

SOUTH AUSTRALIAN FILM CORPORATION

# Diversity and Inclusion Strategy 2022-2032



South Australian **Film Corporation**

# Acknowledgement of Country

The South Australian Film Corporation (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 First Nations Language Groups and other First Nations.



Cover image credits (clockwise from top):

Germaine DeRose, Robert Woodford, Hamish Kelly, Samuel Baker and Dudley Robinson in *Just Another Day in Indulkana*, courtesy of Iwantja Arts, photo by Simon Eeles (2021)

Makeup artist Jen Rossiter with actor Evie Macdonald on set of *First Day* (2020), photo by Ian Routledge

Director/Writer Paul Vagnarelli and crew member on set of *Deafinition* (2019)

# Our Commitment

The SAFC will strive to provide equal access to employment opportunities within the agency and to support meaningful industry participation from South Australian screen practitioners who reflect the vibrancy, capability, and potential of the diverse South Australian community.

# Message from SAFC Chief Executive Officer

Kate Croser

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I am proud to present the SAFC's inaugural Diversity and Inclusion Strategy, our bold plan to boost diverse representation in South Australian screen production and content and ensure inclusion and diversity in our sector.

Not just a first for the SAFC, this strategy breaks new ground nationally by setting out comprehensive, quantifiable 10-year targets for the representation of diversity both on and off screen.

These targets – to be achieved by 2032 – will help ensure the SAFC identifies gaps in the industry and acts against inequalities by shaping our funding allocations, policies, programs, and strategic initiatives.

Not only that, but by ensuring the representation of diversity in our sector, we will also ensure that South Australia's industry, the screen productions it creates and the stories it tells reflect the vibrancy, capability, and potential

**// This strategy breaks new ground nationally by setting out comprehensive, quantifiable 10-year targets for the representation of diversity both on and off screen //**

of the entire community. Far from being a "tick-the-box" exercise, this strategy outlines clear and measurable steps the SAFC will take to support diverse South Australian screen makers to meaningfully participate in the state's screen industry, and for their voices to be heard.

The SAFC has long been

committed to improving diversity and inclusion in the South Australian screen sector, championing diverse storytellers and authentic representation in screen productions.

I am pleased to launch this strategy as part of the SAFC's established suite of diversity policies including our inaugural Disability Equality Plan, released in 2020, our First Nations Screen Strategy 2020-2025, and our ongoing Reconciliation Action Plan.

I would like to thank the SAFC's Diversity and Inclusion Working Group, and SAFC Board members Miriam Silva and Tony Ayres, for their work developing this

strategy and engaging in the process of observing, questioning, and envisioning that has been required to develop the strategy.

We recognise that diverse practitioners have experiences, make observations and face barriers that are unique to them, giving them unique perspectives on life and the world. Their representation is vital for ensuring the screen stories we support are not only authentic but continue to connect with audiences here and around the world.

With this strategy driving our actions, we look forward to a more diverse and inclusive future on screen.

Director/Writer and artist  
Kirsty Martinsen on set of  
*Limited Surrender* (2019)



# Introduction

## Why is Diversity and Inclusion important to the SAFC?

Effective organisations are diverse and inclusive.

Diversity widens viewpoints and takes different ideas and perspectives into account.

This can translate into:

- Richer solutions,
- Better results,
- Competitive advantages,
- Greater productivity,
- Exciting innovations, and
- Untapped creativity.

Diversity ensures the greatest access to the best talent.

In the screen industry this can mean:

- A wider range of stories,
- Broader representation of our society,
- Enrichment of our culture, and
- Engagement of new audiences.

Issues of equality, diversity and inclusion concern all industries.

But the cultural power of screen and the way it can shape the way we see ourselves and others, makes diversity and inclusion even more critical.

Opening the door to those who feel marginalised ensures opportunities can benefit everyone, not just the few.

## There is no single policy or program that can transform the SAFC or the industry it serves.

We know that there is work to do and we are committed to long-term change. We are opposed to all forms of unlawful and unfair discrimination.

To build a more diverse and inclusive SAFC, we will:

- Engage all members of our staff and Board to deliver this strategy,
- Challenge ourselves to be



# Introduction

aware of the attitudes and beliefs we hold towards others,

- Keep working to make inclusion part of everything we do,
- Create an environment where individual differences and the contributions of all team members are recognised and valued,
- Provide equal access to opportunities, and
- Engage with communities in a process of two-way learning.

This will require all staff to think and reflect on the roles and responsibility we all play within the screen sector.

We must start by doing. Achieving an inclusive SAFC requires deliberate and intentional action.

**Essential for this vision is collaboration.**

We will engage with a range of industry members from a range of backgrounds including; Female, First Nations, LGBTQIA+, Regional and Remote, Socio-Economically Disadvantaged, Culturally and

Linguistically Diverse, and Deaf and disabled people. We need to amplify their voices, to better understand the barriers that they face.

We will refine our policies and programs based on our shared experiences.

Just as communities are not homogenous, diverse communities are not homogenous either.

We are each shaped by our own experiences, our environment, our heritage, our background, our social and economic status, our sexual orientation, our gender identity, our geographic location and our disabling experiences. This is also called intersectionality.

As champions for Diversity and Inclusion we are striving to change systems. We are committed to breaking down barriers to ensure that we, together, work towards a more diverse and equitable screen sector.

**SAFC Diversity and Inclusion Working Group: Gaille Mellis, Nara Wilson, Beth Neate, Lee-Ann Buckskin and Pauline Clague**

# SA Snapshot: General Population

SAFC Diversity and Inclusion targets are broadly reflective of South Australia's population.



1 in 5 is Deaf or disabled

2.5% First Nations

With a median age of 22.8 years - compared to 40 years for the non First Nations population



50.7% female



11% LGBTQIA+  
39% of LGBTQIA+ Australians hide their identity in the workplace



28.9% born overseas

21.8% of South Australians speak a language other than English at home (CALD)

22.4% live in regional or remote areas



Source: Australian Human Rights Commission data about diverse communities; Australian Bureau of Statistics 2016 Census; SA Health Chief Public Health Officer's Report 2016-2018 Data Compendium; City of Adelaide Socio-Economic Indexes for Areas (SEIFA) Index of Relative Socio-Economic Disadvantage 2016.



# SA Snapshot: Screen Industry

## South Australian “Greenlighters”: Credited Writers, Directors and Producers

Based on the SAFC’s 2021 Industry Stakeholder Survey, this table shows the self-identified diversity breakdown of South Australian credited writers, directors and producers.

These figures will be considered the benchmark for South Australian screen industry diversity for credited writers, directors and producers (“Greenlighters”).

First Nations	0%
Female	38%
LGBTQIA+	8%
Regional or Remote	13%
CALD	21%
Deaf or disabled	8%

## South Australian Credited Crew

Based on the SAFC’s 2021 Industry Stakeholder Survey, this table shows the self-identified diversity breakdown of South Australian credited crew.

These figures will be considered the benchmark for South Australian screen industry diversity for cast and crew.

First Nations	1.6%
Female	39%
LGBTQIA+	14%
Regional or Remote	8%
CALD	13%
Deaf or disabled	3.2%

# Targets

## Why set targets?

Setting targets will help ensure that the SAFC identifies gaps and recognises systemic inequalities.

Monitoring our progress against these targets will inform how we expend our funding and how we design our policies, programs and strategic initiatives.

Reporting our results will help us to be accountable and transparent.

Whilst we are committed to increasing our diversity as an agency, we know that this alone will not be enough to diversify the South Australian screen industry.

We also need to enable more inclusivity across the broader South Australian screen industry and use our position to champion diverse storytellers and authentic representation in the stories that are told.

## Why 10 year targets?

As the lead agency for support of the screen sector in South Australia, the SAFC is best placed to set the standard for Diversity and Inclusion in the South Australian screen industry.

To galvanise our efforts, SAFC has set diversity targets which it will seek to achieve by 2031. The targets are broadly representative of the working age population of South Australia.

The SAFC has set targets which reflect where we should be as an industry, rather than what might be easy to achieve.

SAFC is preferencing systemic change over short-term wins. This is why we have set ourselves a 10-year roadmap for lasting change.

Between now and 2032 our Strategic Plan and annual Business Plans will include activities and actions each year that will help us to reach our targets.

# Targets

## Methodology for developing SAFC Diversity and Inclusion Targets

In 2021, SAFC examined the data of the 2020 Industry Stakeholder Survey and the Film Lab: New Voices applicant pool to establish a series of industry benchmarks for South Australian screen sector diversity.

Through analysis of this baseline data SAFC identified the demographics which are underrepresented in the South Australian screen industry.

SAFC then worked to set targets for increased diversity among these demographic groups.

To do this, SAFC began by looking at the benchmarks and then analysing the Diversity and Inclusion Targets set by The British Film Institute (BFI) the data in Screen Australia's *Seeing Ourselves: Reflections on Diversity in Australian TV Drama Report (2016)*, the ABC's Commissioning for Diversity and Inclusion Guidelines: Screen Content (2021), Australian Human Rights Commission data about diverse communities and the Australian Bureau of Statistics 2016 Census Data.



Production Designer Maya Coombs  
on set for *The Mountain* (2022)

# Targets

## Diversity Targets for South Australian “Greenlighters”: Credited Writers, Directors and Producers

By June 2032 the SAFC aims to achieve the following representation within the South Australian “Above-The-Line” key creatives attached to the projects it supports for production and development funding.

First Nations	5%
Female	50%
LGBTQIA+	8%
Regional or Remote	10%
CALD	25%
Deaf or disabled	10%

## Diversity Targets for South Australian Credited Crew

By June 2032 the SAFC aims to achieve the following representation within the South Australian crew employed on SAFC funded productions.

First Nations	5%
Female	50%
LGBTQIA+	14%
Regional or Remote	10%
CALD	15%
Deaf or disabled	8%

# Defining Diversity

The SAFC will collect diversity metrics for the following diversity dimensions; gender, ethnicity, race, socio-economic status, language, disability, sexual orientation and geographic location.

For the purposes of analysis:

- Female means female and female-identifying;
- First Nations means people who identify as Aboriginal and/or Torres Strait Islander, and are accepted as such by the community in which they live or have lived;
- LGBTQIA+ is an abbreviation for Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual;
- Regional or Remote means postcodes and suburbs outside ABS definitions of Greater Adelaide, with the exception of the Local Government Area of Playford;
- Culturally and Linguistically Diverse (CALD) means not of Anglo-Celtic descent and/or English is not the main spoken

language in the home. Within this term some people may use the acronym POC meaning People of Colour;

- Deaf and disabled means disability as defined under the Disability Discrimination Act 1992. The SAFC also utilises a broader definition of disability, The Social Model. The Social Model refers to the loss or limitations of opportunities to take part in life on an equal basis with others due to barriers. Deaf is always written with a capital D to show that Deaf communities are a linguistic minority as recognised by the Australian Government.

# Measurement

## Greenlighters: Writers, Directors and Producers

Diversity metrics will be collected for all Above-the-Line team members applying for SAFC programs.

Diversity metrics will be collected for all Above-the-Line team members receiving SAFC funding.

Diversity metrics will be collected for all emerging writers, directors and producers applying for SAFC programs and SAFC funded programs delivered by third parties.

All projects receiving SAFC screen production funding will be required to register their project with The Everyone Project which is the industry standard diversity data collection platform. SAFC will receive de-identified data demonstrating the diversity metrics for the productions it funds.

In addition, the SAFC will continue to gather information through industry stakeholder surveys, which are anonymous and de-identified.

## Below-the-Line Crew

SAFC will receive de-identified data through The Everyone Project demonstrating the diversity metrics for the productions it funds.

## Post-Production, Digital and Visual Effects (PDV) and Video Games Development (VGD)

Diversity and Inclusion is a consideration of workforce development planning for the South Australian PDV and VGD sectors. The SAFC will work with the applicants of the SA PDV Rebate and the SA VGD Rebate to gather data on the workforce diversity of PDV and VGD projects receiving SA funding. Targets have not been set for PDV or VGD Rebates at this time.

## Annual Reporting

SAFC will publish how it is tracking against the Diversity targets each year as part of its Annual Report.

# SAFC Diversity and Inclusion Strategy

## Our vision for the industry

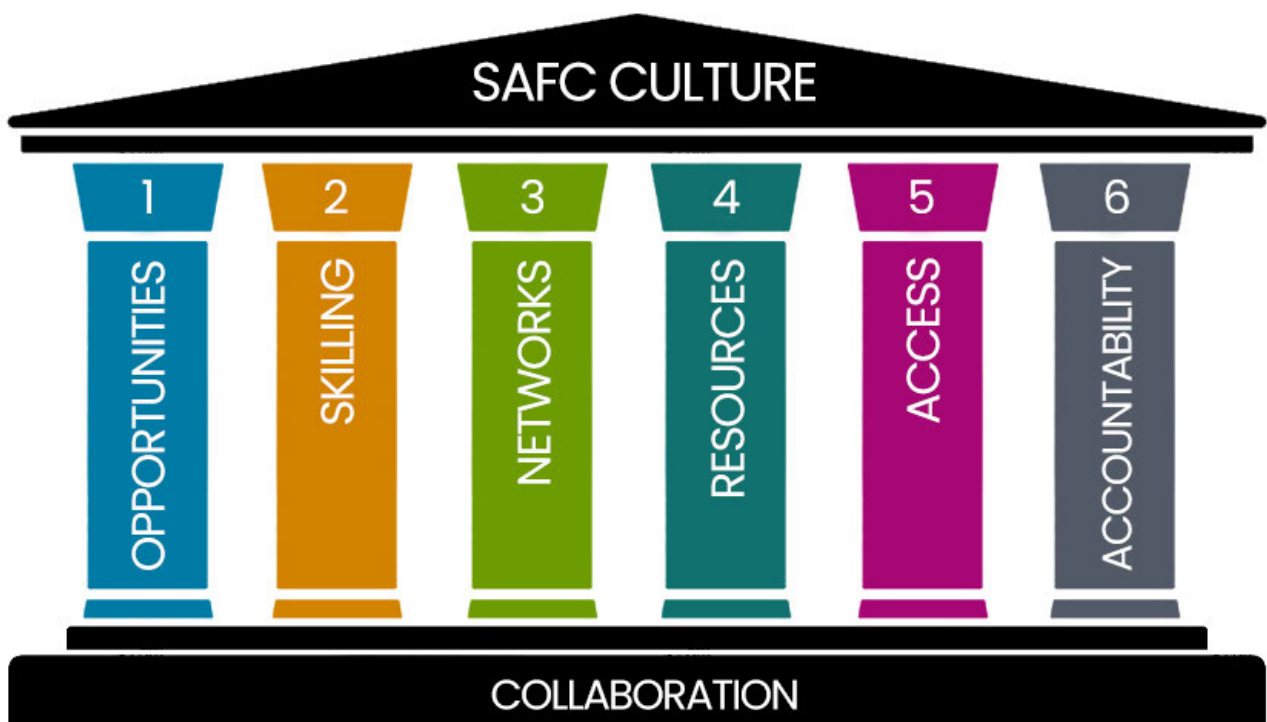
A South Australian screen industry which truly reflects the diversity of South Australia.

their best. A workforce with high levels of cultural competency. This is to ensure SAFC staff are aware of and understand different groups and perspectives and can be good allies.

## Our vision for the agency

A workplace where employees are recruited from a broad pool of talent. SAFC staff are respected, valued, and supported to achieve

The SAFC's Diversity and Inclusion Strategy is built upon our organisational foundations of Collaboration and Culture, and six key pillars: Opportunities, Skilling, Networks, Resources, Access and Accountability.



# SAFC Culture

## What are we doing within the agency?

- SAFC Terms of Trade (Diversity, Inclusion and Access);
- Reconciliation Action Plan Innovate RAP Sept 2020–Sept 2022;
- First Nations Screen Strategy 2020–2025;
- Reflecting a culturally diverse SAFC Board;
- Cultural Awareness Training for Staff, Board, Partner Agencies;
- Anti-Bias Training for Executive Team;
- First Nations Screen Strategy Executive (Advisor to CEO);
- First Nations Executive for Industry Development;
- First Nations Working Group;
- First Nations Advisory Committee;
- Disability Equality Plan;
- Disability Strategy Executive (Advisor to CEO);
- Disability Equality Training for All Staff;

- SAFC Communications Plan 2021–2022 (refer Diversity and Accessibility);
- Workforce Development Taskforce Groups.

## What are we doing outside the agency?

- Member of the Screen Diversity and Inclusion Network (SDIN);
- Subscriber to The Everyone Project;
- Member of Media Ring;
- Member of the Aboriginal Employment Creative Industries Cluster (Industry Advocate);
- Member of Centralised;
- Supporter of Disability Justice Lens Project;
- Collaborating with industry partners on programs to advance Diversity and Inclusion.



# Pillar 1: Opportunities

## Our vision

The South Australian screen industry attracts the top talent in South Australia.

The projects and people SAFC support are diverse and reflect the South Australian community.

The careers and businesses of diverse South Australian key creative talent, cast and crew are supported by SAFC programs.

Growing Capability is one of the four pillars of the SAFC's Strategic Plan 2020-2023.

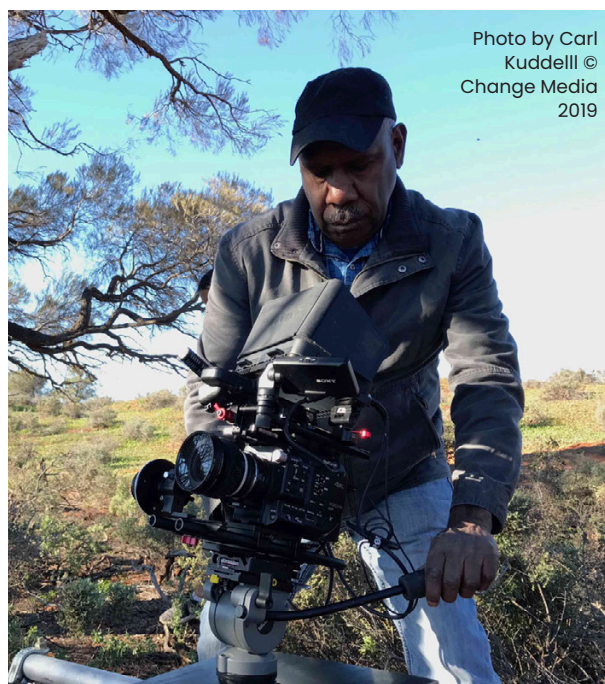
For the SAFC to achieve this aim, the SAFC must ensure its funds, programs and opportunities benefit diverse key creatives, cast and crew.

## What are we doing for diverse key creatives?

- First Nations Screen Strategy 2020-2025;
- Film Lab: New Voices (Round 1 and Round 2);
- Production initiatives with

market partners (ie: Emerging Writers' Incubator, Curious Australia, SBS/Screen Australia Digital Originals);

- Industry development programs with industry partners (ie: Channel 44 First Nations Mentorship Program, Untapped with Australians in Film, AFTRS Talent Camp, Regional Podcasting Workshop with Country Arts SA);
- Subsidising screen conference passes for key creative talent (ie: Screen Forever, AIDC, MIFF).



# Pillar 1: Opportunities

## What are we doing for diverse crew?

- Targeted Diversity Attachments;
- Professional Crew Attachments;
- Skilling SA Crew Training Program;
- Masters/Apprentice Crew Mentoring Program;
- Mercury CX Funding tied to diversity outcomes;
- First Nations Screen Strategy 2020-2025.

## What are we doing for diverse cast?

SAFC Terms of Trade require all applicants to consider diversity and equality in how stories are presented on screen (including casting choices) and the authenticity of storytelling is considered as part of the assessment of all projects applying for SAFC funding.

SAFC will champion authentic representation both on screen and behind the camera. This includes demonstrating industry leadership and delivering information and training to stakeholders.

We will also promote the commissioning guidelines issued by broadcast partners.



Shantae Barnes-Cowan  
in *Firebite* (2021)

# Pillar 2: Skilling

## Our vision

That South Australians who have felt excluded from participating in the screen industry will be able to benefit from SAFC opportunities on an equal footing to others.

Diverse writers, directors and producers gain industry credits to become “Greenlighters”.

An expanded bench of credited South Australian crew reflects the diversity of South Australia.

## Actions

- Skills training will be culturally safe and informed by the communities it is seeking to support;
- Career escalation opportunities will be linked to jobs or ongoing career pathways;
- All companies and participants will have undertaken cultural safety before hosting SAFC funded attachments.



Sound Designer/Recordist Adam Galea on location for *The Mountain* (2022)

# Pillar 3: Networks

The screen industry operates on relationships. Most roles are filled based on personal networks and recommendations. The pervasiveness of this informality creates an exclusionary barrier that leads to preservation of the industry's workforce demographics.

## Our vision

The most original, distinctive, and authentic South Australian stories are told by diverse creative voices.

South Australian screen businesses will find the best local talent.

Diverse South Australian voices will have a pathway to market.

## Actions

- Ensure that all SAFC events and all SAFC supported events bring diverse voices into the room;
- Connect diverse key creatives, crew and cast with

industry through proactive introductions, support to attend industry conferences and invitation to all SAFC-hosted events. This includes introductions to key decision makers, market partners, and established South Australian screen businesses;

- Promote the achievements of diverse key creatives, cast and crew. Use SAFC Marketing, Communications, Sponsorships and Events to build industry awareness of diverse South Australian screen talent.



Master/Apprentice Program participant 3rd AD Anastasia Comelli on set of *First Day S2* (2022), photo by Matt Byrne

# Pillar 4: Resources

Allocating resources is crucial to achieving transformative change.

## Our vision

Our commitment to diversity will be reflected through our funds, our programs, our staff, our facilities, and our time.

We will assess and re-visit what resources we already have in play and reallocate resources, as needed, to service diverse communities.

## Actions

- Work plans will include time for outreach and engagement with diverse communities;
- Budget lines will be allocated for the First Nations Screen Strategy, Reconciliation Action Plan, and Disability Equality Plan;
- SAFC will create an Access Fund to contribute to the costs of Audio Description, Closed Captions, Auslan Interpreters and other Access Needs to ensure SAFC funded productions are more accessible to audiences.



Nandini Rajagopal, Evie Macdonald and Elena Liu on set of *First Day S2* (2022)  
Photo by Matt Byrne

# Pillar 5: Access

A forward-looking industry is an accessible and diverse industry.

## Our vision

To remove barriers so diverse talent can benefit from SAFC opportunities.

## Actions

- Embed Diverse Representation on all SAFC Selection Committees;
- Ensure all areas of SAFC support equality and access for all applicants;
- Provide access to SAFC materials in alternate formats.

Actor Sam Bateman with Director/Writer Lorcan Hopper on set of *The Loop* (2019)  
Photo by Piri Eddy



# Pillar 6: Accountability

To ensure the strategy is active, it will be monitored and reviewed annually. We will monitor our performance against our Diversity Targets.

## Our vision

For the South Australian and national screen industry to hold us accountable to our targets.

## Actions

- Gather knowledge and feedback via annual Industry Survey;
- Promote The Everyone Project data collection tool;
- Publish our progress against Diversity Targets annually.



# SAFC Collaboration

This is a two-way learning stream. We are open to feedback and we know we won't always get things right. We commit to evolving this strategy as we learn from those whom we are trying to support. We will strive for continuous improvement.

We are a small agency, and we exist as part of the broader South Australian community and national screen industry.

But each one of us has a responsibility to increase diversity and inclusion across all the work that we do and to be active allies to underrepresented people in our community.

We will take the time to listen to, and act upon, the feedback we receive and challenge ourselves to recognise our own biases and adapt our thinking.

We will be comfortable being uncomfortable.

Underpinning our actions is a commitment to collaborate. We will collaborate with groups, agencies, and individuals outside of our established networks.

Expanding our connections will help us to:

- Uncover new talent;
- Support authentic screen content;
- Identify new opportunities;
- Gather important and informed feedback;
- Remove barriers;
- Shape our programming and policies.

As the SAFC we will actively promote and advance the culture of diversity and inclusion through intentional, positive, and deliberate actions.

This will ensure a future-focused, globally competitive, and vibrant screen industry in South Australia.



# Appendix

## Frameworks and Protocols

- [SAFC Terms of Trade](#)
- [Equal Opportunity Act 1984 \(SA\)](#)
- [South Australian Disability Inclusion Act 2018 \(The Act\)](#)  
The Act provides a legal framework to support equal access and inclusion for people living with disability in community activities and services including recreation, education, health, and public transport. The Act aligns with the United Nations Convention on the Rights of Persons with Disabilities and with the Australian National Disability Strategy 2010–2020.
- [UN Declaration on the Rights of Indigenous Peoples, Articles 3 & 31](#)
- [Screen Australia: Pathways and Protocols](#)
- [First Nations Intellectual and Cultural Property in the Arts Copyright Act 1968 \(Cth\) \(the Copyright Act\)](#)
- [UN Convention on the Rights of Persons with Disabilities \(CRPD\)](#)
- [Age Discrimination Act 2004](#)
- [Disability Discrimination Act 1992](#)
- [Human Rights and Equal Opportunity Commission Act 1986](#)
- [Work Health & Safety Act 2011](#)
- [Racial Discrimination Act 1975](#)
- [Sex Discrimination Act 1984](#)
- [Workplace Relations Act 1996](#)

[safilm.com.au](http://safilm.com.au)

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