

EVENTS SOUTH AUSTRALIA REGIONAL EVENT FUND

February 2024



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 relevant 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/ fairs
- Reunions
- Charity events or fundraising activities

Further, applications will be deemed **ineligible** if:

- The event is already receiving financial support from the SATC
- The event has previously failed to acquit a Regional Event Fund sponsorship

USE 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. **Eligible uses of funding include:**

- Enhancing the professional presentation and/or offering of the event to enable growth (for example, event styling, way-finding, activations or regional storytelling).
- 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 the event and/or market the event.
- Strategic plan development and/or event evaluation.
- Hire of temporary infrastructure that improves access, visitor experience and/or safety of the event.

For new events there is some flexibility regarding the distribution of funds within appropriate boundaries and with appropriate justification. For queries, please contact ref@sa.gov.au

Ineligible use of funding: Funds must **not** be used for prize money or sanctioning fees, legal costs, insurance and permanent infrastructure.

FUNDING CATEGORIES

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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 has been staged for a minimum of four years (*it's in its fifth year or more*)



FUNDING

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



TOURISM DATA

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



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 events 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:



EVENT

This category supports new events as well as emerging events



FUNDING

How funding will support the growth and innovation of the event



TOURISM DATA

Accurate attendance, tourism visitation and economic benefit estimates through surveys or ticketing data (New events are required to provide reasonable estimates)



ATTENDANCE

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

EVENT DATES ELIGIBILITY

The Regional Event Fund is an annual funding program (offered as one round of funding per year). Applicants should apply in the relevant round of funding, according to the event dates, as follows:

- **Regional Event Fund 2024-25:** Events staged between **1 September 2024 to 31 August 2025** (current round)
- **Regional Event Fund 2025-26:** Events staged between **1 September 2025 to 31 August 2026**
- **Regional Event Fund 2026-27:** Events staged between **1 September 2026 to 31 August 2027**



APPLICATION REQUIREMENTS

Applications will be received through the SATC's dedicated Regional Event Fund portal, from **15 February 2024** until **5pm, Monday 6 May 2024**.

Elements of the application must include:

- Event description
- Event positioning
- Tourism value (visitation, length of stay, expenditure)
- Marketing plan
- Event budget and profit/loss*
- 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.

Funded organisations 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; and
- A minimum of \$20 million public liability insurance and other relevant insurance cover

APPLICATION TIMELINES AND ASSESSMENT

APPLICATIONS OPEN : Thursday 15 February 2024

APPLICATIONS CLOSE : Monday 6 May 2024 at 5pm (*Submissions will not be accepted outside of this period*)

Eligible applications will be assessed using the information provided in the application as well as required supporting documentation. Applications will be evaluated against the REF Guidelines, the ability of the event to meet aims and objectives of the Regional Event Fund, eligibility criteria and evaluation criteria, and will be assessed comparatively with other applications.

The REF funding program is very competitive and successful applicants are not guaranteed to receive the full amount requested on their application. In the case that the event has previously received funding, ongoing funding is also not guaranteed.

Applications are reviewed by an assessment team, and by a panel in the final stages, to determine the successful applicants. Assessments will be conducted throughout May, June, and July.

The SATC aims to notify all applicants via email of the outcome of their application by the end of July. Shortly thereafter, a public announcement of the successful events will be made.



EVALUATION

EVALUATION CRITERIA

Applicants should address the following evaluation criteria. Applications that do not adequately address the evaluation 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 (more than 25km) or 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 should 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 (evidence provided 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

CONDITIONS OF FUNDING

SPONSORSHIP AGREEMENT

Successful applicants will be required to enter into a sponsorship agreement with the SATC detailing the terms and conditions, 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.

A sample of the indicative terms and conditions forming part of the sponsorship agreement is available online at <https://tourism.sa.gov.au/events/event-funding>

The actual terms and conditions may differ and be tailored to suit the specific circumstances. A complete version of the sponsorship agreement including the specific funding obligations, key performance measures, deliverables, benefits and conditions of sponsorship applicable to the event, will be provided to successful applicants. The sponsorship will not take effect until the sponsorship agreement is signed by the parties.

ADMINISTRATION & REPORTING

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

Reporting templates and further information, including access to the Event Evaluation Tool, will be provided. If you would like to access these templates during the application process, please email ref@sa.gov.au

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

CONFLICT OF INTEREST

All applicants will be required to declare whether the applicant or anyone within the event organisation has any financial or other personal interests, which could be considered an actual, potential, or perceived conflict of interest relating to or in connection with, the sponsorship application for the event.

If anyone from the event organisation:

(a) has a personal relationship with a member of the South Australian Tourism Commission (SATC); or

(b) has a financial, business or other relationship

(i) with the SATC or a member of the SATC, or

(ii) which may compromise the event organisation's as the recipient of sponsorship from the SATC,

please ensure this is declared as part of your application.

If the application is successful and after notice of successful application, the SATC becomes aware of a conflict that is not declared as part of your application, the SATC may elect to terminate the sponsorship.

The Code of Ethics for the South Australian Public Sector requires public sector employees to avoid actual or potential conflicts of interest. For further information see [Code of Ethics | Office of the Commissioner for Public Sector Employment](#).

USE OF INFORMATION

Applicants will be required to accept the following **Privacy Notice** (via the portal) which explains how the SATC will use personal information provided by applicants.

The South Australian Tourism Commission (SATC) will use the information requested on this form for the purpose of:

- (a) assessing, administering and managing applications for funding through the Regional Event Fund;
- (b) where applicable, awarding successful applications for sponsorship funding through a sponsorship agreement;
- (c) sending emails and other communications about your application;
- (d) sharing that information with:
 - (i) third parties who supply goods and services on which the SATC's products and systems are built-in including the regional events online application portal and application assessment process which may utilise AI technologies or
 - (ii) other South Australian Government agencies, regional tourism organisations or local council for the purpose of assessing your application and conducting the event;
- (e) preventing or detecting unlawful or dishonest behaviours, to protect the SATC's legal rights or as otherwise permitted by law;
- (f) ensuring the security of SATC's operations; and
- (g) conducting market research and analysis that helps the SATC improve and customise its products and services.

Personal information provided, will also be collected and managed in accordance with the SATC's Privacy Statement (available at <https://tourism.sa.gov.au/privacy>) and the Government of South Australia's Information Privacy Principles Instruction (IPPS), [a copy of which can be obtained here](#).

You can gain access to, update or correct any personal information held by the SATC by contacting the SATC Privacy Officer at satc.privacy@sa.gov.au.

Freedom of Information

The SATC is subject to the *Freedom of Information Act 1993 (SA)*, which provides a general right of access to documents held by State and Local Government agencies.

CONTACT US

SOUTH AUSTRALIAN TOURISM COMMISSION

**ACQUISITION AND DEVELOPMENT TEAM
EVENTS SOUTH AUSTRALIA**

E: REF@sa.gov.au

WEBSITE

TOURISM.SA.GOV.AU/EVENTS/EVENT-FUNDING
SOUTH AUSTRALIA.COM

