

DROUGHT RELIEF REGIONAL EVENT FUND

GUIDELINES JUNE 2025





The South Australian Tourism Commission is a government agency dedicated to making our State a destination of choice for domestic and international visitors. By supporting events, we aim to assist in securing economic and social benefits for the people of our State.

We work closely with our tourism industry to realize the opportunities for our state that are outlined in the South Australia Visitor Economy Sector Plan. Much of the economic benefit generated by the visitor economy flows to regional communities, positively impacting related industries such as agriculture, wine, retail, education, real estate, and transport.

We focus on events that generate significant benefits for the state, align with the South Australian Visitor Economy Sector Plan 2030, contribute to South Australia's brand position, drive visitation from national and international markets and utilise government investment in infrastructure. Consideration is also given to how an event could integrate with the activities of other government agencies.

Events that align with the State's event strengths are prioritised.

This Fund Aims To:

- Encourage economic activity in region
- Engage community, foster connection, and support resilience in regions hardest impacted by drought
- Increase collaboration and partnerships among regional stakeholders, government and commercial partners to deliver stronger outcomes for their region
- Drive regional visitation in the immediate term and repeat visitation in the long term



Eligibility

Events, festivals and activations will be eligible for funding by meeting the below criteria.

This fund supports events that:

- Are leisure tourism events
- Have a minimum of 500 attendees
- Generate event-specific visitor expenditure from intrastate and/or interstate markets
- Are strategically important to their tourism region
- Align with the objectives in the South Australian Regional Visitor Strategy 2025
- Contribute to the cultural and social fabric of the region
- Are financially viable with a sustainable management model
- Relate to the State's tourism initiatives as highlighted in the South Australian Visitor Economy Sector Plan 2030

The following types of events are not eligible:

- Business events (conferences, seminars, expos, symposiums etc)
- Agriculture events
- Trade shows
- Award ceremonies
- Firework displays
- Anniversaries / centenaries, commemorative events.
- Christmas Pageants
- South Australian rotational events
- Tours
- Open gardens / Open days
- Dedicated markets
- Reunions
- Charity events or fundraising activities

Applications will be ineligible if:

- The event cannot show significant benefit to drought affected communities
- The event has no prior event management experience
- The event has previously failed to acquit a sponsorship agreement with the South Australian Tourism Commission (SATC)
- The event is currently receiving funding from the SATC, including support through the Regional Event Fund

Use of Funding

Events that receive funding must demonstrate their ability to bolster economic benefit to a region and its community through any of the following efforts:

- Enhancing the engagement of local suppliers, contractors and businesses to deliver the event
- Purchasing of local products for use within the event or its presentation
- Marketing costs associated with the event that increase awareness and visitation
- Concessions provided to primary producers
- Engagement of short term (up to six months) specialised personnel to further develop the event and/ or market the event

Funds must not be used for prize money or sanctioning fees, legal costs or insurance.

Event Funding

Funding Support

Funding will be provided as a single year agreement.

Events will receive between \$25,000 and \$75,000 in financial support.

Events that can demonstrate strong support for key regional stakeholders, strength in connection to their region and communities while encouraging economic activity in region may be considered for higher financial support.

Events that have a proven strong track record in staging or creating events will be considered highly.

Event Dates

Drought Relief - Regional Event Fund is a one off stimulus package to support the economic benefits to regions that have been significantly impacted by drought.

We understand communities are struggling now, so events that occur in the next 12 months will be prioritised.

Application

Application Process

To apply for the fund, applicants must submit an expression of interest accompanied by supporting documentation to assist in determining funding eligibility.

Regional events that have applied for the current or previous rounds of the Regional Event Fund, and are not currently receiving funding from the SATC, are eligible to apply. Events currently supported through the Regional Event Fund are not eligible to apply.

Events that occur in regions significantly impacted by drought are encouraged to apply for funding.

Information requested by the South Australian Tourism Commission

Events will be required to provide:

- Event description
- Event positioning/audience
- Tourism value
- Visitation, length of stay, expenditure
- Marketing plan
- Event budget and profit/loss
- Profiling of South Australian regional produce (food and beverage) and utilisation of South Australian suppliers
- Impact to community by drought conditions and benefits to community and/or region in receiving this funding
- Economic benefit to region in receiving funding
- Risk management
- Supporting notes should clearly outline the anticipated outcomes and impacts of the event if funding is secured, compared to those if the application is unsuccessful

To receive funding, events must have:

- An Australian Business Number (ABN) and be either a corporation registered with ASIC or an Incorporated Association or South Australian Government Body or other body corporate; and
- A minimum of \$20 million public liability insurance and other relevant insurance cover

Timelines

Timelines and Assessment

APPLICATIONS OPEN : Tuesday 1 July 2025

APPLICATIONS CLOSE : Thursday 24 July 2025

Applications will be assessed based on the information provided in the Expression of Interest (EOI) and supporting documentation. Evaluation will consider alignment with the following criteria: the ability of the event to support economic stimulus in region, foster community connection and support resilient communities through event or festival activations.

Ongoing funding is not guaranteed.

Applications are reviewed by an assessment team, and by a panel in the final stages, to determine the successful applicants.

The SATC aims to notify all applicants via email of the outcome of their application as soon as possible. A public announcement of successful events to date will be made during August.

Criteria

Evaluation Criteria

Events invited to be considered for this funding should consider the following criteria when seeking funding;

1. Tourism and Economic Impact

The ability of the event to grow economic benefit via increased visitor expenditure.

Return on investment for the community.

2. Supporting Regional Businesses and Primary Producers

The ability to support primary producers in region, through engagement or concessions.

Direct engagement of local businesses to stage or execute all or part of the event.

3. Drive Tourism

Encourage visitation to the region by attracting intrastate visitors.

Connecting visitors to region and community.

4. Engaging Community and Fostering Social Connection

The opportunity offered to the local region, driving positive social and cultural legacies.

The use of South Australian produce and suppliers, particularly those in region where the event is held will reflect a strong application.

Positive community participation and engagement of local businesses.

Create a positive legacy for the community and state.

5. Development and Sustainability

The extent to which the funding will support the event's enhancement and development toward long-term financial sustainability, including its capacity to deliver financially, environmentally, and socially sustainable outcomes.

Anticipated economic benefits to the region in receiving funding.

Preference will be given to those applications that demonstrate a balanced budget.

Conditions of Funding

Sponsorship Agreement

A sponsorship agreement with the South Australian Tourism Commission (SATC) will be offered to events receiving funding. It will detail the terms and conditions, funding obligations, key performance measures, deliverables, benefits, and conditions of the sponsorship.

SATC will receive sponsor benefits such as sponsor recognition, logo placement, branding and signage at event venues and may request tickets for official and programmed events.

The actual terms and conditions may differ and be tailored to suit the specific circumstances. A complete version of the sponsorship agreement including the specific funding obligations, key performance measures, deliverables, benefits and conditions of sponsorship applicable to the event, will be provided to successful applicants. The sponsorship will not take effect until the sponsorship agreement is signed by both parties.

Administration & Reporting

The fund is administered by SATC, through Events South Australia, with the Department of the Premier and Cabinet. The SATC will appoint a dedicated account manager to the sponsorship. Event organisers / The Recipient, will be required to:

- Meet regularly with their account manager
- Submit progress reports
- Submit a post-event report
- Evaluate the event via independent economic impact assessment or the SATC's Event Evaluation Tool

Reporting templates and further information, including access to the Event Evaluation Tool, will be provided.

The SATC may offer in-kind support in the areas of marketing, public relations, operations or event management.

Conflict of Interest

All events will be required to declare whether the event or anyone within the event organisation has any financial or other personal interests, which could be considered an actual, potential, or perceived conflict of interest relating to or in connection with, the sponsorship for the event.

If anyone from the event organisation:

- (a) has a personal relationship with a member of the South Australian Tourism Commission (SATC); or
- (b) has a financial, business or other relationship
 - (i) with the SATC or a member of the SATC, or
 - (ii) which may compromise the event organisation's as the recipient of sponsorship from the SATC, please ensure this is declared when invited for funding.

If a funding agreement is offered and after notice of successful application, the SATC becomes aware of a conflict that is not declared as part of your application, the SATC may elect to terminate the sponsorship.

The Code of Ethics for the South Australian Public Sector requires public sector employees to avoid actual or potential conflicts of interest. For further information see [Code of Ethics | Office of the Commissioner for Public Sector Employment](#).

Use of Information

Recipients will be required to accept the following Privacy Notice which explains how the SATC will use personal information provided by applicants.

The SATC will use the information requested on this form for the purpose of:

- (a) assessing, administering and managing applications for funding through the Regional Event Fund;

(b) where applicable, awarding successful applications for sponsorship funding through a sponsorship agreement;

(c) sending emails and other communications about your application;

(d) sharing that information with:

- (i) third parties who supply goods and services on which the SATC's products and systems are built-in including the regional events online application portal and application assessment process which may utilise AI technologies or
- (ii) other South Australian Government agencies, regional tourism organisations or local council for the purpose of assessing your application and conducting the event;

(e) preventing or detecting unlawful or dishonest behaviours, to protect the SATC's legal rights or as otherwise permitted by law;

(f) ensuring the security of SATC's operations; and

(g) conducting market research and analysis that helps the SATC improve and customise its products and services.

Personal information provided, will also be collected and managed in accordance with the SATC's Privacy Statement (available at <https://tourism.sa.gov.au/privacy>) and the Government of South Australia's Information Privacy Principles Instruction (IPPS), a copy of which can be obtained [here](#).

You can gain access to, update or correct any personal information held by the SATC by contacting the SATC Privacy Officer at satc.privacy@sa.gov.au.

Freedom of Information

The SATC is subject to the Freedom of Information Act 1993 (SA), which provides a general right of access to documents held by State and Local Government agencies.

South Australian Tourism Commission

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Events South Australia

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