



film • television • performance • business innovation & technology
the school for the creative economy

25 September 2018

Dear Parents and Fee Payers,

I trust that you are well and are having a prosperous 2018. It has been a very exciting year for AFDA as just a year ago on 3 October 2017, we listed as part of the Stadio Multiversity on the Johannesburg Stock Exchange. The AFDA executives and co-founders, believe that this is an important part of AFDA's ambitions to be part of a private university and as part of the leadership that will develop the College of the Arts for the Creative Economy aspect of an alternative university option for prospective and current learners across various campuses in South Africa. Stadio and AFDA have a number of key synergies, which include a passion for developing the potential of young South Africans, providing students with a unique integrated learning experience that is networked, developing the appropriate skills for a fast expanding local and global economy and contributing to both nation building and building the industries of our country in such a way that our graduates are able to be globally competitive.

Like all University and Higher Education Institutions, Private Higher Education relies heavily on student fees for a large portion of their revenues to cover the ever-escalating costs of education. However, it is important to note, that private Higher Education, does not receive the 30%-80% subsidy that our existing 26 government sponsored universities receive (excluding research funding). Government universities have been requested not to increase fees more than 8%. Although AFDA is a Private Higher Education Institution, we have taken the stance to heed the same restriction of 8% increase. In fact, we have made it our goal to limit increases to 7% or less.

AFDA as we know, is a unique outcomes-based institution which prides itself on its progressive student-centred learning environment which produces large networks of work-ready specialists and generalists; most of which have the capacity to originate and service content production in an economically feasible manner that continues to grow the local entertainment in a significant fashion. (See www.alumni.afda.co.za and News on www.afda.co.za)

In light of the ever-increasing annual staff, equipment and facility costs, AFDA has consistently attempted to minimize the annual increase in tuition fees over the years based roughly on the forecasted inflation rate and various considerations of the state of the economy.

Thank you once again for entrusting the development of South Africa's young creative talent in the hands of AFDA. We will endeavour, together with you and your child/ bursary benefactor, to create a critical axis for the development their potential as key participants in the creative economy of the future.

Yours faithfully and with thanks,
Garth Holmes
(AFDA Co-Founder and Chairman of the AFDA Institutional Senate)

JOHANNESBURG | CAPE TOWN | DURBAN | PORT ELIZABETH | BOTSWANA

Directors: B Passchier, G Holmes

AFDA is the South African School of Motion Picture Medium and Live Performance, and is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997. Registration certificate no. 2001/HE07/012. Reg. No. 1999/024588/07

WWW.AFDA.CO.ZA