

COMMUNITY EVENTS

Development Fund



Floatfest, Murray River, Lakes & Coorong



Government
of South Australia

South Australian
Tourism Commission



Port Augusta Cup, Flinders Ranges & Outback

Background

Events South Australia is the events arm of the South Australian Government and a division of the South Australian Tourism Commission (SATC). Its charter is to promote South Australia as a tourism destination and attract visitors to the state through securing, managing, developing and sponsoring leisure events, while also taking a leadership role within the events industry.

Events South Australia provides sponsorship support to a number of large and small events. Smaller events that promote South Australia and its regions as tourism destinations are funded through the Regional Events and Festivals Program and Community Events Development Fund.

Events play an important role in our state's tourism industry. Events help celebrate the vibrancy and creativity of the South Australian experience, which is significant to growing South Australia's pride and confidence in the state and crucial for providing visitors with a compelling reason to come to South Australia.

The Community Events Development Fund provides financial support for events which promote South Australia and its regions as tourism destinations. This fund supports new, smaller or community-based events seeking to increase their tourism relevance, or undertake a specific project to achieve this.

Applicants must provide a marketing/promotion plan and event operational budget to prove financial viability and to outline how funds will be used if successful. Supporting notes should identify what the event will achieve with this funding versus the expectations if the event is not successful in its proposal.

All events should be financially viable prior to seeking funding from Events South Australia. A maximum of \$5,000 per event will be allocated through the Community Event Development Fund.

Eligibility

Event South Australia's Community Events Development Fund provides support to tourism events that:

- ▶ Increase event-specific visitor expenditure from intrastate audiences.
- ▶ Contribute to a balanced event calendar – events held outside the peak event period (January-March), public holidays and holiday seasons will be given preference.
- ▶ Support the state's strategic plan and economic priorities (in particular the '[Premium food & wine from our clean environment](#)', '[Creating a vibrant city](#)' and '[A growing destination choice for international and domestic travellers](#)' initiatives).
- ▶ Relate to the state's tourism initiatives as highlighted in the [South Australian Tourism Plan 2020](#) and the [SATC Corporate Plan FY18-20](#).
- ▶ Are strategically important to their tourism region and are able to align with the relevant Destination Action Plan and/or regional brand.
- ▶ Generate media coverage in the state.
- ▶ Support infrastructure funded or upgraded by the government.
- ▶ Provide an opportunity or pathway for Events South Australia to bid for other desired national or international major events.
- ▶ Are financially viable with a sustainable management model.
- ▶ Contribute to the cultural and social fabric of the state.
- ▶ Provide a legacy which positively impacts on the community.

It is important to be aware that not all applications will be successful. Events that are successful are not guaranteed to receive the full amount that they have applied for. The funding program is very competitive and only events that demonstrate the intention and capacity to grow into an established and ongoing regional event are eligible for this funding. Events that can substantiate claims related to tourism benefits and appeal will be looked upon favourably.

Event organisers are encouraged to meet with the relevant Regional Tourism Manager and the Sponsored Events Executive to discuss their proposal prior to submitting an application.

What support can be expected?

- ▶ Sponsorship through this Fund is for seed-funding activities which will assist in encouraging attendance to the event by new audiences.
- ▶ Events South Australia and the South Australian Tourism Commission also offer in-kind support in areas such as marketing, public relations, equipment hire and event management expertise. In-kind support is considered on a case-by-case basis.

Sponsorship requirements

- ▶ Successful candidates will be required to enter into a contractual agreement with the South Australian Tourism Commission. The sponsorship agreement will specify the targeted tourism key performance indicators and stipulate how the funding is to be spent.
- ▶ Event organisers will be required to submit reports covering all aspects of the event including event management, marketing, event attendance and stakeholder management.
- ▶ Events South Australia will receive sponsor benefits such as sponsor recognition, logo placement, branding/signage at event venues and tickets for official and programmed events.
- ▶ Regular meetings and updates will be required to ensure that the event can be leveraged as best as possible by both parties.

Who is ineligible?

The fund does not support:

- ▶ Trade and industry events such as symposiums, expos or exhibitions, education events, agricultural shows and conferences.
- ▶ New Year's Eve celebrations, Christmas pageants, fireworks displays, tours, open gardens, open days, club rallies, markets, reunions, performances, charity or fundraising activities.

Events which occur on a rotational basis with other regions or states will be assessed on a case-by-case basis.

PLEASE NOTE: 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.

The APPLICATION PROCESS

The closing date for the 2018-19 Community Events Development Fund is 5pm, Friday 16 March 2018 for events occurring after 1 September 2018.

If your event occurs prior to September 2018, or if your organisation requires significant mentoring and/or support to take your event to the next level, please consider requesting funds for the following year (2019), to be in-line with the financial year process and to allow for additional leveraging opportunities.

There is only one intake of applications per year. Applications received after the closing date will be considered on a case-by-case basis, if an extension has been agreed upon by the Regional Events and Festivals Coordinator prior to the closing date.

Applications are to be submitted using [Events South Australia's funding portal](#).

Your application will be assessed on how well you address and verify the questions throughout the online application forms.

Do not post or deliver hard copies unless requested.

Applicants are encouraged to consider and prepare information related to the following:

Event Description

- ▶ Describe your event (i.e. duration, scope, core activities, purpose)
- ▶ Brief history of the event and future direction
- ▶ Where your event will be held and why
- ▶ How does your event fit into the current tourism and events landscape? Is there a need for this kind of event in your host region?
- ▶ How does your event fit with the strategic objectives relevant to South Australian tourism and add value to the respective region?

Event Positioning

- ▶ Aims and objectives
- ▶ What are the long-term goals of the event (3-5 years)?

Estimated Tourism Value

- ▶ Anticipated attendance by locals, intrastate, interstate and international visitors (compare with previous event statistics if available)

- ▶ Length of stay for each type of visitor (include future projections)
- ▶ Estimated tourism expenditure of your event
- ▶ Outline how you intend to evaluate the event (i.e. survey methods, etc.) and whether this varies from the most recent method applied to this event

Marketing Plan

- ▶ Key audiences
- ▶ Proposed strategies
- ▶ Partnerships/in-kind support

Organisational Structure

- ▶ Legal status
- ▶ Key individuals involved and their roles and responsibilities
- ▶ Relevant skills and formal qualifications of key individuals
- ▶ Key advisers to your business (i.e. board, committees, external government agencies, etc.)
- ▶ Identify areas for additional support, advice or training (i.e. social media, sponsorship, marketing)

Key Working Relationships

- ▶ Sponsors
- ▶ Local/state/federal government
- ▶ Local community involvement
- ▶ Other stakeholders

Financial Management

- ▶ Income statement (profit & loss)
- ▶ Cash flow
- ▶ Balance sheet
- ▶ Overall event budget (highlight the difference between financial and in-kind support); include proposed sponsorship funds from Events South Australia
- ▶ Other income sources (potential and current)

Risk Management

- ▶ Risk register/matrix (include all relevant items, such as financial, logistical, environmental, and safety risks)

Ensure all information is true and correct at the time of submission. It is not the responsibility of the Regional Events and Festivals Sponsorship Executive to follow up on any missing information which should be included as part of your application.

Approximate timeline for the assessment process

1. Receipt of applications will be acknowledged – week commencing 12 March 2018. If you have not received acknowledgement by COB Friday 30 March, please call Events South Australia on 08 8463 4650.
2. Applications/business plans will be reviewed – April 2018.
3. Feedback and comments will be sought from the relevant regional tourism contacts – May 2018.
4. Recommendations will be made to the program's assessment panel – June 2018.
5. The Minister for Tourism will announce the successful applicants - July 2018. All applicants will be notified in writing at the time of the announcement.

Due to the number of applications received, we are unable to provide specific feedback to each individual event. If you would like further clarification on the result of your application, we encourage you to contact the Business Development team at Events South Australia to discuss.

For more information please contact:

Business Development Unit
Events South Australia

Phone: 08 8463 4650

www.tourism.sa.com/events/event-funding.aspx
www.southaustralia.com

