

SOUTH AUSTRALIAN SCREEN INDUSTRY COUNCIL

ACTION PLAN 2009-2011

The objects of the South Australian Screen Industry Council are:

- to represent the South Australian screen-based industries and to foster their further growth, and
- to advocate in order that support for South Australian key creatives (producers, writers, directors) is given precedence by relevant South Australian Government support agencies.

This Action Plan 2009-2011 has been developed by SASIC during February – March 2009 with final revisions completed by July. It is based on:

- the vision described by the screen industry in 2006 and articulated in *The Screen Industry of South Australia: The Industry Plan onwards from 2006*.
- a consultation process undertaken with the industry in 2007 where the original goals of the Plan were reviewed and rewritten
- a planning process undertaken by the Council, which reviewed the Plan and identified priority areas and actions to be achieved in 2008
- and a revision of the Plan by the newly elected Council of 2009 to arrive at this Action Plan reflecting an evolution in policy and strategic leadership

The operational procedures for SASIC (as described in the SASIC constitution) include:

- holding an Annual General Meeting (which, in 2009, will be held jointly with an Industry Forum)
- monthly meetings of the council
- working in partnership with the SA Film Corporation staff, Board, screen industry practitioners, guilds and industry associations
- establishing and maintaining a website to communicate with the industry.

Plan of Action 2009 - 2010

Revised Goals:

1. To provide support for the growth of a diverse range of screen industry businesses
2. To advocate for prioritise investment in SA key creatives
3. To provide open and timely communication between all screen industry sectors and support organisations
4. To support a highly skilled workforce relevant to current and future industry needs

Goals - Long Term	Strategies	Specific Action	Outcome
1 To provide support for the growth of a diverse range of screen industry businesses	1.1 Work with government to assist with generating business growth.	1.1.1 Advocate to Screen Australia for a minimum per state spend.	1.1.1.1 Gather stats to support proposal to Screen Australia.
			1.1.1.2 Meet with SAFC re: coordinating a national approach.
			1.1.1.3 Established sub-committee to coordinate national proposal to Screen Australia.
		1.1.2. Advocate to State government for an increase in the RFF and SAFC Annual production Investment. Work with SAFC and broader industry to achieve.	1.1.2.1 Submission made to State government
		1.1.3. Establish a meeting schedule with the SAFC for exchange of information.	1.1.3.1 An established schedule of meetings with SAFC
		1.1.4.1 Contact DTED to establish new contact.	
		1.1.4.2 Meeting organised with new DTED contact.	
		1.1.5.1 Coordinate update of SASIC website	
		1.1.5.2 Establish new website functionality	

Goal	Strategies	Specific Action	Outcomes
1 To provide support for the growth of a diverse range of screen industry businesses	1.2 Monitor the effectiveness of initiatives and incentives for the growth of SA screen businesses.	1.2.1 Review reports from a variety of sources including Screen Australia and SAFC annual reports.	1.2.1.1 Monitored quarterly as part of SASIC essential business within council meetings.
		1.2.2 Disseminate information on Enterprise funding and production outcomes.	1.2.2.1 Established increased website functionality.
		1.2.3. Contact creative industries team at the Uni of SA to create a snapshot based on SAFC annual reports.	1.2.3.1 Response received.
		1.3 Investigate opportunities for increased links between the SA screen industry and the broader private sector	1.3.1 Request Screen Australia, the SAFC and DTED to facilitate sessions at the AGM/industry day to build relationships between the private sector and SA screen businesses.
		1.3.2 Meet with the SAFC re offset cashflow mechanisms.	1.3.2.1 Meeting held
		1.4 Monitor the ongoing development and establishment of the Adelaide Arts & Screen Centre	1.4.1 Continue to attend architects meetings.
		1.4.2 Maintain regular communication with Jo Mulcahy about the progress of the Centre.	1.4.2.1 Contact maintained. 1.4.2.2 Request to Jo to provide update to SASIC on process.
		1.4.3 Contact HODs to monitor success of HODs advisory group	1.4.3.1 Feedback from HODs

Goal	Strategies	Specific Action	Outcomes
2 To advocate for priority investment in SA key creatives	2.1 Advocate for programs that identify, fast track and support South Australian key creatives	2.1.1 Monitor and provide feedback on SAFC guidelines	2.1.1.1 Feedback collected and presented.
		2.1.2 Engage with MRC, SAFC and AFF to develop initiatives that fast track SA key creatives	2.1.2.1 Establish working group and meeting schedule
		2.1.3 Identify opportunities for Screen Australia and SAFC to support professional development of SA key creatives	2.1.3.1 Consult with SASIC membership re professional development needs.
		2.1.4 Consult with SAFC on the development of initiatives that fast track SA key creatives	2.1.4.1 Meeting with SAFC Screen Industry Programs re joint Screen Australia opportunities for funding.
	2.2 Advocate that SA public investment only be provided through SA companies	2.2.1 Consult on creation of SAFC guidelines	2.2.1.1 Feedback provided to SAFC
		2.2.2 Monitor application of guidelines and the outcomes of co-ventures with SA companies	2.2.2.1 Industry consultation undertaken re outcomes of co-ventures
	2.2.3 Engage with AFF re investment fund and level of SA involvement	2.2.3.1 Meeting with AFF	

Goal	Strategies	Specific Action	Outcomes
3 To provide open and timely communication between all screen industry sectors and support organisation	3.1 Expand SASIC website to facilitate discussion between all members of the screen industry	3.1.1 Establish SASIC website subcommittee.	3.1.1.1 Functioning web subcommittee
		3.1.2 Application to SAFC for funding website and ongoing content management.	3.1.2.1 Application submitted.
		3.1.3 Tender web companies to develop website.	3.1.3.1 Web companies tendered on success of SAFC application
		3.1.4 Seek content management services.	3.1.4.1 Management services secured on success of SAFC application
4 To support a highly skilled workforce relevant to current and future industry needs	4.1 Engage with SA educational institutions to explore programs relevant to the SA screen industry	4.1.1 Establish a tertiary education session at SASIC AGM/ industry day to debate issues	4.1.1.1 Education session conducted, working party established to act on issues raised.
	4.2 Support the divestment of entry level and early career programs of support from the SAFC to the Media Resource Centre	4.2.1 Engage with SAFC and MRC to explore options.	4.2.1.1 Meeting with SAFC and MRC