French Institute of South Africa.

VR Presentation: A World beyond sight: The making of the VR experience

Notes On Blindness – Into Darkness

Arnaud Colinart

Saturday 4 June 2016 | Workshop 17 | Cape Town

87
ATTENDANCE

Colinart, co-creator of the award-winning VR project *Notes on Blindness: Into Darkness* began his presentation with an overview of the VR landscape, now touted as a significant growth industry, including information on the technology and the distinction between mobile and PC/Console based technology. Referring to *Notes on Blindness: Into Darkness* he provided important insights into the creating and realising of 360° degree audio-visual projects, sound design, interaction, 3D – CGI work and the use of real-time binaural rendering.





PITCHING FORUMS

5th Al Jazeera Encounters Pitching Forum

ALOKE DEVICHAND | Senior Commissioning Producer for Al Jazeera English

Saturday 11 June 2016 | Goethe Institut | Johannesburg

Information Session & Pitching Session

44
ATTENDANCE



Now in its fifth year, the Al Jazeera-Encounters Pitching Forum has grown in both popularity and prestige and a total of 83 projects were submitted from across the continent. Thirteen projects were selected for the pitch, some via skype. Devichand began the session presenting the vision and requirements of the Witness strand. However, he was able to advise filmmakers on other Al Jazeera strands.

LIST OF SELECTED PROJECTS

| | |
|------------------------|--|
| MEHREEN AFZAL | Break Like You |
| MOSE MOGENI | In Kenya, Natural Resources equals to No Titles. Is it by design or a Coincidence? |
| CLEMENTINE DUSABEJAMBO | Cecile's Garden |
| LAUREN GROENEWALD | Land |
| PHILLIP HATTING | The Bamboo Highway |
| LIANI MAASDORP | In the land of the Milk and Honey |
| MOLATELO MAINETJE | Womb Man |
| SIMON MUKALI | When the ceiling Pushes back |
| TINY MUNGWE | Wxman:working |
| CHRIS NICKLIN | Breath |
| ENGELBERT PHIRI | The Dance of Life |
| KELLY SCOTT | Sackcloth |
| JESSIE ZINN | Can I Go to the Bathroom Please? |





Brief Encounters: A Short Online Documentary Pitching Forum

CHARLIE PHILLIPS | Head of Documentaries at The Guardian

Saturday 4 June 2016 | Workshop 17 | Cape Town



This exciting new opportunity for African filmmakers – **Brief Encounters** – was created in collaboration with Bertha Foundation and The Guardian. Anticipating the shifting trends of how and where audiences access documentary material online, coupled with a change in commissioning and funding structures, the aim of **Brief Encounters** is to broker new opportunities for African filmmakers. Of the 54 submissions, 13 proposals were selected for one-on-one pitching sessions with Charlie Phillips, Head of Documentaries at The Guardian. The winning pitch would receive the Bertha Foundation-Encounters-Guardian Development Prize of US\$ 2,000.

LIST OF SELECTED PROJECTS

| | |
|---------------------|----------------------------------|
| IMRAAN CHRISTIAN | Hangberg on Fire |
| TARRYN CROSSMAN | We Escaped Boko Haram |
| LEILA DEE DOUGAN | Woman of the Movement |
| YAZEED KAMALDIEN | Street Writer |
| MICHAEL MINNIE | A Place of their Own |
| DOWELANI NENZHELELE | Tshivenda |
| SIMBI NKULA | Maman Lilly |
| KYLA PHILLANDER | The Trans Collective |
| SARAH PING | Mrs Popplestone |
| KELLY SCOTT | Golola |
| SARAH SUMMERS | Trophy Bones |
| KIRSTEN VAN SCHIE | The Grave Diggers |
| JESSIE ZINN | Can I Go to the Bathroom Please? |

Kirstin van Schie's *The Grave Diggers* won the inaugural **Bertha Foundation-Guardian-Encounters** pitch.



BERTHA
FOUNDATION

the guardian



INDUSTRY ENGAGEMENT SESSIONS



national film and video foundation
SOUTH AFRICA

an agency of the

Department of Arts and Culture

National Film and Video Foundation

Joy Mawela (Head of Production) and Peter Kwele (Head of Marketing)

Saturday 4 June | Workshop 17 | Cape Town

Peter Kwele delivered the annual NFVF industry engagement session outlining the NFVFs work and achievements, with an emphasis on the funding opportunities (from production to distribution) available to local documentary filmmakers.



WESGRO Presentation

Monica Rorvik, Head of Film and Media Promotion, WESGRO

Saturday 4 June | Workshop 17 | Cape Town

Rorvik elaborated on the services and support offered by the Western Cape Tourism, Investment and Trade Promotion Agency.



Visions du Réel Announcement

Jasmin Basic, Head of the Focus section, Visions du Réel Festival, Nyon, Switzerland

Saturday 4 June | Workshop 17 | Cape Town

South African documentary is the Country Focus for the 2017 Visions du Réel Festival. Basic presented a factual session on Vision du Reel's requirements and the opportunities on offer to successful filmmakers.



Guardian Documentary Presentation

Charlie Phillips, Head of Documentaries at The Guardian

Saturday 4 June 2016 | Workshop 17 | Cape Town

Phillips gave a broad overview of the current online landscape, its growth and the potential offered to filmmakers, and the vision of the Guardian Documentary strand. His presentation covered the Guardian's rights and ownership model and the budgets offered.



Gauteng Film Commission (GFC) Industry Engagement

Nthabeleng Phora, Skills Training & Audience Development, GFC

Wednesday 8 June 2016 | Big Fish School of Digital Filmmaking | Johannesburg

Phora comprehensively outlined the GFC's objectives in terms of the role that the organisation plays in the South African film industry and highlighted the various levels of funding and support that is offered to film productions.



African Space: The Live Documentary

Rasmus Bitsch (Denmark), Niklas Berning (Germany), Simon Kohler (South Africa), Shiba Mazza (South Africa), Maria Dorothea Schrattenholz (Norway)
 Wednesday 8 June 2016 | Cape Town Science Centre

121
ATTENDANCE

Funded by the Royal Embassy of Denmark this sold-out performance, a collaboration between Encounters and Sound Africa, is based on the original audio recordings and interviews by Danish journalist, Rasmus Bitsch, which explored the Square Kilometre Array giant radio telescope, through the voices of renowned astronomers and townspeople of the Karoo. Re-imagined as a live performance, the voice over was a poem, written by Norwegian Maria Dorothea Schrattenholz, read by Shiba Mazza and set to an original live score by South African composer, Simon Kohler. The result was a poetic narrative which incorporated local voices, technology and history, and created an immersive, experimental and unique documentary experience for the packed-to-capacity venue.

A full recording of African Space: The Live Documentary can be listened to here.

<https://soundcloud.com/soundafrica/7-special-african-space-the-live-documentary>





Darkstar

Saturday 11 June 2016 | The Good Luck Bar | Johannesburg

Attendance: 117

Sunday 12 June 2016 | The Assembly | Cape Town

Attendance: 277

117
ATTENDANCE

277
ATTENDANCE



Funded by British Council ConnectZA, the acclaimed UK electronic duo **Darkstar**, Aiden Whalley and James Young, performed material from their third album *Foam Island*. Inspired by trips to family in Northern England where the duo noticed a distinct change in the area's social atmosphere and so began a three month project of documenting the experiences and voices of young people in Huddersfield. *Foam Island* deals directly with the powerful themes of ambition and hope against the odds in the 21st century, and offers an innovative documentary form, with vision and sound, coupled with a strong political dimension, one with particular parallels to contemporary South African society.



Darkstar transposed the central concept of *Foam Island* to a South African setting, travelling across greater Cape Town, recording local voices and experiences. During the show the original Huddersfield project was intercut with the South African footage, a juxtaposition which allowed the band to draw parallels between South Africa and the United Kingdom's social-political contexts.

BRITISH COUNCIL CONNECT/ZA



Live Read

Rita Coburn Whack

Wednesday 8 June | Cape Town Central Library

31

ATTENDANCE

Encounters invited novelist and filmmaker Whack, director of *Maya Angelou: And Still I Rise*, to read a selection of her writing and Angelou's poetry at the Cape Town Central Library. The event attracted people interested in both film and literature.





CREATING ACCESS TO THE FESTIVAL

Encounters continues to create an open and accessible festival platform, and this year the Festival implemented a comprehensive set of Inreach and Outreach interventions to achieve this. These strategies included:

1. Encounters Inreach

The Encounters Inreach is a critical mechanism creating access to Festival screenings and all ancillary events. Initiated in 2006, the Inreach has drawn 5,742 participants. The HCI Foundation is a partner in this initiative providing transport on their Golden Arrow busses.



2. Emerging Filmmaker Access Project / City of Cape Town

The generous support of the City of Cape Town enabled young and emerging filmmakers to access Festival activities. These included, particularly, screenings where the filmmakers were present and conducting Q&As with audiences, and to all 15 Industry events – master classes, workshops, talks and presentations. City of Cape Town sponsorship included transport and lunches for all participants.

3. Satellite Screenings

Encounters formed a partnership with Sunshine Cinema, a Cape-based solar powered mobile cinema initiative, that hosted screenings with filmmaker Q&As in Langa and Khayelitsha.

Wednesday 8 June | Malibongwe Restaurant | Look Out Hill, Khayelitsha
Shwabada with director NHLANHLA MASONDO

30
ATTENDANCE

Thursday 9 June | Langa Quarter | Langa
Shadow World with ANDREW FEINSTEIN

70
ATTENDANCE





Access Beyond the Festival

945

ATTENDANCE

Shadow World Roadshow

Bertha Foundation and Corruption Watch UK

The *Shadow World* Roadshow, run in collaboration with Bertha Foundation and Corruption Watch UK, encompassed screenings beyond the sold-out Festival shows in Cape Town and Johannesburg. Hosted in Langa, Khayalitsha, Alexandra and East London, these screenings shows, followed by a Q&A session with Andrew Feinstein, drew large audiences. The film promotes a critical awareness of both the local and global impact of the arms deal and public discourse around Democracy and Citizenship. Other partners on the project included Right2Know and Equal Education.

The film screened a total of 8 times, with 4 sold-out performances in both Cape Town and Johannesburg, to a combined audience of 945.



| | | |
|---------|--|-----|
| 4 June | Encounters – Cape Town | 136 |
| 7 June | Cape Town | 136 |
| 9 June | Langa Quarter, Langa | 70 |
| 10 June | Encounters – Johannesburg | 133 |
| 12 June | Johannesburg | 133 |
| 14 June | Olive Tree Theatre, Alexandra Township | 75 |
| 15 June | Guild Theatre, East London | 141 |
| 21 June | Isivivana Centre, Khayelitsha | 121 |
| | TOTAL | 945 |





MARKETING & PUBLICITY

The 2016 Encounters visual identity was designed in collaboration with Toby Atwell of Twoshoes Design. The new look saw a reinterpretation of the well-known Encounters “eye” as a constructivist-influenced African textile design and drew positive reactions from the public.

The Festival was promoted across all of its traditional platforms including:

8,000 PROGRAMMES

500 INDOOR AND OUTDOOR POSTERS

These were distributed to cafes, bookstores, bar, restaurants, cinemas and many other small businesses. All marketing materials displayed sponsors’ logos.

SCREEN ADVERT 131 SCREENINGS

Featuring all funder logos

FESTIVAL TRAILER 1060 YOUTUBE VIEWS

Created by Kyle Wallace, the trailer featured excerpts of documentaries from the Festival programme set to the music of local act, *Birthday Girl*. All funder logos were included.

ENCOUNTERS WEBSITE WITH 96,723 PAGE VIEWS

www.encounters.co.za was redesigned for a better browsing experience, providing an easy-to-navigate source of information encompassing the film programme and satellite events. The page views increased by 91% from 2015.

PUBLICITY & PR – R11,193,701 IN MEDIA VALUE

With a total media value of R11,193,701 (Eleven Million One Hundred and Ninety Three Thousand Seven Hundred and One Rands) this figure represents a 171% increase on 2015 values.

THE FESTIVAL RECORDED A TOTAL OF 305 MENTIONS ACROSS ALL MEDIA

| | | |
|------------|---------------|------------|
| Print | 120 clippings | R4,174,955 |
| TV & Radio | 70 clippings | R3,346,533 |
| Online | 125 clippings | R3,672,212 |

Joy Sapieka is the Festival publicist.

SOCIAL MEDIA

In one month (14 May-14 June) Encounters registered the following results across three social media platforms.

TWITTER @encountersdoc

5565 visits | 2,300 – 256 new followers | 700 mentions
890 tweets linking to Festival | 240 tweets posted

FACEBOOK @encountersdocfest

63 posts | Organic Reach: 56,300 people | Paid Reach: 53,600 people | 530 new followers

INSTAGRAM <https://www.instagram.com/encountersdoc/>

New account set up for the 2016 Festival | 132 followers (75 pieces of content posted)

Emma Jackson, a social media strategist and marketing consultant, drove this remarkably successful campaign. Jackson has delivered an analysis of Festival social media activity and suggestions and advice regarding the better management of communications for the next Festival.



THE BACKSBERG ENCOUNTERS AUDIENCE AWARDS



The Best South African Film Award was won by Nadine Cloete’s hugely popular *Action Kommandante: The Untold Story of the Revolutionary Freedom Fighter Ashley Kriel*. With a Festival record of 7 sold out screenings, Cloete’s debut feature about anti-apartheid student activist Ashley Kriel, resonated deeply with audiences and underlined the importance of making the voices and actions of those who fought against the apartheid state visible to all.



“That Action Kommdante won this audience award is indicative that people want their stories told in their own voices and is a huge salute to the legacy of Ashley Kriel and his comrades. People must remember that this film was made by a Young Black Woman about a Black community, about Black heroes. I thank Encounters for supporting the film in this manner and my own career in this way. May Young Black Female voices in film become so ubiquitous that it no longer feels like an exception.” – Nadine Cloete

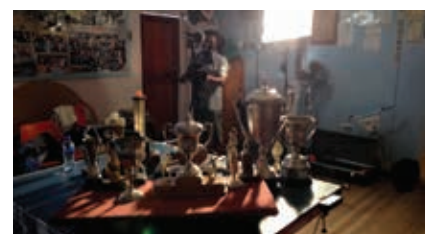
Top 3 South African Documentaries



Action Kommandant



Taking Stock



Mr Table Tennis

The Best International Film Award was won by Rita Coburn Whack’s biopic *Maya Angelou: And Still I Rise*. Three-time Emmy award-winning Whack, together with co-director Bob Hercules, delivered a beautifully crafted telling of Angelou’s rise from a life of oppression to triumph. Angelou, the author of the seminal ‘I Know Why The Caged Bird Sings’ and other writings, was an inspiration for generations of readers and activists.

Top 3 International Documentaries



Maya Angelou: And Still I Rise



Martha & Niki



Sonita



PARTNERSHIP PROGRAMMES

Encounters and the Durban International Film Festival continued the DIFF-Encounters Connection for a third successive year. This partnership allows the co-première of South African and African documentaries at the respective festivals. This important agreement affords a strengthening of the relationship between the two festival platforms and increased visibility and reach for South African and African documentaries. This year allowed Rama Thiaw (*The Revolution Won't Be Televised*) and Andrew Feinstein (*Shadow World*) to attend both festivals. Other films included in this Connection are:



The Revolution Won't Be Televised



Shadow World



Action Kommandante: The Untold Story of the Revolutionary Freedom Fighter



Alison: a Tale of Monsters, Miracles and Hope



I Shot Bi Kidude



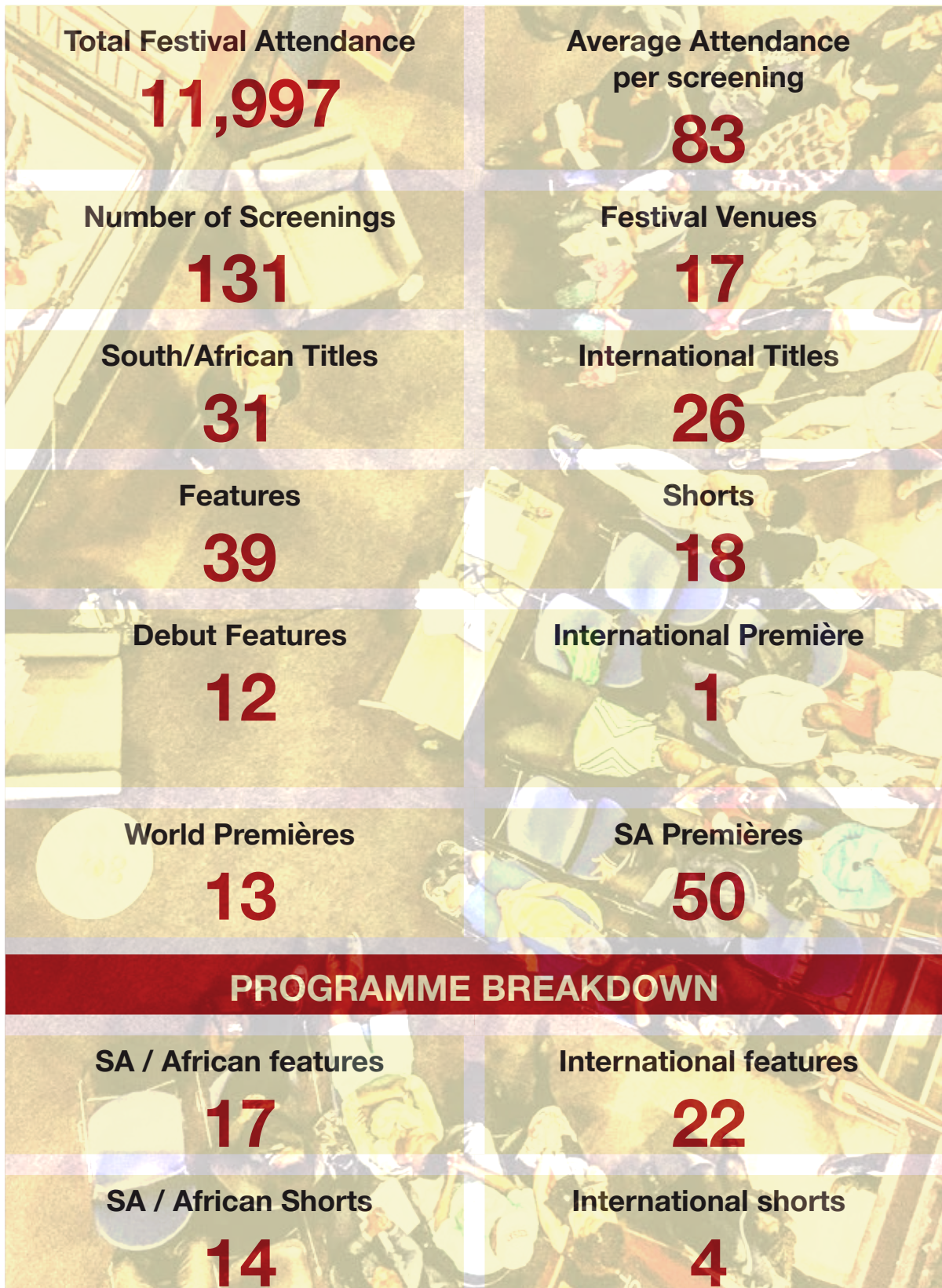
Lost Tongue



Shwabada

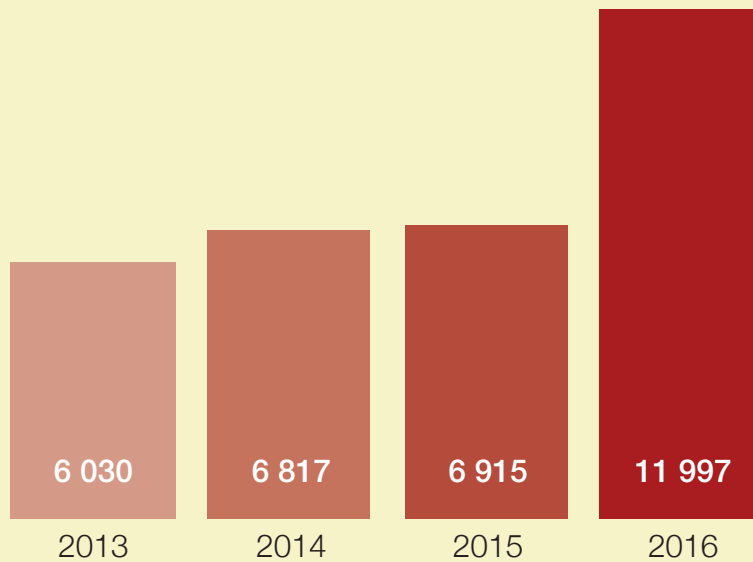
CONCLUSION

The extraordinary success of the 18th Encounters South African International Documentary Festival cements its status as the leading creative documentary platform in South Africa and on the African continent. This has been achieved through the generosity and continued support of its funders and sponsors and the Festival would like to thank: Its principal funders the National Film and Video Foundation and Bertha Foundation; Al Jazeera, City of Cape Town, WESGRO, Gauteng Film Commission; The Guardian and the HCI Foundation for its support of industry, training and access programmes; the French Institute of South Africa, Eye Film Institute Netherlands, Goethe Institut Johannesburg, Embassy of Sweden and Anova Health for the support of the film programme; Royal Embassy of Denmark and British Council Connect ZA for their support of the Encounters live events; Backsberg Estate Cellars for support for the Encounters Audience Awards; and the Festival's in kind sponsors Workshop 17, Big Fish School of Digital Filmmaking, Sunshine Cinema, Ster Kinekor Cinema Nouveau, the Labia Theatre and The Bioscope. The achievements of this year would not have been possible were it not for the continued dedication and commitment of the Festival's staff, volunteers and the Encounters Board. Encounters wishes to thank everyone who participated in this year's event.





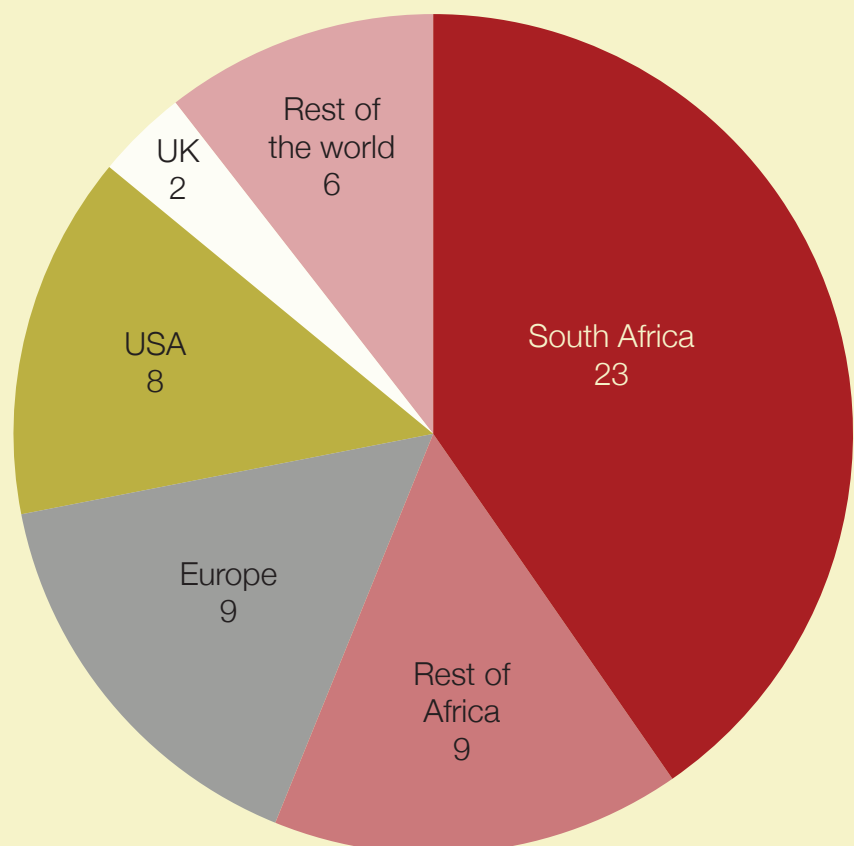
Encounters Annual Attendance



Audience Award Top Ten 2016

1. Action Kommandante: The Untold Story of the Revolutionary Freedom Fighter
Ashley Kriel
2. Maya Angelou: And Still I Rise
3. Taking Stock
4. Martha & Niki
5. Mr Table Tennis
6. Sonita
7. Mapplethorpe: Look at the Pictures
8. Alison: a tale of monsters, miracles and hope
9. Strike a Pose
10. Shadow World

Filmmaker Country of Production



Festival Reach



South African Selection Demographic Breakdown





STAFF

Encounters Board

Dr. Susan Levine, Steven Markovitz, Nodi Murphy,
Adv. Dumisa Ntsebeza, Prof. Ciraj Rassool,
Mandisa Zitha

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Nololo Langa Receptionist

Festival Staff

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Tarha McKenzie Festival Co-Ordinator
Maureen Valentine-Levenberg... Inreach Co-Ordinator
Fairuz Khan Industry Events Co-Ordinator
Shiba Mazaza Guest Liaison
Nhlanhla Ndabi Production Co-Ordinator (Johannesburg)
Fanney Tsimong Production Co-Ordinator

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Ingrid Kopp Curator, Virtual Encounters
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Amanda Gillespie Web designer
Toby Atwel Designer
Tania Bester Publications layout designer

Thulani Masimda Projectionist
Mark Linden Projectionist/AV technician
Jean-Claude Adams Projectionist

Manuel Mota Cinema Manager
Billings Siwila Cinema Manager
Clinton Constant Cinema Manager

Freddy Ogterop Film Reader
Shaun Swingler Film Reader
Sumeya Gasa Film Reader
Tina-Louise Smith Film Reader
Shelley Barry Film Reader

Volunteers

Lucinda vd Rheede
Sipho Mathe
Yonela Tyatyeka
Nomxolisi Masango
Mandisi Phika
Denver Breda
Carol Zokufa
Orosun Olanrewaju
Chaand Karriem
Sello Magaga
Nwabisa Mavuso
Melody Shevlane
Bahiya Salie
Phoebe Odhiambo
Karle Briedenhann
Masi Maxwell
Sibusiso Nqunqeka
Nandipha Gcaka
Susan April
Nosibulele Gqabi
Isipho Gqabi
Laurent Denzil Adams
Thandokazi Ntshinga
Christopher Tiljaard
Billings Siwila
Thokozile Masemole
Simthandile Mdliva
Monica Skota
Ashley Plaatjies
Silvia Jacobs
Sinomtha Nduna
Clinton Constant
Siphenkosi Mcotshana
Roxanne Sibiliski
Marteen Esau



Simon Wood



Ri'aad Dollie



Jackie Ruth Murray



Nhlanhla Masondo



Tina-Louise Smith



Aryan Kaganof



Lara-Ann de Wet



Rama Thiaw



Nadine Cloete



Davison Mudzingwa



Uga Carlini



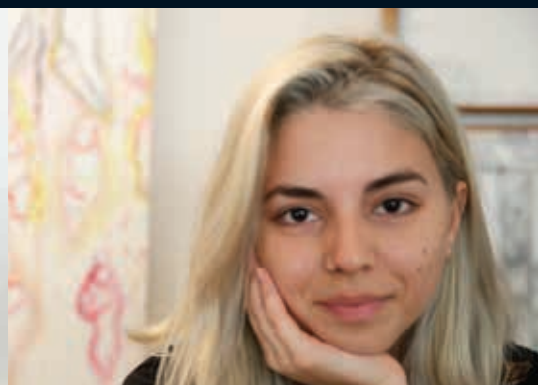
Jean-Paul Moodie



Rita Coburn Whack



Siphamandla Bongwana



Jessie Zinn

