

safia

*south
australian
fashion
industry
association*

strategic plan

3-year plan
FY25 to FY27

version 1.1

INDUSTRY SCOPE

The South Australian Fashion Industry Association includes anyone involved in the production, design and manufacturing of apparel in South Australia.

This includes textiles, fashion, clothing, lingerie, sportswear, uniforms, footwear and accessories



OUR PURPOSE

To support, connect, and advocate
for a growing and sustainable
South Australian Fashion Industry.

OUR VISION

An exciting, sustainable,
and diverse industry that connects
local talent and attracts investment
to South Australia.

OUR PRIORITIES

thrive

Maintain/ Sustain a well governed organisation in order to support an exciting and diverse fashion industry in South Australia

represent

We advocate, showcase, and give voice to the South Australian Fashion Industry

support

Facilitate relevant services to the SA Fashion Industry to help them innovate, connect, and grow sustainably

GOALS & STRATEGIES

thrive

Maintain/ Sustain a well governed organisation in order to support an exciting and diverse fashion industry in South Australia

The SAFIA Board agreed to 3 levels of granularity for the Strategic Plan to be referred to as follows:

- Strategic Priorities: Short name and description for the most important items of strategic focus for SAFIA
- Strategic Goals: What SAFIA aims to achieve during the term of the Strategic Plan per Strategic Priority (note these are a broader goal statement not specific measures/KPIs)
- Strategies: How each Strategic Goal will be achieved

Goals

Short-term Strategies

Long-term Strategies

Achieve long-term sustainable funding

Funding from government to hire resource and obtain an administrative premises

Achieve sustainable funding from other sources – events, sponsors, members, and philanthropy/donations

Implement appropriate governance procedures and documentation

Formalise Board roles and responsibilities

Evolve structure of Board to achieve oversight rather than operational roles

Onboard suitable resource to achieve our goals

Hire CEO/Executive Officer/GM to execute Vision Statement and establish administrative office

Build team including PR/Marketing + Events + Advocacy/Membership

Be recognised as legitimate peak industry body

Be formally recognised by SA state and local government as peak body

Be recognised by Federal government and industry through funding, membership numbers, and engagement

represent

Advocate, showcase, and give voice to the South Australian Fashion Industry

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Goals

Strategies

Advocate

Government:

- Advocate for resources for industry
- Training, skills, and education
- Research
- Attending Government functions (person to person)

Industry:

- Provide two-way communication with industry/business
- Business to government
- Councils and businesses

Media and PR:

- Build relationships
- News, print, journals
- Releases

Develop and engage membership

- Develop membership structure
- Develop value proposition

Showcasing

Internal:

- Newsletters/Social media/Website

External:

- Website/Social media
- SA Fashion Weekend
- Adelaide Fashion Week (AEDA)

support

Facilitate relevant (evidence-based, respected?) services to the SA Fashion Industry to help them innovate, connect, and grow sustainably

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Goals

Strategies

Be a legitimate source of industry-related information and connection – including in areas of production, supply chain, local and international regulation, sustainability, etc

- Research key areas/resources
- Refine industry needs
- Develop a resource pool
- Develop partnerships with key stakeholders to provide information
- Resources on website and through briefing events

Be a support to education institutions to identify needs and opportunities, provide advice, and create connections between job seekers/talent and industry

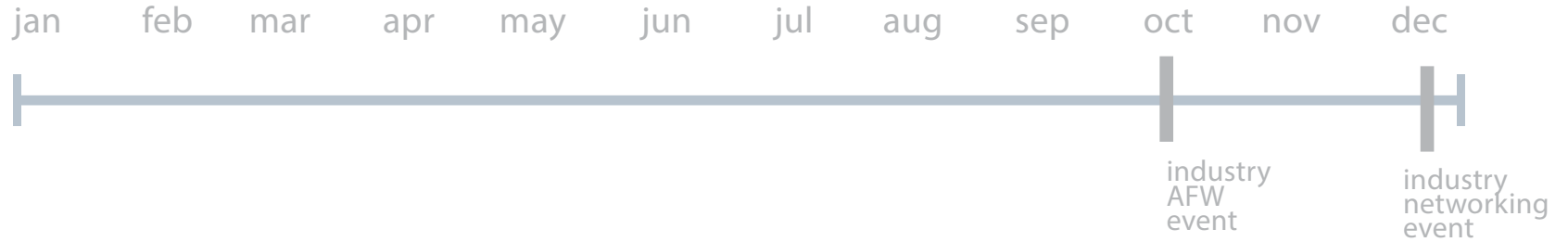
- Develop jobs board
- Connect education and industry – through forums
- Develop proposals for scholarships, internships, etc (using already tested programs)

Facilitate industry networking that leads to innovation and growth

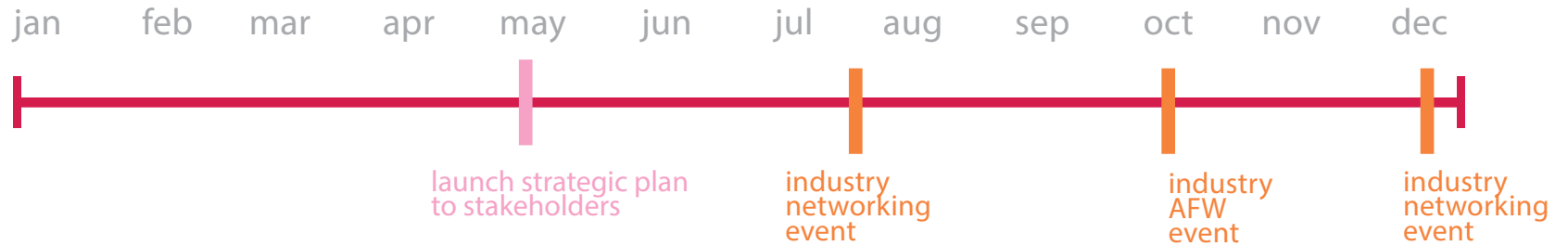
- Host relevant events driven by industry feedback
- Plan annual calendar (networking)

PRIORITIES TIMELINE

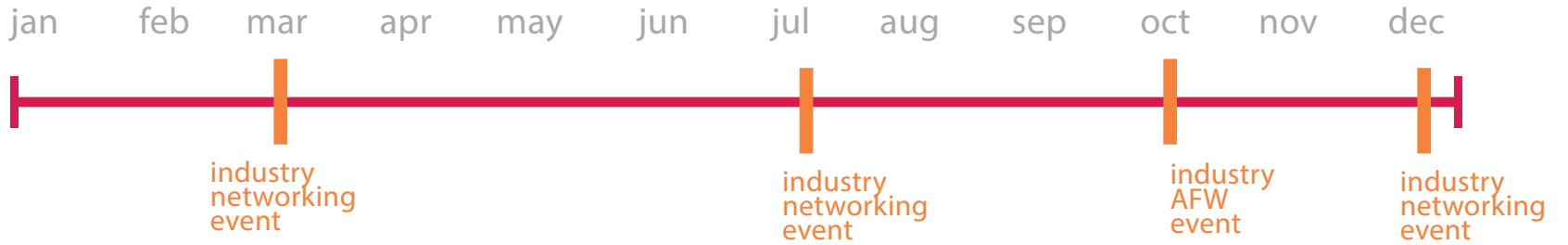
2024
PRE-LAUNCH PHASE



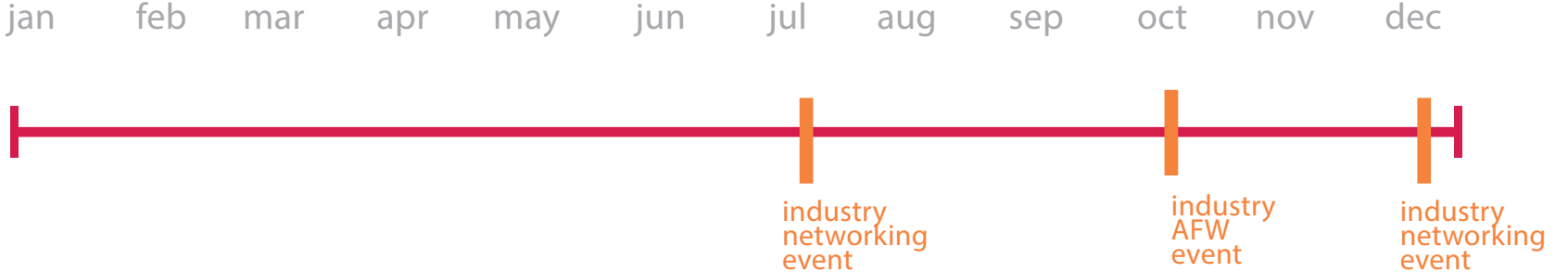
2025



2026



2027



MEMBERSHIP

In anticipation of securing necessary resources by June 2026, we commit to advancing our fashion industry community development efforts and initiating the execution of a membership framework as integral components of our strategic plan.

Our current status includes:

- A database comprising 300+ active businesses
- An organic Instagram following of 1,400+ engaged followers
- A Facebook group with 400+ members specific to our industry
- Active participation from industry and non-industry board members

Our strategic objectives moving forward entail:

- Developing a compelling value proposition
- Establishing a robust membership structure