

REGIONAL EVENT FUND

FREQUENTLY ASKED QUESTIONS

WHAT IS THE REGIONAL EVENT FUND?

The Regional Event Fund provides financial and in-kind support to events that promote South Australia and its regions as tourism destinations.

There are four categories of Regional Event Funding available:

Significant Event Funding

Up to three years funding for new large-scale signature events that have the potential to be nationally or internationally significant and which provide substantial visitation, media and profiling opportunities and economic impact for South Australia.

Established Event Funding

Up to three years funding for events that can demonstrate a strong record of growth and a strategy for event innovation.

Development Event Funding

Up to three years funding for events that demonstrate potential for growth & development.

Emerging Event Funding

Up to two years funding for events that are 1 - 3 years young, with a focus on community events.

HOW MUCH FUNDING CAN WE APPLY FOR?

Significant Event Funding

From \$50,000

Established Event Funding

From \$20,000 to \$50,000

Development Event Funding

From \$10,000 to \$20,000

Emerging Event Funding

From \$5,000 to \$10,000

IS OUR EVENT ELIGIBLE FOR FUNDING?

All events and festivals wishing to apply for support must meet the eligibility criteria for the category of funding they wish to apply for. Eligibility criteria for each category is outlined in the [Regional Event Fund Guidelines](#).

CAN OUR EVENT APPLY FOR FUNDING THROUGH MORE THAN ONE CATEGORY OF REGIONAL EVENT FUNDING?

No.

CAN OUR EVENT APPLY FOR FUNDING THROUGH THE REGIONAL EVENT FUND & THE MAJOR EVENT FUND?

No.

HOW DO WE APPLY?

Applications for Significant Event Funding will be accepted year-round, with funding available from 1 July 2021. Events seeking Significant Event Funding event will be assessed on a case by case basis in line with [Events South Australia's Major Event Guidelines](#). Event organisers are encouraged to contact and/or meet with the Events South Australia Acquisition and Development team to discuss their proposal prior to submitting an application.

All other categories of funding through the Regional Event Fund will have two intake rounds. Round one for 2021/22 will open on Friday 22 January 2021 and round will open on 1 August 2021. Eligible applicants will be required to complete the [online application form](#) on the South Australian Tourism Commission's [website](#).

IF WE ARE SUCCESSFUL ARE THERE RESTRICTIONS ON HOW WE CAN SPEND THE FUNDS?

In addition to the parameters of the previous Regional Events and Festivals Program, which restricted funding to marketing costs, the new Regional Event Fund covers a range of funding uses such as the engagement of short term specialised personnel, hire of temporary infrastructure, strategic plan development and marketing costs. There are some restrictions which are outlined in the [Regional Event Fund Guidelines](#).

OUR EVENT IS HELD IN METROPOLITAN ADELAIDE ARE WE STILL ELIGIBLE TO APPLY FOR FUNDING?

Yes, Adelaide is considered a region of South Australia.

OUR EVENT IS A ONE-OFF EVENT ARE WE STILL ELIGIBLE TO APPLY?

Yes, one off events that will deliver a clear return on investment and align with SATC strategic initiatives such as 2021 The Year of South Australian Wine are eligible to apply for funding through the Emerging Event and Significant Event categories.

WHAT IS ATDW?

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information. More information about ATDW can be found [here](#).

WHAT SUPPORTING DOCUMENTS WILL WE NEED TO PROVIDE AS PART OF OUR APPLICATION FOR FUNDING THROUGH THE REGIONAL EVENT FUND?

Applicants will be asked to include supporting documentation to support their online application. Each category of funding requires specific supporting documents that are relevant to that category. Supporting documents that you can expect to provide include event marketing plan, event evaluation data from your most recent event, a business case, letters of support and your organisations financial statements. The required supporting documents for each funding category are outlined in the [Regional Event Fund Guidelines](#).

HOW WILL OUR APPLICATION BE ASSESSED?

A comparative application process is conducted by the South Australian Tourism Commission against the eligibility criteria.

HOW LONG WILL THE ASSESSMENT PROCESS TAKE?

Assessment of the applications received will commence as soon as the relevant round of funding has closed. Assessment for round one of the 2021/22 Regional Event Fund will take place between 12 April 2021 and 30 June 2021, with the successful applicants for round one announced in July 2021.

IF WE ARE SUCCESSFUL, WHEN & HOW WILL THE MONEY BE PAID?

If you are successful, you will be notified by the SATC and you will be required to enter into a sponsorship agreement. Details of this agreement, including the payment schedule of the financial support being provided will be negotiated to meet the specific needs of each event.



ARE THERE CONDITIONS RELATING TO THE FUNDING?

Yes, successful applicants will be required to enter into a sponsorship agreement with SATC and will be required to commit to the delivery of specific event outcomes, sponsor benefits and acquittal obligations.

WILL ALL ELIGIBLE EVENTS RECEIVE FUNDING?

No, a comparative application process will be conducted, and funds will be allocated to eligible events until the available Regional Event Grant Fund is fully exhausted.

WHEN DO APPLICATIONS CLOSE?

Applications for Significant Event Funding will be accepted year-round.

Applications for all other categories of 2021/22 Regional Event Funding for round 1 will close at 5pm on Monday 12 April 2021.

WILL LATE APPLICATIONS BE ACCEPTED?

No, late applications will not be accepted.

WHERE CAN I FIND THE REGIONAL EVENT FUND GUIDELINES?

The [Regional Event Fund Guidelines](#) are available here and on the [South Australian Tourism Commission's website](#).

WHO CAN I CONTACT IF I HAVE FURTHER QUESTIONS?

If you have any questions, please contact Event South Australia's Development Executive on (08) 8463 4650 or via email esa@sa.gov.au

