MCMILLA HOLDINGS

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Implementation Plan: Shoot Your Shot – Mobile Film Challenge & Workshop

Project Duration: 29 September – 8 October 2025
Main Event Venue: Centenary Hall, Krugersdorp, Mogale City

Phase 1: Community Engagement & Workshops

Dates: 29 September – 1 October 2025
Communities: Tshepisong, Swaneville, Kagiso, and Munsieville

Objective

To introduce the *Shoot Your Shot* initiative, present this year's theme, and provide youth with basic training in mobile filmmaking and storytelling.

Activities

- Conduct 2–3 hour workshops in each community.
- Present the theme of the year, which participants must interpret into short films.
- Deliver introductory training on:
    - Storytelling and scriptwriting basics.
    - Mobile phone camera techniques (framing, lighting, and sound).
    - Simple editing applications accessible on mobile devices.
- Share real-life success stories from South African filmmakers.
- Register participants and provide guidelines for the film challenge.
- Employment of Youth: Each community will employ 5–7 local youth as:
    - Registration clerks
    - Workshop assistants
    - Logistics coordinators (chairs, sound, projector setup)
    - Participant support (guidance, accessibility for youth with disabilities)

Expected Outcomes

- At least 200 youth across 4 communities introduced to filmmaking.

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- 20–28 temporary jobs created for young people in the communities.
- Awareness raised about creative career opportunities.
- Inclusive participation, including youth living with disabilities.

Phase 2: Film Submissions & Adjudication

Dates: 2–3 October 2025
Location: Mogale City

Objective

To ensure fair evaluation of the short films submitted, while providing participants with feedback and recognition.

Activities

- Receive and compile all submitted films.
- Conduct adjudication by a panel of professionals from RNB Films and Nelo Films.
- Films evaluated on:
    - Creativity and originality
    - Use of the set theme
    - Storytelling strength
    - Technical use of mobile devices
- Panel provides feedback notes for improvement.
- Shortlist top films for screening at the main event.
- Employment of Youth: Additional youth employed as:
    - Event runners
    - Technical support staff (video collection, projection setup)
    - Hospitality assistants for panel members

Expected Outcomes

- At least 40 short films submitted and adjudicated.

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- Transparent judging by industry experts.
- Youth gain practical work exposure in event coordination and technical operations.
- 10–12 youth employed during this phase.

Phase 3: Main Event – Screening & Awards Ceremony

Date: 4 October 2025
Venue: Centenary Hall, Krugersdorp, Mogale City

Objective

To celebrate, recognize, and showcase the talent of young filmmakers while engaging the wider community in audience development.

Activities

- Opening remarks by project leaders and Mogale City representatives.
- Screening of two professional films from RNB Films and Nelo Films.
- Screening of shortlisted participant films.
- Awards ceremony with categories:
    - Best Short Film
    - Best Storytelling
    - Best Cinematography (Mobile)
    - Best Youth with Disability Entry
    - Audience Choice Award
- Guest speeches and industry engagement.
- Networking session with filmmakers, schools, and community leaders.
- Employment of Youth: At least 15–20 youth employed as:
    - Ushers and registration clerks
    - Stage assistants
    - Catering staff

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- Technical crew support (sound, projection, photography, live social media updates)

Expected Outcomes

- Over 500 community members engaged through screenings and awards.
- Youth receive recognition and community validation for their creative work.
- Strengthened ties between the film industry and the West Rand communities.
- Direct jobs for 20 youth, plus indirect opportunities for local caterers and service providers.

Phase 4: Reporting & Project Close-Out

Dates: 6–8 October 2025
Location: Mogale City

Objective

To document, evaluate, and communicate the impact of the project to stakeholders and funders.

Activities

- Compile a detailed project report including:
  - Number of participants trained per community.
  - Number of films submitted and adjudicated.
  - Number of attendees at the screening event.
  - Categories of awards given.
  - Testimonials from participants, schools, and panel members.
  - Number of direct and indirect youth jobs created.
- Submit report to GFC, partners, and stakeholders.
- Share highlights on social media and community platforms.

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- Hold internal review session to identify lessons and plan for sustainability.

Expected Outcomes

- A comprehensive report capturing outcomes and impact.
- Clear evidence of how the project aligns with GFC's mandate.
- Sustainability plan documented for future rollouts in other West Rand communities.
- Measurable record of youth employment and skills transfer.

Overall Employment Impact

- Direct Jobs: Approx. 5-10 youth employed across workshops, adjudication, and the main event.
- Indirect Jobs/SMMEs: Approx. 15-30 opportunities for local SMMEs in catering, equipment hire, and transport services.
- Skills Transfer: Participants and employed youth gain hands-on experience in:
    - Event logistics and management
    - Filmmaking basics
    - Technical setup (sound, video, projection)
    - Hospitality and audience coordination