

## **REMARKS DURING THE LAUNCH OF THE KENYA TALENT DEVELOPMENT PROGRAMME AT KENYA NATIONAL THEATRE, NAIROBI ON 17<sup>TH</sup> OCTOBER 2023**

Mr. Wamalwa Joel, Chief Executive Officer, Kenya Film Classification Board

Mr. Geoffrey Mosiria, Chief Officer Health, Nairobi County

Hon. Cleo Kiio, Executive Director, Kaycee Foundation

Daya 320

what can the youth do to make things work

The President country has put the youth at the centre of his agenda , matters climate the youth featured including resolutions passed

Joseph .....the help you need

talent is now a chore business of gvt

***The youth present***

***Ladies and gentlemen,***

I am delighted to join you here today as we launch this noble programme that is meant to identify, nurture and monetize talents among youths in the creative space. As a film lover, I am delighted that this new initiative has been put in place and I am looking forward to sampling the local creative content that will come out of this programme.

Allow me to express my gratitude to all the distinguished guests who have taken time out of their busy schedules to join us today. Your presence here reinforces the importance of the arts and the limitless potential they hold in shaping our society.

The Kenya Talent Programme is an initiative that has been born out of a deep commitment to support the incredible talent that our nation possesses.

Today, we stand at the precipice of a new paradigm in Kenya's thriving arts and entertainment industry. We are gathered here today to launch a programme that aims to be a catalyst for change by empowering artists, musicians, actors, and creative individuals to explore, develop, and showcase their unique abilities.

### **Ladies and gentlemen,**

The creative economy is one of the fastest growing industries in the world and is contributing significantly to the wellbeing of millions of young people around the globe. It also contributes immensely to the achievement of the Sustainable Development Goals (SDGs), especially on poverty reduction, gender equality, decent work and economic growth, industry, innovation and infrastructure.

Indeed, the power of this sector cannot be underestimated.

Take the film industry for instance. It has become a critical avenue for monetization and expression of our culture, telling our unique stories, and highlighting our aspirations. It is also a powerful tool for catalysing social change and economic growth.

Content creators on digital platform . how do we monetise and at the same time create jobs and earn from content creation whilst earning government revenue .

As we gather here, we recognize the need to foster an environment where the creative industry can thrive. This requires a collaborative effort from all the players.

The Government plays a pivotal role in setting industry standards that facilitate sustainable growth. Standards ensure quality, safety, and fairness within the industry. They provide a framework for creativity to flourish, enabling filmmakers to push boundaries while preserving the integrity of our craft. Government bodies, in partnership with film professional organizations, must work hand in hand to develop and enforce these standards.

### **Ladies and gentlemen,**

At this juncture, I wish to share some key interventions that have been undertaken by the government to spur to the growth of the creative sector, especially the film industry:

- **Regulation and Certification: legality of your entities**
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- I am glad that creatives are slowly coming to appreciate the need to comply with regulatory requirements for filming.
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- I am informed that KFCB is planning to start issuing free **annual compliance certificates** to acknowledge those who observe professionalism from this trade.
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- This will extend to film production companies, film agents or fixers, film producers, photographers' actors ( digital space ) and actresses, as well as all those who support their logistical activities.
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- Regularising business entities and paying taxes in order to demand apt services from gvt should paramount
- **Support in capacity building** - KFCB has been interacting with filmmakers during creation stage. The Board has also been reviewing their scripts and has taken note of their creativity in storytelling. The government is keen on enhancing collaboration

with tertiary institutions to bolster understanding of policy and regulatory environment of the film industry. This will ensure that institutions churn out holistic film graduates ready for the industry.

- **Infrastructure Development** - Investment in infrastructure, such as modern studios and cinemas, can create an environment conducive to filmmaking and paexhibition. I am happy to inform you that the Kenya Film Classification has acquired the Nairobi Film Center and is working on its **refurbishment** to make it a top-notch facility with requisite infrastructure for post-production which will also serve as a venue for choice for local film premieres and of course, a film theatre of choice for Nairobians.
- **Unbundling Distribution of audio-visual content:** KFCB recently reviewed its regulatory instruments to enhance ease of doing the film business in the country. One notable element of the reviewed instruments is a downward review of fees charged across the entire film value chain and ecosystem by up to **15 per cent**. The review is also meant to encourage the uptake of locally produced content on exhibition platforms.

Friends, the Government remains committed to addressing the challenges faced by creatives, key among them the fact that they are often not compensated in good time after they have been commissioned to create content by different advertising and marketing agencies. Notably also, the pay is not tied to any verifiable production budget percentage. This is a blow to content monetization and swims against the currents of Talanta Hela and the Bottom-up Economic Transformation Agenda (BETA).

The Government has heard the cry of creatives and is instituting a process that will mitigate against this challenge. In the coming days, the Board shall require all entities dealing with audio-visual

commercials and product endorsements to register with the Board for regulation.

### **Ladies and Gentlemen,**

The Government has proposed progressive policies that shall ensure our creatives benefit from the creative fund. The Fund will assist them to cover their production costs and eventually earn a decent livelihood. Further, in the coming days, adverts and commercials produced outside the country shall attract airing fees thus fostering the growth of local productions. We have proposed that such productions should attract a higher classification fee and a certificate of exhibition approval.

### **Ladies and gentlemen**

Let us remember that the success of our industry ultimately benefits the entire nation. It creates jobs, attracts investment, and promotes our culture on a global scale. However, to achieve an exponential growth, the industry requires a shared commitment from all stakeholders.

As we gather here today, it is my hope that this talent search will unveil a team of young and talented ambassadors of Kenya's creative and cultural industry. Let me take a moment to applaud the organizers namely, Mollywood Media Group, the Kaycee Foundation, the Permanent Presidential Music Commission, the Kenya Cultural Centre, Kenya Film Classification Board among others for establishing this great initiative.

I wish to end by quoting the words of Korean President, Her Excellency Park Geun-hye who said and I quote: ***“Every member of humanity has the potential to become a member of the success story of a creative economy.”*** God has endowed each one of us with the ability to innovate and contribute to the growth of the creative economy. I challenge all of us to be bold and courageous in finding our purpose in this area.

Ladies and gentlemen, it is now my pleasure to declare the Kenya Talent Development Programme officially launched. **Asanteni sana!**