

APPLICATION INFORMATION

2011/2012

# Regional Events Festivals Program & Community Events Development Fund

CLOSES 29 APRIL 2011



For more information please contact:  
Business Development Unit  
Events South Australia  
Phone: 8463 4697  
southaustralia.com  
tourism.sa.gov.au/industryinfo



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# BACKGROUND

The South Australian Tourism Commission's events arm Events South Australia provides financial and marketing support to events which promote South Australia as a tourism destination.

Events South Australia provides support to tourism events that increase event-specific visitor expenditure, particularly from interstate. The timing of the event is considered – events held outside peak event (January-April) and holiday seasons will be given preference. Events that generate significant media coverage in the State and nationally are also considered highly. Events must be strategically important to their tourism region.

Events that provide an opportunity or pathway for Events South Australia to bid for other desired national or international major and hallmark events will be considered a priority.

Any sponsorship supplied is specifically for event promotion, media and marketing activities. Each event must liaise with its relevant Regional Tourism Manager to maximise any tourism potential and promotional opportunities.

Events South Australia reviews long- term business planning, financial viability and event longevity. As such Events South Australia may enter into a multiple year contract, but the contract will outline a set of key performance indicators (goals) that must be achieved.

The Fund **does not support** events occurring in South Australia on a rotational basis with other states such as exhibitions, symposiums and conferences.

Events not considered under the Fund include New Year's Eve celebrations, Christmas pageants, fireworks displays, tours, open gardens, open days, club rallies, markets, expos, reunions, conventions, performances, fundraising activities, exhibitions, business conferences, education events and agricultural shows.

Organisers of events involving animals must provide Events South Australia with a set code of practice in respect to the management and treatment of animals during the event. In particular, event organisers are to advise if the organisation or any person associated with the event has ever been charged under the Prevention of Cruelty to Animals Act (SA) 1985. The organisers must also produce relevant permits.

It is important to be aware that not all applications will be successful. The program is very competitive.

## COMMUNITY EVENTS DEVELOPMENT FUND

**Please note: An amount of the overall budget of the Program will be allocated to new, smaller or community-based tourism events seeking to increase their tourism relevance, or undertake a specific project to achieve this.**

**A maximum of \$5000 will be allocated to these events.**



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# SOUTH AUSTRALIA'S STRATEGIC PLAN

South Australia's Strategic Plan provides the vision and framework for building a prosperous, healthy and sustainable State ([www.SAplan.sa.org.au](http://www.SAplan.sa.org.au)).

This Plan contains 6 objectives and 98 measurable targets to be achieved over the next ten years, one of which is a tourism target. The tourism industry target is to increase visitor expenditure from \$3.7billion in 2002 to \$6.3billion in 2014. This target will be reached by increasing visitor numbers and length of stay and more importantly by increasing visitor spending. Responsibility for achieving this target is a joint one between the tourism industry and the Government.

Reaching the \$6.3billion tourism target by 2014 will not just happen. The current outlook suggests that tourism expenditure will only reach \$5billion by 2014 unless changes are made. So the challenge is finding ways to bridge the \$1.3billion gap by lifting South Australia's competitive performance.

To help achieve this target a more strategic approach to event investment has been implemented. The assessment process for event sponsorship is much more selective with a focus on events that are key to the State and that can compete with other events on a national level.

## THE APPLICATION PROCESS

The closing date is **5pm, 29 April 2011** for events occurring after August 2011. If your event occurs in July or August 2011 please submit an expression of interest by 31 March 2011 and consider requesting funds for the following year (2012), to be in-line with the financial year process.

There is only one intake of applications per year. Applications received after the closing date will be considered on a case by case basis.

**Please send applications to**

**Events South Australia  
Level 3, 121 King William Street,  
ADELAIDE SA 5000**

or

**GPO Box 1972,  
ADELAIDE SA 5001**

**Only one copy is required. No plastic sleeves or presentation folders.**

**An approximate timeline for the assessment process is:**

1. Receipt of applications will be acknowledged – week commencing 2 May 2011
2. Applications/business plans will be reviewed – week commencing 2 May 2011
3. Feedback and comment will be sought from the relevant Regional Tourism Manager – late May 2011
4. Recommendations will be made to the program's assessment panel – week commencing 6 June 2011
5. The Minister for Tourism will notify successful applicants – early July 2011.
6. Events South Australia will notify unsuccessful applicants – late July 2011.



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# YOUR APPLICATION

**The following documentation must be provided for applications to be considered.**

1. Submit a current business plan including a current marketing plan.
2. Attach a letter clearly outlining your request – what financial assistance is required and what it will be used for.
3. Attach the Application Form (supplied).
4. Complete the checklist (supplied).
5. Attach any support material (including marketing collateral).

**NOTE: Your application will be assessed on how well your business plan addresses and verifies items included in the attached checklist and background information. This includes visitation, financials, media, timing and alignment with SATC goals.**

**Your business plan should include:**

- Description of the event  
(include your event's point of difference)
- Aims and objectives
  - The reason for hosting your event
  - Community social and cultural goals
  - Environmental goals - outline strategies
  - Any long-term goals and event planning
  - Strategic value to the region
- Management structure including:
  - legal status
  - previous experience
- Estimated tourism and economic impact
  - Estimated attendance by locals, intrastate, interstate and international visitors
  - Length of stay (include future projections)
  - Outline how you will evaluate the event
- Key working relationships
  - Regional Tourism Manager
  - Sponsors
  - Local government
  - Event committee
  - Local community involvement/ engagement
- Marketing plan
  - Target markets
  - Proposed strategies
  - Media plans
  - Associated budget
  - Media coverage or TV/broadcast opportunities
- Finance
  - Event budgets
  - Long-term financial planning, including sponsor sourcing and servicing
  - Other income sources (potential and current)
  - Other Government income sources
- State Tourism and Strategic Plans – how does your event fit?



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# APPLICATION FORM

(ATTACH TO FRONT OF APPLICATION DOCUMENT)

EVENT NAME: \_\_\_\_\_

EVENT DATE: \_\_\_\_\_

NAME OF COMPANY / EVENT ORGANISING COMMITTEE: \_\_\_\_\_

CONTACT PERSON / EVENT MANAGER: \_\_\_\_\_

EVENT BUSINESS ADDRESS: \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

MOBILE NUMBER: \_\_\_\_\_

FACSIMILE NUMBER: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

EVENT WEBSITE ADDRESS: \_\_\_\_\_

AUSTRALIAN BUSINESS NUMBER (if applicable): \_\_\_\_\_

TOURISM REGION: \_\_\_\_\_

LOCAL COUNCIL/S: \_\_\_\_\_

AMOUNT REQUESTED PLUS GST: \_\_\_\_\_

ESTIMATED ATTENDANCE TOTAL: \_\_\_\_\_

INTERSTATE ATTENDEES: \_\_\_\_\_

INTRASTATE (SA) ATTENDEES: \_\_\_\_\_

ONE SENTENCE EVENT DESCRIPTION: \_\_\_\_\_

\_\_\_\_\_



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# EVENT CHECKLIST

PLEASE COMPLETE THE FOLLOWING CHECKLIST, VERIFYING ELEMENTS OF YOUR APPLICATION.

MAKE SURE YOUR BUSINESS PLAN BACKS UP YOUR CHECKLIST.

- You have estimated the number of event specific attendees  YES  NO
- You have provided a breakdown of intrastate/interstate/international visitors  YES  NO
- You have estimated how long (how many nights) interstate/ international attendees stay  YES  NO
- You have provided an event budget showing all income and expenditure and forecast profit/loss  YES  NO
- You have factored into your event budget for appropriate post-event reporting and economic impact statistics  YES  NO
- Your event has other income sources and strategies to grow them  YES  NO
- Your event is a flagship event for its region  YES  NO
- You have liaised with your relevant Regional Tourism Manager (the South Australian Tourism Commission's representative in each tourism region)  YES  NO
- Your event will lift the profile of the tourism region and will provide significant promotional opportunities for the State  YES  NO
- Your event is sustainable financially  YES  NO
- Your event has minimal impact on the environment  YES  NO
- Your event has community backing/ ownership and support  YES  NO
- Your event is held outside peak event times (January to April)  YES  NO
- Your event is unique (either in concept or unique to South Australia)  YES  NO



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