

REGIONAL EVENT FUNDING IN 2021-22

CURRENT AS AT JANUARY 2021

The four categories of Regional Event Funding in 2021-22:

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 track 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 smaller community events.

REGIONAL EVENT FUNDING

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
FUNDING PERIOD	From 1 to 3 years	From 1 to 3 years	From 1 to 3 years	From 1 to 2 years
SUPPORT EVENTS BEING HELD	<p>2021/22 1 Sept 2021 – 30 August 2022</p>	<p>2021/22 1 Sept 2021 – 30 August 2022</p> <p>2022/23 1 Sept 2022 – 30 August 2023</p> <p>2023/24 1 Sept 2023 – 30 August 2024</p>	<p>2021/22 1 Sept 2021 – 30 August 2022</p> <p>2022/23 1 Sept 2022 – 30 August 2023</p> <p>2023/24 1 Sept 2023 – 30 August 2024</p>	<p>2021/22 1 Sept 2021 – 30 August 2022</p> <p>2022/23 1 Sept 2022 – 30 August 2023</p>
FUNDING PERIOD	From \$50,000	From \$20,000 to \$50,000 per year	From \$10,000 to \$20,000 per year	From \$5,000 - \$10,000 per year
APPROVED FUNDING USES	<ul style="list-style-type: none"> • Marketing costs • Engagement of short-term personalised personnel • Asset development • Event evaluation • Hire of temporary infrastructure 	<ul style="list-style-type: none"> • Marketing costs • Engagement of short-term personalised personnel • Asset development • Event evaluation • Hire of temporary infrastructure 	<ul style="list-style-type: none"> • Marketing costs • Strategic plan development • Engagement of short-term personalised personnel • Asset development • Event evaluation • Hire of temporary infrastructure 	<ul style="list-style-type: none"> • Marketing costs • Hire of temporary infrastructure • Asset development • There is some flexibility regarding the distribution of funds within appropriate boundaries and with appropriate justification.
APPLICATION PROCESS	Each 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 Sponsored Events Executive to discuss their proposal prior to submitting an application	Electronic application via the SATC funding portal	Electronic application via the SATC funding portal	Electronic application via the SATC funding portal

REGIONAL EVENT FUNDING

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
TIMING OF APPLICATIONS	Applications will be accepted year round.	Two rounds per year with applications accepted from: ROUND 1: 22 January 2021 – 12 April 2021 (successful applicants announced July 2021) ROUND 2: 1 August 2021 – 30 September 2021 (successful announced November 2021)	Two rounds per year with applications accepted from: ROUND 1: 22 January 2021 – 12 April 2021 (successful applicants announced July 2021) ROUND 2: 1 August 2021 – 30 September 2021 (successful announced November 2021)	Two rounds per year with applications accepted from: ROUND 1: 22 January 2021 – 12 April 2021 (successful applicants announced July 2021) ROUND 2: 1 August 2021 – 30 September 2021 (successful announced November 2021)
BASIC ELIGIBILITY	<ul style="list-style-type: none"> Events are large-scale signature events that generate significant economic benefits for the state and align with wider government and strategic priorities. The event is typically world class triggering interstate and international visitation to South Australia. The event provides a strong media profile for the state, often including a national and international broadcast. The event will provide a sustainable legacy for the state, offering additional opportunities to leverage or host other major events. Refer to SATC's Major Event Guidelines for more information. 	<ul style="list-style-type: none"> Your event is in at a minimum in its fifth year. Your most recent event (pre COVID-19) attracted a minimum attendance of 6,000 with 20% of those attendees travelling from interstate and 10% travelling from interstate. You can demonstrate how funding will enable your event to grow its intrastate and interstate visitation, including length of stay. If you have received funding previously from the Regional Events & Festivals Program you have provided the required post event report & survey evaluation data. 	<ul style="list-style-type: none"> Your event is in at a minimum in its third year. Your most recent event (pre COVID-19) attracted a minimum attendance of 2,000 with 20% of those attendees travelling from intrastate. You can demonstrate how funding will enable your event to grow. If you have received funding previously from the Regional Events & Festivals Program you have provided the required post event report & survey evaluation data. 	<ul style="list-style-type: none"> Your event will deliver a clear return on investment and aligns with SATC strategic initiatives such as 2021 The Year of South Australian Wine. You can demonstrate how funding will be utilised to support your event in its infancy. If you have received funding previously from the Regional Events & Festivals Program you have provided the required post event report & survey evaluation data.

DETERMINING THE RIGHT CATEGORY OF FUNDING TO APPLY FOR

The table below provides a general guide to potential applicants to determine the most appropriate category of funding to apply for:

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
OVERALL OBJECTIVE	N/A	Continue to grow all aspects of your event, in particular visitation.	To enhance the professional presentation and offering of your event to enable growth	To develop a new or emerging event that has the potential to become an annual addition to the regions event calendar
TO BE COMPLETED	<p>A full business case must be presented to Event South Australia addressing the following:</p> <ul style="list-style-type: none"> • Details of the applicant, including evidence of previous experience in delivering an event of similar scope. • 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. • Target market and estimate 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 qualify the figures used to determine attendances and economic impact. • Event history and impacts - provide previous event outcomes including economic and social impacts for the host city. • Aims and objectives for holding the event, including socio-cultural goals. 	<p>A detailed online application and the submission of a marketing plan, a fully costed event budget, event evaluation data from your most recent event, and a business case that demonstrates how the funding will enable growth in intrastate & interstate visitation to be achieved.</p>	<p>A detailed online application including the submission of your events marketing plan, a fully costed event budget and a business case that demonstrates how the funding will enable growth to be achieved.</p>	<p>A simple online application form that will require you to provide general detail about your event aspirations.</p>

SIGNIFICANT EVENT FUNDING**ESTABLISHED EVENT FUNDING****DEVELOPMENT FUNDING****EMERGING EVENT FUNDING****(CONTINUED)**

- Marketing and promotional plans, a marketing plan must be included in the proposal.
- Event viability and financial details including the model for the event and other funding sought to support the event. The event budget must be included as part of the proposal.
- Economic impact for South Australia.
- Financial request from the Leisure Event Bid Fund and any other assistance sought from Events South Australia.
- Event management details including obligations managed by the event and obligations for the host city.
- Sponsorship benefits and leveraging opportunities for South Australia.
- The event budget, marketing plan, and risk management plan must be provided to Events South Australia.

YOU CAN DEMONSTRATE

- | | | | |
|---|---|---|---|
| <ul style="list-style-type: none"> • The event is a large-scale signature event that will generate significant economic benefits for the state and align with wider government and strategic priorities. • The event is typically world class and will trigger interstate and international visitation to South Australia. • The event will provide a strong media profile for the state often including a national and international broadcast. • The event will provide a sustainable legacy for the state, offering additional opportunities to leverage or host other major events. | <ul style="list-style-type: none"> • Your event is in at a minimum in its fifth year. • Your most recent event (pre COVID-19) attracted a minimum attendance of 6,000 with 20% of those attendees travelling from intrastate and 10% travelling from interstate. • You can demonstrate how funding will enable your event to grow its intrastate and interstate visitation, including length of stay. • If you have received funding previously from the Regional Events & Festivals Program you have provided the required post event report & survey evaluation data. | <ul style="list-style-type: none"> • Your event is in at a minimum in its third year. • Your most recent event (pre COVID-19) attracted a minimum attendance of 2,000 with 20% of those attendees travelling from intrastate. • You can demonstrate how funding will support the growth and innovation of your event. • If you have received funding previously from the Regional Events & Festivals Program you have provided the required post event report & survey evaluation data. | <ul style="list-style-type: none"> • Your event is being held for the first time or is at a minimum 1 - 3 years young. • You can demonstrate how funding will be utilised to support your event in its infancy. • Your event will deliver a clear return on investment and aligns with SATC strategic initiatives such as 2021 The Year of South Australian Wine. • If you have received funding previously from the Regional Events & Festivals Program you have provided the required post event report & survey evaluation data. |
|---|---|---|---|

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
FUNDING APPLICATION SUPPORT	N/A	<input type="checkbox"/> Local council <input type="checkbox"/> Regional Tourism Manager (RTM)	<input type="checkbox"/> Local council <input type="checkbox"/> Regional Tourism Manager (RTM)	<input type="checkbox"/> Local council <input type="checkbox"/> Regional Tourism Manager (RTM)
COMMITMENT	<p>Working with the SATC through a structured schedule of meetings and reporting requirements to:</p> <ul style="list-style-type: none"> • Monitor the events progress. • Ensure the event is marketed to an intrastate and interstate audience. • Ensure all opportunities for leveraging are identified. • Completing the required event evaluation data. 	<p>Working with the SATC through a structured schedule of meetings and reporting requirements to:</p> <ul style="list-style-type: none"> • Monitor the events progress. • Ensure the event is marketed to an intrastate and interstate audience. • Ensure all opportunities for leveraging are identified. • Completing the required event evaluation data. 	<p>Working with the SATC through a structured schedule of meetings and reporting requirements to:</p> <ul style="list-style-type: none"> • Monitor the events progress. • Ensure the event is marketed to an intrastate and interstate audience. • Ensure all opportunities for leveraging are identified. • Completing the required event evaluation data. 	<p>Working with the SATC through a structured schedule of updates:</p> <ul style="list-style-type: none"> • Monitor the events progress. • Completing the required event evaluation data.
FUNDING AMOUNT SOUGHT	From \$50,000	From \$20,000 to \$50,000 per year	From \$10,000 to \$20,000 per year	\$5,000 - \$10,000 per year

ELIGIBILITY

The table below provides a general guide to potential applicants to determine the most appropriate category of funding to apply for:

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
LOCATION	N/A	The event must be exclusive to South Australia during funding period.	The event must be exclusive to South Australia during funding period.	The event must be exclusive to South Australia during funding period.
PREVIOUS FUNDING FROM SATC	N/A	The event must have received a minimum of one year of support under the Development Funding program and have met all the requirements as outlined in the sponsorship agreement.	N/A	N/A
EVENT PROFILE BASELINE	N/A	<p>The applicant must be able to demonstrate the historical size of the event in terms of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Attendance <input type="checkbox"/> Interstate & Intrastate visitation <input type="checkbox"/> Registered participants <input type="checkbox"/> Media profile 	<p>The applicant must be able to demonstrate the historical size of the event in terms of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Attendance <input type="checkbox"/> Interstate & Intrastate visitation <input type="checkbox"/> Registered participants 	N/A
EVENT GROWTH POTENTIAL	N/A	<p>The event must provide recent reporting that provides evidence of the total number of event attendees, specifically detailing the breakdown of visitors from outside the region. This information must be independently gathered and reported or independently verified.</p> <p>The event must present a strong opportunity to profile South Australia and demonstrate extensive recognition outside the region in which it is held in terms of visitation and or media profile.</p>	<p>The event must be able to demonstrate the capacity of the event to grow the event against the baseline.</p> <p>The event must provide recent reporting that provides evidence of the total number of event attendees, specifically detailing the breakdown of visitors from outside the region. This information must be independently gathered and reported or independently verified.</p>	The event is able to demonstrate the capacity of the event to develop into an annual addition to the regions event calendar.

SIGNIFICANT EVENT FUNDING

ESTABLISHED EVENT FUNDING

DEVELOPMENT FUNDING

EMERGING EVENT FUNDING

TYPE OF EVENT

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

The following events are **NOT** eligible:

- Business events including industry 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
- Events that commence less than 6 months after the application is received
- Events that have previously failed to acquit a South Australian Tourism Commission grant or sponsorship agreement
- Events that do not have relevant approvals or certification from key stakeholders such as national or international sporting federations

The following events are **NOT** eligible:

- Business events (conferences, seminars, expos, symposiums etc)
- Anniversaries / centenaries, commemorative events.
- Trade shows
- Award ceremonies
- Firework displays
- Christmas Pageants
- Tours
- Open gardens
- Open days
- Dedicated markets
- Reunions
- Charity events or fundraising activities. Events where the purpose is to raise funds for charity or where the events profit is going to charity.
- Events already receiving financial support from the South Australian Tourism Commission.
- Events that have previously failed to acquit a REFP grant (such events will be ineligible to apply until two further editions of the event have taken place)
- Please note that events that show little differentiation to similar events in other regions or do not provide a unique experience that will attract visitors to the region will not be eligible for funding through the REFP

Applications will be assessed on the events ability to meet the SATC's aims and objectives, which includes driving visitation and generating economic activity and development for the region. If you are unsure whether your event is eligible or you feel your event should be considered for funding despite the criteria outlined above please contact us on the details provided

The following events are **NOT** eligible:

- Business events (conferences, seminars, expos, symposiums etc)
- Anniversaries / centenaries, commemorative events.
- Trade shows
- Award ceremonies
- Firework displays
- Christmas Pageants
- Tours
- Open gardens
- Open days
- Dedicated markets
- Reunions
- Charity events or fundraising activities. Events where the purpose is to raise funds for charity or where the events profit is going to charity.
- Events already receiving financial support from the South Australian Tourism Commission.
- Events that have previously failed to acquit a REFP grant (such events will be ineligible to apply until two further editions of the event have taken place)
- Please note that events that show little differentiation to similar events in other regions or do not provide a unique experience that will attract visitors to the region will not be eligible for funding through the REFP

Applications will be assessed on the events ability to meet the SATC's aims and objectives, which includes driving visitation and generating economic activity and development for the region. If you are unsure whether your event is eligible or you feel your event should be considered for funding despite the criteria outlined above please contact us on the details provided

The following events are **NOT** eligible:

- Business events (conferences, seminars, expos, symposiums etc)
- Anniversaries / centenaries, commemorative events.
- Trade shows
- Award ceremonies
- Firework displays
- Christmas Pageants
- Tours
- Open gardens
- Open days
- Dedicated markets
- Reunions
- Charity events or fundraising activities. Events where the purpose is to raise funds for charity or where the events profit is going to charity.
- Events already receiving financial support from the South Australian Tourism Commission.
- Events that have previously failed to acquit a REFP grant (such events will be ineligible to apply until two further editions of the event have taken place)
- Please note that events that show little differentiation to similar events in other regions or do not provide a unique experience that will attract visitors to the region will not be eligible for funding through the REFP

Applications will be assessed on the events ability to meet the SATC's aims and objectives, which includes driving visitation and generating economic activity and development for the region. If you are unsure whether your event is eligible or you feel your event should be considered for funding despite the criteria outlined above please contact us on the details provided

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
STATUS OF EVENT ORGANISER	N/A	The applicant 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. Applications from individuals will only be accepted at the absolute discretion of SATC	The applicant 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. Applications from individuals will only be accepted at the absolute discretion of SATC	The applicant 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. Applications from individuals will only be accepted at the absolute discretion of SATC
EVENT HISTORY	N/A	The event must have been held at least once previously in the host region	The event must have been held at least once previously in the host region	The event must be in its infancy of 1 - 3 years young
TIMING OF EVENT	The event must take place with at least six months lead time to utilise the funding to help develop and market the event.	The event must take place in the timeframe relevant to the round which the applicant has submitted with at least six months lead time to utilise the funding to help develop and grow the event in line with the objectives of the program	The event must take place in the timeframe relevant to the round which the applicant has submitted with at least six months lead time to utilise the funding to help develop and grow the event in line with the objectives of the program	The event must take place in the timeframe relevant to the round which the applicant has submitted with at least six months lead time to utilise the funding to help develop and grow the event in line with the objectives of the program
TIMING OF APPLICATION	Applications will be accepted year round	Funding will not be granted outside of a funding round	Funding will not be granted outside of a funding round	Funding will not be granted outside of a funding round
LOCAL SUPPORT	N/A	Preference will be given to applications that include evidence of confirmed cash or budget relief from the community, local council or commercial partners. Confirmation of the type and extent of support must be supplied on an annual basis for each year of funding support.	Preference will be given to applications that include evidence of confirmed cash or budget relief from the community, local council or commercial partners. Confirmation of the type and extent of support must be supplied on an annual basis for each year of funding support.	Preference will be given to applications that include evidence of confirmed cash or budget relief from the community, local council or commercial partners. Confirmation of the type and extent of support must be supplied on an annual basis for each year of funding support
PROMOTION	The event must be listed with the Australian Tourism Data Warehouse (ATDW)	The event must be listed with the Australian Tourism Data Warehouse (ATDW)	The event must be listed with the Australian Tourism Data Warehouse (ATDW)	The event must be listed with the Australian Tourism Data Warehouse (ATDW)

CONDITIONS OF FUNDING

Once the eligibility of an event is confirmed, the following conditions of funding apply to the Regional Events Funding Program:

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
USE OF FUNDS TO ACHIEVE GROWTH	Refer to Events South Australia's Major Event Guidelines	The applications must demonstrate how the funds will support growth in intrastate and interstate visitation in line with the aims & objectives of the SATC	The applications must demonstrate how the funds will support the growth & innovation of the event in line with the aims & objectives of the SATC	The applications must demonstrate how the funds will assist the development of the event in line with the aims & objectives of the SATC
APPLICATION OF FUNDS	Refer to Events South Australia's Major Event Guidelines	The application must outline proposed activities that will elevate the event and present specific and measurable outcomes to meet the programs objectives	The application must outline proposed activities that will elevate the event and present specific and measurable outcomes to meet the programs objectives	The application must outline proposed activities that will establish the event and present specific and measurable outcomes to meet the programs objectives
ELIGIBLE USES OF FUNDS	Refer to Events South Australia's Major Event Guidelines	<ul style="list-style-type: none"> <input type="checkbox"/> Marketing costs associated with the event that increase awareness and visitation (including digital & print marketing, tv or radio advertising) <input type="checkbox"/> Engagement of short term (up to six months) specialised personnel to further develop and or market the event. <input type="checkbox"/> Hire of temporary infrastructure such as disability equipment that improves access, visitor experience or the safety of the event, temporary toilets, fencing, marquees stages, audio and lighting. 	<ul style="list-style-type: none"> <input type="checkbox"/> Marketing costs associated with the event that increase awareness and visitation (including digital & print marketing, tv or radio advertising) <input type="checkbox"/> Strategic plans to address the long term development of the event, including business plans or succession plans. <input type="checkbox"/> Engagement of short term (up to six months) specialised personnel to further develop and or market the event. <input type="checkbox"/> Hire of temporary infrastructure such as disability equipment that improves access, visitor experience or the safety of the event, temporary toilets, fencing, marquees stages, audio and lighting. 	<ul style="list-style-type: none"> <input type="checkbox"/> Marketing costs associated with the event that increase awareness and visitation (including digital & print marketing, tv or radio advertising) <input type="checkbox"/> Strategic plans to address the long term development of the event, including business plans or succession plans. <input type="checkbox"/> Engagement of short term (up to six months) specialised personnel to further develop and or market the event. <input type="checkbox"/> Hire of temporary infrastructure such as disability equipment that improves access, visitor experience or the safety of the event, temporary toilets, fencing, marquees stages, audio and lighting.

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
INELIGIBLE USES OF FUNDS	Refer to Events South Australia's Major Event Guidelines	Funds may not be used for the following: <ul style="list-style-type: none"> <input type="checkbox"/> Insurance and legal costs <input type="checkbox"/> Capital or equipment costs <input type="checkbox"/> Prize money <input type="checkbox"/> Sanctioning fees 	Funds may not be used for the following: <ul style="list-style-type: none"> <input type="checkbox"/> Insurance and legal costs <input type="checkbox"/> Capital or equipment costs <input type="checkbox"/> Prize money <input type="checkbox"/> Sanctioning fees 	Funds may not be used for the following: <ul style="list-style-type: none"> <input type="checkbox"/> Insurance and legal costs <input type="checkbox"/> Capital or equipment costs <input type="checkbox"/> Prize money <input type="checkbox"/> Sanctioning fees
FUNDING LIMIT	From \$50,000	The funding application must be for a minimum of \$20,000 and a maximum of \$50,000 (plus GST)	The funding application must be for a minimum of \$10,000 and a maximum of \$20,000 (plus GST)	The funding application must be for a minimum of \$5,000 and a maximum of \$10,000 (plus GST)
RECOGNITION TO BE PROVIDED TO SATC	SATC will receive sponsor benefits such as sponsor recognition, logo placement, branding / signage at event venues and tickets for official and programmed events	SATC will receive sponsor benefits such as sponsor recognition, logo placement, branding / signage at event venues and tickets for official and programmed events	SATC will receive sponsor benefits such as sponsor recognition, logo placement, branding / signage at event venues and tickets for official and programmed events	SATC will receive sponsor benefits such as sponsor recognition, logo placement, branding / signage at event venues and tickets for official and programmed events
ACQUITTAL OBLIGATIONS	A detailed post event report must be submitted upon conclusion of the event including event evaluation data completed by an independent research provider	A detailed post event report must be submitted upon conclusion of the event including event evaluation data completed by an independent research provider	A detailed post event report must be submitted upon conclusion of the event in addition to the completed SATC event evaluation tool	A brief post event report must be submitted upon conclusion of the event in addition to the completed SATC event evaluation tool

GENERAL EVALUATION CRITERIA

The following general evaluation criteria will apply to the assessment of applications:

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
FINANCIAL STABILITY	N/A	<p>The level of confirmed cash & in-kind support from community and corporate organisations, other sponsors, local councils and RTM's.</p> <p>The financial viability of the event, including the strength of the events budget and the management and financial skills of the event organisers.</p> <p>Preference will be given to those applications that demonstrate a balanced budget.</p> <p>A clear succession plan for key members of the event organisation team.</p>	<p>The level of confirmed cash & in-kind support from community and corporate organisations, other sponsors, local councils and RTM's.</p> <p>The financial viability of the event, including the strength of the events budget and the management and financial skills of the event organisers.</p> <p>Preference will be given to those applications that demonstrate a balanced budget.</p>	<p>The level of confirmed cash & in-kind support from community and corporate organisations, other sponsors, local councils and RTM's.</p> <p>The financial viability of the event based on the events budget.</p>
TOURISM	N/A	<p>Event timing - whether the event intends to complement other events in surrounding regions or attract visitors in off peak tourism periods.</p> <p>Visitor potential - the extent to which the event will attract intrastate, interstate and international visitors and increase their length of stay.</p> <p>Demonstratable evidence of sustained growth over the past two editions of the vent (based on verifiable information on attendees, in-scope expenditure, sales, sponsorship, media coverage or other factors that verify event growth)</p>	<p>Event timing - whether the event intends to complement other events in surrounding regions or attract visitors in off peak tourism periods.</p> <p>Visitor potential - the extent to which the event has the potential to attract intrastate visitors and increase their length of stay.</p>	<p>Event timing - whether the event intends to complement other events in surrounding regions or attract visitors in off peak tourism periods.</p> <p>Visitor potential - the extent to which the event has the potential to attract intrastate visitors and increase their length of stay.</p> <p>Strategic value - does the event align with SATC strategic initiatives such as 2021 Wine of the Year</p>

		SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
MEDIA AND MARKETING	N/A	<ul style="list-style-type: none"> The potential of the event to raise the profile of the destination through media coverage. The strength and extent of the marketing strategy. Demonstratable evidence of tangible community support, including documentation outlining the type of support, investment and/or sponsorship and the amount of cash and/or in-kind assistance being provided by the local council, corporate sponsors and the general business community for the proposed funding period. 	<ul style="list-style-type: none"> The potential of the event to raise the profile of the destination through media coverage. The strength and extent of the marketing strategy. Demonstratable evidence of tangible community support, including documentation outlining the type of support, investment and/or sponsorship and the amount of cash and/or in-kind assistance being provided by the local council, corporate sponsors and the general business community for the proposed funding period. 	<ul style="list-style-type: none"> The potential of the event to raise the profile of the destination through media coverage. The strength and extent of the marketing strategy. Demonstratable evidence of tangible community support, including documentation outlining the type of support, investment and/or sponsorship and the amount of cash and/or in-kind assistance being provided by the local council, corporate sponsors and the general business community for the proposed funding period. 	The potential of the event to raise the profile of the destination.
SOCIAL AND COMMUNITY BENEFITS	N/A	<ul style="list-style-type: none"> The extent of social enrichment and potential benefits to the local community brought about by the event. Demonstratable evidence of tangible community support, including documentation outlining the type of support, investment and/or in-kind assistance the being provided by the local council and general business community for the proposed funding period. 	<ul style="list-style-type: none"> The extent of social enrichment and potential benefits to the local community brought about by the event. Demonstratable evidence of tangible community support, including documentation outlining the type of support, investment and/or in-kind assistance the being provided by the local council and general business community for the proposed funding period. 	<ul style="list-style-type: none"> The extent of social enrichment and potential benefits to the local community brought about by the event. Demonstratable evidence of tangible community support, including documentation outlining the type of support, investment and/or in-kind assistance the being provided by the local council and general business community for the proposed funding period. 	The extent of social enrichment and potential benefits to the local community brought about by the event.
DEVELOPMENT AND SUSTAINABILITY	N/A	<ul style="list-style-type: none"> The extent to which the funding will assist with the enhancement and development of the event. The potential of the event to develop in to a significant and strategically important event for the state. An explanation of how the funding will build the event in to a position of long-term financial sustainability within the terms of the funding (as evidence primarily through business plans, marketing plans and succession plans) 	<ul style="list-style-type: none"> The extent to which the funding will assist with the enhancement and development of the event. The potential of the event to develop in to a significant and strategically important event for the state. An explanation of how the funding will build the event in to a position of long-term financial sustainability within the terms of the funding (as evidence primarily through business plans, marketing plans and succession plans) 	<ul style="list-style-type: none"> The extent to which the funding will assist with the enhancement and development of the event. The potential of the event to develop in to a significant and strategically important event for the state. An explanation of how the funding will build the event in to a position of long-term financial sustainability within the terms of the funding (as evidence primarily through business plans, marketing plans and succession plans) 	<ul style="list-style-type: none"> The extent to which the funding will assist with the enhancement and development of the event. The potential of the event to develop in to a significant and strategically important event for the local community and wider region.

	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
ECONOMICS	N/A	<ul style="list-style-type: none"> The prosperity of the event to generate direct and incremental expenditure to the region by visitors and the event organiser in relation to the total spending generated. Such outcomes must be supported by event evaluation data that has been completed by an independent research body. 	The prosperity of the event to generate direct and incremental expenditure to the region by visitors and the event organiser in relation to the total spending generated.	The prosperity of the event to generate direct and incremental expenditure to the region by visitors and the event organiser in relation to the total spending generated.
RISK PROFILE	N/A	The extent to which risks have been reasonably minimised and or mitigated. The presentation of a risk management plan.	The extent to which risks have been reasonably minimised and or mitigated. The presentation of a risk management plan.	The extent to the event has planned to minimise risk associated with the event.

LODGING THE APPLICATION

SIGNIFICANT EVENT FUNDING

A full business case must be presented to Event South Australia, please refer to the Events South Australia's Major Event Guidelines for an overview of the application expectations.

ESTABLISHED EVENT FUNDING, DEVELOPMENT EVENT FUNDING, EMERGING EVENT FUNDING.

Completing the application process

- All applications must be lodged online via the SATC funding portal. Applicants will be sent a confirmation email within 48 hours of application submission to confirm receipt by SATC.

Provisional of support material

- Applicants are required to submit the following additional material in support of their application.

SUPPORT MATERIAL, INCLUDING:	SIGNIFICANT EVENT FUNDING	ESTABLISHED EVENT FUNDING	DEVELOPMENT FUNDING	EMERGING EVENT FUNDING
EVENT MARKETING PLAN	N/A	✓	✓	✓
EVENT EVALUATION DATA FROM THE MOST RECENT EVENT	N/A	✓	✓	✗
A BUSINESS CASE	N/A	✓	✓	✓
LETTERS OF SUPPORT	N/A	✓	✓	✓
FULLY COSTED EVENT BUDGET	N/A	✓	✓	✓
THE ORGANISATION'S RECENTLY AUDITED FINANCIAL STATEMENTS	N/A	✓	✓	✗
ANY OTHER RELEVANT INFORMATION OR MATERIAL	N/A	✓	✓	✓



**Government
of South Australia**

South Australian
Tourism Commission