



NamPPF
Namibia Public-Private Forum

Culture and Creative Industries, Tourism and Sport (WG2)

NAMIBIA PUBLIC-PRIVATE FORUM | 23-24 October 2025

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Hosted by:



Republic of Namibia
National Planning Commission

Secretariat:



NIPDB
Namibia Investment Promotion
& Development Board





PRIVATE SECTOR JOB CREATION POTENTIAL

**Working group
scope and
focus**

The Working Group was established to articulate private sector perspectives and propose actionable recommendations that support the implementation of the Sixth National Development Plan (NDP6) in efforts to support economic growth and job creation.

**Alignment with
National
priorities**

The group consolidated practical insights and evidence on existing constraints and opportunities, to inform government decision-making and strengthen collaboration between the public and private sectors in achieving NDP6 objectives.

**Current private
sector
contribution to
employment**

The Tourism sector contributed about 1.6 percent to the GDP in 2024 and 5.4 percent contribution to total employment. Arts, entertainment and other service activities contributed 1.5 percent to GDP in 2022 and 2023. No figures found on employment contribution in CCI. Sport contributed 1.0% to total employment as at 2024 according to NDP6.

**Private Sector
potential
contribution to
employment**

Tourism, CCI and Sport sectors acknowledge that if constraints are addressed, a number of jobs will be created in the sectors. The sector has potential to employ a significant number of unskilled and semi-skilled Namibians who are more than 330,000 (i.e. in excess of 10% of the Namibian population). A key focus to be placed on Tourism sector, where an increased number of visitors will lead to direct and indirect employment across various adjacent sectors.

Constraints in the Culture and Creative Industries, Tourism and Sport





TOURISM CONSTRAINTS 1/2

1. INTERNATIONAL MARKETING AND AIRLIFT:

Brand Namibia: There is a need to have more focused promotion activities under Brand Namibia to position the country as a destination for Tourism Sport CCI and others to the world.

Airlift: Main constraint facing Tourism sector is the availability and the prices of international flight tickets to Namibia. Other local airports in Walvis Bay and Katima Mulilo under-utilized and have potential for upgrades.

2. INFRASTRUCTURE:

Road Conditions for Critical Routes to tourism Destination - Namibia's tourism infrastructure is severely constrained by poor road conditions and inadequate maintenance, specifically on critical routes to tourism destinations.



TOURISM CONSTRAINTS 2/2

3. VISAS

Short stays in KAZA Area - There is uncertainty and lack of coordination regarding visa facilitation within the Kavango-Zambezi Transfrontier Conservation Area (KAZA), limiting ease of movement for tourists. The absence of a harmonized visa regime, such as the SADC Uni-Visa, constrains cross-border tourism and reduces the attractiveness of multi-destination travel in the region.

MICE Visa - The recent introduction of new approaches to business and MICE (Meetings, Incentives, Conferences, and Exhibitions) visas is welcomed. However system downtime and slow processing, are creating barriers for business tourism and event participation. Furthermore with respect to SADC travellers, concerns have been raised due to unclear requirements.

E-Visa Challenges - The e-visa system has posed technological challenges due to ongoing system failures as well as insufficient human capacity. This is causing delays with visa applications, processings/approvals, long queues and excessive waiting time at ports of entry.



CULTURE & CREATIVE INDUSTRIES CONSTRAINTS

1. LOCAL CONTENT DEVELOPMENT

Market Access - Low airtime (through radio and television) is given to local music and film/tv productions although local content quotas are in place instructing media platforms to do so. The implementation and monitoring of compliance is lacking.

Lack of Funding in CCI - There is limited funding and investment, where many creative projects rely on small grants or personal resources, government support is insufficient and access to international co-production funds is scarce. It also responds to the lack of financial products tailored for CCI entrepreneurs who wish to scale and create employment opportunities.

2. INCENTIVES AND INFRASTRUCTURE

Incentives - Stems from limited funding and investment in the creative industries, where projects rely heavily on small grants and lack access to financing. Lack of incentives is also leading to failure by Namibia to attract large international productions.

Infrastructure - Lack of adequate studios and other related facilities leads to Namibia losing a large share of the production budget as post production work ends up done in other countries especially South Africa.



SPORT CONSTRAINTS 1/2

1. POLICY

Sports Acts - Absence of an updated legal framework has caused fragmentation in the sports sector, unclear roles, and unfair labour practices.

2. FUNDING

Sports Funding - Arises from the constraint of inadequate funding in the sports sector, which hampers access to qualifications, professional training and the development of a skilled workforce. The sector also suffers from a lack of standardized training for coaches and administrators, which weakens its professional base and limits overall growth and competitiveness.

3. VISAS

SPORT VISAS/WORKING PERMITS - There is no clear or streamlined visa and work permit process for foreign sports professionals such as coaches and trainers, which limits skills transfer, collaboration and the development of Namibia's sports sector.



SPORT CONSTRAINTS 2/2

4. SKILLS

Capacity Building - The sports sector is constrained by a lack of standardized training and professional development, weakening the sector's capacity and professionalism.

5. INFRASTRUCTURE

State of Existing Infrastructure - Outdated and unevenly distributed sports infrastructure, particularly in schools and rural areas, limits participation and accessibility for differently abled persons and overall sports development.



CROSS-CUTTING CONSTRAINTS

OVERARCHING:

1. **Lack of Data** - There is an absence of reliable data needed for effective policy-making and planning across the Culture, Creative Industries, Tourism, and Sport sectors.
2. **Digitalization** - Persistent bureaucratic inefficiencies and a lack of digital systems constrain service delivery as manual processes cause delays.
3. **Land**: Unresolved issues around tourism concessions, leaseholds and communal land legislation that create uncertainty for stakeholders. Additionally, acquiring of permits to film on protected lands is a cumbersome process.

Recommendations for the Culture and Creative Industries, Tourism and Sport





TOURISM RECOMMENDATIONS 1/2

1. INTERNATIONAL MARKETING AND AIRLIFT:

Brand Namibia: Brand Namibia to promote the country as a premier destination for tourism, sport, and the creative industries. Possibly benchmark with Rwanda who is doing it successfully.

Airlift: Enhance air connectivity by incentivizing more international and regional airlines to operate direct routes to Namibia. Support the Air Connect Committee's efforts to expand routes and reduce costs, while developing secondary hubs such as Walvis Bay and Katima Mulilo to improve regional access and boost tourism.

2. INFRASTRUCTURE:

Improve Roads Conditions - Upgrade critical road infrastructure to key tourism destinations.



TOURISM RECOMMENDATIONS 2/2

3. VISAS

Short stays in KAZA Area - Streamline entry of international visitors, including visa constraints, to foster cross-border collaboration and tourism growth. Strengthen collaboration with neighbouring countries on visa facilitation within the KAZA region and reconsider the implementation of the SADC Uni-Visa to support trans-frontier tourism and improve regional mobility.

MICE Visa - Simplify and streamline visa procedures for international business and MICE travellers to encourage investment, conferences and events in Namibia. Ease of Access for international visitors should be prioritized, reducing bureaucracy and promoting international cooperation.

E-Visa Challenges - Address e-visa system challenges to ensure consistent functionality and avoid offline disruptions that cause inconvenience to travellers. Address IT and Human capacity challenges at the ports of entry.



CULTURE & CREATIVE INDUSTRIES RECOMMENDATIONS

1. LOCAL CONTENT DEVELOPMENT

Market Access - Enforce local content quota compliance more strictly in various media platforms i.e. radio, television etc.

Lack of Funding in CCI - Sustainable Funding Mechanisms in the CCI - Encourage government, private sector and international co-production funds.

2. INCENTIVES

Incentives - Introduce incentives for creative projects such as co-financing / cash rebates for the film sector. Furthermore, introduce duty/tax rebates on the importation of filming equipment.



SPORT RECOMMENDATIONS 1/2

1. POLICY

Sports Acts - Update the Sports Act to curb fragmentation in the sector. Review labour practices within the sports sector as it relates to fair compensation.

2. FUNDING

Sports Funding - Increase funding for sports education and development which will assist in the professionalization of the sector by having qualified facilitators, trainers and coaches.

3. VISAS

Sport Visa with working permits for Sports Professionals - The import of skills should be made easier to facilitate knowledge exchange and professional development. Streamline visa and work permit processes for foreign sports professionals in order to promote sports development.



SPORT RECOMMENDATIONS 2/2

4. SKILLS

Capacity Building - Integrate human capital development with sports infrastructure upgrades and development i.e. deploy experienced local coaches, sports scientists, facility managers and event operators as trainers and mentors for new staff hired during the construction and operational phases of new venues.

5. INFRASTRUCTURE

Existing Infrastructure Upgrades - Upgrade existing sports infrastructure at schools. Prioritize participation and accessibility for differently abled persons and overall sports development.



CROSS-CUTTING RECOMMENDATIONS

OVERARCHING:

1. **National Research and Data Management System** - Establish effective systems to collect reliable data/statistics that will inform decision-making and policy.
2. **Digitalization** - Streamline bureaucratic matters through digitalization for ease of access and efficiency.
3. **Land** - A public-private think-tank should be established to guide land use and land tenure issues in view of long-term sustainability of livelihood and income generative activities in rural areas. Outstanding issues related to tourism concessions, permits for creative projects to access restricted land, leaseholds and communal land legislation require resolution to provide clarity for all stakeholders.



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