

# EVENTS SOUTH AUSTRALIA

## MAJOR EVENTS FUND



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Major Events and Festivals are a significant driver for South Australia's economy generating more than \$472 million in tourism expenditure annually. The Major Events Fund is purposed with funding new events and growing existing events in South Australia. The Major Events Fund will give priority to major events that meet the criteria of the fund and the application requirements.

## DEFINITION OF A MAJOR EVENT

From a government perspective, a major event is one that is, or has the potential to be, nationally or internationally significant, and which provides substantial visitation, media and profiling opportunities, and economic impact for South Australia.

## MAJOR EVENTS FUND CRITERIA

Applications to the Major Events Fund are assessed in line with the fund's criteria and the ability of the event to:

- Attract a large number of visitors from South Australia's key domestic and international tourism markets
- Generate significant media coverage and economic benefits for South Australia
- Provide positive profiling opportunities for South Australia through media and branding opportunities
- Deliver an exclusive opportunity to South Australia and uniqueness of the event
- Contribute to a balanced annual calendar of events by preferably taking place in off-peak tourism and event periods

- Positively contribute to the cultural and social fabric of the state
- Provide an opportunity or pathway for Events South Australia to bid for other desired national or international major events
- Have a lead time of 18 months or longer
- Financially sustainable and do not rely solely on government funding for event viability

Applications can be received from legal entities that can demonstrate equivalent experience with the capacity and motivation to deliver and achieve positive results for the event and the State.

# KEY TERMS & ASSESSMENT CONSIDERATIONS

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 & ECONOMIC IMPACT

This is the event's ability to drive new expenditure to the state through event specific visitors travelling to the state. Including:



### VISITATION

The number of attendees who travel to South Australia from interstate or international markets for the event.



### LENGTH OF STAY

The number of days the visitor will stay in South Australia for the event.



### BED NIGHTS

Average number of nights the visitor will stay in South Australia for the event.



### VISITOR EXPENDITURE

Calculated as visitation x estimated daily spend x length of stay. Note this figure should not include expenditure related to local or intrastate attendees.

## 2. MARKETING & MEDIA VALUE

This is the ability of the event to generate media coverage and drive marketing outcomes for South Australia in key domestic and international markets through televised broadcast and mainstream media opportunities. Including:

- Alignment with South Australia's brand proposition and values
- Audience - The nature and size of the event audience
- Value of media and broadcast generated by the event
- Brand and profiling opportunities for South Australia in key markets

## 3. STRATEGIC VALUE

This is the alignment of the event within context of 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 - Events that deliver an ROI of 8:1 or higher

## 4. SOCIAL & CULTURAL BENEFITS

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

Including:

- Support from local or regional council and community to host the event
- Positive community participation and engagement of local businesses
- Create a positive legacy for the community and State

## 5. SUSTAINABILITY

The capacity of the event to deliver a financially, environmentally, and socially sustainable event.

Including:

- Ability to generate financial support beyond State Government funding
- Utilisation of government invested infrastructure
- Ability to deliver a successful event with no adverse environmental or social impacts
- Risk management plan in place

# MAKING AN APPLICATION

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## APPLICATION EXPECTATIONS

If you are unsure if your event is eligible for funding or would like to discuss your event opportunity, please email the Acquisition and Development Team at [esa@sa.gov.au](mailto:esa@sa.gov.au).

Before submitting an application, it is strongly encouraged that you have read the Major Events Fund Guidelines, understand the funding criteria, and have completed the Major Events Fund Checklist [link to pdf of checklist document].

Applications to the Major Events Fund undergo a rigorous due diligence assessment prior to any investment being approved. Applications are highly competitive and are considered on the strength of the investment proposition and in line with competing and existing priorities of the Fund.

The Major Events Fund accepts applications all year round. It is anticipated that applications will be received at least 18 months in advance of the event to allow sufficient time for assessment of the proposal and for legacy and leverage opportunities to be developed and implemented.

No sponsorship decision is binding on Events South Australia until a formal written agreement to Events South Australia's satisfaction is signed by Events South Australia and the applicant. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their application. Previous award of funding from the South Australian Tourism Commission does not assume the event will be funded in the future.

## APPLICATION REQUIREMENTS

A full business case must be presented to Event South Australia addressing the following:

- Details of the applicant, including evidence of previous experience in delivering an event of similar scope, and conflict of interest that could compromise the decision on the applicant or bring the application process into disrepute.
- 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
- 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 Major Events 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

Each applicant warrants that all information provided in relation to its application is true and correct in all material particulars, at all times, and is not misleading whether by omission or otherwise.

**Submissions should be marked 'Confidential' and emailed to:**

**ATTN: Acquisition and Development Manager**

[esa@sa.gov.au](mailto:esa@sa.gov.au)



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## ACTIVITIES THAT WILL NOT BE FUNDED

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 MAJOR EVENTS FUND WILL GENERALLY NOT PROVIDE INVESTMENT TO:

- 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
- Applications that are incomplete or do not meet the objectives of the Major Events Fund
- Events that commence less than 12 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

## ALTERNATIVE FUNDING SOURCES

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

SOURCE	EXPLANATION
<a href="#">Business Events Adelaide</a>	Support for bidding and hosting conventions in South Australia
<a href="#">Grants and program finder</a>	Grants and assistance for business and industry, communities, clubs or individuals
<a href="#">GrantsSA</a>	For charitable, social welfare, multicultural, volunteer grants
<a href="#">Local Council Grants</a>	Search for your local council details and community grants available for a range of purposes
<a href="#">Regional Events &amp; Festivals Program</a>	Marketing and PR support for tourism events held in regions across South Australia
<a href="#">Live Music Event Fund</a>	Funding for live music events or festivals

# FINAL DETAILS



## FUNDING AGREEMENT

Successful applicants will be required to enter into a sponsorship agreement with the South Australian Tourism Commission detailing the terms, funding obligations, key performance measures, deliverables, benefits, and conditions of the sponsorship.

## EVENT REPORTING

Event organisers are required to regularly meet with and submit progress reports to Events South Australia. Events will be required to undertake an independent economic impact assessment and provide post-event evaluations within three months of the conclusion of the event.

Events South Australia will provide templates and further information regarding reporting.

## ADDITIONAL SUPPORT

The Major Events Fund is administered by Events South Australia who will appoint a dedicated account manager to the sponsorship. Events South Australia may offer in-kind support in areas of marketing, public relations, operations and event management.

If you have any further queries, please contact [esa@sa.gov.au](mailto:esa@sa.gov.au)



## CONTACT US

**SOUTH AUSTRALIAN TOURISM COMMISSION**

**ACQUISITION AND DEVELOPMENT UNIT  
EVENTS SOUTH AUSTRALIA**

**T:** 08 8463 4650

### **WEBSITE**

[TOURISM.SA.COM/EVENTS/EVENT-FUNDING.ASPX](http://TOURISM.SA.COM/EVENTS/EVENT-FUNDING.ASPX)  
[SOUTHAUSTRALIA.COM](http://SOUTHAUSTRALIA.COM)

