

MARTIN CUFF

International Specialist in the development and management of film and television projects and programmes that significantly contribute to local economic development

CONTACT:

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Education BA 2.i English & Drama
Goldsmith's College University of London (1986-89)

3 A Levels, 2 A/O Levels, 11 O Levels
Gresham's School, Holt, Norfolk, England (1980-85)

Languages English, Spanish, French,
Basic German, Afrikaans & Serbian

SUMMARY:

Martin Cuff is an economic development specialist with a unique focus on the film industry. His career has been dedicated to understanding how film sectors function, the pressures and trends that influence their successes or failures, and the role of governments in providing dedicated services and programs that support its growth. He is internationally recognized as an authority on Film Commissions and Film Offices, and on government interactions with the film sector. He has provided support to governments at national, state, provincial and city levels, and is the only professional globally to have set up Film Commissions on three continents.

WORK EXPERIENCE:

COMPANY MARTIN CUFF CONSULTING
Period: July 2006-date

SA-registered consultancy providing governments and their agencies with projects and programmes that stimulate local economies by harnessing and coordinating film and television opportunities. Also addressing tourism. Providing support to governments at national, state, provincial and city levels. The only professional globally to have set up Film Commissions on three continents.

Experience includes:

- MINISTRY OF INFORMATION / PRO-CON CONSULTING, TURKEY – Establishment of three Regional Turkish Film Commissions
- ARTECA MEDIA CITY, BUCHAREST, ROMANIA, – Consultant on Media City Establishment & Development
- SERBIA FILM COMMISSION – Film Commission establishment and Film Incentive Development
- GEORGIAN NATIONAL FILM COMMISSION – Film Commission establishment and Film Incentive Development

- BOOZ ALLEN HAMILTON – Consultant on Film & Tourism for the USAID Serbian Competitiveness Program
- TOURISM ORGANISATION BELGRADE – Development of City Breaks Tourism Capacity.
- CITY OF BELGRADE, SERBIA – Establishment of Film Permit Office
- V&A WATERFRONT – Development of Film Industry Permit Policy & Protocols
- V&A WATERFRONT WORLD MEDIA & LEGACY CENTRE – Establishment & management of World Cup initiative
- EASTERN CAPE DEVELOPMENT CORPORATION – Film Sector Strategy
- NELSON MANDELA BAY DEPARTMENT OF ECONOMIC DEVELOPMENT – Film Feasibility Study, Film Office Establishment
- DURBAN FILM OFFICE – Film Sector Review & Strategy, Film Office Business Plan
- KZN FILM COMMISSION – Film Commission Establishment
- GAUTENG FILM COMMISSION - Provincial Film Permit Review
- KENYA FILM COMMISSION – Development Support
- AMATHOLE DISTRICT MUNICIPALITY – Film Development Strategy
- MIRAGE LEISURE GROUP – Durban Film Studio Feasibility Assessment
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL – Official Film Commission Training Manual – Workforce Development
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL – Official Film Commission Training Manual – Building a Film Incentive
- SOUTH AFRICAN SCREEN FEDERATION – Strategic Planning
- BUFFALO CITY MUNICIPALITY – Economic Development Plan
- WESGRO - Western Cape Development Agency – City of Cape Town Business Constraints - Film Sector review
- ASSOCIATION OF FILM COMMISSIONERS INTERNATIONAL - Presenter of “Film Commissioner as Economic Developer” at AFCI Cineposium 2007
- SARAJEVO FILM FESTIVAL – Presenter of “The Economic Argument” during Cinelink 2010
- SOUTH AFRICAN ASSOCIATION OF STILLS PRODUCERS – Association Management
- SOUTH AFRICAN PHOTOGRAPHIC RENTAL ASSOCIATION – Association support
- NATIONAL ASSOCIATION OF MODEL AGENCIES – Association Management

COMPANY COLORADO FILM COMMISSION

Period: 2005-2006

Executive Director (CEO) reporting to a joint task team including the CFC Board of Directors, the Governor’s Office of Economic Development and International Trade (OEDIT) and the University of Colorado at Denver. Responsible for the restructuring and re-launch of the world’s oldest Film Commission as a private-public partnership (not-for-profit) vehicle.

Achievements include:

- Review and analysis of the role of the Film Business unit, drafting and implementation of a new Comprehensive Business Plan
- Legal establishment of the Colorado Film Commission as a 501-C3
- Marketing & Communications Plan including re-branding of the entity
- Successful introduction of Colorado’s first Film Industry Incentive programme
- Cluster Development of Industry sub-sectors eg. Actors Colorado, Film Festivals Colorado, Indie Film Colorado, Film Schools Colorado

COMPANY: CAPE FILM COMMISSION

Period: 2002-2005

Director / Chief of Operations (Acting C.E.O) of Africa's first special-purpose vehicle harnessing film & television activity to drive economic development. Reporting to the CFC Board, and key stakeholders, the Provincial Government of the Western Cape and the City of Cape Town Departments of Economic Development and Tourism

Achievements include:

- Reviewed and analysed the role of the Film Business unit, resulting in the implementation of a new comprehensive Business Plan
- Complete overhaul of policies, programmes & corporate governance
- Introduction of first city Film Policy in Africa
- Growth of economic sector to R3.5 billion per annum
- Increased budget for programmes from R500k to R8 million, increasing staffing from 1 to 12 people.
- Support and development of sub-sector Clusters
- Support for transformation, diversity and participation through introduction of Film Fund, draft Film Charter and self-help programme delivered via libraries.
- Partner in official re-branding programme for City of Cape Town and Province of the Western Cape and their agencies
- Coordinating and managing International Marketing initiatives to Cannes, LA, Mumbai, London and Australia
- Voted onto Board of Association of Film Commissioners International by peers
- Acting Manager of the Cape Town Film Permit Office, overhauling processes/regulations and issuing over 4000 film permits
- Representing the CFC on the Boards of Sithengi, the national

COMPANY: SOUTH AFRICAN ASSOCIATION OF STILL PRODUCERS

Period: 2000 - 2002

Coordinating and Chairing SAASP, the organisation representing the interests of the 25 top photography production companies in SA with a collective turnover of R650 million p.a.

Achievements include:

- Formalisation of SAASP structure including new Articles of Association, key documentation, website etc.
- Retaining permanent seat on Cape Film Commission board
- Introduction of proactive BEE policy

COMPANY: SOUTHERN AFRICAN INTERNATIONAL FILM & TELEVISION MARKET (Sithengi)

Period: 1997-2000

Chief Operations Officer of Africa's biggest media development event attended by 1500 people from 40 countries. Reporting to CEO and the Sithengi Board

Achievements include:

- Managing Exhibition and Screening venues
- Curating Sithengi Film Festival screenings programme including Market Screenings and Video Booths.

- Heading International Marketing Activities on behalf of SA film sector at Cannes Film Festival, MIPTV and MIPCOM (France), FESPACO (Burkina Faso), Locations Trade Show (Los Angeles)

PRIOR EXPERIENCE:

1994 - 1997	Paramount Publicity, Cape Town
1992 – 1994	Scott Riseman Lipsey Meade, London
1990 – 1992	Artstart Productions, London
1989 - 1990	Scottish Television, London

PARTICIPATION IN NATIONAL & INTERNATIONAL ORGANISATIONS:

Director	Association of Film Commissioners International
Chairman	South African Association of Stills Producers
Chairman	South African Independent Producers Association
Director	Southern African International Film & TV Market
Chairman	Natl. Association of Model Agencies
Director	Independent Producers Organisation
Advisory Board	Colorado Film & Video Association
Key Sector Role	Destination Marketing Forum, City of Cape Town
Prof. Standards Committee	Association of Film Commissioners International

MARTIN CUFF CONSULTING

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