

CULTURAL POLICY **SUBMISSION**



South Australian **Film Corporation**

16TH AUGUST 2022

Established in 1972, the South Australian Film Corporation (SAFC) is South Australia's leading screen authority and investment agency, supporting the development, growth, and promotion of the state's screen production sector.

SAFC is the oldest and most experienced screen agency in Australia and operates the Adelaide Studios production facility.

This submission reflects SAFC's status as a statutory authority of government, with a mandate 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. SAFC does not purport to reflect the views of the broader South Australian screen industry.

In developing its response, SAFC has aligned with state and territory screen agencies.

SAFC wishes to express its thanks to the Office for the Arts, Department of Infrastructure, Transport, Regional Development and Communications for the opportunity to provide input into the National Cultural Policy. SAFC and Office for the Arts have a long-standing and well-established relationship and SAFC looks forward to continuing collaboration on matters of regional and national relevance.

SAFC's response to the challenges and opportunities of the five pillars of the National Cultural Policy is outlined below:

1. First Nations: recognising and respecting the crucial place of these stories at the centre of our arts and culture.

SAFC recognises the unique cultural value of First Nations screen stories.

SAFC is committed to building a South Australian First Nations Screen Industry led by First Nations screen storytellers. This work is guided by the SAFC First Nations Screen Strategy (2020-25), First Nations Strategy Executive and First Nations Industry Development Executive, under the cultural authority of the SAFC First Nations Advisory Committee, who comprise First Nations leaders from across the arts, screen and business.

<https://www.safilm.com.au/first-nations-screen-strategy/>

SAFC seeks to work collaboratively to achieve career and project outcomes for South Australia's First Nations Screen Sector.

Through a unique program called **Centralised**, SAFC collaborates with Screen Territory, Screen Australia's First Nations Department, Documentary Australia, AFTRS First Nations, ABC and NITV to create career and pathways for First Nations Talent spanning the centre of Australia from north to south.

<https://www.safilm.com.au/centralised/>

SAFC has partnered with Adelaide's free to air community broadcaster Channel 44 to deliver a television production internship program for First Nations emerging crew and key creatives.

2. A place for every story: reflecting the diversity of our stories and the contribution of all Australians as the creators of culture

SAFC acknowledges the power of Australian screen stories to reflect the vibrancy and diversity of Australian life.

The SAFC's Diversity and Inclusion Strategy breaks new ground for the screen industry nationally by setting out comprehensive, quantifiable 10 -year targets for the representation of diversity both on and off screen that are reflective of South Australia's population. The aim of the strategy is systemic change. SAFC can only achieve this through engagement with communities and in collaboration with other partners.

The Diversity and Inclusion Strategy 2022-2032 becomes part of the SAFC's established suite of diversity policies including the inaugural [Disability Equality Plan released in 2020](#), the [First Nations Screen Strategy 2020-2025](#), and SAFC's ongoing [Reconciliation Action Plan](#).

3. The centrality of the artist: supporting the artist as worker and celebrating their role as the creators of culture

SAFC values the cultural and economic contribution of Australian-made and Australian-owned film and television content.

SAFC notes the uneven regulatory environment for local screen content production.

In principle, the position of SAFC is that the overall purpose of policy intervention and regulation should be to:

- Increase the volume of Australian-made content for Australian audiences
- Support a sustainable and thriving independent Australian screen production sector
- Ensure that commercial platforms which derive economic benefit from operating in the Australian marketplace contribute to the growth and sustainability of the independent Australian screen production sector.

SAFC joins with other state screen agencies and Screen Producers Australia (SPA) in calling for a content investment obligation for streaming platform services set at 20% of the service's total Australian gross revenue.

- The definition of 'Australian content' must be fit for purpose and benefit Australian independent screen producers, writers and directors, Australian cast, Australian Heads of Departments, Australian crews, and Australian screen service companies.
- Content investment obligations must be met by new commissions for original Australian drama, children's and documentary content.

- Content obligations should match the genre(s) available on a platform's service and be for first-run release on the service.
- Australian Producers need to be able to negotiate on fair terms – regulation could and should enshrine this.
- SAFC suggests that new policy objectives should include considerations around where Australian screen content is developed and produced, to enable greater opportunities for building a national screen industry workforce and sustainable screen businesses across all Australian jurisdictions.
- Regulatory reform should be reviewed regularly to ensure that the settings for local content obligations are meeting policy objectives.

4. Strong institutions: providing support across the spectrum of institutions which sustain our arts and culture

SAFC recognises the vital role of Australia's public broadcasters in creating and sharing Australian made stories for Australian audiences. Through their respective charters, Australia's public broadcasters support Australia's independent screen production sector by commissioning Australian drama, documentary, and children's content.

For smaller jurisdictions, such as South Australia, these commissions are a vital pathway to market for producers seeking to commercialise locally owned intellectual property (IP).

SAFC values the investment of Screen Australia and the Australian Children's Television Foundation into South Australian originated and made screen projects.

5. Reaching the audience: ensuring our stories reach the right people at home and abroad

SAFC acknowledges that the existing regulatory framework for broadcast television was designed before the existence of digital content delivery. SAFC supports specialist services, such as National Indigenous Television (NITV).

SAFC is supportive of further expansion of Audio Description on all Free -to Air Television to ensure that Australian content can be accessed and enjoyed by all Australian audiences.

SAFC has a mandate to champion South Australian screen content; screen businesses; production services; key creatives; cast and crew both nationally and globally. SAFC is an active Member of AUSFILM.

SAFC provides travel funding support for South Australian screen businesses to raise export finance for their projects.

<https://www.safilm.com.au/wp-content/uploads/2022/08/GUIDELINES-Export-Market-Travel-Fund-August-2022.pdf>