



## **KWAZULU-NATAL PROVINCE**

**ECONOMIC DEVELOPMENT, TOURISM  
AND ENVIRONMENTAL AFFAIRS**  
REPUBLIC OF SOUTH AFRICA

**03 JULY 2023**

### **INVITATION FOR THE SUBMISSION OF PROPOSALS FOR THE KZN DIGITAL ANIMATION AND GAMING PROGRAM**

The KZN Department of Economic Development, Tourism and Environmental Affairs (EDTEA) led by MEC Siboniso Duma, recognizes the unprecedented growth of the digital animation and gaming sector over the past few years. The foregoing, has triggered companies like *Walt Disney Animation Studios; Pixar Animation Studios* etc. to vigorously pursue the “untapped” African digital and gaming market.

The department has consequently prioritized the *Digital Animation and Gaming sub-sector* in its pursuit of diversifying and facilitating the inclusive growth of the creatives economy sector. The Digital Animation and Gaming Program seeks to put an emphasis on the growth and development of the creatives sector within the townships and rural areas. It is therefore a targeted move to ensure that talent from these areas is brought to the mainstream of the sector thus becoming a potent weapon of transforming the sector. At the core of the program is the stimulation and attraction of public and private-sector investment towards the growth and development of the Digital Animation and Gaming industry. The department therefore, invites proposals for “*financial and or non-financial*” support from SMMEs and / or enterprises that are involved in the training and incubation of Graphic Designers; Script-writers; Directors etc for Digital Animation & Gaming related films/productions.

Proposals are therefore expected to align with government’s wider objectives with respect to the growth and development of the Digital Animation and Gaming sub-sector, such as:

- Empowerment and transformation of the *Digital Animation and Gaming* sector with a particular focus on the Previously Disadvantaged Individuals (PDI's);
- Equipping the emerging animators/gamers with access to value-chain/opportunities understanding as well as process-flow from design; production; directing and commissioning of their creativity;
- Support the *Digital Animation and Gaming* sector's development and resultant contribution to economic growth;
- Integration of township/rural area heritage stories as part of the animated films produced.

- *Creation of new job opportunities; poverty reduction and inclusive growth of the cannabis sector.*

The submitted proposals must be specific in terms of the targeted sub-sectors of the Digital Animation and Gaming industry as well as specific targeted areas within the sub-sector's value-chain.

Proposals must be accompanied by the following documents:

- Exact geographic location of a business or enterprise;
- Proof of Company Registration/NGO/ Co-operative;
- Bankable business plan/proposal with detailed Digital Animation & Gaming activities that are priorities of the company;
- Budget plans/financial projections for a period of at least three (3) years;
- Exact "financial/non-financial" projections/needs/material requested from the department;
- Certified copies of the IDs of members or shareholders.

**Note:** *Preference will be given to project activities that will have a positive economic impact within the rural areas and townships of KZN. Furthermore, proposals that are either received from PDI's, Women, Youth, Disabled people and Cooperatives targeted towards the sustainable benefit of the aforementioned groupings of individuals will positively influence the department's final decision.*

*The proposals window will be opened for 2 weeks (14 days) from the date of the official placement of the advertisement of call for proposals. The proposals will be opened from the 10<sup>th</sup> of July 2023 -27<sup>th</sup> of July 2023. Submit your proposals in a sealed envelope directly to:*

*270 Jabu Ndlovu Street, Pietermaritzburg, 3201 by 27<sup>th</sup> of July 2023, closing at 16h00, For the attention of the Acting Deputy Director General: Trade, Sector and Tourism Development Services. For more information contact [mbongiseni.ndlela@kznedtea.gov.za](mailto:mbongiseni.ndlela@kznedtea.gov.za) and/or [Thembakazi.kwinana@kznedtea.gov.za](mailto:Thembakazi.kwinana@kznedtea.gov.za).*

**Only KZN based organisations/companies may apply.**

PLEASE NOTE THAT THERE WILL BE NO BRIEFING FOR THIS CFP