

Regional Events

and Festivals Program



Handpicked Festival, Fleurieu Peninsula





Tunarama Festival, Eyre Peninsula

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 Regional Events and Festivals Program provides financial support towards marketing and PR for events that promote South Australia and its regions as tourism destinations.

Applicants must provide a marketing/promotion plan and associated 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. No maximum amount per event has been set when applying for support through the Regional events and Festivals Program, however applicants are reminded to be realistic in their proposals.

Who is eligible?

Event South Australia's Regional Events and Festivals Program provides support to tourism events that:

- ▶ Increase event-specific visitor expenditure from interstate.
- ▶ 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 FY15-17.
- ▶ 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 and nationally.
- ▶ 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 Regional Events and Festivals Coordinator to discuss their proposal prior to submitting an application.

What support can be expected?

- ▶ Sponsorship through this program is specifically for event promotion, media and marketing activities.
- ▶ 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.
- ▶ 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 (up to three years), however the contract will outline a set of key performance indicators (goals) that must be achieved. If the applicant is seeking a multiple-year agreement, the overall sum that is being requested should be broken down to reflect how much financial support is being requested per year.

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 2017-18 Regional Events and Festivals Program is 5pm, Thursday 16 March 2017 for events occurring after 1 September 2017.

If your event occurs prior to September 2017 please consider requesting funds for the following year (2018), 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, 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?
- ▶ Trends and future projections relevant to your event and/or any other industries affiliated with your event (i.e. growing need for local produce at food and wine events).
- ▶ Your competitive advantage and unique selling points. Why is your event better and different to others in your region, South Australia, Australia or the world? Include research data or anecdotal evidence to support these facts.
- ▶ How does your event fit with the strategic objectives relevant to South Australian tourism and add value to the respective region?
- ▶ Outline any new developments or special features of the next event.

Event Positioning

- ▶ Aims and objectives.
- ▶ Mission and vision statements.
- ▶ What are the long-term goals of the event (3-5 years)?
- ▶ What short-term goals need to be put in place in order to meet these goals?
- ▶ SWOT analysis.
- ▶ Identify competing events or like-events held within the region, South Australia or elsewhere in Australia.

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

- ▶ Target market(s).
- ▶ Proposed strategies.
- ▶ Media plans highlighting mediums used, key dates, time frames and audiences being targeted.
- ▶ Associated budget (highlight any difference that SATC funding would make here).
- ▶ Media coverage or TV/broadcast opportunities.
- ▶ Partnerships/in-kind support.



Barossa Vintage Festival, Barossa

Organisational Structure

- ▶ Legal status.
- ▶ Organisational chart.
- ▶ 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.
- ▶ Long-term financial planning, including sponsor sourcing and servicing.
- ▶ Other income sources (potential and current).
- ▶ Other Government income sources.

Risk Management

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

Ensure all information is true and correct at the time of submission. The Regional Events and Festivals Coordinator is not responsible for following 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 13 March 2017. If you have not received acknowledgement by COB Friday 31 March, please call Events South Australia on 08 8463 4650.
2. Applications/business plans will be reviewed – April 2017.
3. Feedback and comments will be sought from the relevant regional tourism contacts – May 2017.
4. Recommendations will be made to the program's assessment panel – June 2017.
5. The Minister for Tourism will announce the successful applicants - July 2017. 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 make contact to discuss.

For more information please contact:

Business Development Unit
Events South Australia

Phone: 08 8463 4650

www.tourism.sa.gov.au
www.southaustralia.com

