CREATIVE SMME INCUBATION PROGRAMME

Call for Applications: Creative SMME Incubation Programme

Twenty creative businesses will join a 12-month hub-based programme run by the Gauteng Film Commission (GFC) in partnership with the Gauteng Enterprise Propeller (GEP).

Item	Detail
Applications open	11/11/2026
Applications close	23/11/2026, 23h59 (SAST)
How to apply	Complete the official online application form in full: CREATIVE SMME INCUBATION PROGRAMME Application Form – Fill out form and send the documents to recruitment@gautengfilm.org.za
Questions	kamogelos@gautengfilm.org.za, at least two working days before closing

1. ABOUT THE PROGRAMME

The programme helps emerging creative businesses win more work, build skills and become eligible to apply for funding, including GEP expansion funding and other funders. It runs for 12 months and takes 20 businesses. Fields include film, television, documentary, animation, VFX, photography, digital content, editing, sound, post-production, creative design, VR/XR, gaming and digital media. Businesses also get support in business development: pricing, pitching, contracts and winning commercial work.

2. WHAT YOU GET

- Two days a week at the hub, with shared workstations and editing suites.
- One day a week of hybrid learning through a Tshwane University of Technology curriculum.
- Four industry coaches who also mentor, covering business development, script-to-screen and production, animation, VFX, VR/XR and gaming, and market access and distribution: weekly one-on-one coaching, workshops on their topics, and introductions to clients and platforms..
- A quarterly Pitch Day with industry guests, and business support from GEP.
- A stipend of R5,000 a month towards transport and costs

The other two days a week you run your own business.

3. WHO CAN APPLY

- A business registered with CIPC, operating in the creative economy.
- Based in the Sedibeng region (Emfuleni, Midvaal or Lesedi). **This first phase is for Sedibeng businesses**. Applications from other parts of Gauteng will be considered only if there are not enough qualifying applications from Sedibeng.
- Tax compliant, or able to become compliant (include a written plan with dates).
- Able to attend every hub day (two days a week) and every hybrid learning day (one day a week) for the full 12 months.

Priority goes to youth-owned, women-owned and disability-owned businesses, township businesses and those owned by historically disadvantaged individuals.

4. WHAT TO SUBMIT

- CIPC registration;
- tax compliance status or plan;
- certified ID of owner;
- proof of business address;
- bank confirmation letter;
- a B-BBEE certificate or sworn affidavit;

- a short business profile with a portfolio, showreel or samples of your work;
- two references (clients or, if you are just starting, collaborators, previous employers, mentors or lecturers who can speak to your work);
- and the completed application form, which includes your declaration of interest and POPIA consent, signed.

5. HOW APPLICANTS ARE SELECTED

Step	What happens
1	Screening against the eligibility requirements and completeness of the application.
2	Applicants scoring 70 or more out of 100 are shortlisted.
3	Interviews with shortlisted applicants.
4	Checks on registration, tax, identity and references.
5	Final approval of 20 businesses and a reserve list.

Scoring criterion	Weight	We look for
Business viability	20	A service people want, some work or clients, and a clear plan to grow
Compliance	15	Registration and tax in order, or a credible plan
Financial sustainability	15	Understanding of costs and income, and a plan to become sustainable. Early-stage businesses are welcome
Innovation	15	Quality of work, new formats, technology
Employment potential	15	Jobs or work opportunities you could create with the programme's support
Market potential	10	Client base, pipeline, market access
Transformation objectives	10	Youth, women, disability, township and HDI ownership
Total	**100**	**Minimum score: 70**

6. QUESTIONS AND YOUR INFORMATION

Send questions to kamogelos@gautengfilm.org.za at least two working days before the closing date. Answers to common questions will be posted on the GFC website. Your information is used only for this programme and handled under the Protection of Personal Information Act (POPIA). Applying does not guarantee a place.