



South Australian Film Corporation's **Aboriginal Screen Strategy 2015-2020**

75,000 years of story tellers



KAURNA ACKNOWLEDGEMENT

We acknowledge the traditional lands of the Kurna people and we respect their ongoing connection with their Country. Kurna people are the custodians of the Adelaide Plains and their cultural heritage and beliefs are important to the living Kurna people today.

*Cover image - Ringbalin: Breaking the Drought,
Director Ben Pederick / Cultural Consultant Major Sumner AM
Left image - NITV Micro docs. Walking with Us, Producer/Director Dylan Coleman*





FOREWORD

Annabelle Sheehan,

Chief Executive Officer , SA Film Corporation

As CEO, and on behalf of the Board of the South Australian Film Corporation, I am delighted to present The South Australian Film Corporation's Aboriginal Screen Strategy 2015 - 2020.

Our commitment is to work in partnership with the South Australian Aboriginal^[1] community to develop and enhance screen production opportunities while promoting greater visibility for South Australia's Aboriginal people and stories on screen in work created by Aboriginal filmmakers.

We strongly believe in Australia's Reconciliation journey and as part of our strategy to grow Aboriginal screen production in this state the SAFC Board has also confirmed our Reconciliation Action Plan (RAP) for the Corporation and its staff to implement over the next three years. The RAP will underpin the organisation's commitment towards building greater awareness and engagement with the South Australian Aboriginal screen community.

The Strategy is designed to grow and support the extraordinary stories and creative voices of the Aboriginal screen sector in this state and to provide opportunities to build the skills and knowledge that will allow filmmakers here to fulfil their potential locally, nationally and globally.

The SAFC extends its respect towards all of South Australia's first peoples and their ongoing spiritual connection to their country. We acknowledge their history, heritage and diverse cultures.

Lee-Ann Tjunypa Buckskin,

Aboriginal Screen Strategy Executive, SA Film Corporation

75,000 years of story tellers draws on the cultural expression shared across our country's song lines over millennia from the desert through to the sea.

The Aboriginal Screen Strategy 2015 – 2020 sets out how we plan to do this, where we want to focus and the measures by which we expect to achieve our goals. The Strategy will direct and guide our sector as we continue to be forward thinking. There is a hunger and willingness for Australian and International audiences to experience provocative, but undeniably liberating Aboriginal stories from Australia. Our core challenge however is to maintain continuity and steady growth. We will build greater partnerships across the broader screen sector as well, and maximise opportunities for participation in national and international gatherings, dialogues and events.

Thank you, to our SA screen sector and interstate and territory counterparts. Your advice, encouragement and guidance are immeasurable. Furthermore, gratitude must be extended to our inaugural Indigenous Advisory Committee Major Sumner AM, Erica Glynn, Ernie Dingo, Natasha Wanganeen, Derik Lynch and Sally Scales who have demonstrated trust, support and encouragement toward the planning and development of the Aboriginal Screen Strategy.

The Aboriginal Screen Strategy comes at a time when the demand for film and television by Australia's first peoples is increasing. This Strategy invests in the development, production and distribution of screen content in South Australia to address these demands.



VISION

The vision for the Aboriginal Screen Strategy is built on a tradition of 75,000 years of story tellers from South Australia's desert and through to the sea.

The South Australian Film Corporation (SAFC) has a long and distinguished history of screen culture within Australia, and in partnership with South Australia's First Nations' communities, the SAFC will focus their commitment toward strengthening South Australia's Aboriginal and Torres Strait Islander (ATSI) people's involvement across the organisation.

We will encourage, engage and stimulate opportunities to increase the making of ambitious projects by South Australian ATSI film makers from across all regions of the State. We will lead, grow and influence the broader screen sector and we will strive to present diverse and engaging content for Australian and International screen audiences.

Above image - Here I Am. Writer/Director Beck Cole



VALUES

The South Australian Film Corporation values creativity, integrity, flexibility, professionalism and collaboration.



Above Image - In the edit suite (photo by A.Tudor)

Right image - Ringbalin: Breaking the Drought,

Director Ben Pederick / Cultural Consultant Major Sumner AM



AIMS

Create, develop and implement opportunities for Aboriginal South Australians which respond to geographic and cultural needs, whilst building the capacity of our Aboriginal screen sector.

Ensure greater diversity and presence of Aboriginal peoples on screen across all platforms.



1 GROW INVESTMENT

Grow the financial investment for the South Australian Aboriginal screen sector to develop content across all platforms.

2 INCREASE PRODUCTION

Engage the South Australian Aboriginal screen sector and develop their capacity to produce ambitious and unique projects.

3 CREATE PATHWAYS

Identify and create pathways for training, mentoring and professional development for the South Australian Aboriginal screen sector, enabling greater First Nations production outcomes.

4 BUILD NETWORKS

Explore and expand local, national and international screen partnerships for development, production and exhibition.

Above image - Here I Am. Writer/Director Beck Cole

I. GROW INVESTMENT

Grow the financial investment for the South Australian Aboriginal screen sector to develop content across all platforms.

- 1.1 Increase the overall government funding allocation for the South Australian Aboriginal Screen sector by a minimum of 5% per annum.
- 1.2 Develop solid partnerships with other national agencies to increase co-investment of South Australian Aboriginal filmmakers – one yearly partnership between state & federal agencies.
- 1.3 Develop a philanthropic strategy with other South Australian partners and seek opportunities to work in collaboration with State and Territory counterparts as well as national screen bodies.



2. INCREASE PRODUCTION

Engage the South Australian Aboriginal screen sector and develop their capacity to produce ambitious and unique projects.

- 2.1 Provide support for First Nations' filmmakers to apply for funding and thereby increase the number of grant applications by 10% per year, to be re-evaluated each year up to 2020 and onward.
- 2.2 Develop at least one new Aboriginal screen production initiative per annum.
- 2.3 Form a strong relationship with key Broadcasters to increase interest in South Australian Aboriginal screen storytelling.
- 2.4 Increase the presence of screen content produced by the Aboriginal screen sector on SAFC website and social media.
- 2.5 Grow the number of South Australian Film Corporation's Aboriginal staff members.
 - One Part Time staff member to Full Time Executive 2017-2018.
 - One Full Time Program Co-ordinator 2018-2019.
 - One Full Time Trainee 2019-20.



Above image - Here I Am. Writer/Director Beck Cole



Above and Right Photographs - Lee-Ann Tjunypa Bucksin

3. CREATE PATHWAYS

Identify and create pathways for training, mentoring and professional development for the South Australian Aboriginal screen sector, enabling greater First Nations production outcomes.

3.1 Identify and support young and emerging South Australian Aboriginal film makers' pathway to the industry.

- Liaise with South Australian universities and TAFE regarding support for Aboriginal media production Alumni and upcoming graduates.
- Minimum of one local attachment on set per year gaining experience in all aspects of pre/post production.
- Two individuals enrolled in Australian Film, Television and Radio School courses per year.

- Two volunteers per year on events, forums and festivals.
- Partner with the Media Resource Centre on one Aboriginal screen sector workshop/program per annum.

3.2 Deliver workshops in Administrative processes, and grant writing.

- One workshop per year covering; administration; budgets, grant writing, contracts & acquittals

3.3 Establish the Pirrku Kuu (The Story Room) as an administrative hub for Aboriginal film makers at the South Australian Film Corporation's Adelaide Studios.

- Pirrku Kuu will provide a space for Aboriginal film makers, including writers, directors and producers, to work on project development in a creative and professional environment at South Australia's screen sector hub, the Adelaide Studios.

3.4 Invite key national Aboriginal screen industry creatives to present their work in seminars and screenings at the South Australian Film Corporation.



4. BUILD NETWORKS

Explore and expand local, national and international screen partnerships for development, production and exhibition.

4.1 Local

- Develop a culturally appropriate regional and remote consultation program in partnership with local community and media organisations, targeting the following geographic regions:
 - APY Lands, Maralinga Tjarutja Lands, West Coast, Riverland, Coorong & Lower Lakes, Mid North, Port Augusta, Mount Gambier.
- Invite key local Aboriginal film makers and Pirrku Kuu residents to South Australian Film Corporation events.

4.2 National

- Create pathways for professional development, job opportunities and co-productions with interstate counterparts.
- Identify key screening opportunities in Australia (festivals, forums and events) for South Australian Aboriginal screen product.

4.3 International

- Create pathways for professional development, job opportunities and co-productions with international counterparts.
- Identify key screening opportunities internationally (festivals, forums and events) for South Australian Aboriginal screen product.

4.4 Aboriginal Advisory Committee

Establish an Aboriginal Advisory Committee with expertise within the film, television and creative cultural sector and who are engaged with Aboriginal communities to provide ongoing feedback and recommendations across the overall Aboriginal Screen Strategy.

“It’s so important that we as Aboriginal people have the opportunity to share our stories with each other and the broader community. Mum has always said she wanted her story written to provide better understanding of what it was like for Aboriginal people growing up under challenging government policies, and how we survived, and continue to survive today.”

DYLAN COLEMAN, DIRECTOR/PRODUCER



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