

EVENTS SOUTH AUSTRALIA

REGIONAL EVENT FUND



Government
of South Australia
South Australian
Tourism Commission

REGIONAL EVENT FUND



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 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.

Events South Australia provides sponsorship support to a number of large and small events that promote South Australia and its regions as tourism destinations through the Regional Events Fund.

THE REGIONAL EVENT FUND AIMS TO:

- Drive regional visitation in the immediate term and repeat visitation in the long term
- Strengthen the regional events calendar
- Encourage sustainable event opportunities to build long term capability
- Increase collaboration and partnerships among regional event stakeholders, government and commercial partners to deliver stronger outcomes for regional events.



REGIONAL EVENT FUND

ELIGIBILITY

All events and festivals wishing to apply for support must meet the eligibility criteria of the funding category and the Regional Event Fund.

THE REGIONAL EVENT 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

Further, events already receiving financial support from the SATC and events that have previously failed to acquire a Regional Event Fund grant are also ineligible.

FUNDING CATEGORIES

There are 2 categories of funding.

1. ESTABLISHED EVENT

Funding for up to three years will be provided to events that can demonstrate a strong track record of growth and a strategy for event innovation. Applications to the Established Event category will receive from \$20,000 up to \$50,000 (plus GST) per year in financial support.

It is expected that proponents applying to the Established Event category will present a business case, accurate event data including tourism benefit, a marketing plan, and a detailed event budget.

Applications must demonstrate:



EVENT

The event is in at a minimum its fifth year



FUNDING

How funding will enable the event to grow its visitation and benefit to the region



TOURISM DATA

Accurate attendance, visitation and economic benefit figures collected through surveys or ticketing data



ATTENDANCE

A minimum attendance of 6,000 with 20% of those attendees travelling from intrastate and 10% from interstate

2. DEVELOPMENT EVENT

Funding for up to three years will be provided to new and emerging events that can demonstrate potential for growth and development to become an annual addition to the event calendar. Development Event funding will provide \$5,000 up to \$20,000 (plus GST) per year.

Proponents applying to the Development Event category are asked to supply an event proposal, previous event data where possible, how the event is proposed to be marketed, and an event budget.

Applications must demonstrate:



EVENTS

This category supports new events as well as emerging events



FUNDING

How funding will support the growth and innovation of the event



TOURISM DATA

New events are required to provide reasonable estimates of anticipated attendance and tourism benefit



ATTENDANCE

A minimum of 500 attendees with 20% of those attendees travelling from intrastate

CONDITIONS OF FUNDING

The application must outline proposed activities that will elevate the event and present specific and measurable outcomes to meet the program's objectives.

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.

- To enhance the professional presentation and offering of your event to enable growth.
- Marketing costs associated with the event that increase awareness and visitation (including digital & print marketing, tv or radio advertising)
- Engagement of short term (up to six months) specialised personnel to further develop and or market the event.
- Strategic plan development, event evaluation
- Hire of temporary infrastructure that improves access, visitor experience or the safety of the event.
- For new events there is some flexibility regarding the distribution of funds within appropriate boundaries and with appropriate justification.
- Funds may not be used for prize money or sanctioning fees, legal costs or insurance.

APPLICATION

APPLICATION PROCESS

Applications will be accepted via the SATC funding portal and will be assessed on the events ability to meet the SATC's aims and objectives of the Regional Event Fund.

Applications will be accepted from February 2023 until 28 April 2023. Funding will not be granted outside of this application period.

Funding will support events being held:

- **2023/24 - 1 Sept 2023 to 31 August 2024**
- **2024/25 - 1 Sept 2024 to 31 August 2025**
- **2025/26 - 1 Sept 2025 to 31 August 2026**

An expression of interest must first be lodged to confirm the event is eligible and once approved, the proponent will move to the application phase. Elements of the application will include:

- Event description
- Event positioning
- Tourism value (visitation, length of stay, expenditure)
- Marketing plan
- Event budget
- Event evaluation data from previous events
- Organisational structure
- Partners/sponsorship
- Risk management
- Sponsorship request from the Regional Event Fund with description of how the funds will be used clearly outlined.
- Supporting notes should identify what the event will achieve with this funding versus if the event is not successful in its application.

All events should be financially viable prior to seeking funding from Events South Australia. Preference will be given to applications that include evidence of confirmed cash or budget relief from the community, local council or commercial partners.

EVALUATION

EVALUATION CRITERIA

The funding program is very competitive and successful applicants are not guaranteed to receive the full amount requested on their application. 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.

1. TOURISM VALUE AND ECONOMIC BENEFIT

This is the event's ability to generate new expenditure through event specific visitors travelling to the region.

- Intrastate Visitation - The number of attendees who travel to the event from within South Australia who do not live in the region where the event is held
- Interstate Visitation - The number of attendees who travel to South Australia from interstate for the event
- Length of stay - the number of days the visitor will stay in the region for the event.
- Bed nights - Average number of nights the visitor will stay in the region for the event.
- Visitor expenditure - Calculated as visitation x estimated daily spend x length of stay. Note this figure does not include expenditure related to local attendees.

2. MARKETING AND MEDIA VALUE

This is the ability of the event to raise the profile of the destination through media coverage.

- Strength and extent of the marketing strategy
- Alignment of the event with the region's brand proposition and values

3. STRATEGIC VALUE

This is the alignment of the event within context of the Regional Visitor Strategy, the South Australian Visitor Economy Sector Plan 2030 as well as the government's broader tourism goals. 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 audience of 'High Yield Experience Seekers'
- Return on investment

4. SOCIAL AND CULTURAL BENEFITS

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

Including:

- 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 assist with the enhancement and development of the event, capacity of the event to deliver a financially, environmentally, and socially sustainable event.

Including:

- The potential of the event to develop in to a significant and strategically important event for the state
- 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, succession plans)
- Ability to deliver a successful event with no adverse environmental or social impacts
- Risk management planning

6. FINANCIAL VIABILITY

The financial viability of the event including the strength of the event's budget and the management and financial skills of the event organisers.

- Ability to generate financial support beyond the Regional Event Fund
- The level of confirmed cash and in-kind support from community and corporate organisations, other sponsors, local councils and RTM's
- Preference will be given to those applications that demonstrate a balanced budget



WORKING WITH US

SUCCESSFUL APPLICANTS

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

The Regional Event Fund is administered by Events South Australia who will appoint a dedicated account manager to the sponsorship. Event organisers 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 (Established Event) or the SATC's Event Evaluation Tool (Development Event)

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

Events South Australia may offer in-kind support in areas of marketing, public relations, operations and event management.

ALTERNATIVE SUPPORT

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

- [Business Events Adelaide](#) - Support for bidding and hosting business events in South Australia.
- [GRANTassist](#) - 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.
- [Live Music Event Fund](#) - Funding for live music events or festivals administered through the Music Development Office, Creative Industries



CONTACT US

SOUTH AUSTRALIAN TOURISM COMMISSION

**ACQUISITION AND DEVELOPMENT UNIT
EVENTS SOUTH AUSTRALIA**

E: REF@sa.gov.au

WEBSITE

**TOURISM.SA.COM/EVENTS/EVENT-FUNDING.ASPX
SOUTH AUSTRALIA.COM**

