



Get Up and Grow

Cast & Crew Wellness Programme

Award-winning Cast and Crew Wellness Assistance Programme (CCWAP):

Pitch Deck for International Film Producers, Streamers and Networks working in the uniquely diverse South African environment.

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Get Up and Grow

Empower Your South African Production

- Empower your freelance cast and crew to deliver world class films, documentaries and series
- Get Up and Grow Cast and Crew Wellness Assistance Programme (CCWAP) ensures resilience and collaboration
- Led by Sinta Ebersohn, South African expert in cultural diversity and wellness





Get Up and Grow

Why CCWAP?

Build a Resilient Crew to Produce with Confidence and Shape a Stellar Legacy

- **South Africa's film industry thrives: 114 films in 2021, R126.6 million box office gross (NFVF, 2021).**
- **8,550 freelancers form 316,350 interpersonal relationships, driving your production's success.**
- **Challenges for freelancers: Workplace Conflict, Harassment & Abuse, Cultural Diversity, Vehicle Accidents, On Set Injuries, Mental Health, Relationships, Socio-economic Stress**





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Challenges of SA Freelancers

★ Workplace Conflict

45% face disputes due to high stress schedules and creative pressures (Hollywood Reporter, 2022).

★ Harassment & Abuse

25% experience sexual or workplace harassment, driven by power structures (Journal of African Films, 2021).

★ Cultural Diversity

20% face tensions from linguistic and historical divides in South Africa's 11-language landscape (NFVF, 2023).

★ Vehicle Accidents

1 in 5 accidents are linked to work related travel in urban hubs (RTMC, 2023).

★ On Set Injuries

15% suffer injuries from stunts or equipment mishaps, causing trauma (Hollywood Reporter, 2013).

★ Socio Economic

65% face financial insecurity; 30% are exposed to community violence (Freelancers Union, WHO, 2023).

★ Mental Health

60% to 70% battle anxiety or depression (Film and TV Charity, 2024).

★ Relationships

50% face relationship stress, with up to 40% experiencing separation or divorce (BFI, 2020).



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The Risks of Neglect

Disruptions, Legal Repercussions, Bad Publicity & Negative Vibes

**CONFLICT & MENTAL
HEALTH INCIDENTS**

• **45–70%**

**HARASSMENT &
CULTURAL TENSIONS**

• **20–25%**

**ACCIDENTS
& INJURIES**

• **15–20%**

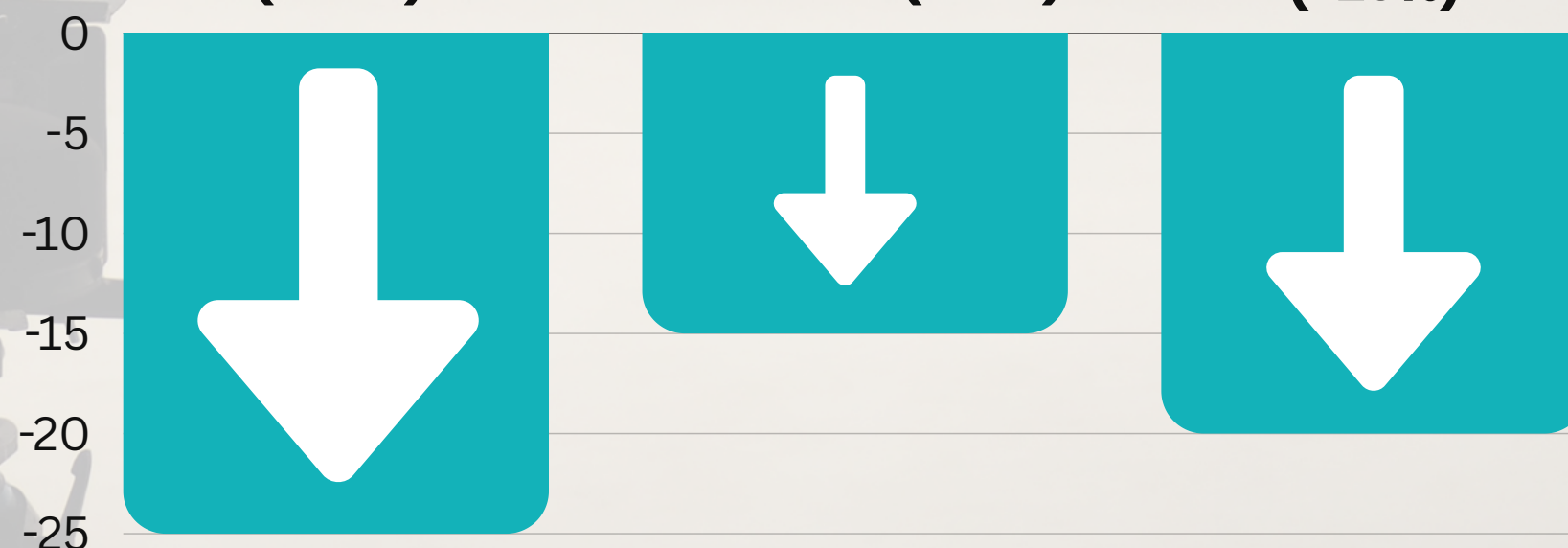
**RELATIONSHIP
STRESS**

• **50–70%**

**PRODUCTIVITY LOSS
(–25%)**

**CAST & CREW
TURNOVER (–15%)**

**PRODUCTION DELAYS
(–20%)**





Get Up and Grow

Your Local Wellness Champion

Sinta Ebersohn, Founder of Get Up and Grow

- **15+ years in mental health advocacy and resilience training**
- **Unique insight into South Africa's cultural diversity**
- **Expertise in bridging local and international crew dynamics for seamless collaboration**
- **Immediate, culturally sensitive incident response tailored to SA's unique landscape**
- **African Excellence Award Winner for Best Employee Wellness Assistance Programme (2024)**





Get Up and Grow

A Resilient Cast & Crew

Get Up and Grow's Cast & Crew Wellness Assistance Programme (CCWAP) empowers South African freelancers



Preventative Measures (Online Modules)

- Workplace Conflict: Resolution skills reduce disputes.
- Harassment and Abuse: Awareness training prevents incidents.
- Cultural Diversity: Modules foster unity and tolerance.
- Mental Health and Financial Stress: Tools reduce anxiety and ease insecurity.



Incident Response

- Conflict Resolution: Mentoring and coaching resolve disputes.
- Trauma Debriefing: Specialist support for accidents and incidents reduces PTSD symptoms.
- Counselling and Mentoring: Supports relationship stress and life challenges.
- Emergency Intervention: Crisis workshops online or on location.



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The Benefits for Your Production

Produce with Confidence and Impact

- **Avoid Pitfalls:** Prevent productivity loss, lawsuits from harassment and bad publicity from discord.
- **Strengthen Relationships:** Support crew interactions for seamless collaboration
- **Build Resilience:** Boost performance with modules, mentoring and coaching.
- **Fulfill Social Responsibility:** Elevate SA's billion Rand film industry with positive impact.
- **Local Expertise:** Sinta Ebersohn ensures immediate, culturally sensitive response.
- **Your Legacy:** Productions with a thriving crew every time.





Get Up and Grow

Success Stories

Transforming South African Freelancers

“Get Up and Grow empowers every cast and crew member to shine!” - Sinta Ebersohn

Resilience Boost

Actor

A Cape Town actor resolved relationship stress via an online module that helped sustain his creativity amid the challenges.

Reduced Symptoms

Grip

A Johannesburg grip received trauma debriefing after a vehicle accident, which reduced his PTSD like symptoms drastically.

Enhanced Unity

Runner

A young runner overcame cultural conflict with a diversity training module and one-on-one mentoring.





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Testimonials

Conflict Resolution

“I did two sessions with Sinta, two sessions I feel everybody should do at some point. Sinta is very approachable and lovely to speak to, she uses methods which help you to think and also be honest with yourself. I learnt a lot about myself and learnt more tools to help me deal with situations better. Thank you Sinta.”
– K.W.

Trauma Debriefing

“Dear Sinta, I want to show my greatest gratitude. Thank you so much for helping me get through my trauma. Your help is much appreciated and I don’t know what I would have done if it wasn’t for your help. Everything happened so sudden and I just want to show my appreciation for being there for me in my time of need. You are highly appreciated and may you be blessed for all your goodness.”
-S.M.

Conflict Resolution

“My mentoring had a truly positive impact on me. It provided a safe space for self-reflection. Through honest conversations and consistent support, I developed stronger self-awareness and confidence. It was a transformative experience that I carry with me every day. Thanks again for the eye opening insight.”
-D.M.





Get Up and Grow

Produce with Confidence

Rewrite the reel, empower your cast and crew, produce with pride.

Adopt Get Up and Grow's Cast & Crew Wellness Assistance Programme (CCWAP) to empower your freelancers. Cultivate a thriving, energised South African set with diverse talent. Avoid disruptions, lawsuits and bad publicity while fostering resilient working relationships.

Let's build a legacy of resilience and excellence together!

Contact us TODAY for a discovery meeting.

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Thank You for your time

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