

Major Events Fund Guidelines

Events and festivals are a crucial part of South Australia's cultural and tourism story



‘We Festival’

Events and festivals are a crucial part of South Australia’s cultural and tourism story. They create all-important jobs by driving many thousands of people to the state each year, helping to share our people, place and world-class experiences through valuable media exposure and broadcast coverage.

In South Australia our events are about connection, community, diversity, hospitality and transformation of both people and place. They are about celebrating what we love most: food, wine, culture and nature. The sheer simple pleasures and joy of life.

Our events and festivals share a sense of warmth, generosity and energy that is real and true.

We seek to partner with events that will contribute to a “True South” visitor experience. Events that celebrate authenticity, community and sustainability through storytelling, local culture and genuine community engagement.

In South Australia *‘We Festival’*, not as a noun but rather as a verb.

Major Events Fund

The Major Events Fund is purposed with funding new events and growing existing events in South Australia. The Major Events Fund will give priority to major event that meet the criteria of the fund, the application requirements and align with the South Australia Tourism Plan 2030.

Definition of a major event

From a government perspective, a Major Event is one that amplifies South Australia’s story. It is, or has, the potential to be nationally or internationally significant, and provides substantial visitation, media and profiling opportunities, and economic impact for South Australia and aligns with the [South Australia Tourism Plan 2030](#).

(1)



Major Events Fund criteria

Applications to the Major Events Fund are assessed in line with the fund’s criteria and the ability of the event to:

- Attract a large number of visitors from South Australia’s key domestic and international tourism markets.
- Generate significant media coverage and economic benefits for South Australia.
- Contribute to a balanced annual calendar of events by preferably taking place in off-peak tourism and event periods such as winter.
- Deliver exclusive content for South Australia and/or provide an innovative new format for your events.
- Create a sense of community beyond the ‘venue’ boundaries that contributes to the cultural and social fabric of South Australia.
- Where possible include the use of free elements to provide greater access to your event.
- Spill out and engage with nature and the built environment in new and innovative ways.
- Have a lead time of 18 months or longer.
- Align to state government strategic priorities.
- Provide opportunities, connections and platforms that strengthen and facilitate trade and investment outcomes for South Australia. Be financially sustainable and do not rely solely on government funding for event viability.

Applications can be received from legal entities that can demonstrate equivalent experience with the capacity and motivation to deliver and achieve positive results for the event and the state.

Evaluation Criteria

Eligible applications will be assessed using the information provided as well as any supporting documentation. Applications that do not adequately address the assessment criteria will not be considered.

Tourism value and economic impact

This is the event's ability to drive new expenditure to the state through event specific visitors travelling to the state. Including:

- Visitation: The number of attendees who travel to South Australia from interstate or international markets for the event.
The number of intrastate attendees who travel to attend the event from within South Australia.
- Length of stay: The number of days the visitor will stay in South Australia for the event.
- Bed nights: Average number of nights the visitor will stay in South Australia for the event.
- Visitor expenditure: Calculated as visitation x estimated daily spend x length of stay.

Note this figure should not include expenditure related to local or intrastate attendees which should be reported on as a separate figure.

Return on investment (ROI): Events should deliver an ROI of 8:1 or higher.

Marketing and media value

This is the ability of the event to generate media coverage and drive marketing outcomes for South Australia in key domestic and international markets through televised broadcast and mainstream media opportunities including:

- Alignment with South Australia's brand proposition and values.
- The nature and size of the event audience.
- Value of media and broadcast generated by the event.
- Brand and profiling opportunities for South Australia in key markets.

Sustainability

The capacity of the event to deliver a financially, environmentally, and socially sustainable event including:

- Ability to generate financial support beyond state government funding.
- Utilisation of infrastructure in which the government has invested.
- Ability to deliver a successful event with strategies to minimise or eliminate environmental or social impacts, including a sustainability plan.
- Risk management plan in place.

Strategic value

This is the alignment of the event within context of the [South Australia Tourism Plan 2030](#) as well as the government's strategic priorities. Including:

- Ability to smooth seasonality and trigger visitation in off-peak periods.
- Exclusivity to South Australia and uniqueness of the event.
- Nature and size of the event, including ability to appeal to the state's target audiences of ['Achievement Seekers'](#) and ['Cultural Contributors'](#).
- Opportunities for South Australia to leverage major events for business (in line with [Trade and Investment Strategy 2030 'Leveraging Major Events'](#)).

Social and cultural benefits

The opportunity offered to the local region, driving positive social and cultural legacies and provide a "True South" experience for attendees. A True South visitor experience is our South Australian way of doing things where people, place and planet are celebrated including:

- Support from local or regional council and community to host the event.
- Positive community participation and engagement of local businesses.
- Create a positive legacy for South Australia.
- Create a sense of community beyond the event boundaries that contributes to the cultural and social fabric of South Australia.
- Profile South Australian food, wine and beverages and incorporate where possible quality food and drink experiences.
- Use of South Australian suppliers.
- Focus on accessibility, inclusivity and diversity.
- Honour Aboriginal South Australians and their ongoing connection to Country.

Application expectations

If you are unsure if your event is eligible for funding or would like to discuss your event opportunity, please email the Event Acquisition and Development Team at esa@sa.gov.au.

Before submitting an application, it is strongly encouraged that you have read the Major Events Fund Guidelines, understand the funding criteria, and have completed the Major Events Fund Checklist.

Applications to the Major Events Fund undergo a rigorous due diligence assessment prior to any investment being approved. Applications are highly competitive and are considered on the strength of the investment proposition and in line with competing and existing priorities of the Fund.

The Major Events Fund accepts applications all year round. It is anticipated that applications will be received at least 18 months in advance of the event to allow sufficient time for assessment of the proposal and for legacy and leverage opportunities to be developed and implemented.

No sponsorship decision is binding on the South Australian Tourism Commission (SATC) until a formal written agreement to the SATC's satisfaction is signed by the SATC and the applicant. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their application. Previous award of funding from the SATC does not assume the event will be funded in the future.

(2)



Application requirements

A full business case must be presented to the SATC addressing the following:

- Details of the applicant, including corporate structure and legal status, evidence of previous experience in delivering an event of similar scope, and any conflict of interest that could compromise the decision on the applicant or bring the application process into disrepute.
- Aims and objectives for holding the event, including socio-cultural goals.
- Overview of the industry in which the event takes place, including membership, fan base, media, profile of the industry or event.
- Description of the event, including proposed date, location, format, core activities, ancillary events, broadcast and media exposure, key stakeholder support, event delivery/management structure.
- Why the applicant sees South Australia as the best fit for their event.
- Event history and impacts – provide previous event outcomes including economic and social impacts for the host city.
- Demonstrated compliance with the Major Event Fund Criteria.
- Target market and anticipated number of attendees, including breakdown of participants, staff, and or spectators by location (intrastate, interstate, or international). If the event has not been held before, please use evidence-based data from reliable sources to quantify the figures used to determine attendances and economic impact.
- Direct economic impact for South Australia.
- Marketing and promotional plans, a marketing plan must be included in the business case.
- Event budget, event viability and financial details including the model for the event and other funding sought to support the event.
- Financial request from the Major Events Fund and any other assistance sought from the SATC.
- Event management details including obligations managed by the event and obligations for the host city.
- Sponsorship benefits and leveraging opportunities for South Australia.
- A risk management plan, sustainability plan and accessibility plan must be provided to the SATC.

Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise.

Submissions should be marked 'Confidential' and emailed to: ATTN: Director, Acquisition and Development esa@sa.gov.au.

Activities that will not be funded

Funding is not provided to underwrite events, or to purchase assets. The SATC does not provide human resources to support the delivery of events and does not assume the role of promoter in its sponsorship agreements.

The major events fund will generally not provide investment to:

- Business events including industry, conferences and trade events.
- Charity or fundraising activities.
- Sporting, social or cultural club events, including for example team sponsorship, rallies, reunions, tours, open days, pageants, concerts, markets, anniversaries.
- Special event celebrations such as Christmas, Australia Day or New Year's Eve celebrations.
- Cultural festivals that do not present a unique experience.
- Familiarisations, individual projects, programs, or presentations.
- Applications that are incomplete or do not meet the objectives of the Major Events Fund.
- Events that commence less than 12 months after the application is received.
- Events that have previously failed to acquit an SATC grant or sponsorship agreement.
- Events that do not have relevant approvals or certification from key stakeholders such as national or international sporting federations.

(3)



Funding agreement

Successful applicants will be required to enter into a sponsorship agreement with the SATC detailing the terms, funding obligations, key performance measures, deliverables, benefits, and conditions of the sponsorship.

Additional support

The Major Events Fund is administered by the events division of the SATC, through a dedicated account manager to the sponsorship. The SATC may offer in-kind support in areas of marketing, public relations, operations and event management.

Event reporting

Event organisers are required to regularly meet with and submit progress reports to the SATC. Events will be required to undertake an independent economic impact assessment and provide post-event evaluations within three months of the conclusion of the event.

The SATC will provide templates and further information regarding reporting.

Alternative funding sources

Alternative sources of funding may be available through one of the following programs.

- **Business Events Adelaide:** Support for bidding and hosting conventions in South Australia.
- **Grants and Program Finder:** Grants and assistance for business and industry, communities, clubs or individuals.
- **GrantsSA:** For charitable, social welfare, multicultural, volunteer grants.
- **Local Council Grants:** Search for your local council details and community grants available for a range of purposes.
- **Regional Events & Festivals Program:** Marketing and PR support for tourism events held in regions across South Australia.
- **Live Music Event Fund:** Funding for live music events or festivals.
- **Festivals Australia:** Australian Government fund that supports community participation in, and access to, the arts and aims to support partnerships and collaboration across the sector.
- **Regional Arts Fund:** Australian Government program that supports sustainable cultural development in regional and remote communities in Australia.

If you have any further queries, please contact esa@sa.gov.au.



Contact Us

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Events Acquisition and Development Unit

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