


SOUTH AUSTRALIAN
FILM CORPORATION
Strategic Plan




2025-
2028



South Australian **Film Corporation**



The SAFC acknowledges that we work on the traditional Country of the Kurna people of the Adelaide Plains. We pay respect to Kurna Elders, past and present. We recognise Kurna people's enduring cultural heritage, spiritual beliefs and relationship to land and waters – understanding that these are as important to Kurna people today as they ever were. We extend this respect to other Aboriginal nations and language groups.



SAFC's Purpose

We exist to **empower** world-class South Australian screen production and **connect** our state's diverse voices, stories, artistry and identity to audiences in Australia and around the world.

The SAFC is supported by the South Australian State Government through the Minister for Arts, and funded by the Department of the Premier and Cabinet.

SAFC's Vision

South Australian screen content is central to relationships amongst and between Australians and with the rest of the world, bringing us closer together through broadening and sharing our experiences, insight and empathy.



SAFC 2025-2028
STRATEGIC PLAN

SAFC's Values

1. WORKING TOGETHER

SAFC values meaningful and respectful two-way engagement with industry and partners.

- This reflects the SAFC's approach to our relationship with industry and partners where we each intentionally seek and value what we contribute through "working both ways" and sets the SAFC's intention for meaningful and respectful two-way engagement.
- The SAFC calls upon industry to work with us to harness the SAFC's policy interventions to create value for our state.
- This also reflects the SAFC's commitment to developing strong intercultural relationships and partnerships with First Nations people and other people together growing our knowledge and cultural awareness.

2. DIVERSITY

SAFC values access to creation, production, points of entry and pathways for all South Australians.

- This reflects the SAFC's commitment to justice and equity as well as a commercial imperative with audiences seeking authentic representation and content that reflects their identity and experience.
- This also recognises that social inclusion and economic success go hand in hand – the SAFC acts to remove barriers to increased participation of under-represented groups in our community, as set out in our SAFC Diversity and Inclusion Strategy.
- The cultural products created with the support of SAFC funding reflect the diversity of the South Australian community.
- Diversity and Inclusion is prioritised and embedded in every SAFC process, program and decision.

3. INFORMED

SAFC values data-driven decision making and specialist expertise.

- SAFC regularly consults with industry and the market and shares its knowledge for the benefit of the sector.
- SAFC values the industry and subject matter expertise of its people and invests in their knowledge.
- SAFC connects through partnerships and external expertise to support the needs of our stakeholders.

4. CREATIVE DRIVEN

SAFC is responsive, engaged and active in shaping the future screen industry in SA.

- SAFC responds to changing industry and market dynamics, and the evolving ways for screen creatives to tell stories and build worlds.
- SAFC values human creativity, and the rights and Intellectual Property of artists and creatives.
- SAFC values screen storytelling and world-building across all screen platforms and mediums and celebrates technologies that assist creatives to connect with audiences.
- SAFC is ready to engage in daring and difficult action, where industry and the market cannot, to deliver cultural and economic value for our state.
- SAFC supports bold, different and open-minded creativity. Do Brave!
- SAFC programs are responsive to market shifts.
- SAFC is agile, open, timely, supportive, and can-do, considering and balancing the needs of all its stakeholders.
- Engaging with SAFC programs and systems is easy and delivers value for stakeholders.

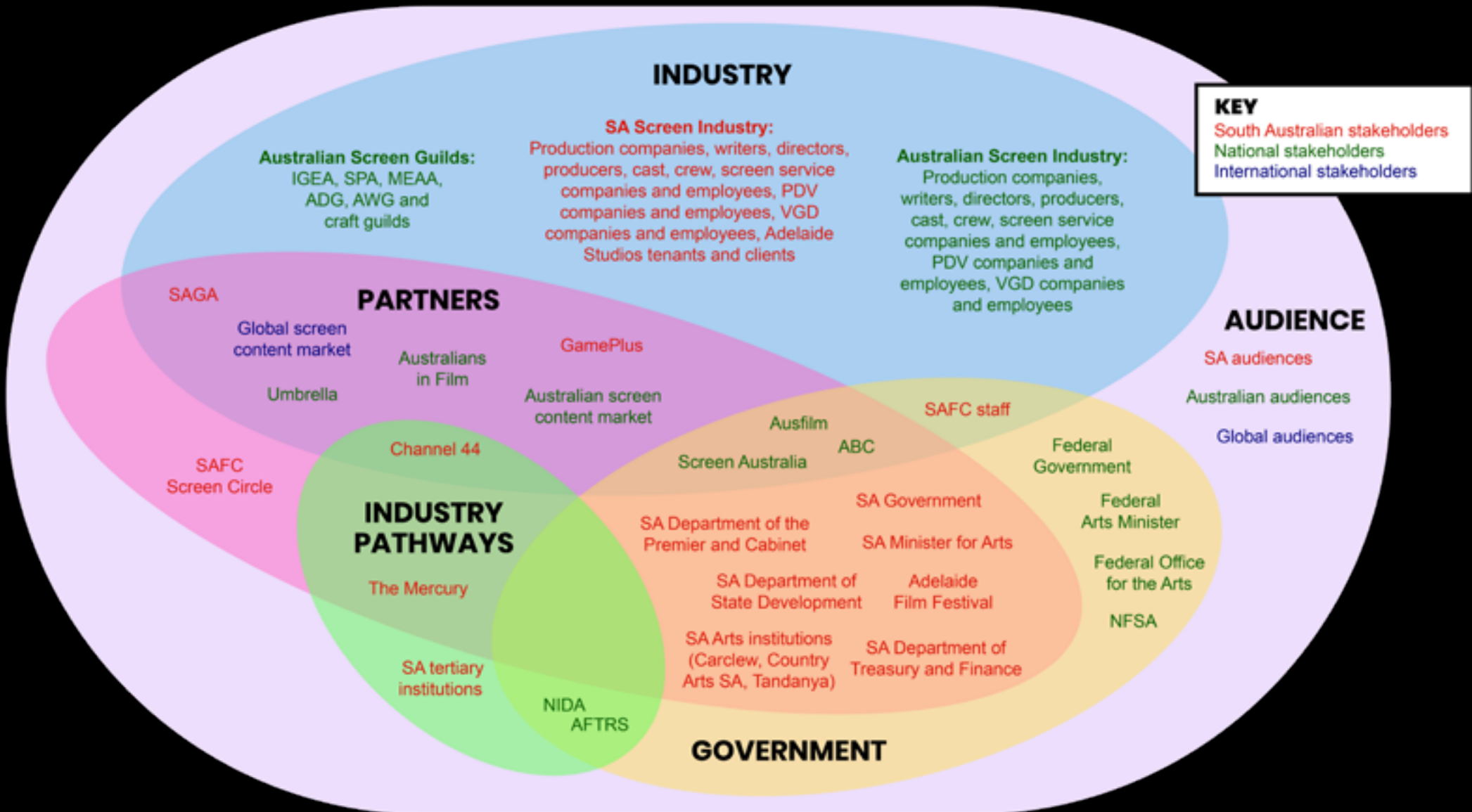
5. TRUSTED

SAFC brand is trusted and respected, recognised for quality and exceptional talent.

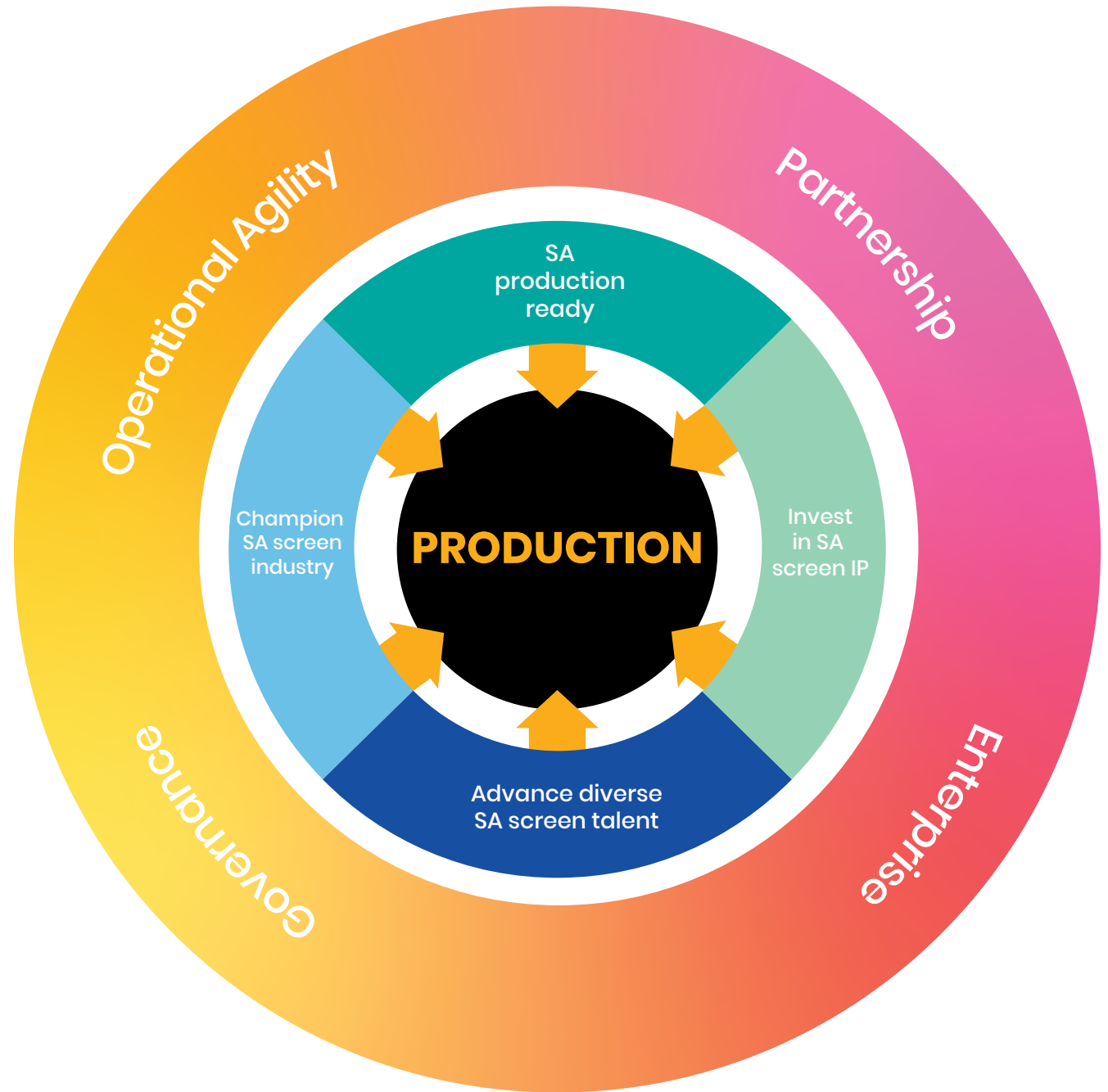
- SAFC engagement adds value for our partners, applicants, and stakeholders.
- SAFC operates with strong management, financial and governance controls to support effective use of public funds.
- SAFC brand and activations are inclusive of the whole screen sector.
- SAFC is clear about its purpose, programs, processes and impact, to empower, and enable trust in, its stakeholders.
- SAFC provides clear and meaningful feedback to applicants.

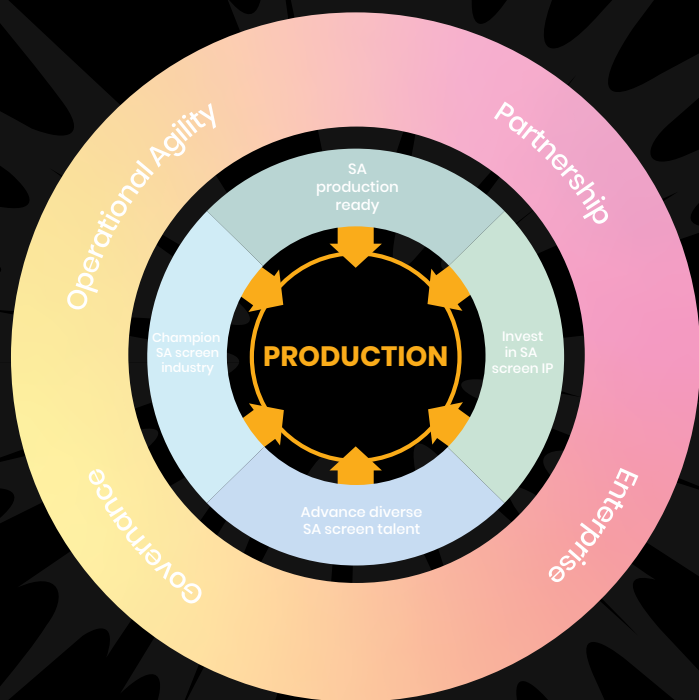
Stakeholders

OUR ACTIONS CREATE **VALUE** AND **IMPACT** FOR OUR STAKEHOLDERS:



Strategic Plan Model





WHY WE EXIST

SA screen production is the core purpose of the SAFC.

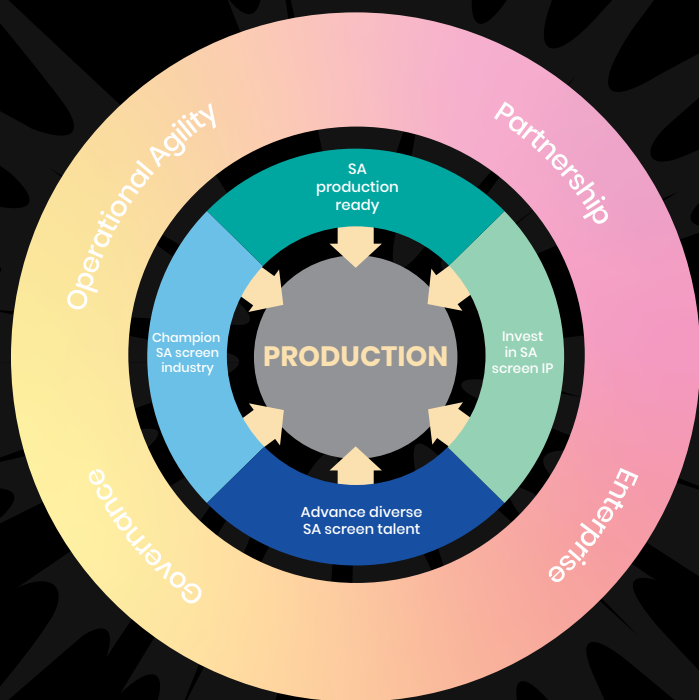
- SAFC prioritises maximum consistency of production.

SAFC funding and resources will be prioritised for outcomes and activity in:

- Physical Production *[eg via Screen Production Fund, ABC/SAFC Content Pipeline Fund]*
- Post Production, VFX, Animation, Virtual Production *[eg via SA PDV Rebate]*
- Video Game Development *[eg via SA VGD Rebate]*

Our success is measured by:

- Continuing to leverage SA production expenditure in line with SA Government funding for screen production.

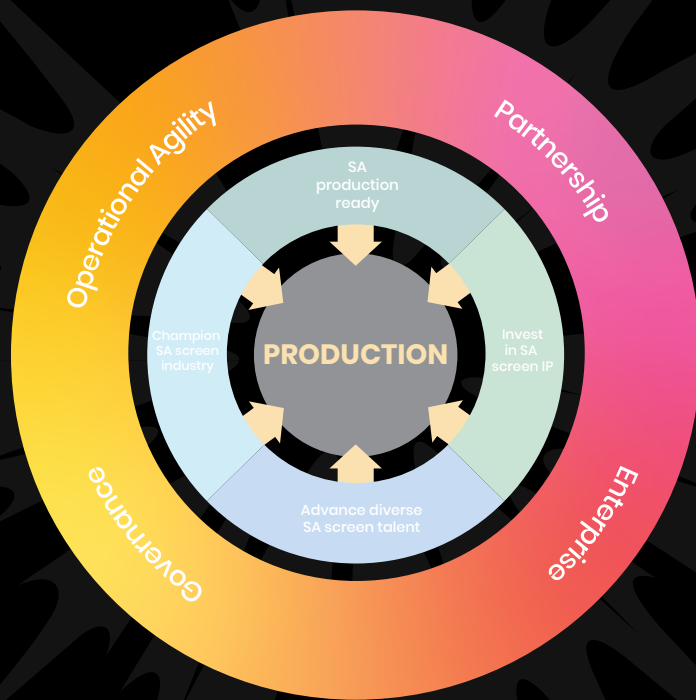


WHAT WE DO

SAFC expertise delivers initiatives to optimise South Australian participation in SA screen production, delivering long-term return on investment for South Australians.

- **Invest in SA screen IP** – our success is measured by sustainability of SA original content production companies, studios and creators.
- **Advance diverse SA screen talent** – our success is measured by our progress towards achieving the SAFC's 2032 Diversity and Inclusion Targets.
- **Champion SA screen industry** – our success is measured by SAFC promotion and networks enabling increased investment in SA screen production.
- **SA production ready** – our success is measured by SA's screen workforce and studio infrastructure being ready to service the volume, scale, and market needs of production in SA.

HOW WE DO BUSINESS



- **Partnership**

- » We work cooperatively and collaboratively to leverage maximum impact for the SA screen sector.
- » Our partnerships are set up for success through the SAFC's Partnership Framework.

- **Enterprise**

- » We embrace innovation and leadership to address market failure and systemic barriers and deliver value for SA.
- » We “Do Brave” – we harness the “Fringe spirit” in our state’s pioneering history of “firsts” and aren’t afraid to do things differently.
- » We are bold and take the risk where the market won’t to create cultural and economic value for South Australia.

- **Governance**

- » We are governed by a skilled, influential and diverse Board.

- » We are trusted to deliver a return on investment for the SA Government.
- » Our actions and systems ensure we have the trust of all our stakeholders.

- **Operational Agility**

- » We are small and mighty.
- » Our agility allows an industry-led approach, enabling SAFC to keep pace with industry transformation.
- » We maximise funds for industry programs.
- » We invest in our people, leveraging their capability with strong systems to support engagement and wellbeing, and supporting their knowledge and continued development.
- » We work with partners to access external expertise on an as-needs basis to support best practice decision making.
- » Our systems seek to enable quality industry engagement with the SAFC, with efficiency for staff.

IMAGE CREDITS

Cover page:

SA Game Exhibiton (SAGE) 2025.
Photographer: Naomi Jellicoe

Still from *Eddie's Lil Homies* (2024)

James Parker behind the scenes of *Beep and Mort S2* (2023). Photo courtesy of Windmill Pictures

John Lithgow and Olivia Colman in *Jimpa* (2025).
Photographer: Mark De Blok

Tony Armstrong in *Eat The Invaders* (2025).
Photographer: Poppy Fitzpatrick

Still from *Lesbian Space Princess* (2025)

Stephen Peacocke, Emma Hamilton and Rob Collins on the set of *RFDS S3* (2025). Photographer: Ian Routledge

Inside:

Sophie Wilde in *Talk To Me* (2023).
Photographer: Andre Castellucci

Gwilym Lee, Miranda Tapsell and Gladys-May Kelly in *Top End Bub* (2025). Photographer: John Platt

Sarah Snook in *Run Rabbit Run* (2023).
Photographer: Sarah Enticknap

Artwork for *Star Trek: Lower Decks* (2024)

Lily Sullivan in *Monolith* (2022).
Photographer: Ian Routledge

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