REGIONAL EVENT FUND 2024-25

APPLICATION & PORTAL FREQUENTLY ASKED QUESTIONS

February 2024

GENERAL QUESTIONS

What is the Regional Event Fund (REF)?

The Regional Event Fund (REF) provides financial and in-kind support to events that drive tourism visitation and promotion of their relevant tourism region within South Australia.

Can our event apply in both the Established and Development category of funding?

No, an event can only be awarded funding under one of the two categories.

Which category of funding should I apply for?

The portal is set up to automatically allocate a category based on your level of attendance and the number of years the event has been running.

Development events should demonstrate how they will use funding to innovate and develop their event, to drive tourism visitation and are expected to target intrastate visitors.

Established events should demonstrate how they will use the funding to grow tourism visitation and are expected to target and attract interstate visitation.

Please refer to the REF Guidelines for the full eligibility requirements for both funding categories.

How much funding can we apply for?

The maximum funding for each category is:

• Established Event:
Between $20,000 - $50,000 per year

• Development Event:
Between $5,000 - $20,000 per year

How often does the Regional Event Fund open?

Once a year, annually. Applications are accepted only when the Fund is open.

How do we apply?

Applications will open from 12pm, Thursday, 15 February 2024 and will be accept applications until 5pm, Monday, 6 May 2024. Eligible applicants will be required to complete and submit an online application via the dedicated REF portal (developed by Optible).

Our event is held in metropolitan Adelaide, are we still eligible to apply for funding?

Yes, Adelaide is a tourism region of South Australia.

The event I am applying for is planned to take place before 1 September, 2024. Am I able to apply in this round of funding?

No, the event would not qualify under this round of funding, which supports events staged between 1 September 2024 – 31 August 2025.

The event I am applying for is planned to take place after 31 August 2025. Am I able to apply in this round of funding?

No, the event may be eligible to apply as part of the next round of funding (2025-26), which supports events held between 1 September 2025 and 31 August 2026.

Is my event eligible for funding?

Applicants should consider if the event outcomes align with the objectives and purpose of the REF fund, as outlined in the REF Guidelines.

The REF aims to support events that drive tourism visitation (visitors from outside the region, from intrastate and interstate).

To be considered, applicants wishing to apply for event funding must meet the Regional Event Fund eligibility and address the application criteria, as outlined in the REF Guidelines.

Where can I find the Regional Event Fund (REF) Guidelines?

The REF Guidelines are available on our website: https://tourism.sa.gov.au/events/event-funding.
Please ensure you are referring to the latest version of the Guidelines on your computer (if you have previously downloaded the document). It is marked February 2024 on the cover page.

If we are successful, are there restrictions on how we can spend the funds?

Yes, please refer to the REF Guidelines for the appropriate uses of funding. Funds are intended to contribute to event innovation, development, and growth, that drives tourism visitation and positive media exposure of the region.
Funds cannot be used for prize money or sanctioning fees, legal costs or insurance.

Our event is a once-off event, are we still eligible to apply?

Yes, once off events can apply, however they must demonstrate how they will attract tourism visitation and align with SATC strategic initiatives such as the Regional Visitor Strategy.

Events may be eligible to apply for funding in the Development category.

I would like to apply for multiple events. What is the best way to submit my application?

In most cases, each event will require a separate application so it can be assessed on its own on merit.

Before applying, please contact the Acquisition and Development team at ref@sa.gov.au to clarify, and our team can advise the best way to proceed with your application/s.

Can a not-for-profit organisation apply for funding?

Yes, please proceed with your application via the portal.

Do I need an ABN to apply?

Yes, you will need an ABN or Incorporation Registration Number to apply for funding.
If successful, the SATC will enter into a sponsorship agreement with the organisation.

What is ATDW?

The Australian Tourism Data Warehouse (ATDW) is Australia's national platform for digital tourism information.

We strongly encourage all events to create and maintain an ATDW listing for their event. This is a free service available to all event organisers, no matter their sponsorship status. More information about ATDW can be found here.

What supporting documents will we need to provide as part of our application for funding through the Regional Event Fund?

Applicants will be asked to include documentation to support their online application. Supporting documents required include:

• A business plan

• An events marketing plan

• An event evaluation **OR** an economic tourism impact study **OR** a ticket report and summary of attendee feedback from your most recent event

• An event budget and profit/loss statement

• Letters of support from the relevant Regional Tourism Manager and/or from local council

• A copy of the events Certificate of Currency for Public Liability Insurance

Elements of the application and specific requirements are outlined in the Regional Event Fund Guidelines and within the application portal.

What if I don't have all the documents to supply?

As the funding is highly competitive, we recommend supplying as much information as possible to create a strong application.

Will all eligible events receive funding?

Due to the competitive nature of the Fund, and the number of applications we receive, not all events that are eligible will receive funding.

The Fund is a comparative application process, and funds will be allocated to eligible events with the strongest applications, until the available Regional Event Fund is fully exhausted.

Can I request an extension for my application?

Due to the competitive nature of the Fund and for fairness across all applications, we are unable to grant extensions or accept applications (or additional information) after the closure of the fund. Please submit your application via the REF portal no later than 5pm, Monday 6 May, 2024.

How will the application be assessed?

All applications are assessed comparatively in line with the REF Guidelines and against the listed criteria. Applications are reviewed by an assessment team, and by a panel in the final stages to determine the successful events.

How long will the assessment process take?

All applications submitted will be assessed as soon as the round of funding has closed. The multi-stage assessment process usually takes two months to complete.

How will I receive the outcome of my application?

All applicants will receive an email advising them of the outcome of their application. The SATC aims to contact applicants by the end of July.

Details of the event have changed since I submitted my application – Do I need to contact the SATC?

Yes, please contact the Acquisition and Development team at ref@sa.gov.au to advise of any changes (i.e revised event dates, main contact details, on so forth). Our team will update the information attached to your application.

Where can I find the contact details for my Regional Tourism Manager?

Each region has a Regional Tourism Office, with a dedicated Regional Tourism Manager (RTM). Their contact details are listed as part of each region's profile, on the Tourism SA website.

What if the event does not qualify for REF funding or align with the purpose of the Fund, to drive tourism visitation?

We'd suggest considering alternative funding programs which may be a better fit with the event and its objectives. The REF supports events across various areas - including music, food & wine, arts & culture, sport – but are primarily leisure events, and drive tourism.

Additional sources of funding may be available that can support events that are primarily positioned as business, live music, arts & culture or community events. These may include:

- Local Council Grants – Search for your local council who may have funding options for community and events.

- Celebrate Together – Grants to help multicultural organisations host festivals and events that celebrate cultural diversity.

- GRANTassist – Search for available grants and assistance for business, industry, social, community, art & music, sport, clubs or individuals.

- Live Music Events Fund – Support for live music events and festivals.

- Business Events Adelaide – For assistance with bidding for and hosting business events, conferences, and conventions in South Australia.

- GrantsSA – Grants supporting charitable, social welfare, multicultural or volunteer endeavours.

Are there other ways the SATC provides support to regional events?

The SATC provide a wealth of tourism, marketing, and event guides, tools and templates on the Tourism SA industry website to support tourism and event operators. The following may be of value:

- Get started with your ATDW listing (here)

- Access marketing, PR and social media guides, tools, and templates (here)

- Obtain event operations checklists and guides (here)

- Find tourism industry tools and resources (here)

- Explore data and insights about your region (here) including the contact for your Regional Tourism Manager.

SPONSORSHIP

I've been notified that I am successful - what are the next steps?

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.

Details of this agreement, including the payment schedule of the funding will be tailored to each event.

What are the terms and conditions of sponsorship?

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 will be provided to successful applicants. The sponsorship will not take effect until the sponsorship agreement is signed by both parties.

Will I need to submit reports or invoices to acquit the sponsorship?

The Regional Event Fund is administered by Events South Australia who will appoint a dedicated account manager to the sponsorship.

The sponsorship funding Recipient/Event organiser, will be required to:

• Meet regularly with their account manager

• Provide progress reports, including event planning, risk, marketing, and attendance information.

• Provide a post-event report

• Evaluate the event via an independent economic impact assessment **OR** by using the SATC's Event Evaluation Tool, including attendee survey questions

If successful, your issued sponsorship agreement will detail the specific reporting and acquittal requirements that apply.

Does the SATC provide sponsorship reporting templates?

Reporting templates, including access to the Event Evaluation Tool, with the attendee survey questions will be provided to successful applicants.

If you would like to access these templates during the application process, or to find out more, please email ref@sa.gov.au.

If the event is successful, when and how will the money be paid?

In most cases, payments will be made in three instalments in line with the Recipient/Event organiser meeting the relevant sponsorship milestone requirements, as set out in the sponsorship agreement.

As an example, the timeline of milestone payments could look like the below:

• **Payment 1:** Within 1-2 weeks after signing the sponsorship agreement
  (and when all sponsorship milestone requirements have been met)

• **Payment 2:** Within 2-6 months pre-event
  (and when all sponsorship milestone requirements have been met)

• **Payment 3:** Up to 3 months post event
  (and when all sponsorship milestone requirements have been met)

Payments will only be made once the relevant milestones attached to each of the sponsorship payment milestones have been met, and a valid tax invoice has been provided by the Recipient/Event organiser.

Please refer to your specific sponsorship agreement for the requirements that apply to your event.

Can the SATC help promote the event?

As part of your sponsorship, the SATC may offer in-kind marketing opportunities to help promote the event via our existing platforms (as available or deemed appropriate).

To facilitate marketing support, the event will need to have a live ATDW listing, and supply promotional images to the SATC.

To maximise event marketing support and tourism opportunities, we encourage you to work closely with your dedicated SATC account manager, to proactively share information and work collaboratively.

PREPARING AN APPLICATION

How should I go about writing an application?

Throughout the preparation of an application and when preparing an Event Business Plan, please ensure you refer to the 2024-25 Regional Event Fund Guidelines to understand what is required. Applications should address eligibility, align with the Fund's objectives and each of the criteria.

Event applicants should complete the event application form and provide the requested information and documents.

How do I find out more about the tourism priorities and objectives of the SATC and about regional tourism in SA?

The South Australian **Tourism Plan 2030** and **Regional Visitor Strategy 2025** can be found on the Tourism SA website.

Tourism and visitor insights and data for each of the 12 tourism regions in South Australia can be found on the Tourism SA industry website here.

Information about key growth sectors, such as wellness, aboriginal and golf tourism, can also be found on the Tourism SA website.

The event does not have Public Liability Insurance. Can I still apply?

Yes, you can still apply. If the event is successful in securing funding, you will be required to obtain the relevant insurance/s. The SATC will require a copy of your Certificate of Currency at the commencement of the sponsorship.

What should my Marketing Plan include?

An Event Marketing Plan should include:

- an overview of the event marketing strategy and identify the event audience.

- details of the marketing and communication activities planned in the lead up to and during the event (for example, printed posters, social media ads, event website, media releases, TV ads, magazine articles, email newsletters, and so on)

- the target audience for each marketing activity (i.e. are you marketing to interstate and/or intrastate audiences, or locally)

- key messages you will use to attract attendees (i.e. what will draw them in to attend, what's your value proposition)

- timelines of each marketing activity (i.e. will marketing take place 6 months out, 3 months out, 1 week out, and so forth)

- the marketing budget (i.e. how much is allocated to each activity, and each target market)

What should a Business Plan include?

Guidance on how to prepare a business plan can be found in the SATC Event Planning Toolkit on our Event and Festival Support page.

The Event Business Plan should provide insight into the event objectives, event details, value proposition, programming, location, audience, history, management model, SWOT, event outlook and goals. It should address how funding will be used, how the funding will support the enhancement of the event, and how this will grow intrastate and interstate tourism visitation.

What type of information are you looking for as part of the event evaluation and economic data from a previous event?

The assessment team will evaluate the impact and benefits of each event. Primary consideration is given to the tourism economic impact, in addition to the social, cultural and community benefits of each event.

Previous event reporting and data may help to support the event Business Case and the event's forecasted tourism economic impact.

Applicants should aim to provide the following information, as available: the event's total attendance, daily attendance, proportion of attendance from interstate and intrastate (from outside the region), the attendee length of stay in the region (bed-nights) and attendee expenditure (travel spending behaviors).

Events may have previously engaged an independent researcher to conduct a tourism economic impact study of the event – if you have this, please upload this report.

Alternatively, events may have previously conducted attendee feedback surveys and used ticket platforms to collect data – if you have a record of your ticket sales, attendee postcodes, and other travel, spending, demographic or behavioural data, please summarise this information and provide a copy.

Please do not share personal information (i.e. names, emails, phone numbers) via the portal.

If you are applying under the Established event category, please note that there will be a greater emphasis placed on obtaining event economic data and reporting which is of high quality and accuracy.

I am applying for a new event and don't have previous event data. What do I submit?

Please provide your best estimates for the forward event attendance and impact, based on similar type of events and events in your region. Be sure to highlight its potential tourism value, and why it will attract visitors from outside the region.

For queries relating to economic estimates and data, please contact ref@sa.gov.au

APPLICATION PORTAL

Can I save the application part way through to complete at a later stage?

Yes. There is a button toward the bottom of the application form marked '**SAVE**' that allows you to send a link of your draft to an email address to complete later. There is also an option to copy the link to use later to access your draft application.

Please be sure to access your draft application form, complete it and hit the '**SUBMIT**' button by the closing time 5pm, Monday 6 May, 2024 to be eligible for   assessment.

I didn't receive the link to access my saved draft application - What do I do next?

Please check your junk and spam folders for an email from support@optible.ai.

To ensure you receive future communications, add support@optible.ai to your safe senders list.
Once found, move the email from your junk folder to your inbox to allow you to open the link.

If you are unable to find this email, please contact ref@sa.gov.au so we can investigate.

How will I know you have received my application?

You will receive a confirmation email from support@optible.ai that we have successfully received your application.

Can I view a copy of my application after I have submitted?

Yes. You will be sent an email once you have successfully submitted, with a link to access a copy of your application.

The link will prompt you to log into your REF Portal account (Optible) or to create an account password if you are yet to do so.

I am receiving emails from Optible – Is this relating to my REF application?

Yes. Optible is the platform that the REF application portal has been built in. You will receive emails from support@optiuble.ai about your application.

Can I add additional information and documents after I have submitted?

Once an application has been submitted, you are unable to edit the application.

If you need to submit further information ahead of the closing date (5pm, Monday 6 May, 2024) please contact ref@sa.gov.au.

Can I check the status of my application?

Yes. A link to your application (draft and submitted) will be emailed to you upon saving or submitting your application – this will come from support@optible.ai. You can log into the portal through the link to check the status of your application.

I forgot to include some information or have something else to add to my application - Can I provide this after the closure date?

To ensure fairness across all applications, we are not unable to accept submissions or additional documents after the closure of the REF (5pm, Monday 6 May, 2024).

Can I submit a combined document instead of uploading each of the requested documents in the application form?

Where you can, please upload a separate document for the marketing plan, business plan and budget, where prompted in the portal. You can also upload multiple documents throughout, but we recommend only including information which is requested/relevant.

If you are unable to provide separate documents, you can upload the combined document multiple times, however this is not recommended.

I am having trouble submitting my application – what do I do?

Please check that you have filled out all fields in the application, uploaded all the requested documents and read and agreed to the acknowledgements. Once complete, you should be able to submit.

I am receiving an error message and am having trouble submitting my application - Who can I contact?

Please contact the Acquisition & Development Team, Events South Australia at ref@sa.gov.au for assistance.

Please include a screenshot of the error message or issue, a copy of the web address/link to your application form and provide a description of the issue so we can assist you.

When contacting us for support, please allow ample time (3-5 business days) to resolve any issues or queries ahead of the REF closing time, 5pm, Monday 6 May, 2024, to ensure you can successfully submit your application in time.