NamPPF
Namibia Public-Private Forum

NAMIBIA PUBLIC-PRIVATE FORUM ACCOUNTABILITY REPORT

Working Group 2: Tourism, Culture and Creative Industries, and Sport

24 November 2026

1. Overview of the Working Group

Working Group 2 focuses on unlocking the economic potential of Namibia's Culture and Creative Industries (CCI), Tourism and Sport sectors as strategic drivers of wealth creation, employment generation and inclusive socio-economic development. The Working Group identified key policy, regulatory, institutional and investment-related constraints affecting the growth and competitiveness of these sectors and proposed practical interventions to address them, in alignment with the NDP6 and the SWAPO Party Manifesto Implementation Plan (SMIP).

The Working Group recognized the complementary and interconnected potential of these sectors to stimulate economic activity through cultural tourism, sports tourism, creative expression and national branding. Accordingly, its priorities are directed towards strengthening the enabling policy and institutional environment, mobilising public and private sector investment, expanding market access, enhancing skills development and improving sector-specific infrastructure. These interventions are intended to strengthen the productive capacity and competitiveness of the respective sectors, unlock entrepreneurial opportunities, particularly for young people, and maximise their contribution to inclusive economic growth and sustainable employment creation.

2. Ideal Situation of the Sector

To establish an enabling, inclusive and competitive environment in which Namibia's Culture and Creative Industries, Tourism and Sport sectors are strengthened as sustainable and productive contributors to national development. This will be achieved through the creation of decent and sustainable employment opportunities, particularly for young people; increased domestic and international investment; the promotion and preservation of Namibian culture, heritage and national identity; and enhanced contributions to economic diversification, export growth and community development.

3. Summary of Challenges and Root Causes

The Working Group identified a range of sector-specific and cross-cutting institutional, policy and regulatory constraints affecting the development and performance of the three sectors. These constraints undermine the enabling environment for investment, limit sectoral competitiveness and productivity, and constrain the sectors' capacity to generate sustainable employment and contribute to inclusive economic growth.

3.1 Challenge 1: The Culture and Creative Industries sector remains underdeveloped and faces limited market access, insufficient investment and inadequate financial support for creative entrepreneurs and projects.

Root causes and contributing factors:

- Inadequate enforcement and monitoring of local content quotas across radio, television and other media platforms.
- Limited access finance and investment, reliance on small grants and personal financial resources to sustain activities.
- Inadequate public sector support and international financing opportunities.
- Limited availability of tailored financial instruments.
- Inadequate fiscal and investment incentives, particularly for film production and the importation of production equipment.

Implications:

These constraints undermine the commercialisation of Namibia creative talent, impede the growth of creative and competitiveness of creative enterprises, constrain employment creation and limit development of a viable, competitive and sustainable creative economy.

3.2 Challenge 2: Limited International Competitiveness, Accessibility and Infrastructure

Namibia's tourism sector faces several structural and operational constraints that affect its accessibility, competitiveness and growth potential. The include international marketing, air connectivity, road infrastructure and the facilitation of tourist movement.

Root causes and contributing factors:

- Insufficiently and absence of coordinated and targeted international and destination promotion under a unified Brand Namibia initiative.
- Limited and costly international air connectivity
- Underutilization of regional airports infrastructure, particularly Walvis Bay and Katima Mulilo, with potential for upgrades.
- Inadequate road infrastructure and maintenance, especially on critical tourism routes.
- Limited regional coordination on visa facilitation within the KAZA region.

- Unclear requirements and slow processing of business and MICE visas.
- Technical failures and disruptions in the e-visa system, causing delays in applications and approvals.

Implications:

Collectively, these constraints increase travel costs, limit destination accessibility, undermine tourism competitiveness and constrain investment and regional tourism development.

3.3 Challenge 3: Sport: Institutional Fragmentation, Inadequate Funding and Skills Gaps

The sports sector faces structural and institutional constraints arising from an outdated regulatory framework, inadequate financing, skills gaps and barriers to accessing international sports expertise.

Root causes and contributing factors:

- An outdated Sports Act contributing to fragmentation, unclear institutional mandates and inadequate protection of labour rights.
- Inadequate funding for sports education, professional training and development.
- Lack of accreditation and professional development frameworks for coaches and sports administrators.
- Limited availability and access to qualified coaches, trainers, facilitators and specialised technical expertise.
- Complex and unclear and work permit procedures, constraining the recruitment and retention of foreign coaches, trainers and sports professionals.

Implications:

These constraints undermine the professionalisation and competitiveness of the sports sector, limit skills transfer and talent development, and constrain opportunities for sports tourism, investment and employment creation.

3.4 Challenge 4: Data, Digitalisation and Land Access

Systemic institutional and administrative constraints affect the development and investment potential of Culture and Creative Industries, Tourism and Sport.

Root causes and contributing factors:

- Inadequate and reliable sector data: Absence of comprehensive and reliable sector statistics to inform planning, policymaking, investment decisions and performance monitoring.
- Limited digitalisation: Persistent bureaucratic inefficiencies and manual administrative processes and fragmented systems, inefficiencies, processing delays and reduced service delivery effectiveness.
- Land access and tenure challenges: Unresolved regulatory and legislative issues relating to tourism concessions, leaseholds and communal land rights, creating uncertainty for investors and sector operators.
- Complex permitting processes: Cumbersome approval processes for creative projects seeking access to protected and restricted areas for filming, production and related activities.

Implications:

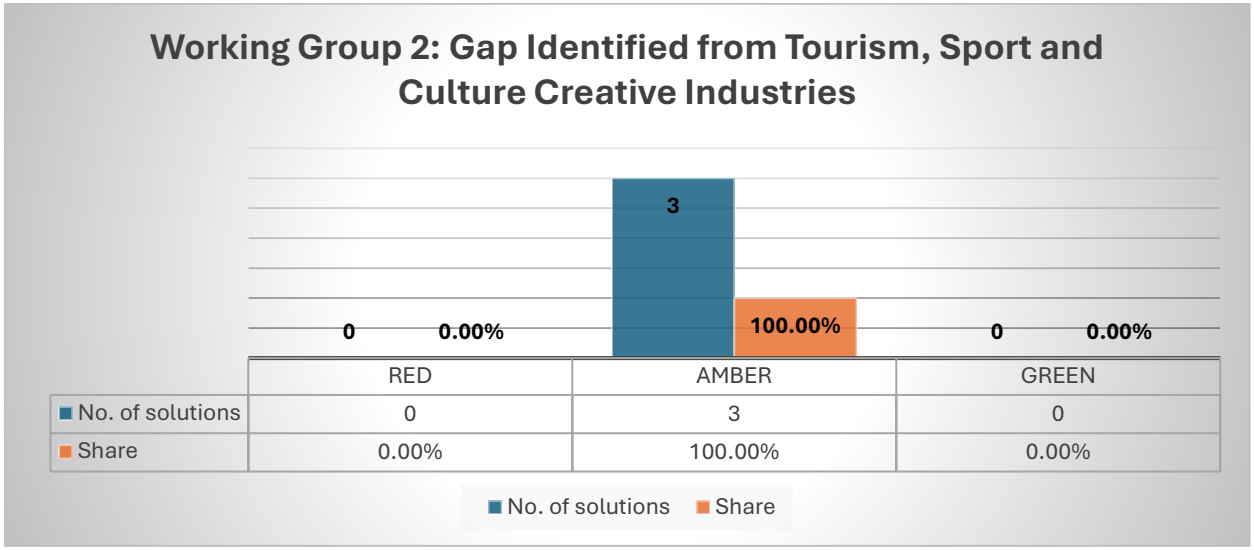
These challenges undermine evidence-based decision-making, increase administrative burdens, undermine investor confidence, and limit the development of tourism products, creative enterprises and rural income-generating opportunities.

4. Progress on the implementation of Presidential Directives

RED — No implementation recorded	AMBER — Partially implemented	GREEN — Implemented

No.	Aligned Presidential Directive	Presidential Directive Progress Update	Reporting / responsible institution(s)	RAG STATUS
1	3.1.1: Amend the Immigration Control Act to allow a 5-year multi-entry investor visa	1. Amendment of the Act: Underway - public consultations finalised - the Immigration Bill is with the MJLR for review. 2.Five-Year Visa: Gazzeted 18 August 2026 and Launched 01 September 2026.	MoF, MIME, MAFWLR	**Partially implemented**
2	3.1.2: The Ministry of Home Affairs, Immigration, Safety and Security to urgently simplify administration by ensuring the investor visa functions simultaneously as work authorisation, eliminating redundant permit applications.	1.Digitilaisation of student and employment permits underway - current system being reviewed to improve online platform before adding more services - EDD: end of FY ie April 2027 2. MHAISS is at the BIPA One Stop Service Centre to fast-track incentive applications, skills visas and import approvals for certifictated manufacturers.	MHAISS	**Partially implemented**
3	3.1.5: The Ministry of Home Affairs, Immigration, Safety and Security to urgently integrate semi-automated visa application processes, including API/PNR (Advance Passenger Information/Passenger Name Record) interface to support pre-arrival screening and facilitate liaison with airline systems already in operation.	1. MHAISS is at the BIPA One Stop Service Centre to fast-track incentive applications, skills visas and import approvals for certifictated manufacturers. 2. Immigration Regulations amended on 26 July 2026 to simplify requirements for employment permits. 3. Digitalisation of student and employment permits underway and anticipated improvements of the current system by end March 2027. 4. API/PNR cannot be implemented until passing of the Migration Bill and associated laws.	MHAISS	**Partially implemented**

1. Presidential Directives Implementation Scorecard



2. Presidential Directives Scorecard Summary

RAG status		Share	Interpretation
RED	0	0.00%	No implementation progress update recorded
AMBER	3	100.00%	Implementation activity / partial progress reported
GREEN	0	0.00%	Marked complete in the report
Total	**3**	**100.00%**	

1. Progress on the implementation of NAMPPF Working proposed solutions

RED — No implementation recorded	AMBER — Partially implemented	GREEN — Implemented

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
1	**1. Brand Namibia & Connectivity** Brand Namibia Airlift	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.	MICT	**Milestones achieved:** • Initial benchmarking engagement with Rwanda held in April 2026 to inform the Brand Namibia Positioning Strategy. • The draft of Brand Namibia Strategy is in place and the National Pride Strategy is near finalization however Brand Namibia has been trademarked by a private Namibia citizen hence legal opinion was sought from Attorney General and engagement between **Work under way:** • Branding Namibia policy and strategy being developed (started 1 April 2026; completion due 9 October 2027). • Further benchmarking with Rwanda and other high-performing nation brands planned.	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
2		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.	NAC	**Milestones achieved:** • Airline incentive programme revised: extended from 1 to 2 years, with the year-one discount raised from 65% to 70% and a new 50% discount in year two, cutting ticket prices by about N$360 from Walvis Bay and N$110 from Katima Mulilo. • Route marketing done at World Routes 2026 and AviaDev 2026, together with in-country engagements with prospective airlines. • Air Connect Committee expanded to include FENATA and NWR. • Route development consultancy scope expanded to cover detailed route analysis, route performance and advisory services. • New route secured (NTB landed Condor); NAC reported 10% passenger growth. • Walvis Bay Airport: new lounge and restaurant opened; upgraded to Category 7 firefighting classification. • Katima Mulilo Airport: runway and apron rehabilitated. **Work under way:** • Review of aeronautical and non-aeronautical fees. **Challenge:** Fees remain high, with rental escalation of at least 8% against 4% inflation and a 5% industry norm.	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
3	**2. Visas** Short stays in KAZA Area MICE Visa Sport Visa/Working Permits	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.	MHAISS, MIRT	Activities: •Draft the Agreement establishing the SADC Tourism univisa. Reported output: •In August 2026 the 46th SADC Summit of Heads of State & Government approved the Agreement Establishing the SADC Tourism univisa and called for its signature by Member States. Next action: •While the agreement was officially approved at the Summit, full implementation and the upcoming pilot phase require member states to complete signature, ratification, visa harmonisation, and technical or revenue-sharing arrangements. •Namibia will commence the process to pilot.	**Partially implemented**
4		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.	MHAISS, MIRT	**Activities:** •introduce MICE visas •introduce long term permit for investors visa **Reported output:** •MICE visa was implemented in 2025, together with an online portal for applications. •5-year employment permit to conduct business (for investors) was launched on 1 September 2026	**Implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
5		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.	MHAISS, MIRT, MJLR	**Milestones achieved:** • Sport visas and work permits incorporated into the MICE visa. • Public consultation on the Migration Bill completed.	**Implemented**
6	**3. Policy & Governance** Sports Acts CCI Incentives Fragmentation in CCI Unclear Land Legislation	Update the Sports Act to curb fragmentation in the sector. Review labour practices within the sports sector as it relates to fair compensation.	MEIYSAC, MJLR	Engaged with UNESCO to facilitate a sport policy expert to assist with the sport policy and Sport Act review Facilitate regional stakeholders' meetings for input towards the review of the Sport Act and sport policy Submit the reviewed sport policy and Sport Act to the Cabinet Committee for legislation	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
7	Lack of Data	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.	MICT, NFC, MIRT, MEIYSAC, MoF	**Milestones achieved:** • MoU between MEIYSAC and the Namibia Film Commission (NFC) signed on 17 August 2026; N$17.5 million committed to the National Content Creation Plan (NCCP). • NCCP Technical Committee constituted; two meetings held. NFC submitted the first draft NCCP Action Plan. • 7 filmmakers supported to attend international film festivals and markets. • Equipment and Infrastructure Support Grant included in the draft National Arts Fund regulations. • Research and engagement with stakeholders on tax incentives was undertake. However, the cost befit assessment is still required. **Work under way:** • Draft National Arts Fund regulations with the Office of the Attorney-General for endorsement before submission to Cabinet. • The Namibia Investment Promotion Facilitation Bill is scheduled for tabling before the end of 2026, with film incentives expected to take effect from April 2027. • Duty/tax rebates on imported filming equipment have not yet started. **Challenge:** Limited MoF involvement in designing fiscal incentives for the CCIs; limited engagement by the ministry responsible for industrialisation and trade; revenue-loss concerns over proposed tax and VAT amendments.	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
8		An annual industry workshop is key to find alignment, monitor and assess impact of proposed solutions that result from the various proposals and workshops alongside implementing and regulatory bodies.	MEIYSAC, NACN, MICT	**Milestones achieved:** • National Cultural and Creative Industries Council (NCCIC) constituted for 2026–2029; two Council meetings held and Terms of Reference developed. • First draft of the National CCI Strategy completed and submitted. **Work under way:** • Consultations with the NCCIC on the draft Strategy planned, followed by submission to the National Planning Commission (NPC) for endorsement and assignment of a focal point (completion due 31 March 2028). **Challenge:** Outstanding Council comments, meeting delays and technical drafting needs; fragmented roles across CCI stakeholders; limited capacity in the Directorate of Arts and NFC, and no dedicated Secretariat to support the Council.	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
9		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.	MEFT, MAFWLR, MURD	**Milestones achieved:** • National Policy on Tourism and Wildlife: public consultations held countrywide in 2025 and inputs consolidated. • Revised National Policy on Prospecting and Mining in Protected Areas approved by Cabinet, signed by both Ministers (MEFT and MIME) and now in print. • Tourism Policy validated in August 2026. • Tour guide licensing and tour operator inspection regulations submitted to legal drafters (MJLR). **Work under way:** • Draft National Policy on Tourism and Wildlife to be tabled in Cabinet (due 31 March 2027). • Conservancy Game Management and Utilisation Plans, including zonation maps developed with Traditional Authorities, reviewed on a needs basis (each valid for 5 years). • Launch of the revised mining policy (due 30 November 2026). • Tourism Bill, on hold pending the Tourism Policy review. • Finalisation of tour guide regulations (due 1 March 2027).	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
10		Establish effective systems to collect reliable data/statistics that will inform decision-making and policy.	NSA, MICT, MEIYSAC	**Milestones achieved:** • UNESCO Culture | 2030 Indicators: first validation exercise held in August 2026. • Film data collection tool implemented: the NFC website, operational since June 2024, captures local and foreign production data, jobs and local spend. • Partnership agreement signed with the Creative Industry Institute Africa (CIIA) to update the Creative Industries Guide; mapping and registration campaign held August–30 September 2026. • Funding secured for national CCI sector mapping and for the National CCI Information Management System (IMS); initial consultations held with NSA. **Work under way:** • Culture | 2030 finalisation workshop scheduled for November–December 2026 (project close by 31 December 2026). • Creative Industries Guide 2026/27: mock-up expected end November 2026; launch planned February/March 2027. • Formal request to NSA being prepared to start the sector mapping and IMS collaboration. The IMS is behind schedule. **Challenge:** Consultant delays on Culture | 2030; film data tool not yet endorsed by NSA; technical requirements, unclear responsibilities, limited funding and capacity; CCI employment and economic contribution cannot yet be reported.	**Partially implemented**

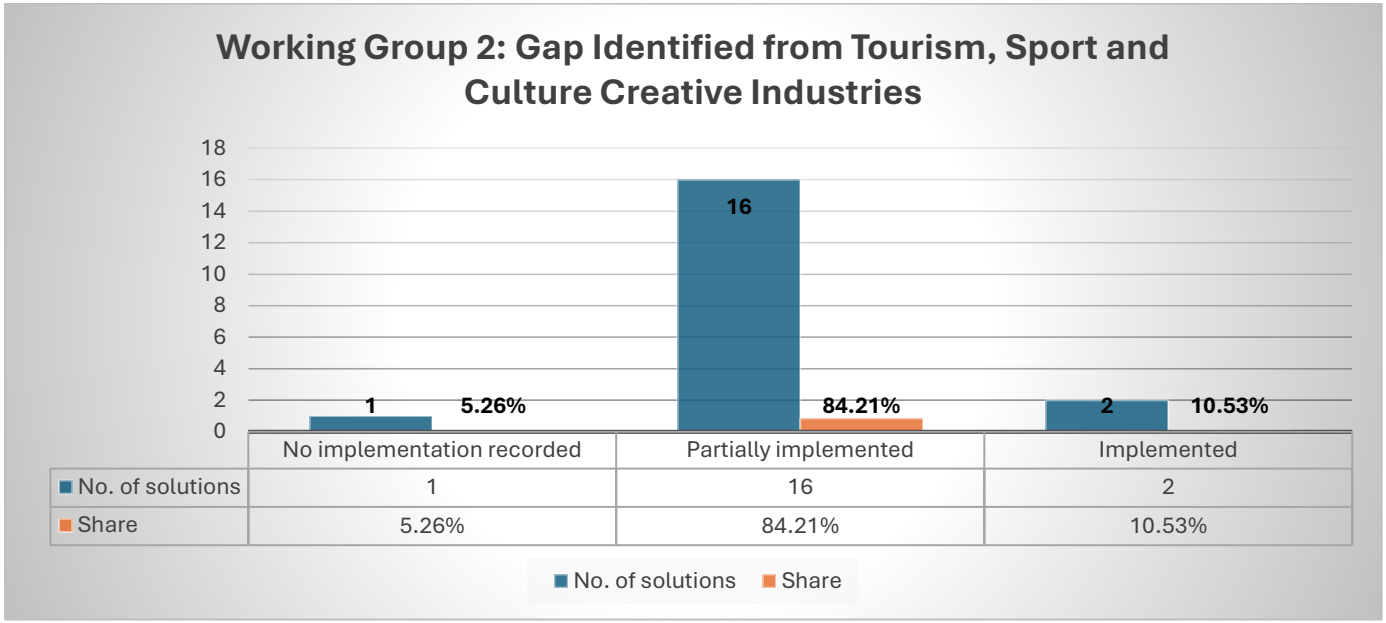
No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
11	**4. Infrastructure Constraints** State of Existing Sports Infrastructure Road Conditions	Upgrade existing sports infrastructure at schools. Prioritize participation and accessibility for differently abled persons and overall sports development.	MEIYSAC, MWT, MGECW, MoEAC	**Work under way:** Feasibility and design for Independence Stadium is completed and awaiting construction. N$280 million was advanced to the Regional Governors to expedite the construction of the 121 basic constituency facilities.	**Partially implemented**
12		Upgrade critical road infrastructure to key tourism destinations.	MWT, MEFT	**Milestones achieved:** • Hobas–Fish River Canyon viewpoint water supply (11.1 km) rehabilitated and tourist ablutions upgraded (completed 26 June 2026). **Work under way:** • Okaukuejo–King Nehale road: 4.2 km of 214 km sealed (completion due 28 July 2029). • Sesriem Canyon access road (5 km) at pre-feasibility/feasibility stage (due 31 March 2027). • Namibia Wildlife Resorts infrastructure face-lift countrywide has not yet started. **Challenge:** Slow contractor progress due to plant breakdowns.	**Partially implemented**
13	**5. Market Access Challenges** Low Local Airtime for Namibian Creative Products	Enforce local content quota compliance more strictly in various media platforms i.e. radio, television etc.	MICT, MJLR	**Milestones achieved:** • NBC Drama School launched in Windhoek, an in-service training programme in film, television, radio drama and theatre for young Namibian creatives. • N$848 608 was disbursed for Drama School for the first two quarter of 2026/27. • N$24 million was disbursed by NBC between November 2025 and October 2026. • Local music airplay on NBC platforms now at 48% (international 52%). **Work under way:** • Enforcement of local content quotas across other broadcasters (MICT, MJLR) not yet reported.	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
14	**6. Lack of Funding** Lack of Funding in CCI Sports Funding	Encourage government, private sector and international co-production funds. The National Creative Content Plan can employ roughly 600 people in the course of 6 months which further translates to creating immediate sustainable employment opportunities in the creative eco-system. An immediate boost of N$ 50 million into the film industry will be an opportunity for the creative sector to prove its viability and impact within complementing industries.	MICT, NFC, MEIYSAC, NACN	**Milestones achieved:** • 33 project grants awarded by the National Arts Council of Namibia (NACN), which runs three grant cycles a year. • Creative Futures Programme (with Basecamp): 8 creative entrepreneurs received N$200,000 each in seed funding in 2026/27 (N$1.6 million in total). • NCCP Steering Committee constituted and its Terms of Reference finalised; first draft Action Plan submitted. • Three Regional Creative Hub sites identified and secured (Oshana, Kavango East, ǁKaras); the Zambezi Arts and Culture Centre (Town Council) identified as a potential fourth hub, subject to renovation. **Work under way:** • N$17.5 million earmarked for the NFC content programme, but implementation delayed because the committed funds were not available; roll-out planned for January 2027, subject to finalising the Action Plan. **Challenge:** Insufficient and delayed funding; collateral requirements limit bank funding; no dedicated funding or capital-budget priority for the Creative Hubs; limited staffing in the Directorate of Arts.	**Partially implemented**
15		Increase funding for sports education and development which will assist in the professionalization of the sector by having qualified facilitators, trainers and coaches.	MEIYSAC	No progress update recorded	**No implementation recorded**

16	**7. Capacity Building Bottlenecks** Lack of Skilled Workforce in CCI Lack of Standardized Sports Skills	Upskilling of CCI participants in preparation for global opportunities and future local infrastructures such as the Film City through Recognition of Prior Learning, internships, exchange programs, CCI training institutions and robust National Qualification Systems and Standards.	MEIYSAC, MICT, NFC, NIPDB	**Milestones achieved:** • 1,587 training participations recorded across MEIYSAC, NTN, NAGN, NFC, NACN, COTA and NUST. • CcHUB Creative Skills Exchange held in Windhoek, 23–28 August 2026: masterclasses reached 54 creative enterprises (64% female-led, 84% youth-driven); Creative Fair with 10 exhibitors; Policy Mixer with 80+ stakeholders. • Creative Futures Programme Phase One (July–December 2025) completed; 8 creative MSMEs received N$1.6 million in seed funding. • 43 bursaries awarded by NACN and NFC (one award cycle a year, January–March). • 54 College of the Arts graduates on 17 July 2026 (fashion, radio and TV production, new media design, African performing arts, visual arts). • NFC–NUST MoU signed; 22 NFC-funded students completed short film courses at NUST and graduated on 13 November 2026. • NAA Artist Development Residency launched in July 2026: 3-month pilot for five artists at the NAA Heritage Building (due 31 December 2026). **Work under way:** • Bachelor of Digital Arts and Animation (Hons) and a Television and Film Production degree to be offered from 2027. • Phase Two of the Skills Exchange (including a study tour) and of Creative Futures postponed to 2027. • Youth Crafts Project not yet started (planned 1 April 2027 – 31 March 2028). **Challenge:** Limited staffing in the Directorate of Arts, budget constraints, and communication and feedback delays among partners.	**Partially implemented**
17		Integrate human capital development with sports	MEIYSAC, NSC, MJLR	5 Ministerial staff members supervising stadiums underwent stadium management skills training in Kenya.	**Partially implemented**

No.	Challenge / problem area	Proposed solution	Reporting / responsible institution(s)	Progress update	RAG STATUS
		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.		4 sports federation personnel underwent various skills upgrade courses in China.	
18	**8. Digitalization** Digitalization E-Visa System Challenges	Streamline bureaucratic matters through digitalization for ease of access and efficiency.	OPM, MICT	**Work under way:** • Current online platform being reviewed before more services are added. • Student and employment permits being digitalised (due 31 March 2027). OPM still needs to report milestones.	**Partially implemented**
19		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.	MHAISS, OPM	**Milestones achieved:** • Additional immigration officials recruited at HKIA. • Signage improved at HKIA. **Work under way:** • E-visa system being improved. • API/PNR integration with airline systems (Presidential Directive 3.1.5) not yet reported. **Challenge:** Limited financial resources, staff and equipment.	**Partially implemented**

2. IMPLEMENTATION SCORECARD FOR NAMPPF WORKING PROPOSED SOLUTIONS



3. Scorecard Summary for NAMPPF Working proposed solutions

RAG status		Share	Interpretation
RED	1	5.26%	No implementation progress update recorded
AMBER	16	84.21%	Implementation activity / partial progress reported
GREEN	2	10.53%	Marked complete in the report
Total	**19**	**100.00%**	