



South Australian Film Corporation
Reflect Reconciliation Action Plan
(July 2018 – July 2019)



A Message from Reconciliation Australia

Reflect RAP

Reconciliation Australia is delighted to welcome the South Australian Film Corporation to the Reconciliation Action Plan (RAP) program and to formally endorse its inaugural Reflect RAP.

As a member of the RAP community, the South Australian Film Corporation joins over 1,000 dedicated corporate, government, and not-for-profit organisations that have formally committed to reconciliation through the RAP program since its inception in 2006. RAP organisations across Australia are turning good intentions into positive actions, helping to build higher trust, lower prejudice, and increased pride in Aboriginal and Torres Strait Islander cultures.



Reconciliation is no one single issue or agenda. Based on international research and benchmarking, Reconciliation Australia defines and measures reconciliation through five critical dimensions: race relations; equality and equity, institutional integrity; unity; and historical acceptance. All sections of the community—governments, civil society, the private sector, and Aboriginal and Strait Islander communities—have a role to play to progress these dimensions.

The RAP program provides a framework for organisations to advance reconciliation within their spheres of influence. This Reflect RAP provides the South Australian Film Corporation a roadmap to begin its reconciliation journey. Through implementing a Reflect RAP, the South Australian Film Corporation will lay the foundations for future RAPs and reconciliation initiatives.

We wish the South Australian Film Corporation well as it takes these first critical steps in its reconciliation journey. We encourage the organisation to embrace this journey with open hearts and minds, to grow from the challenges, and to build on the successes. As the Council for Aboriginal Reconciliation reminded the nation in its final report:

“Reconciliation is hard work—it's a long, winding and corrugated road, not a broad, paved highway. Determination and effort at all levels of government and in all sections of the community will be essential to make reconciliation a reality.”

On behalf of Reconciliation Australia, I commend the South Australian Film Corporation on its first RAP, and look forward to following its ongoing reconciliation journey.

Karen Mundine



**Chief Executive Officer
Reconciliation Australia**



Our business:

The South Australian Film Corporation (SAFC) was established under the South Australian Film Corporation Act 1972 to stimulate and encourage the formation and continued development of a film industry in South Australia.

Through its central role supporting the state's screen industry, the SAFC contributes to a robust South Australian economy; creating jobs, attracting business, telling South Australian stories, supporting visitation, driving innovation and encouraging participation in cultural activities.

The SAFC's primary objective is to develop and drive a resilient, innovative and adaptable screen production industry in South Australia, one which is positioned to deliver the best possible content and business outcomes to the state and to audiences in Australia and around the world.

What is our core business?

The core activities of the SAFC are to foster the creation and delivery of critically acclaimed and commercially successful ideas, moving images and sound for any viewing medium; to support the SA screen industry in a dynamic and responsive manner and to optimise opportunities for production and post-production in this state. Examples of the programs developed with this in mind include:

- Screen practitioner development and support.
- Script and project development.
- Production investment funding, cash flow loans and incentives.
- Operation of production and post-production facilities.
- Marketing South Australia's unique locations, professional crew and state of the art facilities (Adelaide Studios) to both domestic and international markets, including offering a confidential locations and production liaison service for projects looking to shoot in South Australia.

How many people does our organisation employ?

The SAFC currently employs 22 staff across an array of functions including Production, Development, Attraction and Studios, Industry Development, Partnerships and Engagement and Corporate Services.

How many Aboriginal and Torres Strait Islander staff does our organisation currently employ?

The SAFC currently employs two Aboriginal Staff – an Aboriginal Screen Development Executive and an Aboriginal Strategy Executive.

What is our organisation's geographic reach (is our organisation state-focused or national)?

The South Australian Film Corporation is focussed on developing the screen industry in South Australia and attracting production from domestic and international markets into the state.

Our RAP

Why is our organisation developing a RAP?

The South Australian Film Corporation (SAFC) has a demonstrated commitment to Reconciliation. We recognise Aboriginal and Torres Strait Islander peoples as the first peoples of this country. We believe through a mutual partnership and engagement, together we will focus our commitment toward strengthening South Australia's Aboriginal and Torres Strait Islander people's involvement across the organisation. We will encourage, engage, and stimulate opportunities to increase the making of projects of high quality by South Australian Aboriginal and Torres Strait Islander screen practitioners. Our strategy is to grow, influence and lead the broader national sector, increasing diversity on our screens for all Australians and International screen audiences.

What is our organisations reconciliation journey to date?

During NAIDOC Week 2015 the SAFC, with the assistance of the Media Resource Centre and NITV commissioned five short documentaries. Eight South Australian based Aboriginal and Torres Strait Islander screen practitioners took part in the development, production and delivery of these short films.

Since then the SAFC has developed an Aboriginal Screen Strategy and continues to support Aboriginal and Torres Strait Islander screen practitioners. This has been facilitated through funding the development of short and feature films. To build the skills and experience of local Aboriginal and Torres Strait Islander screen practitioners. With this RAP we aim to further strengthen our support and promotion of Aboriginal and Torres Strait Islander screen practitioners in South Australia.

Who champions our RAP internally?

All staff at the SAFC champion our Reconciliation Action Plan.

Who was involved in the development of our RAP?

The SAFC RAP Committee was involved in the development of this RAP. This committee comprises of a cross section of key staff and SAFC Aboriginal Screen Strategy Consultant, Lee-Ann Tjunypa Buckskin.

Our partnerships/current activities

- **Community partnerships**

- Local community, extends into national agencies and organisations
Eg. Screen Aust, State & territory screen orgs, ABC, NITV, SBS,
- Individual Aboriginal & Torres Strait Islander screen practitioners
- Other local community based organisations

- **Internal activities/initiatives**

1. **Developed and currently implementing the Aboriginal Strategic Strategy (2016 – 2020)** – The strategy is led by our Aboriginal Strategy Executive, Lee-Ann Tjunypa Buckskin and is developed in consultation with the local Aboriginal & Torres Strait Islander screen community.
2. **Establish the inaugural Aboriginal Advisory Committee** – Both local and national members on this committee have been selected because of their expertise within the film, television and creative cultural sector. They represent a valuable collective knowledge as well as bring their strong community networks and expertise. The Advisory Committee will meet at least two times per year.
3. **RAP** - The SAFC Reconciliation Action Plan will build a solid foundation and set out our organisation's commitment to reconciliation under the headings: relationships, respect and opportunities. We will dedicate and focus our organisations commitment to strengthening inclusivity and diversity within the workplace and broader screen sector and audiences.
4. **The Pirku Kuu (Story) Room** – Is a creative and administrative hub based in the SAFC's Adelaide Studios providing a work space for Aboriginal & Torres Strait Islander screen practitioners. This space is dedicated to support the development of their networks screen projects and ideas.
5. **Member of MEDIA RING (Reconciliation Industry Network Group)** - The Media RING was formed in 2008 and brings together many of Australia's major media organisations. It is a volunteer association of industry and screen organisations and the first industry group of its kind in Australia. The group encompasses broadcasters, government media agencies (both state and federal), Aboriginal and Torres Strait Islander organisations, trade associations and guilds, media buyers and newspaper/news media groups working together to create opportunities for Aboriginal and Torres Strait Islander people working in the media.



Relationships

Action	Deliverable	Timeline	Responsibility
Establish an SAFC RAP Working Group	<ul style="list-style-type: none"> Form a RAP Working Group that is operational to support the development of our RAP, comprising of Aboriginal and Torres Strait Islander peoples and decision-making staff from across our organisation. 	July 2018	PR and Marketing Manager & Aboriginal Strategy Executive
	<ul style="list-style-type: none"> Meet 2 times per year 	Jan & July 2019	Chair, RAP Working Group
	<ul style="list-style-type: none"> Update Board after each meeting through a written report 		CEO & report to the Board
Build internal and external relationships	<ul style="list-style-type: none"> Develop an internal database & invitation list of Aboriginal and Torres Strait Islander peoples, communities and organisations, community leaders and Elders within in SA and to attend events & e-news. 	Sept, 2018	Aboriginal Screen Development Executive
	<ul style="list-style-type: none"> Raise external awareness of our RAP 	July 2018	
	<ul style="list-style-type: none"> Launch at SAFC, promote on website, media release 	May 2019	PR and Marketing Manager & Aboriginal Strategy Executive
	<ul style="list-style-type: none"> Deliver 1 intro talk & invite stakeholders to our RAP Launch 		
	<ul style="list-style-type: none"> Support Reconciliation SA 	Apr 2019	
	<ul style="list-style-type: none"> Develop a list of RAP organisations and other like-minded organisations that we could approach to connect with on our reconciliation journey. 	Sept 2018	Aboriginal Screen Development Executive
	<ul style="list-style-type: none"> Maintain membership of Media Ring. 	June 2019	



Relationships

Action	Deliverable	Timeline	Responsibility
Participate in and celebrate National Reconciliation Week (NRW)	<ul style="list-style-type: none"> Staff to attend a NRW event. 	May, June 2019	Chair, RAP Working Group
	<ul style="list-style-type: none"> Invite local community and industry 		Chair, RAP Working Group
	<ul style="list-style-type: none"> Host 2 public events during Reconciliation Week 		Aboriginal Screen Development Executive
	<ul style="list-style-type: none"> Encourage all staff to attend other community events during Reconciliation Week. 		Chair, RAP Working Group
	<ul style="list-style-type: none"> Support the screening of SAFC content made by Aboriginal & Torres Strait Islander screen practitioners 		Chair RAP Working group
	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff 		Aboriginal Screen Development Executive
Raise internal awareness of our RAP	<ul style="list-style-type: none"> Embed the Implementation of Acknowledgement of Country to the Kurna people at all formal and informal gatherings 	July 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Ensure the SAFC Board Acknowledges Country and the Kurna people at the beginning of each Board meeting 	Sept 2018	CEO & Board



Relationships

Action	Deliverable	Timeline	Responsibility
Raise internal awareness of our RAP (cont.)	<ul style="list-style-type: none"> Develop and implement a plan to raise awareness amongst all staff across the organisation about our RAP commitments. 	Sept 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Take staff through draft RAP Plan at staff meeting & invite Rec SA Rep to talk about Reconciliation 	Aug 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Develop and implement a plan to engage and inform key internal stakeholders of their responsibilities within our RAP. 	Aug 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff & promote on website. 	Mar 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Inform Studio tenants of SAFC RAP. 	July 2018	Chair, RAP Working Group



Respect

Action	Deliverable	Timeline	Responsibility
Promote Aboriginal and Torres Strait Islander cultural learning and development	<ul style="list-style-type: none"> Increase awareness of Aboriginal and Torres Strait Islander cultures, histories and achievements at the SAFC and Adelaide Studios. 	Sept 2018	RAP Working group; including key sector films & historical timeline
	<ul style="list-style-type: none"> Capture data and measure our staff's current level of knowledge and understanding of Aboriginal and Torres Strait Islander cultures, histories and achievement. 	Oct 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Conduct cultural awareness training within our organisation. 	Sept 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Develop a business case for increasing awareness of Aboriginal and Torres Strait Islander cultures, histories and achievements within our organisation. 	June 2019	Chair, RAP Working Group
	<ul style="list-style-type: none"> Develop, distribute and implement a cultural protocol document to external agencies, tenants and organisations that utilise the Adelaide Studios facilities 	Feb 2019	Head of Corporate Services
	<ul style="list-style-type: none"> Conduct a review of cultural awareness training needs within our organisation 	Feb 2019	Chair, RAP Working Group
Participate in and celebrate NAIDOC Week	<ul style="list-style-type: none"> Raise awareness and share information amongst our staff of the meaning of NAIDOC Week, which includes information about local SA Aboriginal and Torres Strait Islander peoples and communities. 	July 2018/19	Chair, RAP Working Group



Respect

Participate in and celebrate NAIDOC Week (cont.)	<ul style="list-style-type: none"> Introduce our staff to NAIDOC Week by promoting community events in our local area. Ensure our Working Group participates in an external NAIDOC Week event. Organise and deliver a flag raising ceremony to recognise and celebrate NAIDOC week 	<p>July 2018/19</p> <p>July 2018/19</p> <p>July 2018/19</p>	Chair, RAP Working Group
Raise internal understanding of Aboriginal and Torres Strait Island cultural protocols	<ul style="list-style-type: none"> List who the Traditional Owners are of the lands and waters in our local area. Scope and develop a list of local Traditional Owners of the lands and waters within our organisations sphere of influence. Develop and implement a plan to raise awareness and understanding of the meaning and significance behind Acknowledgement of Country and Welcome to Country protocols (including any local cultural protocols). 	<p>July 2018</p> <p>July 2018</p> <p>Sept 2018</p>	Chair, RAP Working Group



Opportunities

Action	Deliverable	Timeline	Responsibility	
Develop Aboriginal and Torres Strait Islander employment strategy	<ul style="list-style-type: none"> Increase Aboriginal and Torres Strait Islander employment within our organisation. 	Oct 2018	Chair, Board, CEO	
	<ul style="list-style-type: none"> Identify current training and development needs 	Oct 2018		
	<ul style="list-style-type: none"> Recruit two Aboriginal and Torres Strait Islander people to the governing SAFC Board 	July 2019		
	<ul style="list-style-type: none"> Develop a business case for Aboriginal and Torres Strait Islander employment within our organisation. 	Sept 2019		Aboriginal Strategy Executive
	<ul style="list-style-type: none"> Identify current Aboriginal and Torres Strait Islander staff to inform future employment and development opportunities. 	July 2018		Aboriginal Strategy Executive
Investigate Aboriginal and Torres Strait Islander supplier diversity	<ul style="list-style-type: none"> Further develop procurement links for Aboriginal and Torres Strait Islander owned businesses and engage 8 suppliers in the next 12 months. 	July 2019	Chair, RAP Working Group	
	<ul style="list-style-type: none"> Develop a policy for procurement from Aboriginal and Torres Strait Islander owned businesses. 	July 2019	Manager, Finance Team	
	<ul style="list-style-type: none"> Become a member of Supply Nation 	July 2018	Manager, Finance Team	



Opportunities

Action	Deliverable	Timeline	Responsibility
Investigate Aboriginal and Torres Strait Islander supplier diversity (cont.)	<ul style="list-style-type: none"> Scope opportunities to increase pro bono activities for our Aboriginal & Torres Strait Islander film sector 	Sept 2018	CEO & Aboriginal Strategy Executive
	<ul style="list-style-type: none"> Develop an understanding of the mutual benefits of procurement from Aboriginal and Torres Strait Islander owned businesses. 	June 2019	Manager, Finance Team
	<ul style="list-style-type: none"> Develop a business case for procurement from Aboriginal and Torres Strait Islander owned businesses. 	June 2019	Manager, Finance Team
Support the leadership, education, training, mentoring and professional development of Aboriginal and Torres Strait Islanders	<ul style="list-style-type: none"> Scope and develop an internal Aboriginal and Torres Strait Islander professional mentoring network. 	Aug 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Scope Aboriginal and Torres Strait Islander employment pathways for traineeships/internships & attachments. 	Aug 2018	
	<ul style="list-style-type: none"> Identify scholarships for Aboriginal and Torres Strait Islander students. 	Oct 2018	
	<ul style="list-style-type: none"> Support & encourage Aboriginal and Torres Strait Islander leadership. 	Mar 2019	
	<ul style="list-style-type: none"> Partner with other institutions eg: Screen Aus, local screen orgs, AFTRS, Mercury Cinema (MRC) 	May 2019	



Tracking and Progress

Action	Deliverable	Timeline	Responsibility
Build Support for the RAP	<ul style="list-style-type: none"> Define resource needs for RAP development and implementation. 	Aug 2018	
	<ul style="list-style-type: none"> Define systems and capability needs to track, measure and report on RAP activities. 	Aug 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Complete the annual RAP Impact Measurement Questionnaire and submit to Reconciliation Australia. 	Sept 2018	
Review and Refresh RAP	<ul style="list-style-type: none"> Liaise with Reconciliation Australia to develop a new RAP based on learnings, challenges and achievement. 	Jan 2019	Working Group & signed off by Governing Board
	<ul style="list-style-type: none"> Submit draft Reflect RAP to Reconciliation Australia for formal review and endorsement. 	June 2018	Chair, RAP Working Group
	<ul style="list-style-type: none"> Submit draft Innovate RAP to Reconciliation Australia for formal review and endorsement. 	May 2019	Chair, RAP Working Group

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