

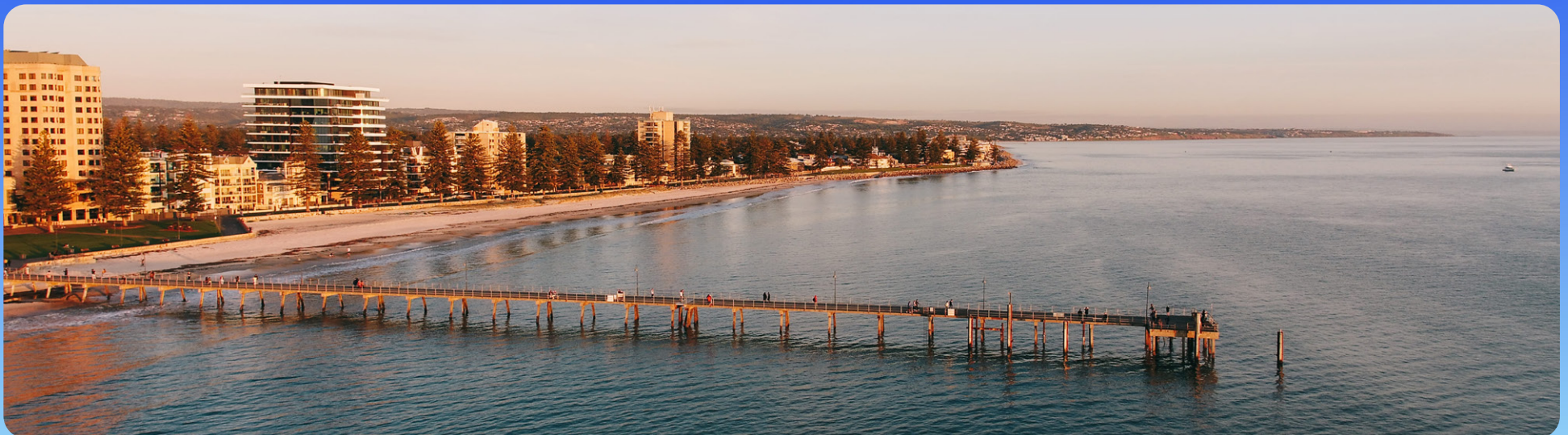
Summer Plan

Algal Bloom Event Fund

Guidelines
November 2025



Government of
South Australia



Acknowledgement of Country

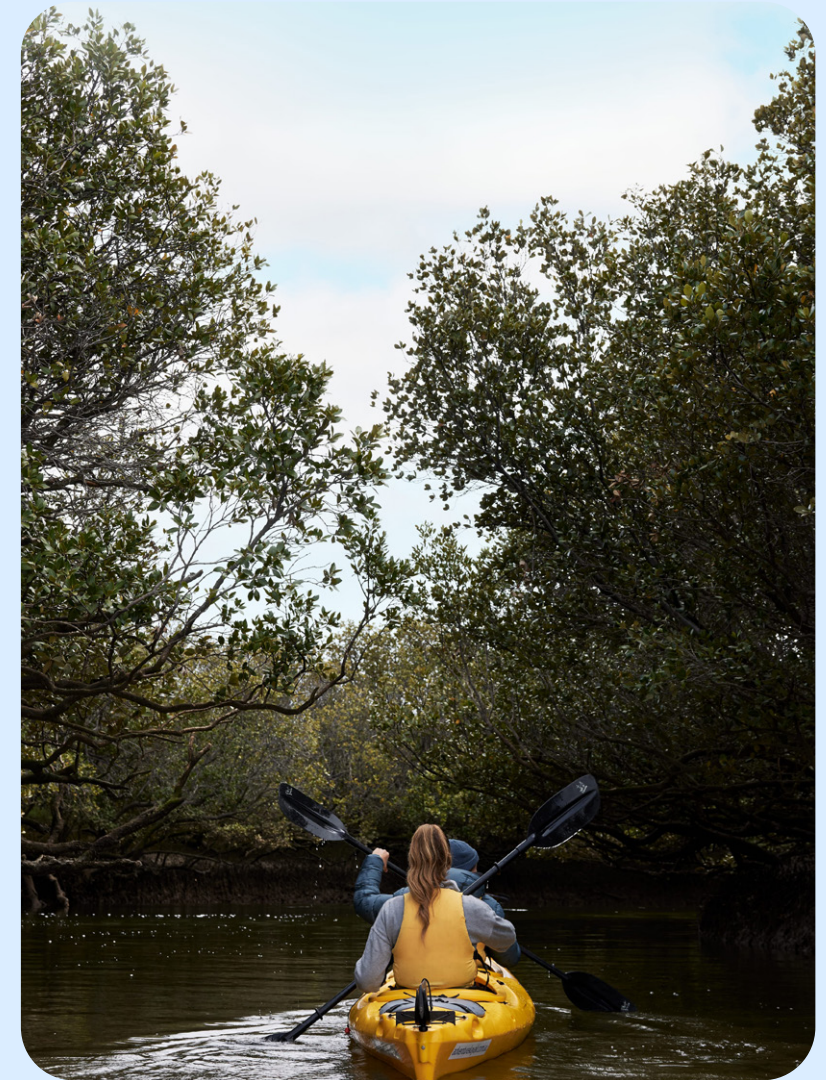
Ngadlu tampinhi yartangka.
Munaintya puru purruna ngadlu-itya.
Munaintyanangku yalaka tarrkarriana tuntunrri.

We acknowledge this land. The Dreaming is still living.
From the past, in the present, into the future, forever.



The South Australian Tourism Commission (**SATC**) 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 realise the opportunities for our State that are outlined in the South Australia Tourism Plan 2030. Much of the economic benefit generated by the visitor economy flows to regional communities, positively impacting related industries such as agriculture, wine, retail, education, and transport.



Purpose

The Algal Bloom Event Support Fund (ABESF) is an initiative of the SATC to support tourism and community resilience in areas impacted by South Australia's algal bloom crisis.

By supporting events, the grants awarded through the ABESF aim to stimulate visitation, drive economic recovery, and foster community connection in affected coastal and metropolitan areas.

The ABESF aims to:

- Encourage economic activity and tourism in areas impacted by algal bloom.
- Engage communities, foster connection, and support resilience.
- Increase collaboration among regional stakeholders, government, and commercial partners.
- Drive immediate and repeat visitation to affected regions.
- Support events that align with the South Australia Tourism Plan 2030.

Available Funds

The total amount of funding available within the Algal Bloom Event Support Fund is \$750,000 (plus GST if applicable) split across eligible metropolitan and regional grant areas.

Applicants can request grants up to \$20,000 (plus GST if applicable), to be determined through an evaluation process.

Eligible applications will be assessed competitively against the eligibility criteria listed below.

To ensure the full benefit of the ABESF is felt across the affected coastal areas, the Assessment Panel may not fund the full amount requested by all applicants (if successful). Applicants are still encouraged to apply for the full amount that they require for their event.

Funding Streams

Metropolitan Event Support

- Up to \$250,000 available for grants of up to \$20,000 (plus GST if applicable) per event.

Events must be able to demonstrate the value of the requested amount within the event budget and should note that, if successful, the full amount requested may not be funded. The final amount granted to an event is at the absolute discretion of the Assessment Panel.

- The event must be an existing event that is held between 1 December 2025 and 31 March 2026.
- Eligible events include leisure, council, and community events.

Regional Event Support

- Up to \$500,000 available for grants of up to \$20,000 (plus GST if applicable) per event.

Events must be able to demonstrate the value of the requested amount within the event budget and should note that, if successful, the full amount requested may not be funded. The final amount granted to an event is at the absolute discretion of the Assessment Panel.

- The event must be an existing event that is held between 1 December 2025 and 31 March 2026.
- Eligible events include leisure, council, and community events.

Please note: Those events currently receiving SATC sponsorship, and other sponsorships or funding, are eligible.

Eligibility Criteria

Events must be:

- existing events that are held in eligible South Australian coastal areas impacted by algal bloom.
- held from 1 December 2025 to 31 March 2026 inclusive; and
- delivered by an organisation with prior event management experience (or an organisation employing/engaging individuals with prior event management experience).

Event organiser must:

- demonstrate capacity to deliver marketing, audience development, and/or enhanced programming to stimulate visitation and regional confidence.

The organisation must:

- be a legal entity, able to enter into a legally binding agreement.
- have an Australian bank account.
- hold all relevant consents, approvals, accreditations, licences and authorisations from all necessary authorities (e.g. council permits, liquor licences) to run their event prior to the date of the event.
- have a valid Australian Business Number (ABN).
- hold a minimum of \$20 million public liability insurance and any other insurances reasonably expected of an entity undertaking the activities of the applicant.



Please note: Those events currently receiving SATC sponsorship, and other sponsorships or funding, are eligible.

Eligibility Criteria

Eligible Metropolitan Postcodes

5015	5021	5049	5166
5016	5022	5110	5167
5017	5024	5120	5169
5018	5044	5158	5170
5019	5045	5160	5173
5020	5048	5165	5174

Eligible Regional Postcodes

5202	5221	5523	5560	5580	5604
5203	5222	5540	5570	5581	5605
5204	5223	5550	5571	5582	5606
5211	5264	5552	5572	5583	5607
5212	5275	5554	5573	5600	5608
5213	5495	5555	5575	5601	5700
5214	5501	5556	5576	5602	
5220	5522	5558	5577	5603	

The following types of events are not eligible:

- Newly created event for the purpose of accessing the fund.
- Business/networking events.
- Trade shows.
- Reunions.
- Political or religious events.
- Private events.

Check your postcode eligibility [here](#).

Use of Funding

Funding may be used for:

- Between 10 – 100% of the grant must be used for marketing and/or promotion campaigns for the event. This must be substantiated by the applicant upon written request from the SATC.

Remaining grant may be used for:

- Audience development initiatives.
- Enhanced programming to improve event experience.
- Costs directly related to event delivery including safety measures, marketing, programming adjustments, or other expenses necessary to proceed under changed environmental conditions.

Funding must not be used for:

- Prize money or sanctioning fees.
- Legal costs or insurance premiums.
- Activities not directly related to event delivery or community/tourism benefit.



Application Process

Applications open: 21 November 2025

Applications close: 5pm, 1 March 2026
or until funds are exhausted, whichever is earlier.

Late applications will not be accepted.

Applications will be received by a streamlined application process via the SATC [Event Funding Website](#).

How can I apply?

Applications must be submitted online using the official form available on the South Australian Tourism Commission [Event Funding Website](#).

Once an application is submitted, applicants will not be able to provide additional information, and only complete applications will be assessed.

Applicants will be required to provide the following:

- Organiser details.
- Event details.
- Event budget or profit/loss statement.
- Marketing plan.
- Risk assessment plan.
- Certificate of Currency for public liability insurance (\$20 million minimum).
- Details on how the funds will be allocated, including the amounts if split over multiple areas.

Evaluation Criteria

Applications will be assessed on the following criteria:

- Compliance with eligibility requirements.
- Capacity to stimulate economic activity and tourism in affected areas.
- Ability to foster community connection and support resilience.
- Potential to drive immediate and repeat visitation.
- Demonstrated event management experience.
- Appropriateness of proposed use of grant funds.
- Provision of required documentation (e.g. ABN, insurance).
- Commitment to acquit funding and report on outcomes, including community impact.

The SATC will evaluate each application in its absolute discretion.



Grant Agreement

Agreement Management

- Applicants must agree to the Grant Agreement. The SATC will not dispense a grant if the organiser has not agreed to the Grant Agreement.
- Please note that the ABESF is providing one-off grants for events held between **1 December 2025** and **31 March 2026** and is not an ongoing funding source.

Notification and Feedback

- Applicants will be informed of the outcome of their application by the SATC via email within 10 business days.
- Grant decisions are final, without the right to appeal.
- Unsuccessful applicants may receive feedback, if requested.
- Successful applicants are bound by the Grant Agreement they agreed to at the time of submitting their application, upon notification of their success by the SATC.



Grant Agreement

Receiving payment

- 90% of the funded amount will be made upfront in one payment after applicants have received notification from SATC that their application has been successful and upon SATC's receipt of a valid tax invoice.
- The Grant Agreement will require that, any grant funds not expended in hosting the event will need to be returned to SATC within 30 days after the event. The SATC will provide an invoice for these funds.
- The final 10% payment of the funding will be made upon the SATC receiving and accepting acquittal information post the event. The SATC reserves the right to ask the grant recipient for further information regarding their acquittal form.

The Grant Agreement will specify the conditions of the funding assistance based on the information supplied in the application. Broadly, the following conditions will be required to be met by the grant recipients:

- Completion of the event as stated in the application.
- All key milestones and obligations are met.
- Prior consideration and approval in writing from SATC prior to making any changes to the project.
- Grants may be subject to GST and income tax. Successful applicants should, as required, seek independent financial and legal advice on these matters and other implications stemming from the grant support.

Conditions of Funding or Agreement Terms

At the time of applying, applicants will be required to agree to the Grant Agreement stipulating obligations and conditions under which grant funding will be given to eligible applicants. SATC will not be legally obliged to pay any grant monies unless the applicant agrees to the Grant Agreement.

The Grant Agreement will comprehensively detail all terms concerning the funding.

The SATC will adhere to the [*Freedom of Information Act 1991 \(SA\)*](#) and [*Department of the Premier and Cabinet circular PC027 on Disclosure of Government Contracts*](#).

Additionally, applicants must commit to registering the business and event on the [*Australian Tourism Data Warehouse*](#) (ATDW) upon completion of the application.



**SOUTH
AUSTRALIA**



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South Australian Tourism Commission

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