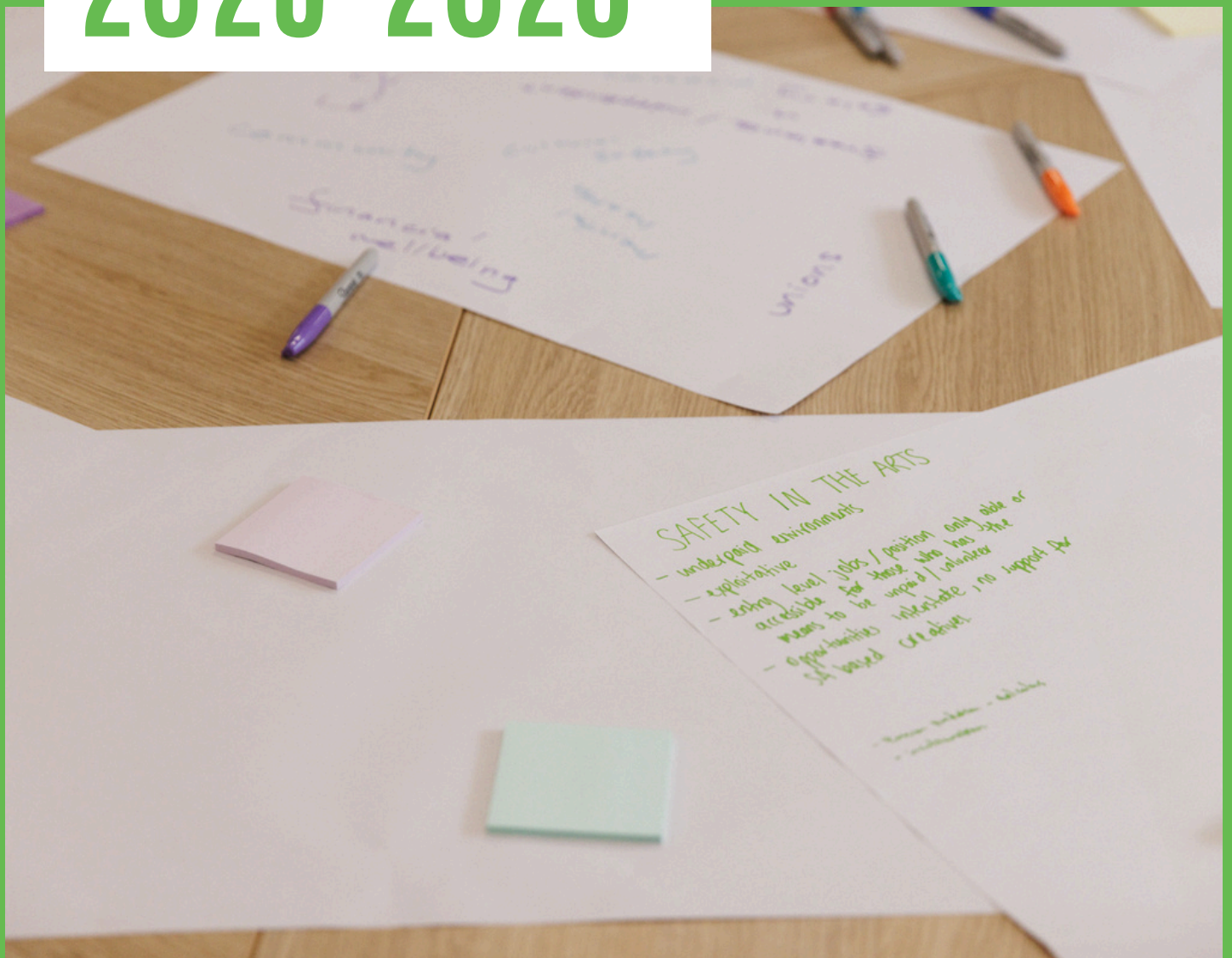


ARTS INDUSTRY COUNCIL OF SOUTH AUSTRALIA

*an independent
voice for the arts*

STRATEGIC PLAN

2025-2028



From AICSA's Youth in the Arts WHS Roundtable. Photo by Bri Hammond.



Photo of Kween Kong by Jack Fenby

ACKNOWLEDGEMENT

The Arts Industry Council SA (AICSA) acknowledges that we live, work and make art on Aboriginal Lands, including Kurna Yarta.

We acknowledge Aboriginal people as the traditional owners and continuing custodians of the lands upon which we live and work, in what is now also called South Australia. We recognise that sovereignty was never ceded.

We pay our respect and deep thanks to Elders past, present and emerging, as well as to First Nations arts and cultural leaders.

OUR VISION

We imagine a future in which South Australian artists, cultural workers and organisations are viable, visible and valued – empowered, connected and able to share South Australian stories and creative practice with each other, audiences and the world.

OUR PURPOSE

The Arts Industry Council SA (AICSA) is a non-government not-for-profit. As the state's sector-wide representative and member organisation, AICSA provides independent leadership and a voice for South Australian artists, cultural workers and organisations.

To achieve our vision, we:

- **Connect** our members, community and cross-sector allies.
- **Communicate**, listen and learn, and speak on their behalf.
- **Advocate** and empower the sector to advocate for themselves.

OUR VALUES

- **Art first:** We advocate for the value of art, culture and creativity as an essential public service that is central to South Australia life and wellbeing.
- **Whole of sector, whole of state:** We represent and support more than our members. Our work improves conditions for everybody who works, participates in or enjoys South Australian arts and culture.
- **Champion:** We take our role as a sector ally and champion seriously. As the state's only independent, state-wide voice for all forms of art, culture and creativity, we are in a position to have brave or difficult conversation others cannot.
- **Amplifying effect:** As a small organisation, we know we can't do everything ourselves. Our work has an amplifying effect by connecting and empowering our members, community and cross-sector allies.



Photo of Nancy Bates by Jack Fenby

OUR STORY

AICSA was incorporated in 1991 to represent and promote arts sector matters to government, the private sector, media and wider community.

As the state's sector-wide representative and member organisation, AICSA has provided a collective and independent voice for South Australian artists, arts workers and arts organisations for more than 30 years.

Our members include over 150 of the state's arts and cultural organisations and independent practitioners.

The Council receives no ongoing operational funding from the government, and derives support from the industry through member subscriptions, fundraising, sponsorship, in-kind donations and occasional project grants.

OUR 2025-2028 GOALS

- **Goal 1 (cultural workforce):** We will lead and support activities and advocacy campaigns that help improve conditions for South Australian artists, cultural workers and organisations.
- **Goal 2 (public value):** We will increase the visibility and value of South Australia's year-round creative practice and cultural offer, including in public policy and relationships.
- **Goal 3 (viability and sustainability):** We will increase our membership, revenue and resources in order to grow our team, reach and impact.



Nara Wilson, Esther Anatolitis & Dr Ruth DeSouza at AICSA's Cultural Safety Workshop by Bri Hammond

OUR STRATEGIES

Goal 1 (cultural workforce): We will lead and support activities and advocacy campaigns that help improve conditions for South Australian artists, cultural workers and organisations.

Strategy 1.1: Listen to and engage with our members and sector to develop relevant, evidence-led campaigns and activities that advocate on their behalf.

Strategy 1.2: Monitor and circulate information about issues affecting art, culture and creativity in South Australia and empower people to have their say. (eg. Pre-2026 State Election campaign)

Strategy 1.3: Monitor implementation of the Government of South Australia's new Cultural Policy and Artists at Work Taskforce recommendations and hold them accountable.

Strategy 1.4: Create opportunities for our members, community and cross-sector allies to come together.

Goal 2 (public value): We will increase the visibility and value of South Australia's year-round creative practice and cultural offer, including in public policy and relationships.

Strategy 2.1: Act as a conduit and spokesperson for political representatives and the media to hear from and speak to the South Australian arts sector.

Strategy 2.2: Collaborate with fellow state peak bodies and broader cross-sector networks on big-picture conversations and innovations about the future of the arts in South Australia.

Goal 3 (viability and sustainability): We will increase our membership, revenue and resources in order to grow our team, reach and impact.

Strategy 3.1: Clarify role and member offer.

Strategy 3.2: Grow and diversify memberships.

Strategy 3.3: Confirm DGR status.

Strategy 3.4: Increase and diversify revenue.

The committee agrees the strategies will be monitored and reflected on within committee meetings every 6 months.



AICSA Co-Chair Ruth Weldon at AICSA's Cultural Safety Workshop by Bri Hammond

