

Address by the Honorable Minister of Communications
Dr Ivy Matsepe – Casaburri
At the Launch of
Magic Cellar, Africa's 1st 3D Animated Series
Nu Metro, Monte Casino
25 March 2006

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Programme Director
Your Excellency, Miss Sandelle Scrimshaw, High Commissioner for
Canada
Mr. Mfundu Vundla of Morula Pictures
Mr. Firdaus Kharas of Chocolate Moose Media
Industry Players, Present Here Today
Esteemed Guests
Ladies and Gentlemen

I have looked forward to this momentous occasion with great expectation and excitement because like all of you gathered here today, I am extremely passionate about any programme or project that places the interest of our children high on its agenda. You will recall that while as chair of SABC, I chose to join with local partners as well as international colleagues to champion the " summit on children and media" on the continent, and supported the READ project here at home.

When adults often say, " children are our future", children reply, "Tomorrow is ours". Hence it is our responsibility, our duty as parents, as adults, as society, that we put in place the appropriate environment that will facilitate their entry into and claiming their tomorrow.

We meet today when our society has been expressing great concern about how we treat our children and prepare them for the future. Media is one mechanism by which we interact with our children; by which they learn or receive values, spiritual and functional abilities, which they need to engage with their world and shape it for the future. Therefore, this launch today, is a perfect demonstration of the role that both public and private media can and must play in meeting the challenge to develop our children so that they would embrace correct and healthy values necessary to live successful and productive lives as responsible citizens.

This partnership between public and private, local and international commissioned by the SABC that has resulted in Magic Cellar, commits itself to showcase and profile stories and folktales that celebrate cultural values; tell stories that will ignite and light up self knowledge, restore feelings of self worth, self esteem and self love in children of Africa; children who are proud of their heritage and traditions.

That the programme will eventually be broadcast in all our 11 languages is a step in the right direction for it is recognition and respect for our language and cultural diversity in terms of our constitution.

Ladies and Gentlemen, I would like to congratulate Mfundu and Firdaus as well as everyone who has been involved with this production.

Animation has been proven to be quite an effective, while also entertaining medium, which our production houses have embraced.

We can! We will always try to make this impossible, possible. If this message alone captures our young, we will know we have tried to help them shape their future. We thank you all especially our Canadian partners, thank you for your commitment. History will not forget. Coming after the success of elections; the first 400+ runs in one days and our mag the Oscar for Tsotsi; our success at Common Wealth Games, it will build on the spirit of "the age of hope" to remind us that we can!!

Magic Cellar has shown itself to be a credible partner within the world vision that we improve our quality of life through the use of Communication and Information Technologies ICTs.

It is also important that I locate this event we are celebrating here today within the broad objectives of the 5th World Summit on Media for Children. The Summit will take place in South Africa next year hosted by the Children and Broadcasting Foundation for Africa the CBFA.

You will recall that in 1995, we ratified the International Charter on Television for Children while in 1997 we then ratified the Africa Charter on Children's Broadcasting. As a result, it is a joy beyond words to see Magic Cellar and know that it will uphold the principles and spirit of the Charter in all its aspects.

Once again, I express my sincere and hearty congratulations to Magic Cellar. May the enterprise grow and become the media giant that the country and our people expect you to be.

Thank you.