

# AFRICA DIGITAL MEDIA CITY (ADMC) FILM STUDIOS & SAFARI

(Land development proposal)



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Moet  
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# PROJECT INTRODUCTION

ADMC wishes to develop a state-of-the-art film and television production facility and ICT hub in Lanseria. This project will be an integral part of the Gauteng Government's Vision to create sustainable developments and maximize utilization of the existing grossly underutilized public/government buildings and infrastructure, and in keeping with South Africa's President Cyril Ramaphosa State of the Nation address in February 2020.

In order to proceed with a project of this magnitude, fund raising will be required in stages commencing with feasibility funding, to cover the costs of the preparation of a bankable feasibility.



**INDICATIVE PROJECT COST – U.S. \$1 Bn**

# OBJECTIVES



- The objective is to build Africa Digital Media City on 10 hectares of land to be provided by Legend Lodges CEO as part of a title deed/agreement - empowerment deal.
- Assembling local and international investors
- Engage Provincial and national government on trade zone incentives
- Help underserved communities fulfil their aspirations for participation in the digital media age
- Host a regional annual Transfrontier media expo & indaba
- Service the needs of media industry in SADC, Africa and the Middle East

# AIM & OBJECTIVES



- Introduce an undiscovered shooting destination to the film world, Limpopo province; Africa's Eden.
- Promote a new Media centre to be built in Limpopo: Africa Digital Media City (ADMC) to create world class media products for Africa and the world
- Promote Limpopo as a new production location and a film gateway into Southern African and the Trans frontier Promote new business relations between African countries fostered by the ADMC
- Promote a new genre of film making designed to uplift communities across Africa
- Promote ADMC Community Rural Centers (CRC), some of which have Broadband/Audio/Video Production suites to teach and empower youth in rural community via media production to leverage their existing storytelling and cultural value.

## What we understand...

**R5.4 billion**

film industry contribution  
to South African GDP in  
2016/2017 financial year



**300 million**  
consumers that make up  
the SADC region



**21 656 people**

employed in South Africa's  
film industry in the  
2016/2017 financial year



*The core business activities of ADMC are:*



1. Property development
2. Film & TV production
3. Event production & marketing
4. Film & TV content development

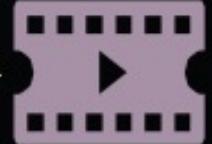
ADMC's market is  
divided into  
the following  
segments and  
demographics



ADMC shall seek to enter into a  
joint venture with an international  
Major studio, independent  
production company in  
Canada and the U.S., and/ or  
with co-production countries

**398 productions**

in South Africa of which 256  
were indigenous South African  
while 77 of these were co-  
productions, and 65 were  
foreign productions



# WHAT



- African Digital Media City is a cutting edge technology hub that will compliment the multi billion Dollar 5-star Legend golf and safari resort currently in development.
- The media city shall house sound studios, offices, animation and film production academy, production equipment. Props, office space, accommodation, and so forth.

We plan to build, among others, in phases the following:

- Sound stages 1, 2, 3 (5,000 square meters)
- Hotel (If Legend not building one)
- Animation and film production training Academy
- Equipment rental hanger
- Underwater filming tank
- Production accommodation: staff and timeshare accommodation
- Office space
- Recreational health & fitness facilities

# PROJECT BACKGROUND

African Digital Media City (**ADMC**) is a dynamic and independent black empowered media and entertainment company. It was formed in 2012 in South Africa, with a vision to create true economic empowerment in Africa through creating world class cultural products in music, film and print, and other media forms while generating wealth for themselves. The company is made up of individuals with a wide range of skills and experience acquired locally and internationally.



# WHERE

Legend golf and safari resort shall be the primary venue to host both Africa Digital Media City and the Limpopo Transfrontier Media Expo & Indaba.



# WHERE

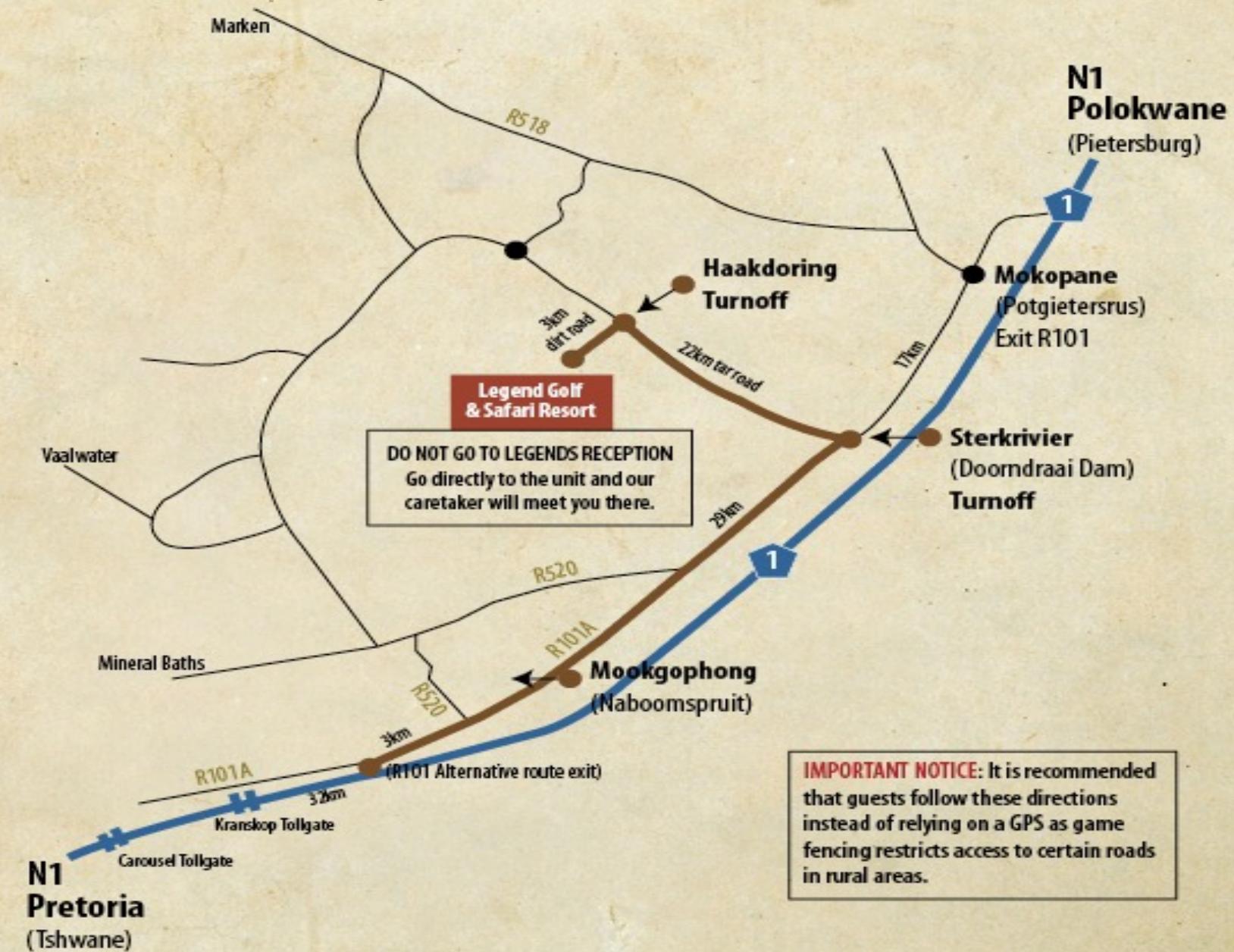
## DIRECTIONS TO LEGEND GOLF & SAFARI RESORT

### Road directions from Pretoria:

- Take N1 North highway from Pretoria to Polokwane (Pietersburg).
- Keep on the N1 through Carousel and Kranskop tollgates.
- Travel a further 32km on the N1.
- Take the Mookgophong (Naboomspruit) R101A offramp/exit (Route 289).
- Drive 8km to Mookgophong (Naboomspruit).
- Drive straight through the town of Mookgophong (Naboomspruit) on the R101A (29km) till you reach the Sterkrivier (Doorndraai Dam) turnoff (Legend Golf & Safari Resort signboard).
- Turn left and continue for 22km till you reach the Haakdoring turnoff.
- Turn left and continue for a further 3km on gravel road until you reach the traffic circle and the LGSR entrance on your right-hand side.
- Enter through the security check-point and make your way to your booked unit – our caretaker will meet you there (see Legend Golf & Safari Resort map). Do not go to Legend's Reception.

### Road directions from Polokwane:

- Travel through Mokopane (southerly direction) towards Mookgophong (Naboomspruit).
- Travel 17km till you reach the Sterkrivier (Doorndraai Dam) turnoff (Legend Golf & Safari Resort signboard).
- Turn right and continue for 22km till you reach the Haakdoring turnoff.
- Turn left and continue for a further 3km on gravel road until you reach the traffic circle and the LGSR entrance on your right-hand side.
- Enter through the security check-point and make your way to your booked unit – our caretaker will meet you there (see Legend Golf & Safari Resort map). Do not go to Legend's Reception.



# WHERE

Legend land acquisition  
(10 hectares)



## AFRICA DIGITAL MEDIA CITY

### INITIAL DESIGN IDEAS

#### AERIAL PHOTOS

P100

## AFRICA DIGITAL MEDIA CITY

@ LEGEND GOLF & SAFARI RESORT

Prepared for MICHAEL MOETI

STUDIO D5  
INTERNATIONAL

ARCHITECTURE | DESIGN | INNOVATION  
**THE CREATIVE AXIS**  
ARCHITECTS INTERNATIONAL

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Key Plan

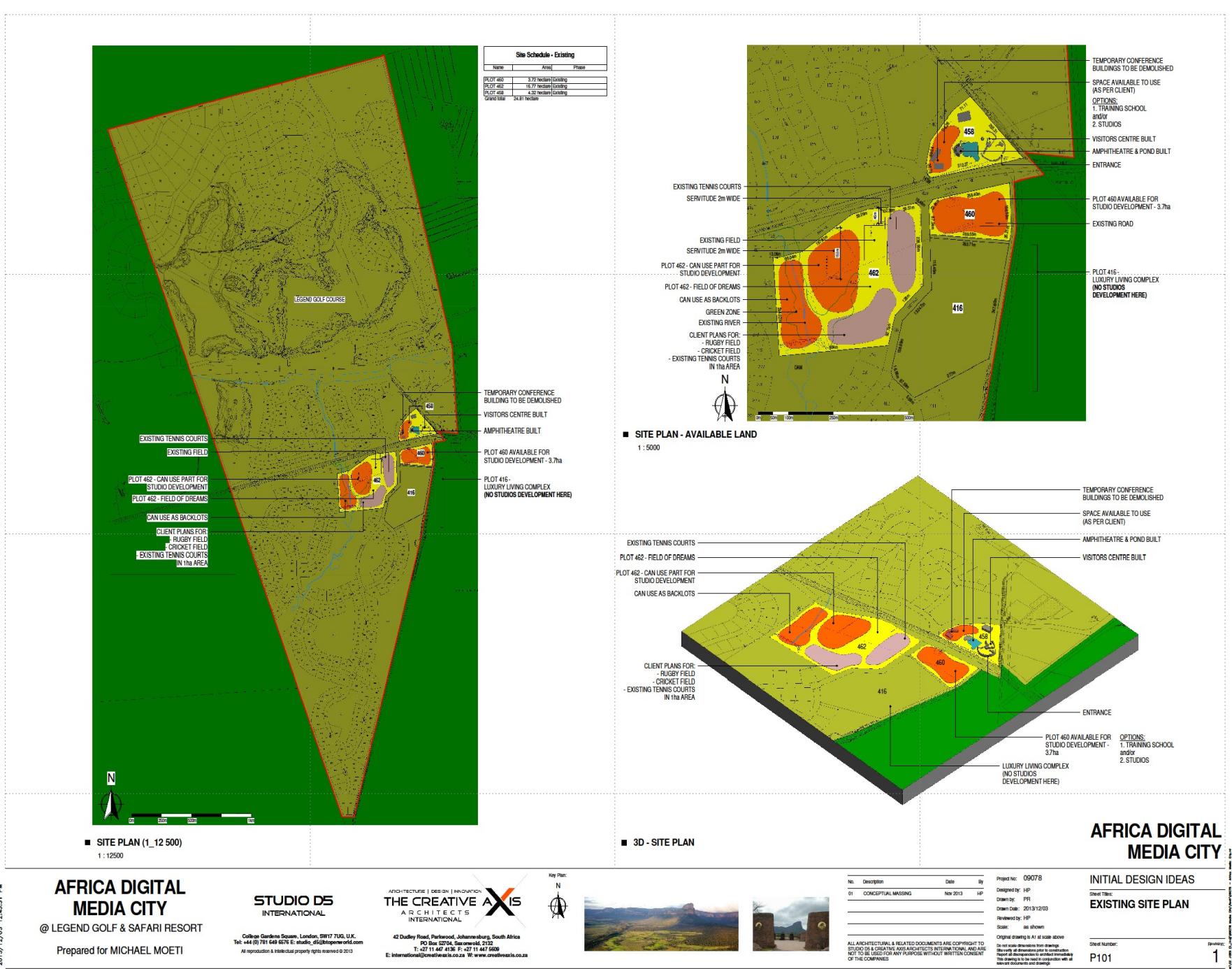


No. Description Date By Project No: 09078  
01 CONCEPTUAL MASSING Nov 2013 M/P  
Designed by:  
Drawn by:  
Drawn Date: 2013/12/03  
Reviewed by:  
Scale: as shown  
Original drawing is A1 at scale above  
Do not make dimensions from drawing  
Report all discrepancies to architect immediately  
This document is the copyright of the architect and is not to be reproduced without written consent of the companies

INITIAL DESIGN IDEAS  
Sheet Title: AERIAL PHOTOS  
Sheet Number: P100  
Page Number: 1

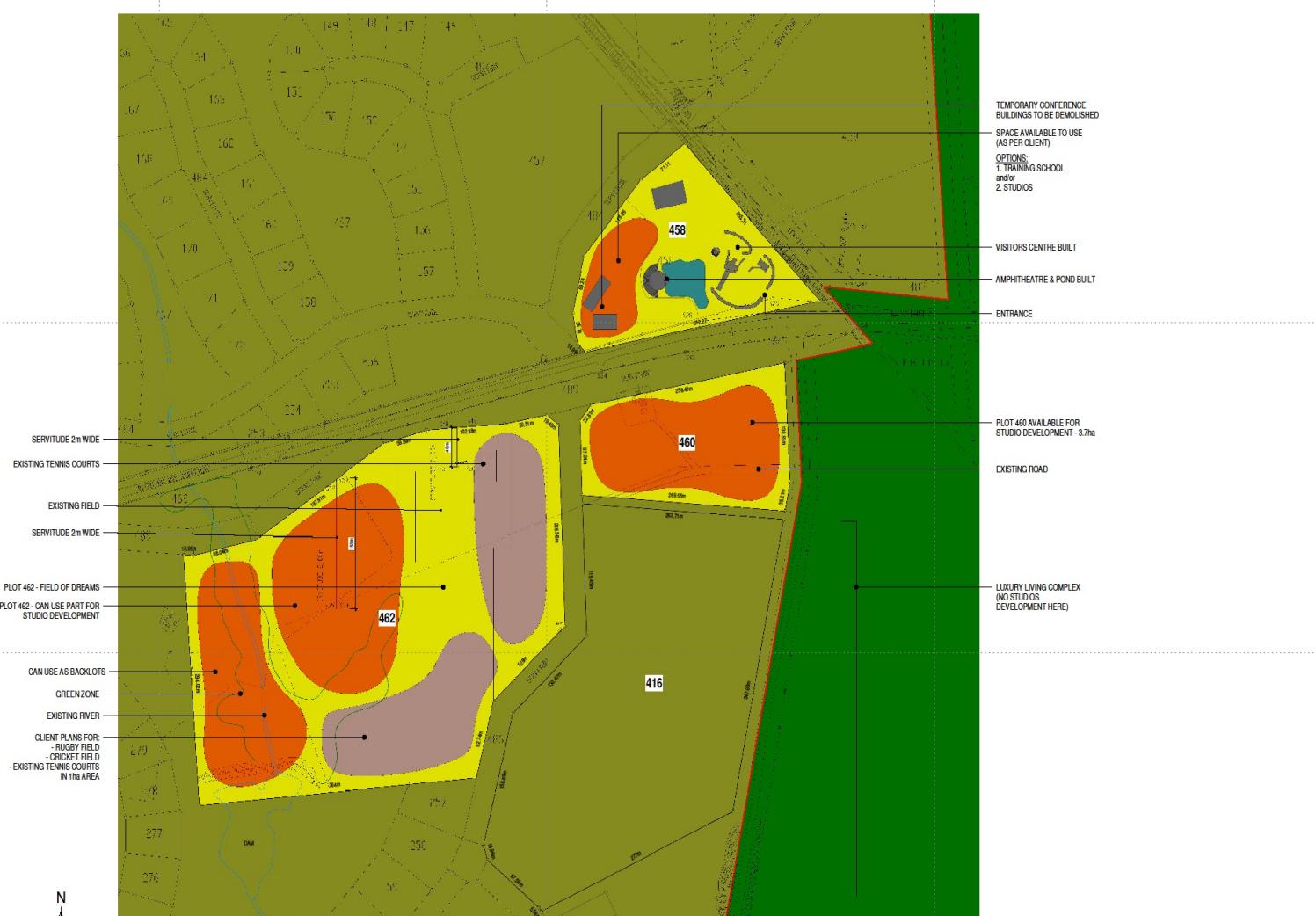
# HOW

## ADMC concept master plan



# HOW

## ADMC concept master plan



1 SITE PLAN - EXISTING

Site Schedule - Existing		
Name	Area	Phase
Plot 460	3.72 ha	Existing
Plot 462	4.32 ha	Existing
Plot 458	4.32 ha	Existing
<b>Grand total</b>	<b>24.06 ha</b>	

STUDIO DS  
INTERNATIONAL

ARCHITECTURE | DESIGN | INNOVATION  
**THE CREATIVE AXIS**  
ARCHITECTS  
INTERNATIONAL

AFRICA DIGITAL  
MEDIA CITY  
@ LEGEND GOLF & SAFARI RESORT  
Prepared for MICHAEL MOETI

Key Plan



### AFRICA DIGITAL MEDIA CITY

INITIAL DESIGN IDEAS  
EXISTING SITE PLAN (1\_2  
500)

TEMPORARY CONFERENCE  
BUILDINGS TO BE DEMOLISHED  
SPACE AVAILABLE TO USE  
(AS PER CLIENT)  
OPTIONS:  
1. TRAINING SCHOOL  
2. STUDIOS

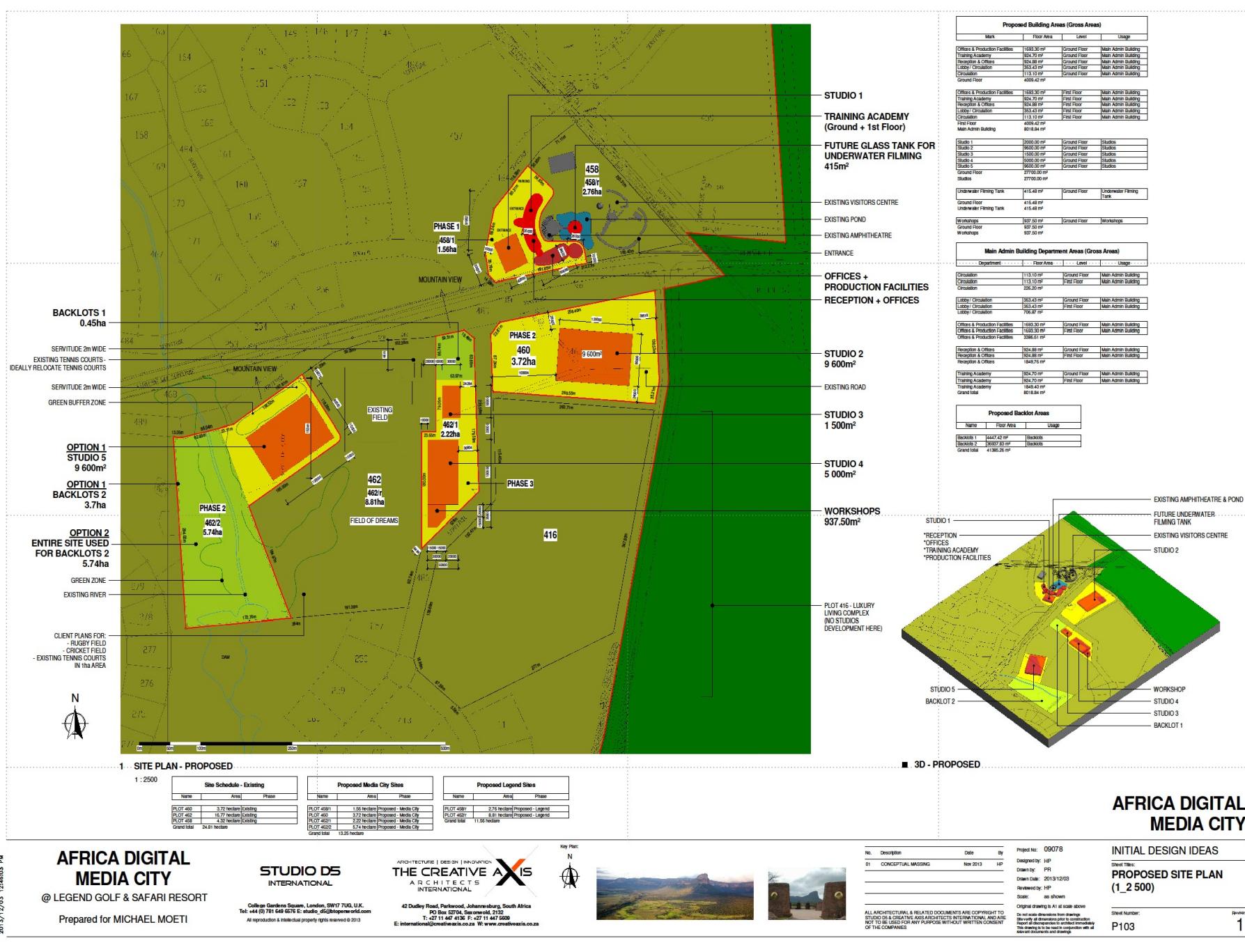
VISITORS CENTRE BUILT  
AMPHITHEATRE & POND BUILT  
ENTRANCE

PLOT 460 AVAILABLE FOR  
STUDIO DEVELOPMENT - 3.7ha  
EXISTING ROAD

LUXURY LIVING COMPLEX  
(NO STUDIOS  
DEVELOPMENT HERE)

# HOW

## ADMC concept master plan



## TARGET MARKET



## PRIVATE PUBLIC PARTNERSHIP

Limpopo Economic Department Agency (LGDA), which is tasked with driving investment, job creation, and economic growth facilitation on behalf of the province, has endorsed the ADMC project.

## THE BUSINESS CASE

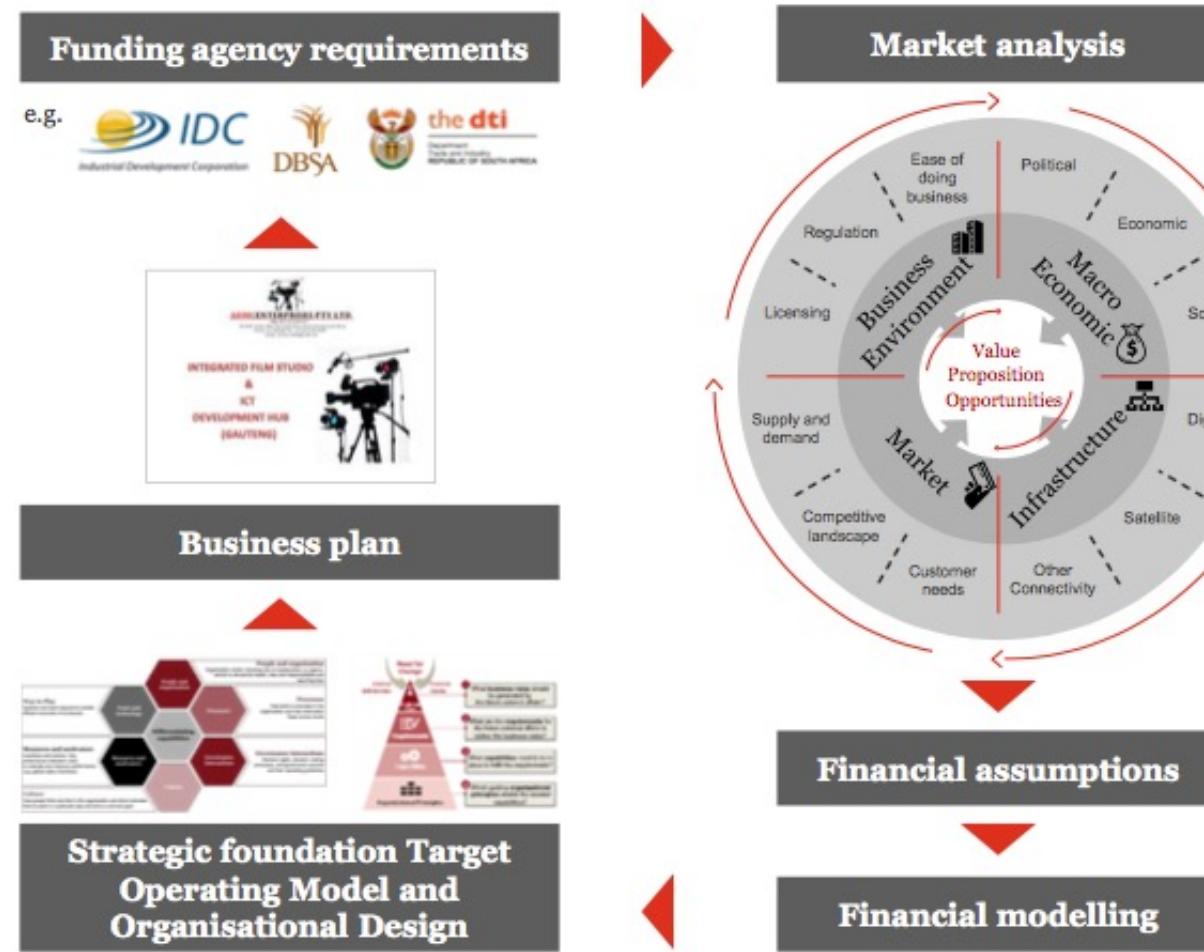
The Limpopo Film Commission dual task is to grow the Province's film industry and its marketing as a production and location destination. Both agencies' common objective is to provide supports towards ADMC's goal of transforming Mokgopong city, Waterberg District in Limpopo Province into a world class Gigabit smart city precinct that is diversified, innovative, service and knowledge-based economic zone to improve the business environment and increase the Province's productivity and GDP. Limpopo Economic Development Agency's main task is to develop economic plans and policies, identify and support strategic sectors, and provide essential administration services to domestic and international investors and businesses.

# THE BUSINESS CASE

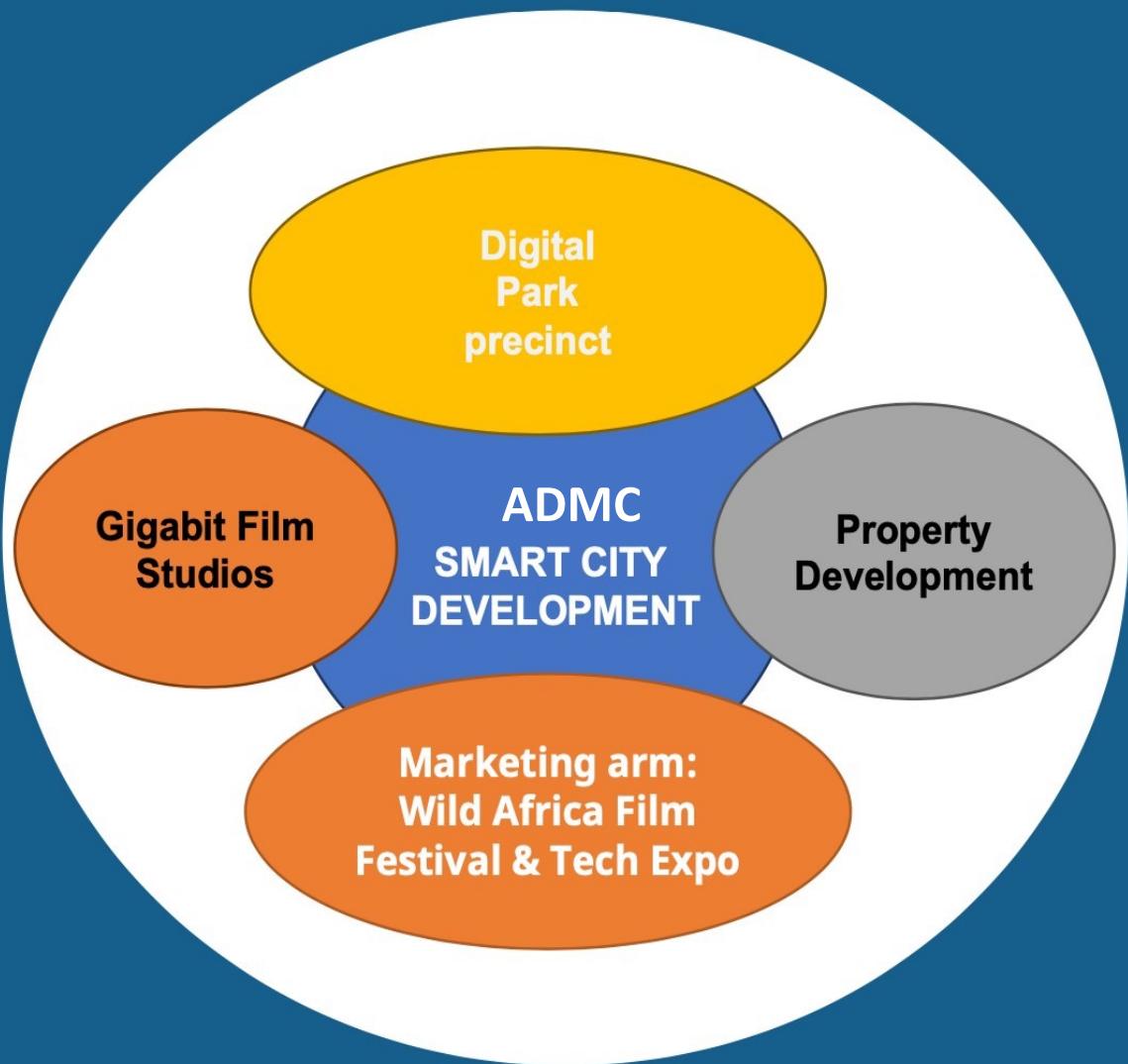
Based on our global experience in the entertainment and media sector, we are well-positioned to assist ADMC in crafting a compelling business plan delineating the feasibility of the project to present to potential investors

*Our approach aims to assist ADMC in defining their strategic foundation, whilst meeting the investment requirements of various investors*

Having built investment cases for various organisations, we believe a consistent focus on investment criteria needs to be met



# OUR CORE BUSINESS



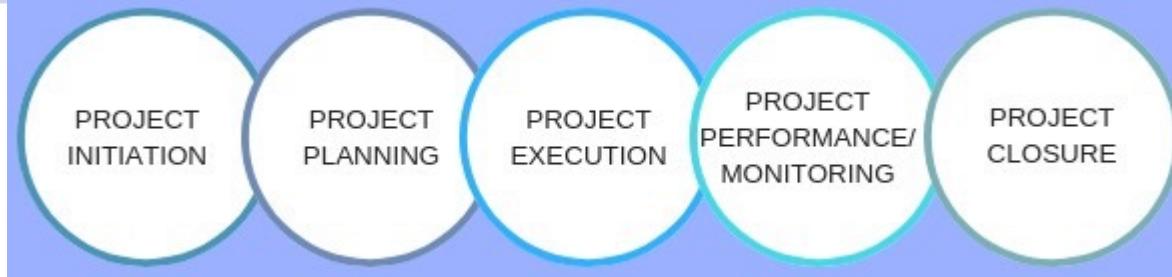
Working with Mokopane Local City, Limpopo Economic Development Agency, the National Department of Sports, Arts and Culture, Tourism SA, Brand SA, Limpopo Tourism Agency, ADMC plan to targets and attract new foreign direct investment, facilitate growth of investment and look after the retention of foreign investors in Lanseria, while also working on enhancing the overall investment landscape.

Our team will guide new investors through the various stages of the investment process, advising on the business location, the legal structure that best fits their needs, as well as linking them to government and non-government bodies as required.

Additionally the team offers on-going support for the growth and expansion of established companies in within ADMC, and undertakes voicing investors' concerns that may be inhibiting growth or development and affecting the overall investment environment

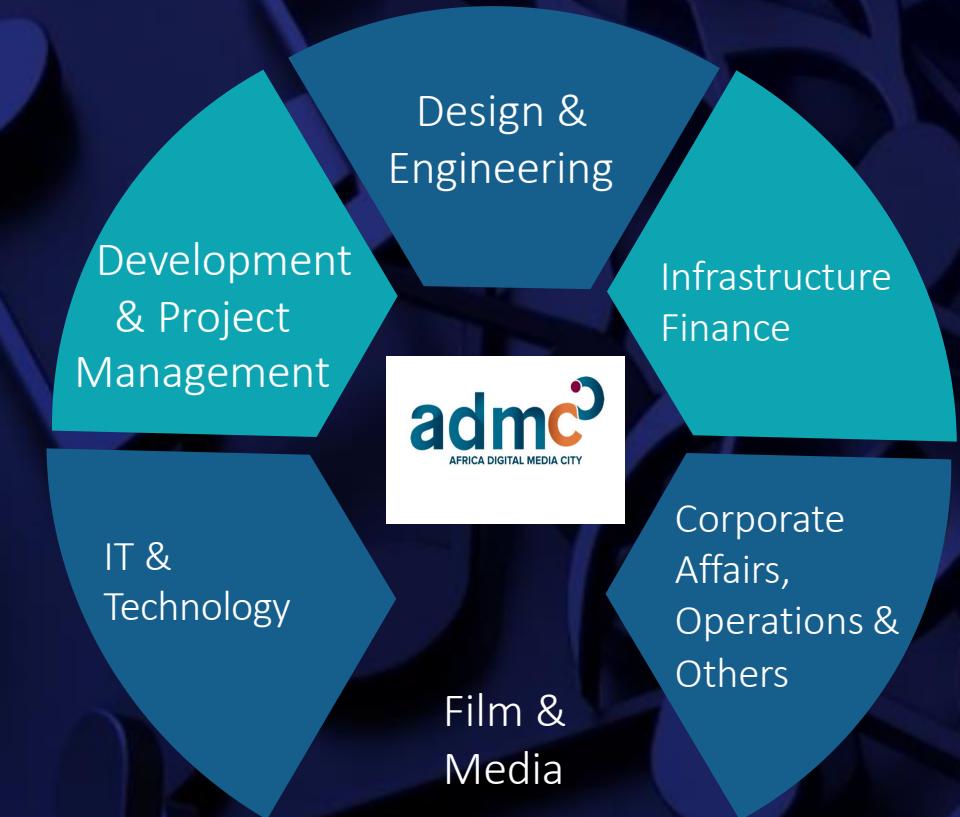
# PRELIMINARY PROJECT PLAN

Phase/Stage Description	Milestone
Pre-Feasibility	January - September 2023
Feasibility/Prelim Business Case & Seed Capital	November 2023 - April 2024
Stage 0 [Final Business Case Signoff & Fundraising]	May – August 2024
Stage 1 [Initiation/Inception]	September – December 2024
Stage 2 [Concept & Viability]	January – April 2025
Stage 3 [Design & Development]	May – August 2025
Stage 4 [Documentation & Procurement]	September – December 2025
Stage 5 [Works/Construction]	February 2026 – December 2027
Stage 6 [Project Close Out/Operations Commence]	February 2028



# THE ADMC CORE TEAM

- Michael Moeti (CEO)
- Lehana Khalema (Project Manager 1)
- Ian Aitken (Project Manager 2)
- Hitesh Patel (Architect & Investment)
- Charles Cele (CFO)
- Bhekie Khumalo (Financial Manager)
- Gugu Nyoni (IT & Software Development)
- Hussain Majam (Infrastructure Finance)
- Adam Juma (Filmed Content)
- Stanley Loh (Offshore Financier & Smart City Strategist)
- Judge Sibanda (Legal Affairs)



# ADMC – WHO WE ARE

- Is a dynamic and independent black empowered media and entertainment company with a big vision. It was formed in 2012 and conceived as a vehicle to create true economic empowerment in Africa through creating infrastructure and processes that will unleash the creative energy of African people to create world class cultural products in music, film, print, online, gaming and other media forms while generating wealth for themselves.
- ADMC firmly believes that the solution to lifting Africa out of unending cycles of poverty lies with visionaries in the private sector who develop sustainable industries and NOT with Aid money alone. "ADMC is made up of directors with wide range of skills and years of experience acquired locally and internationally. Through its core businesses in the print publishing, TV and Film, and media property divisions, ADMC pursues a convergence strategy to mutually leverage each division to achieve the greatest economy of scale and supporting synergies. ADMC pursues strategic
- partnerships with private industry and governments around the world to create the infrastructure necessary for sustainable economic empowerment to take place in Africa.



The core business activities of ADMC are:

- Publishing & Digital Solutions (research, analytics & software development)
- Film & TV content production
- Event Production
- Smart City property development

# RECOMMENDATIONS & WAY FORWARD

1. ADMC in consultation with Legend (Private Land Owner), Mokopane Municipality and Provincial and National Government Departments to secure the following:
  - **Land Availability**
  - **Precinct Plans**
  - **Accelerated Township Development Plans**
  - **Bulk Infrastructure Contributions**
  - **Strategic Partnerships & Stakeholder Management**



# RECOMMENDATIONS & WAY FORWARD



- Title deed, launch dates and logistics to be negotiated with Legend
- Sponsorship from private and public sector partners to be Local and international investor partners to be formally engaged
- Final event LTMH program development to be coordinated between ADMC
- Provincial and national government partners to be engaged
- SADC and AU to be engaged

# WHERE NATURE, CONSERVATION AND SAFARY CONVERGE





# Thank You!

**For further information please contact:**

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