



## Press Release

### **It's choice Workers' Day viewing with e.tv's local doccie: An Industry Worth Saving?**

e.tv is proud to present the local documentary “**An Industry Worth Saving**”. Airing on **1 May at 12.30pm**, this expose is relevant Workers' Day viewing. The documentary is both an overview and investigation of the crises facing the local clothing and textile industry. The producer looks at how South African Clothing and Textile workers have been affected by cheap mass imports from China - it's no secret that foreign imports have negatively impacted on the textile industry, especially in the Western Cape, where there have been a huge number of job losses.

The documentary shows how, with the support of the private sector (especially the larger retailers) and public campaigns such as the Proudly South African Campaign, job losses in this sector can be reversed. It also examines the question of whether larger retailers are responsible for influencing customers to prefer buying imported clothing brands through their large-scale advertising and in-store promotion of these brands.

Bauke Brouwer, director and producer of the documentary, said: “Making this doccie was a huge learning experience. I realized that, as a customer, I need to be more informed about what I'm actually buying. Personally, I would now buy local in order to support our struggling Clothing and Textile Industry. In the Western Cape the Clothing and Textile Industry has a proud history and has provided jobs for many generations of people. I think it's a huge shame that this once-vibrant industry is dying. More retailers should join the Proudly South African Campaign, and all retailers should clearly label what is an imported and exported item so that we can make informed and important decisions regarding our personal purchasing power. I think South Africa is a patriotic nation and if consumers were constantly made more aware by retailers and the government of the advantages of buying local, they would support the industry by choosing to buy local products.”

The documentary opens with Dorothy Fabric (real name) explaining how she joined the industry at sixteen years. Both her mother and her grandmother were textile workers – and Dorothy was devastated at her retrenchment last year, after decades of service. Moving from Dorothy's story, there is a close look at the impact of the flood of cheap imports that retailers are sourcing from China. With the strengthening of the Rand the producer asks the tricky-but-obvious question: “Can we really blame retailers when the lure of big profits from cheap imports is so attractive for their bottom line?”

The documentary also highlights two important case studies for the local industry:

- The Levi Story – where we see how this company has put incentives in place to increase worker productivity, a strategy that has seen the company become competitive and profitable.

- The Naartjie Story – where we see how a commitment to sourcing locally has made the Naartjie label into a local success story.

Both these stories imply a positive challenge to local manufacturers: that the local industry can be revitalized by innovation from the inside out – and not necessarily by outside intervention alone.

The documentary also includes interviews with the CEO of Woolworths - Simon Sussman, Western Cape Premier - Ebrahim Rassool, SACTWU General Secretary - Ebrahim Patel, local clothing designer - Craig Native, House of Monatic designer - David Salie and Minister-Counsel Zhou of the Chinese Embassy.

This interesting documentary will give viewers something to think about on Workers' Day as it concludes with the words of retrenched worker, Dorothy Fabric: "If you're buying South African - you're giving someone a job."

For more information and pictures (screengrabs only):  
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