

#ACACelebratingDiversity: In conversation with Darling Film's femme filmmakers

Bizcommunity and the ACA celebrating the state of diversity and inclusivity in the SA ad industry, as seen through the lens of Darling Film's Melina MacDonald and Lorraine Smit, winners of Gold and Silver at the recent Effie Awards and Loeries 2021 Hall of Fame winners, in conversation with fellow femme filmmakers Gale Maimane and Director Kit.

Episode 2, hosted by Rutendo Nyamuda, reveals film craft as a medium of power, empowerment, economic driver and job creation, why local and global brands should be investing in the South African film industry and the importance of diverse voices in the sector to position our region on global platforms - made possible by the ACA.

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