

AFDA opens in Botswana

AFDA, the South African School of Motion Picture Medium and Live Performance, is a film, television and performance school, which has opened its first campus in Botswana. AFDA Botswana opened at the Oodi Campus, 20km northeast of Gaborone, on 7 September 2015.



Executive Board Member, Tsholofelo Ntshingane reflects on the journey from initially approaching AFDA CEO Bata Passchier to open a campus in Botswana. "I chose AFDA because I believe in its outcome based training approach. It has made a significant contribution to the growth of the entertainment industry in South Africa and I am convinced it can do the same for the Botswana industry.

AFDA Botswana will initially offer its fully accredited and registered Bachelor of Arts (Motion Picture Medium and Live Performance) for first year students, as well as its one year Honours degree equivalent. In 2016, it will offer a B. Comm, Business Innovation and Enterprise and a BSC, Computer Technology to create a powerful network of graduates in business, arts and science; a triumvirate of integrated degrees designed to meet the challenges and opportunities of the future.

The big question, whether it be cynics, detractors or those genuinely concerned about the capacity of the Botswana entertainment industry to employ graduates remains, "Where will the graduates work?"

"The truth is that people create industries, industries do not create people," says AFDA Chairman and co-founder, Garth Holmes. "We need to develop graduates with a capacity to originate relevant entertainment content for local audiences and by extension reach continental and global audiences."

Newly appointed Dean/Registrar and Executive Director Dr Mathusi Phuthego is excited about getting the campus ready. "Crucial to the opening of AFDA Botswana is the initial recruitment of competent professional, academic and administrative staff. The recruitment exercise is almost complete, as candidates for all key positions have been identified, interviewed and most of them have accepted the offers and are ready to join the team."

"Together with the Botswana government's commitment to education in the arts, we hope to provide a world class university education that contributes significantly towards developing a sustainable local entertainment industry," concludes Holmes.

For more information, visit: www.afda.co.za/