

## **Towards a robust film industry: the case for stakeholder participation in regulating the film industry in Kenya**

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<http://erepository.uonbi.ac.ke:8080/handle/123456789/3434>

Date: 2011

### **Abstract:**

A large proportion of research conducted in evaluating stakeholder participation in regulating the film industry has been in developed countries. No such study has been done in Kenya focusing on the role and place of stakeholders in regulating the film industry. This study therefore sought to fill the existing research gap by carrying out a case study on stakeholder participation in regulating the film industry. The main purpose of the study was to investigate factors necessary for the growth of a robust film industry and examines the role of stakeholder participation in regulating the film industry in Kenya. Data collection, was achieved through secondary data collection techniques, obtained from various sources, but chiefly from the Ministry of Information and Communications, Department of Film Services, the Kenya Film Commission as well as submissions from the three film associations- namely the Kenya National Film Association, the Kenya Film and Television Producers Association and the Third Force Association of Film makers. From the findings, the study established that there should be one strong vibrant and active Film and Video Makers Association of Kenya. The performance of the film sector will be greatly enhanced if local production personnel were organized under one representative professional association. The organization would be committed to a set of standards and able to represent the industry at national and international levels. Representation should be inclusive of all sectors of the industry including local production companies, independent producers and other support services. Members of this organization should be selected to represent the industry on various Government and non-Government committees and functions. The Kenya Film Commission should support the establishment and operations of this umbrella organization. There are presently eleven small film makers organizations located in various districts and they could play a significant role in sensitizing their communities to the benefits that could be derived from the film sector. The study also recommended that such organizations could play an important role in facilitating film crews on location in their respective areas. The study recommends that grants be provided of up to fifteen percent of the money spent in Kenya on film productions that have received an eligibility certification by the Kenya Film Commission. The minimum amounts of expenditure for grants to be provided should be clearly spelt out whilst productions with expenditure that is significantly above the highest category should qualify to negotiate for additional financing. Special arrangements will also be made for joint-venture productions. Nationals, permanent residents or Common Market for Eastern and Southern Africa (COMESA) citizens will be able to access this rebate once they spend the equivalent in Kenya shilling of the amounts specified for the international productions and certified local programs. The grant will only be made available to those agencies that adhere to the guidelines outlined by the Kenya Film Commission.