

SOUTH AUSTRALIAN FILM CORPORATION

Innovate Reconciliation Action Plan September 2020–September 2022



South Australian **Film Corporation**



RECONCILIATION
ACTION PLAN

INNOVATE

Cover Page Credits

Zibeon Fielding, *Running 62* (2018) photo by Madeleine Parry

Lillian Crombie in *Crombie Crew* (2019), Deadly Family Portraits, photo by David Gregan

Dujuan and Megan Hoosan in *In My Blood It Runs* (2019), Closer Productions, photo by Maya Newell

Simone Landers in *Cargo* (2017), Causeway Films, photo by Matt Nettheim

Talkinjeri Dancers in *Ringbalin* (2013), Goodmorningbeautiful Films, photo by Ali Sanderson

Major Sumner in *Ringbalin* (2013), Goodmorningbeautiful Films, photo by Ali Sanderson

Finn Little and Trevor Jamieson in *Storm Boy* (2019), Ambience Entertainment, photo by Matt Nettheim

Edoardo Crismani, Adrian Wills, Kiara Milera, Marika Davies, Joshua Trevorrow, Dena Curtis, Wayne Blair, Gillian Moody, Nakkiah Lui, Tanith Glynn-Maloney, Darren Harris at the Bunya Incubator Workshop, South Australian Film Corporation, 2019

David Gulpilil in *Cargo* (2017), Causeway Films, photo by Matt Nettheim

Jaikye and Raymond in *Are You Tougher Than Your Ancestors* (2020), Flying Kite Pictures and Sticky Pictures, photo by Ben Brooks

Marika Davies at the Port Augusta Film Development Workshop, photo by Carl Kuddell © Change Media 2019

Back Page Credits

Alexis West and Kirsty Stark, NITV Microdocs Workshop, South Australian Film Corporation, 2015

Centralised Workshop, Top Row: Christiaan Van Vuuren, Adam Jampijinpa Young, Edoardo Crismani, Warren Milera, Isaac Lindsay, Colleen Raven-Strangways, Kellie Kerin, Wayne Blair, Joshua Trevorrow, Adele Vuko. Bottom row: Tanith Glynn-Maloney, Viviana Petyarre Kunoth, Elaine Crombie, Tamara Whyte, Dylan River, Liam Jampijinpa Alberts, Alyce Adams, South Australian Film Corporation, 2019

Maralinga Tjarutja (2020), photo courtesy Oak Valley Ranger Group

Elaine Crombie in *Crombie Crew* (2019), Deadly Family Portraits, photo by David Gregan

Roy Coulthard and Marika Davies, Port Augusta Film Development Workshop, photo by Carl Kuddell © Change Media, 2019

Donny McKenzie, *Our Port Augusta Footprints* (2018), photo by Carl Kuddell © Change Media

Barbara Crismani, *The Panther Within* (2016), NITV

Steven Lang, Port Augusta Film Development Workshop, photo by Carl Kuddell © Change Media, 2019

Carlos Manrique and Isaac Lindsay in the Adelaide Studios Mixing Theatre for *Electric Mimili* (2019), Deadly Family Portraits.

Taree and Caleena Sansbury in *The Sansbury Sisters* (2019), Deadly Family Portraits, photo courtesy ABC

Mark Coles Smith in *Spin Out* (2016), photo by Jonte Paxton



Acknowledgement of Country

The South Australian Film Corporation (SAFC) acknowledges that we work on the traditional Country of the Kaurna 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 Kaurna people living today. We extend this respect to other First Nations Language Groups and other First Nations.

Our Vision for Reconciliation

Storytelling has always been of great importance to First Nations peoples as an essential way of preserving history and cultures for future generations. As an organisation with storytelling at its heart, the SAFC recognises it has an important part to play in this preservation of culture through film, and through the process of reconciliation.

Our agency's vision for reconciliation starts with the acknowledgement that First Nations peoples are the original owners and inhabitants of Australia, and that their many cultures, traditions and stories continue today and need to be supported and celebrated.

The SAFC is working towards this vision by continuing to grow and support the extraordinary stories and creative voices of South Australia's First Nations screen sector. This means assisting emerging and established First Nations screen practitioners in taking their stories from paper to the screen, advocating for First Nations storytellers in retaining their own intellectual property, and working in partnership with South Australian First Nations communities and local and national stakeholders to develop and enhance opportunities for First Nations screen practitioners.

As an agency we acknowledge we have more to learn about the rich and diverse history and cultures of Australia's First Nations peoples, and as such we have committed to continuous teachings led by First Nations experts for our staff, Board and partner organisations. This continuous sharing of knowledge is something we also hope to communicate to the wider Australian community through the screen productions we support.

We proudly look to a future of reconciliation where there is greater visibility for First Nations peoples, cultures and stories in work created by First Nations screen practitioners, and where the unique perspectives, wisdom and stories of Australia's First Nations continuing cultures are shared and celebrated on screen for audiences across Australia and the world.

Message from SAFC Chief Executive Officer

Kate Croser



I am proud to present the SAFC's Innovate Reconciliation Action Plan (2020-2022) as part of our continued commitment to furthering Australia's reconciliation efforts.

The SAFC has a long history of highlighting First Nations voices and supporting First Nations stories on screen, and as an organisation with storytelling of all cultures at its heart, we recognise reconciliation as one of the most important and pressing social issues of our time.

Our first RAP – Reflect (2018-2019) – set a roadmap for the SAFC to begin our reconciliation journey and laid the foundations for our organisational approach to reconciliation. Now we continue that journey with this Innovate RAP to advance reconciliation not just within the screen sector in South Australia, but also outside state borders through our projects, programs and initiatives.

Outlined in this plan are key targets to help us continue supporting and working with South Australia's diverse First Nations communities and strengthen the involvement of First Nations practitioners, stakeholders and organisations across the sector. This plan also further cements the SAFC's commitment to acknowledging and respecting First Nations cultures, eliminating barriers to equality, and putting an end to racism.

South Australia's First Nations communities are bursting with incredible screen talent, and through initiatives such as our First Nations Screen Strategy, within the important context of reconciliation, and with the support of our partner agencies Mercury CX and the Adelaide Film Festival, the SAFC will continue to bring their stories and voices to the fore.

Message from SAFC First Nations Screen Strategy Executive

Lee-Ann Tjunypa Buckskin



Reconciliation is an ongoing call to action and is led by everyday members of the community, businesses, local councils and government sectors across Australia.

We acknowledge that First Nations peoples have endured past injustice and dispossession of their traditional lands and waters. As a nation, to truly achieve reconciliation, one must lead with truth. Only then can we fully understand the magnitude of inequality and the social and emotional cost it has on our nation as a whole.

At the SAFC we walk side by side with First Nations peoples to tell their stories on screen. We believe, through creative expression, truth telling will educate, build forgiveness and understanding while unburdening us from our past.

The SAFC is committed to the call and has set its Reconciliation Action Plan for 2020-2022.

About the SAFC

Established in 1972, the SAFC is South Australia's leading screen authority and investment body, supporting the development, growth and promotion of the state's screen production sector.

As the most experienced screen agency in Australia we focus on supporting, positioning and championing South Australian screen businesses to achieve creative excellence and prosperity, contributing to a robust South Australian economy and creative vibrancy through production of a diverse slate of feature film, television and online projects.

At the SAFC, we believe in the value of our state's independent screen production sector. We have delivered funding and support for more than 47 years to a vibrant mix of South Australian productions and businesses.

The SAFC currently employs 24 staff, including two identified First Nations staff, based in our Adelaide Studios complex in Glenside, South Australia.



Our Reconciliation Action Plan

This is the SAFC's second Reconciliation Action Plan following our inaugural Reflect RAP launched in July 2018. Through the work and dedication of the SAFC Board and staff the Reflect RAP has helped the SAFC to achieve a deeper understanding of First Nations cultures and protocols, allowing us to make our commitment to reconciliation stronger by moving from the strategy of "Reflect" to "Innovate".

This Innovate RAP provides the SAFC with a two-year plan to enable our agency to establish the best approach for advancing reconciliation within our organisation and wider sector.

Running from 2020-2022, our Innovate vision will drive our organisation to develop best approaches to reconciliation through innovative strategies, not only within the SAFC but also with our stakeholders, partner agencies and First Nations community members throughout South Australia. Through strengthening our relationships with First Nations peoples and organisations, we can better engage staff and stakeholders in advancing the aims of reconciliation and develop and pilot innovative strategies to empower First Nations peoples.

This plan has been developed by the SAFC's RAP Working Group, including First Nations and non-First Nations staff. It is endorsed and championed by the SAFC's Chief Executive Officer and RAP Champion Kate Croser. The RAP Working Group commits to meeting four times per year to monitor progress and ensure the SAFC is delivering on targets.



Our Reconciliation Journey

The SAFC has a long and distinguished history of screen culture within Australia, and in partnership with South Australia's First Nations communities is committed to strengthening our relationship with First Nations peoples, including increasing their involvement across the organisation and the screen sector.

Through work done under our inaugural Reflect RAP, the SAFC has achieved many great milestones.

We have launched multiple production initiatives specifically designed for First Nations peoples, such as Centralised, a ground-breaking program supporting First Nations filmmakers and screen creatives in the Northern Territory and South Australia, presented in partnership with Screen Territory, Screen Australia's Indigenous Department, Documentary Australia Foundation (DAF), AFTRS Indigenous (Australian Film, Television and Radio School), ABC and NITV.

We launched the *Deadly Family Portraits* documentary series with ABC iview, and established the SAFC's first First Nations Screen Strategy Committee, which aims to strengthen South Australia's First Nations screen sector by advising on decisions around programs, budgets and protocols.

We delivered free training and upskilling workshops for First Nations screen creatives across metropolitan and regional South Australia including a film development program in Port Augusta, a Web Series Workshop held at Central Australian Aboriginal Media Association (CAAMA) in Alice Springs, a Beginners' Podcasting Course, and the Bunya Creative Talent Incubator facilitated by award-winning First Nations screen professionals such as director Wayne Blair, producers Dylan River, Tanith Glynn-Maloney and Gillian Moody, and star actor and writer Nakkiah Lui.

The SAFC will continue to build upon and work towards engaging and educating SAFC staff, the Board, our partner agencies, and the wider community to attend First Nations events with community members; create and implement ongoing educational tools and exercises for internal staff about First Nations Cultural Awareness; create and implement an engagement plan to work with more First Nations stakeholders and organisations; create an anti-discrimination policy for our organisation and explore ways of increasing the percentage of First Nations staff members across the screen sector.

We will strive to do this by creating opportunities to boost the creation of ambitious projects by South Australian First Nations filmmakers 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.

Our commitment is to promote and support First Nations screen creatives and highlight their work throughout community celebrations such as NAIDOC week, and provide a platform for South Australian First Nations talent to be profiled regularly through our website and social media networks.

The success of the SAFC's Reflect RAP can be seen in the growth in engagement and increased applications from First Nations screen practitioners, a trend we wish to encourage. We acknowledge the work we have done so far and the SAFC now pledges to move forward and grow in our efforts to create reconciliation with Australia's First Nations peoples through our Innovate RAP.

The SAFC is guided by Reconciliation Australia through its ongoing RAP journey and pledges to embed Reconciliation Australia's stated aims of reconciliation into all its programs and initiatives, while continuing to prioritise and develop respectful and meaningful relationships with First Nations peoples.



Our Reconciliation Action Working Group

Kate Croser

Chief Executive Officer

Mark Thorley

Chief Operating Officer

Lee-Ann Tjunypa Buckskin

First Nations Screen
Strategy Executive

Beth Neate

Head of Production
and Development

Nara Wilson

First Nations Industry
Development Executive

Petra Starke

Head of Communications
and Marketing

Jerri Phillips

PR and Marketing Manager

Kata Fodor

Program Coordinator

Jess Cahill

Program Coordinator

Carlos Manrique

Post Sound Technician

Elaine Crombie

SAFC First Nations Screen
Strategy Committee Member

Natasha Wanganeen

SAFC First Nations Screen
Strategy Committee Member

By strengthening relationships and working collaboratively with First Nations peoples, screen practitioners and organisations the SAFC can better present accurate and inclusive programs and initiatives and support productions of quality and authenticity.



RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
Establish and maintain mutually beneficial relationships with First Nations stakeholders and organisations.	Develop and implement an engagement plan to work with First Nations stakeholders and organisations.	March 2021	Head of Production and Development
	Meet with local First Nations stakeholders and organisations to develop guiding principles for future engagement.	October 2021	Head of Production and Development
Build relationships through celebrating National Reconciliation Week (NRW).	Circulate Reconciliation Australia's NRW resources and reconciliation materials to our staff and Board.	May 2021, May 2022	PR and Marketing Manager
	Recognise and celebrate NRW through the SAFC's online and social media platforms.	May 2021, May 2022	PR and Marketing Manager
	Organise at least one annual NRW external/public event and encourage all staff and Board to attend.	May 2021, May 2022	PR and Marketing Manager
	Host at least one annual NRW event inside the SAFC and encourage all staff and Board and tenant organisations and partner agencies to attend.	May 2021, May 2022	PR and Marketing Manager
	RAP Working Group members to participate in at least one external NRW event.	May 2021, May 2022	PR and Marketing Manager
	Encourage and support all staff and Board to participate in internal and external events to recognise and celebrate NRW.	May 2021, May 2022	PR and Marketing Manager
	Register all SAFC NRW events on Reconciliation Australia's NRW website .	May 2021, May 2022	PR and Marketing Manager

RELATIONSHIPS

Action	Deliverable	Timeline	Responsibility
Promote reconciliation through our sphere of influence.	Develop and implement strategies to engage our staff in the RAP.	December 2020	Chief Executive Officer
	Develop and implement strategies to communicate our commitment to reconciliation publicly.	November 2020	Head of Communications and Marketing
	Explore opportunities to positively influence our external stakeholders to embrace the RAP.	November 2020	Program Coordinator
	Investigate membership at Reconciliation SA.	October 2020	First Nations Industry Development Executive
	Collaborate with RAP organisations, Reconciliation SA and Reconciliation Australia and other like-minded organisations to develop ways to advance reconciliation.	March 2021	First Nations Screen Strategy Executive, First Nations Industry Development Executive, Program Coordinator
	Maintain membership of Media RING.	December 2020	First Nations Industry Development Executive
Promote positive race relations through anti-discrimination strategies.	Conduct a review of HR policies and procedures to identify existing anti-discrimination provisions, and future needs.	February 2021	Chief Operating Officer
	Develop, implement and communicate an anti-discrimination policy for our organisation.	February 2021	Chief Operating Officer
	Engage with First Nations staff and/or First Nations advisors to consult on our anti-discrimination policy.	February 2021	Chief Operating Officer
	Educate senior leaders on the effects of racism.	February 2021	Chief Operating Officer

Respect

The SAFC acknowledges and respects the contributions made by Australia's First Nations peoples to the history and continuing culture of Australia. Building and strengthening respect between First Nations peoples and other Australians will ensure that First Nations cultures and interests are accurately and sensitively reflected in the SAFC's work and supported throughout SAFC programs, initiatives and activities.



RESPECT

Action	Deliverable	Timeline	Responsibility
Increase understanding, value and recognition of First Nations cultures, histories, knowledge and rights through cultural learning.	Consult local Traditional Owners and/or First Nations advisors on the development and implementation of a cultural awareness training strategy.	December 2020	First Nations Screen Strategy Executive, First Nations Industry Development Executive
	Conduct a review of cultural learning needs within our organisation.	November 2020	Chief Operating Officer, Executive Assistant
	Develop, implement and communicate cultural awareness training strategy for all internal staff, the SAFC Board and partner agencies to participate in.	January 2021	Chief Operating Officer
	Board and partner agencies to participate in cultural awareness training.	May 2021	Chief Operating Officer
	Investigate local cultural immersion opportunities for all staff and provide opportunities for all staff.	October 2020	Chief Operating Officer
	Encourage all SAFC staff and partner organisations to participate in First Nations events and activities throughout the year during work hours.	September 2020	Chief Operating Officer

RESPECT

Action	Deliverable	Timeline	Responsibility
Demonstrate respect to First Nations peoples by observing cultural protocols.	Provide training to all SAFC staff to increase their understanding of the purpose and significance behind cultural protocols, including Acknowledgement of Country and Welcome to Country protocols, and invite partner organisations to participate.	February 2021	Chief Operating Officer
	Develop, implement and communicate a cultural protocol document, including protocols for Welcome to Country and Acknowledgement of Country.	November 2020	First Nations Screen Strategy Executive, First Nations Industry Development Executive, Head of Communications and Marketing
	Continue to engage a local Traditional Owner or Custodian to provide a Welcome to Country or other appropriate cultural protocol at significant events each year.	September 2020	PR and Marketing Manager
	Continue to include an Acknowledgement of Country or other appropriate protocols at the commencement of important meetings.	September 2020	Chief Executive Officer
	Include an Acknowledgement of Country or other appropriate protocols in all external publications, including on the SAFC website .	October 2020	PR and Marketing Manager
Build respect for First Nations cultures and histories by celebrating NAIDOC Week.	Continue to provide opportunities for all First Nations staff to participate with their cultures and communities during NAIDOC Week.	July 2021, July 2022	Chief Operating Officer
	Review HR policies and procedures to remove barriers to staff participating in NAIDOC Week.	May 2021, May 2022	Chief Operating Officer
	Promote and encourage participation in external NAIDOC events by all staff.	July 2021, July 2022	PR and Marketing Manager
	RAP Working Group to participate in at least one external NAIDOC Week event.	July 2021, July 2022	PR and Marketing Manager
	In consultation with SAFC First Nations Screen Strategy Committee, organise at least one external/public event each year to celebrate NAIDOC week and encourage all staff and Board to attend.	July 2021, July 2022	PR and Marketing Manager

Opportunities

The SAFC encourages the employment of First Nations peoples across the organisation, and the engagement of First Nations suppliers. The SAFC is committed to providing professional opportunities for First Nations peoples as an essential way of championing their work, their cultures and their stories, and eliminating barriers to equality.



OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
Investigate opportunities to improve and increase employment outcomes for First Nations peoples at the SAFC.	Increase the percentage of First Nations staff employed in the SAFC and our sector.	September 2022	Chief Executive Officer
	Advertise job vacancies in First Nations media to effectively reach First Nations stakeholders.	September 2020	Chief Operating Officer, PR and Marketing Manager
	Include “First Nations peoples are strongly encouraged to apply” in all job advertisements.	September 2020	Chief Operating Officer, PR and Marketing Manager
	Develop strategies to support all staff to enhance their understanding of issues impacting First Nations recruitment and retention patterns.	December 2020	Chief Operating Officer, First Nations Screen Strategy Executive, First Nations Industry Development Executive
	Build understanding of current First Nations staffing to inform future employment and professional development opportunities.	February 2021	Chief Operating Officer, First Nations Screen Strategy Executive, First Nations Industry Development Executive
	Engage with First Nations staff to consult on our recruitment, retention and professional development strategy.	August 2021	Chief Operating Officer, First Nations Screen Strategy Executive, First Nations Industry Development Executive
	Develop and implement a First Nations Employment plan, recruitment, retention and professional development strategy across the SAFC, AFF and Mercury CX.	February 2021	Chief Operating Officer, First Nations Screen Strategy Executive, First Nations Industry Development Executive
	Review HR and recruitment procedures and policies to remove barriers to First Nations participation in our workplace.	February 2021	Chief Operating Officer, First Nations Screen Strategy Executive, First Nations Industry Development Executive
	Continue to work on the First Nations Screen Strategy that provides a workforce strategy/policy for targeting programs for the First Nations community.	May 2022	First Nations Screen Strategy Executive, First Nations Industry Development Executive

OPPORTUNITIES

Action	Deliverable	Timeline	Responsibility
Increase First Nations supplier diversity to support improved economic and social outcomes.	Investigate Supply Nation Membership.	September 2020	First Nations Industry Development Executive
	Develop and implement a First Nations procurement strategy.	February 2021	Chief Operating Officer
	Review and update procurement practices to remove barriers to procuring goods and services from First Nations businesses.	February 2021	Chief Operating Officer
	Develop and communicate opportunities to staff for procurement of goods and services from First Nations businesses, including developing and circulating a list of businesses.	September 2022	Chief Operating Officer
	Review and add to the list of First Nations SA businesses we can engage with.	January 2021	Chief Operating Officer
	Continue to develop commercial relationships with First Nations businesses.	September 2022	Chief Operating Officer
Support First Nations leadership positions and opportunities within the SAFC.	Advocate for a continued presence of a minimum of one First Nations person on the SAFC Board.	September 2022	Chief Executive Officer

Governance

The SAFC will track and report on our progress against the deliverables set out in this RAP to ensure accountability and inform future planning.



GOVERNANCE

Action	Deliverable	Timeline	Responsibility
Establish and maintain an effective RAP Working group (RWG) to drive governance of the RAP.	Maintain First Nations representation on the RWG.	September 2020	First Nations Industry Development Executive
	Meet at least four times per year to drive and monitor RAP implementation.	October 2020; January, April, July, October 2021; January, April, July 2022	First Nations Industry Development Executive, Head of Communications and Marketing
	Provide quarterly updates to all staff and report on RAP progress from the following RWG meetings.	November 2020; January, April, July, October 2021; January, April, July 2022	Chief Executive Officer
	Establish and apply a Terms of Reference for the RWG.	December 2020	First Nations Industry Development Executive, Head of Communications and Marketing
Provide appropriate support for effective implementation of RAP commitments.	Define and maintain appropriate systems to track, measure and report on RAP commitments. All RAP meetings notes and SAFC First Nations Advisory Committee meetings notes be sent to the Board for review only.	October 2020	First Nations Industry Development Executive, Head of Communications and Marketing
	Engage our senior leaders and other staff in the delivery of RAP commitments.	September 2020	Chief Executive Officer
	Appoint and maintain an internal RAP Champion from senior management.	September 2020	Chief Executive Officer

GOVERNANCE

Action	Deliverable	Timeline	Responsibility
Build accountability and transparency through reporting RAP achievements, challenges and learnings both internally and externally.	Complete and submit the annual RAP Impact Measurement Questionnaire to Reconciliation Australia.	September 2020, September 2021, September 2022	Program Coordinator
	Report RAP progress to SAFC Board every six months.	November 2020; May, November 2021; May 2022	Chief Executive Officer
	Publicly report our RAP achievements, challenges and learnings, annually.	November 2020, November 2021	Head of Communications and Marketing
	Investigate participating in Reconciliation Australia's biennial Workplace RAP Barometer.	May 2022	First Nations Industry Development Executive
Continue our reconciliation journey by developing our next RAP.	Register via Reconciliation Australia's website to begin developing our next RAP.	January 2022	First Nations Industry Development Executive

CONTACT

For further information on the SAFC's Reconciliation Action Plan, contact SAFC First Nations Industry Development Executive Nara Wilson on (08) 8394 2020 or nara.wilson@safilm.com.au



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