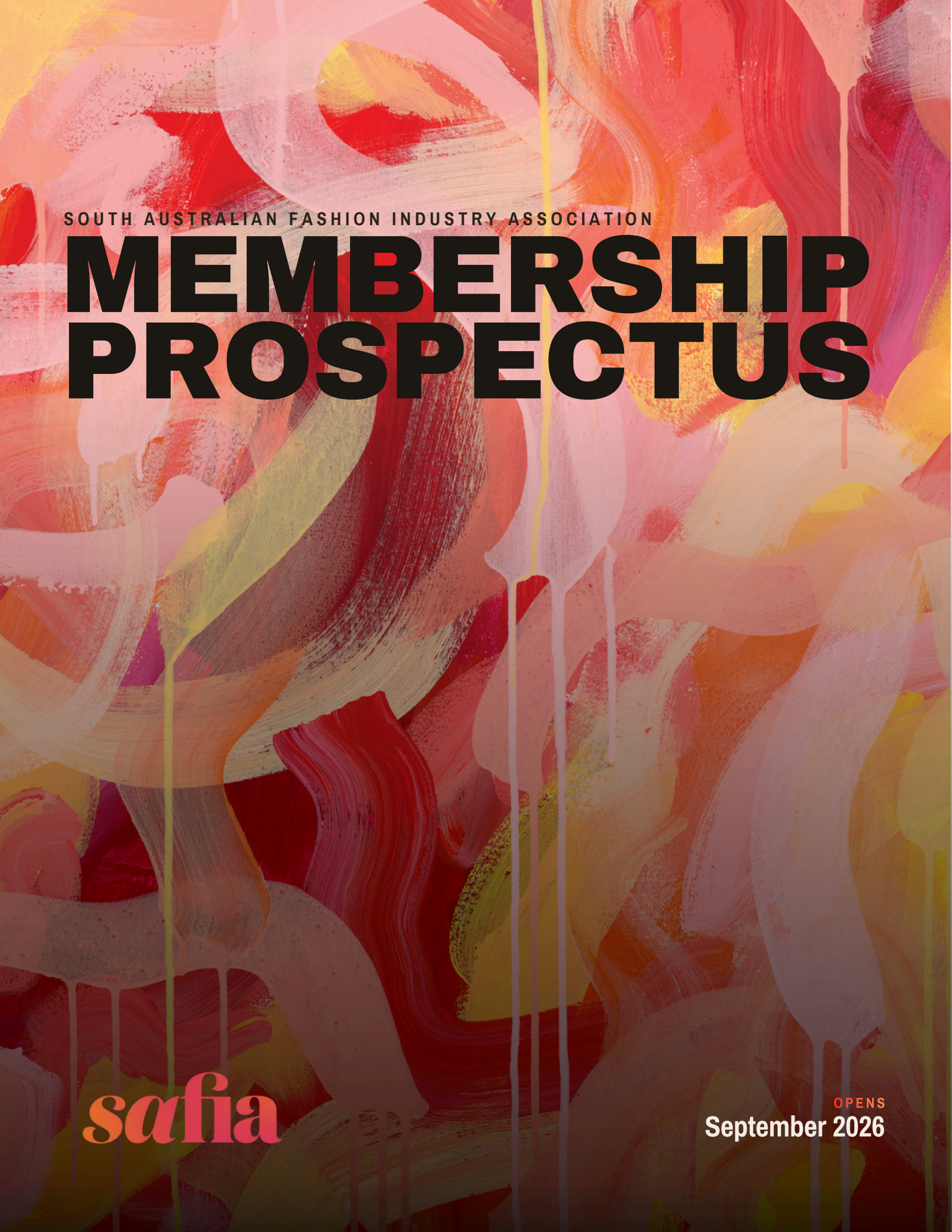




SOUTH AUSTRALIAN FASHION INDUSTRY ASSOCIATION

MEMBERSHIP PROSPECTUS

safia

OPENS
September 2026

South Australia's fashion industry deserves an industry body that matches its scale.

Fashion is one of South Australia's most dynamic creative industries, spanning design, manufacturing, textiles, footwear, accessories, styling, and education. It connects emerging talent with established practitioners, attracts investment, drives export, and shapes the cultural life of our state.

\$220M

**contributed annually to
the SA economy**

1,000+

**fashion businesses across
South Australia**

SAFIA exists to grow your fashion business.

SAFIA represents everyone involved in the fashion industry in South Australia.

For decades, the contribution and creative brilliance of people and businesses involved in South Australian fashion has been unrepresented to local, state and federal governments, with opportunities for trade, investment, showcasing and capacity building for fashion creatives focussing heavily on other states.

South Australia is home to some of the most creative fashion talent in the country.

Until now, however, the scale and significance of your contribution to the state's economy have remained largely unseen. SAFIA, the South Australian Fashion Industry Association, was formed to bring our industry together, strengthen its collective voice and secure the opportunities and support needed to grow this valuable sector, creating a stronger environment in which your fashion business can thrive.

Incorporated in September 2021, SAFIA gives South Australia's fashion industry a unified, credible, active voice advocating for the sector, connecting its practitioners, attracting investment, and building the infrastructure the industry needs to grow.

OUR PURPOSE

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

OUR VISION

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

THREE STRATEGIC PRIORITIES

Thrive

A well-governed organisation delivering long-term impact for the industry.

Represent

Advocate, showcase, and give standing to SA fashion at state, national and international levels.

Support

Connections, resources and programs that help practitioners grow sustainable careers.

Before launching paid membership, SAFIA already moved the needle.

\$100,000+ in government funding to provide *free training* in sustainability for designers through the *Circular Fashion Initiative*

Participation in ADL Fashion Week as an Industry partner, ensuring fair and transparent processes for runway selections

1,400+ followers on Instagram, **400+** in the Facebook community

Increasing visibility of local designers through a collaboration with the City of Adelaide ART POD Residency Program

Creating an on-going training package that will continue to be delivered to upskill designers in sustainable production

300+ active creatives already in the SAFIA community

Presentations to State Government explaining how fashion contributes to SA's economy

Forming a collaborative alliance with Western Australian fashion creatives and introducing SA brands into WA retail spaces, via STAGE 111



Membership helps build a stronger structure, woven person by person.

Without a properly resourced peak body, SA's fashion industry risks being underrepresented in policy, underfunded in development programs, and undervalued nationally.

MEMBERSHIP SUPPORTS

- Ongoing advocacy representing you to local, state and federal government
- Providing exciting events and networking opportunities
- Creating research and development of policies on your behalf
- Offering partner discounts, the first being an insurance offering for your protection
- Business training and development opportunities
- National representation and industry partnerships
- Workforce development and education pathways
- Improvements in access to manufacturing solutions for small business
- Building partnerships with other organisations to provide more opportunities for your business, such as with STAGE 111 in Western Australia

**Every membership dollar is reinvested in the industry.
SAFIA is a not-for-profit incorporated association.**

Three ways to join. Membership opens September 2026.

Industry Membership

\$297 + GST

\$326.70 for 12 MONTHS

OR

\$27 + GST / monthly

- ✓ Access and listing to exclusive SAFIA Industry Directory (opt-in)
- ✓ Complimentary access to selected SAFIA member events
- ✓ Invites to industry networking opportunities
- ✓ Member-only communications and industry updates
- ✓ Exclusive invitations to selected opportunities, collaborations, and EOIs
- ✓ Unique discount codes and early-access offers to ADL Fashion Week ticketing
- ✓ Priority access to SAFIA initiatives and activations
- ✓ Access to ongoing member-only resources and content
- ✓ Exclusive access to *Circular Fashion Initiative* Masterclass video series
- ✓ ADL Fashion Week engagement
- ✓ Professional development
- ✓ Local and National representation

Foundation Member

\$297 + GST

\$326.70 for 24 MONTHS · FIRST 20 ONLY

- ✓ All Industry Member benefits
- +
- ✓ 24 months for the price of 12
- ✓ Named as a Foundation Member
- ✓ Place in SAFIA's founding record

Student Membership

Free*

THEN \$49+GST ON RENEWAL

- ✓ First 12 months complimentary
- ✓ Access to SAFIA networking
- ✓ Invitations to relevant SAFIA events
- ✓ Access to industry opportunities
- ✓ Student visibility opportunities
- ✓ Early industry connection
- ✓ Exposure to SA's fashion ecosystem
- ✓ Pathway into long-term industry membership

*Student membership requires enrolment in a recognised fashion, design, textile, or related program at an Australian educational institution.

Insurance Program, available to members through Cover for Creatives.

An additional bonus offering covering practitioners for public and products liability, professional liability, and personal accident. Worldwide scope, with exports to North America covered at a restricted limit.

All three insurance types for
\$249 ex GST
per member, in addition to membership

Cover includes:

\$20M

**General &
Products Liability
any one
occurrence**

\$5M

**Professional
Indemnity
any one claim,
costs in addition**

Insurance is an optional add-on to SAFIA membership and is arranged by Cover for Creatives Pty Ltd (ABN 46 682 092 084), Authorised Representative No. 1313061 of RiskCorp Pty Ltd t/as RiskCorp Insurance Brokers (ABN 29 632 224 778, AFSL 525955). Information contained in this prospectus is a summary only and is provided for general information purposes. It does not take into account your individual circumstances, objectives or insurance needs and should not be relied upon as financial product advice. Cover is subject to eligibility, acceptance and the full terms, conditions, limits, exclusions, excesses and other provisions contained in the applicable policy wording, Product Disclosure Statement, schedule and endorsements. Insured parties, period of insurance and business description are determined by the applicable program schedule. SAFIA is not the insurer or insurance broker and does not provide advice as to the suitability of the insurance for individual members. SAFIA does not guarantee eligibility for cover, the extent of cover provided or the outcome of any claim. Members should review the relevant policy documentation and, where appropriate, seek advice from Cover for Creatives before obtaining cover. Full insurance documentation is available on request.

FIRST 20

The first 20 fashion creatives to join as paid Industry Members will become *Foundation Members*, a meaningful distinction for early supporters. Your name will sit on the record of SA's peak fashion body at the moment it became properly funded.

Foundation Member

\$297+GST · 24 months*

Value: \$594+GST — named on record

Standard Industry Member

\$297+GST · 12 months

Value: \$297+GST — open to all



Featured designers from SAFIA x City of Adelaide ART POD Residency 2026

***Capped at 20. Will not be extended. When they're filled, the record is set. Founding members must purchase a yearly membership in full.**

Open to anyone connected to SA's fashion industry.

Fashion designers & creative directors

Stylists & wardrobe professionals

Consultants, agents & industry advisors

Fashion writers & bloggers

Hair & makeup artists in fashion contexts

Event & creative producers in fashion

Textile & garment manufacturers

Fashion photographers & visual creators

Educators & academic staff

Pattern makers, seamstresses & production pros

Accessories designers & footwear practitioners

Anyone professionally connected to SA fashion

Student Membership is open to anyone enrolled in a fashion, design, textile, or related program at a recognised Australian institution. Applications are assessed under the SAFIA Membership Policy.

Applications open 7 September 2026.

01

Visit safia.fashion.

02

Complete the online membership application form.

03

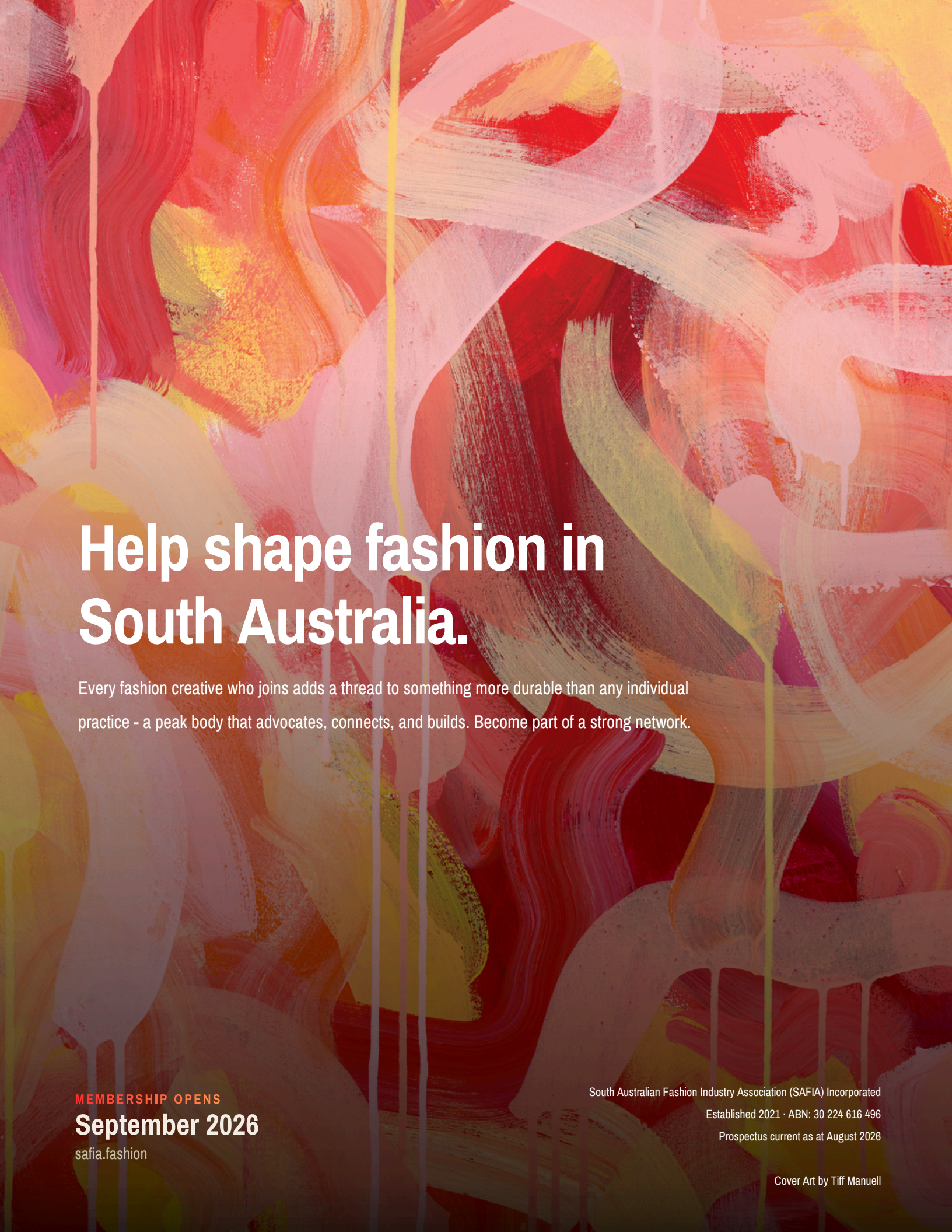
Pay securely via SAFIA's Stripe portal. Industry: \$297+GST (\$326.70). Student: complimentary during launch.

04

Receive your confirmation and welcome package by email.

05

Membership commences on payment date - 12 months (24 months for Foundation Members).



Help shape fashion in South Australia.

Every fashion creative who joins adds a thread to something more durable than any individual practice - a peak body that advocates, connects, and builds. Become part of a strong network.

MEMBERSHIP OPENS
September 2026
safia.fashion

South Australian Fashion Industry Association (SAFIA) Incorporated

Established 2021 - ABN: 30 224 616 496

Prospectus current as at August 2026

Cover Art by Tiff Manuell