

20
20
—
20
23

SOUTH AUSTRALIAN FILM CORPORATION

Strategic Plan



South Australian **Film Corporation**

The SAFC acknowledges that we work on the traditional Country of the Kurna people of the Adelaide Plains, and we pay respect to Elders past and present. We recognise and respect their cultural heritage, spiritual beliefs and relationship to land and waters and acknowledge that they are of continuing importance to the Kurna people living today. We extend this respect to other Aboriginal Language Groups and other First Nations.

The Industry

A VISION FOR THE FUTURE

The South Australian screen industry is a thriving ecosystem of distinctive and diverse creative talent, skilled technicians and prosperous businesses. This ecosystem generates significant local employment, and Intellectual Property and services for the global market. South Australia has a consistent and growing pipeline of world-class screen production activity.

The South Australian screen industry achieves increased inward investment and export revenue, and employs more South Australians. South Australian audiences actively engage with homegrown screen content. South Australia's creative vibrancy ensures a greater pool of talented screen professionals choose South Australia to grow their business.

The Agency

A VISION FOR THE FUTURE

The SAFC is the state's leading screen authority and investment body. We focus on creating the conditions for the growth and prosperity of all of the components of the South Australian screen industry. Our industry-led approach ensures a return on government investment with minimal bureaucracy, exceptional service, and the agility to respond to changing industry conditions.

The SAFC leverages its deep knowledge of the unique strengths and comparative advantages of the South Australian screen landscape to connect South Australia to the global market. The SAFC works with established talent and market partners to deliver a strong pipeline of production. We support and coordinate with the Mercury CX and other partners to ensure a growing pool of outstanding and diverse emerging talent.

The SAFC operates the Adelaide Studios facilities which enhance the capacity of the local sector and the state's attractiveness as a production location, and generate funds for industry activities.

Purpose

To support, position, and champion South Australian screen businesses to achieve creative excellence and prosperity, contributing to a robust South Australian economy and creative vibrancy.



Our Commitment to the Industry (Values)

SUPPORTIVE

We nurture and enable success.

TRUSTWORTHY

We are expert, transparent and reliable in our advice and actions.

PROFESSIONAL

We are accountable, fair, respectful and service-oriented.

“CAN DO”

We are flexible, innovative, proactive. Doing business with us is easy and fast.

OPEN

We collaborate and communicate in a timely and relevant way.

INCLUSIVE

We promote diversity and representation.

Applicants For Our Funding

The primary focus for SAFC support and funding will be industry professionals: mid-career to established businesses and practitioners that are in the business of developing and delivering narrative and interactive screen content, for any screen.

Mid-career to established means that applicants will have the ability to raise finance in the market and generally includes having delivered at least one of the following:

- Television or episodic project released on broadcast TV or a SVOD platform
- Feature film released theatrically or via a SVOD platform or has received 40% producer offset
- Short film in official selection at A-list festival
- Narrative online work with more than 1 million views or a channel with more than 100K subscribers
- Game published on a commercial platform

Another focus for SAFC support and funding will be delivering on our First Nations Screen Strategy through the support and development of South Australia's First Nations screen sector.

Additionally the SAFC will provide support and funding to develop emerging talent through its partnership with the Mercury CX and bespoke talent escalation initiatives.

Our Plan

STRATEGIC AIM

ACTIONS

Enable Entrepreneurship

Maximise the value of South Australian screen Intellectual Property (IP)

Increase inward investment to enable SA screen businesses to scale

Increase SA export revenue

Grow Capability

Grow and diversify the pool of credited key creatives - "Greenlighters"

Expand and diversify the bench of experienced crew

Grow the economic contribution of screen service companies

Our Plan

STRATEGIC AIM

ACTIONS

Champion South Australia

Promote the achievements and capability of the South Australian screen sector

Adelaide Studios facilities enable increased production activity in SA

Communicate with industry to help them deliver growth and success in their businesses

Deliver Operational Excellence

Interact with stakeholders in line with SAFC values

Maintain a highly skilled and committed SAFC Team

Sound governance and management practices

20

20

-

20

23

SAFILM.COM.AU



South Australian **Film Corporation**