

# 2015/16 Regional Events & Festivals Program

APPLICATION INFORMATION

CLOSES 26 MARCH 2015

For more information please contact:

Business Development Unit

Events South Australia

Phone: 08 8463 4650

[southaustralia.com](http://southaustralia.com)

[tourism.sa.gov.au/events/eventfunding.aspx](http://tourism.sa.gov.au/events/eventfunding.aspx)



Government  
of South Australia

South Australian  
Tourism Commission

# REGIONAL EVENTS AND FESTIVALS PROGRAM

## BACKGROUND

Events South Australia provides sponsorship support to a number of large and small events. Smaller events that promote South Australia and its regions as tourism destinations are funded through the Regional Events and Festivals Program and Community Events Development Fund.

Events South Australia is the major 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 major events and festivals, as well as leading 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.

The Regional Events and Festivals Program provides financial support towards marketing and PR for events which promote South Australia and its regions as tourism destinations.

Applicants must provide a marketing/promotion plan and associated budget to prove financial viability and to outline how funds will be used if successful. Supporting notes should identify what the event will achieve with this funding versus the expectations if the event is not successful in its proposal. No maximum amount per event has been set when applying for support through the Regional Events and Festivals Program, however applicants are reminded to be realistic in their proposals.

## WHO IS ELIGIBLE?

Event South Australia's Regional Events and Festivals Program provides support to tourism events that;

- Increase event-specific visitor expenditure, particularly from interstate.
- Contribute to a balanced event calendar – events held outside peak event (January-April) and holiday seasons will be given preference.
- Support the state's strategic plan and economic priorities (in particular the *'Premium food & wine from our clean environment'*, *'Creating a vibrant city'* and *'A growing destination choice for international and domestic travellers'* initiatives).
- Relate to the state's tourism initiatives as highlighted in the revised South Australian Tourism Plan.
- Are strategically important to their tourism region and are able to align with the relevant Destination Action Plan and/or regional brand.
- Generate significant media coverage in the state and nationally.

- Provide an opportunity or pathway for Events South Australia to bid for other desired national or international major events
- Are financially viable with a sustainable management model
- Contribute to the cultural and social fabric of the State
- Provide a legacy which positively impacts on the community

**It is important to be aware that not all applications will be successful. Events that are successful are not guaranteed to receive the full amount that they have applied for. The program is very competitive and the amount allocated to the program is divided across the regions wherever possible. Events that can substantiate claims related to tourism benefits will be looked upon favourably.**

**Event organisers are encouraged to meet with the relevant Regional Tourism Manager and the Regional Events and Festivals Coordinator <[chloe.burges@tourism.sa.com](mailto:chloe.burges@tourism.sa.com)> to discuss their proposal prior to submitting an application.**

## WHAT SUPPORT CAN BE EXPECTED?

- Sponsorship through this Program is specifically for event promotion, media and marketing activities.
- Events South Australia and the South Australian Tourism Commission also offer in-kind support in areas of marketing, public relations, operations and event management. In-kind support is considered on a case-by-case basis as no two events are the same.
- Events South Australia reviews long term business planning, financial viability and event longevity. As such Events South Australia may enter into a multiple year contract (up to three years), but the contract will outline a set of key performance indicators (goals) that must be achieved. If the applicant is seeking a multiple year agreement, the overall sum that is being requested should be broken down to reflect how much financial support is being requested per event.

## SPONSORSHIP REQUIREMENTS

- Successful candidates will be required to enter into an official signed agreement with the South Australian Tourism Commission. The sponsorship agreement will specify the targeted tourism key performance indicators and stipulate how the funding is to be spent.
- Event organisers will need to submit reports covering all aspects of the event including event management, marketing, event attendance and stakeholder management.
- Events South Australia will receive sponsor benefits such as sponsor acknowledgments, signage at event venues and tickets for events.
- Regular meetings and updates will be required to ensure the event is leveraged as best as possible by both parties.

# THE APPLICATION PROCESS

## WHO IS INELIGIBLE?

The Program does not support events;

- Occurring in South Australia on a rotational basis with other states such as exhibitions, symposiums and conferences.
- New Year's Eve celebrations, Christmas pageants, fireworks displays, tours, open gardens, open days, club rallies, markets, reunions, conventions, performances, fundraising activities, expos or exhibitions, business conferences, education events or agricultural shows.

### PLEASE NOTE

*Organisers of events involving animals must provide Events South Australia with a set code of practice in respect to the management and treatment of animals during the event. In particular, event organisers are to advise if the organisation or any person associated with the event has ever been charged under the Prevention of Cruelty to Animals Act (SA) 1985. The organisers must also produce relevant permits.*

**The closing date is 5pm, Thursday 26 March 2015 for events occurring after September 2015.**

If your event occurs prior to September 2015 please consider requesting funds for the following year (2016), to be in-line with the financial year process.

There is only one intake of applications per year. Applications received after the closing date will be considered on a case by case basis.

Please send digital applications to:  
E: [events@tourism.sa.com](mailto:events@tourism.sa.com)

**Only one copy is required. Do not post or deliver hard copies unless requested.**

## APPROXIMATE TIMELINE FOR THE ASSESSMENT PROCESS

1. Receipt of applications will be acknowledged – week commencing 23 March 2015.
2. Applications will be reviewed.
3. Feedback and comments will be sought from the relevant regional tourism contacts – April 2015.
4. Recommendations will be made to the program's assessment panel – May 2015.
5. Recommendations will be reviewed and approved by the Minister for Tourism – June/July 2015.
6. Successful and unsuccessful applicants will be notified in writing – July 2015.

Due to the number of applications received, we are unable to provide specific feedback to each individual event. If you would like further clarification on the result of your application we encourage you to make contact to discuss.

## APPLICATION REQUIREMENTS

The following documentation must be provided for applications to be considered.

1. Submit a letter clearly outlining your request – what financial assistance is required, how will funding be used, and the difference it will make to your event.
2. Complete and attach the Application Cover Page and Event Checklist (supplied). All questions must be answered.
4. Attach a *current* business plan for your event. Ensure all aspects highlighted below are covered off.
5. Attach a letter of support from your Regional Tourism Manager.
6. Attach a copy of your certificate of currency for public liability insurance.
7. Attach any supporting material (including scanned copies of marketing collateral) if relevant.

*NOTE: Your application will be assessed on how well your business plan addresses and verifies items included in the attached checklist and background information. This includes visitation, financials, media, timing and alignment with SATC goals.*

**Ensure all information is true and correct at the time of submission. The Regional Events and Festivals Coordinator is not responsible for following up on any missing information which should be included as part of your application.**

Your business plan should include:

## EVENT DESCRIPTION

- Describe your event (i.e. duration, scope, core activities, purpose).
- Brief history of the event and future direction.
- Where will your event will be held and why.
- How does your event fit into the current tourism and events landscape? Is there a need for this kind of event in your host region?
- Trends and future projections relevant to your event and/or any other industries affiliated with your event (i.e. growing need for local produce at food and wine events).
- Your competitive advantage and unique selling points. Why is your event better than others in your region, South Australia, Australia or the world? Include research data or anecdotal evidence to support these facts.
- How does your event fit with the Strategic Objectives relevant to South Australian tourism and add value to the respective region?

## EVENT POSITIONING

- Aims and objectives
- Mission and vision statements
- What are the long-term goals of the event (3-5 years)?  
What short-term goals need to be put in place in order to meet these goals?

## ESTIMATED TOURISM VALUE

- Anticipated attendance by locals, intrastate, interstate and international visitors (compare with previous event statistics if available)
- Length of stay for each type of visitor (include future projections)
- Estimated tourism expenditure of your event.

The tourism expenditure attributed to your event can be classified as the 'new money' spent in the relevant town/region by visitors travelling specifically for your event.

Expenditure includes all spend by the visitor for the entire duration of their visit (i.e. travel, accommodation, event registration/tickets, food and beverage, merchandise/souvenirs, additional touring, other entertainment).

In order to gauge the tourism expenditure of your event, complete the following equation:

### Daytrip visitors\*

1. Total anticipated daytrip visitors to the town/region for the event \_\_\_\_\_
2. Average expenditure per person = \$\_\_\_\_\_ daily expenditure
3. Daytrip visitors x daily expenditure = \$\_\_\_\_\_ tourism expenditure attributed to daytrip visitors (A)

### Overnight visitors

4. Total anticipated overnight visitors to the town/region for the event \_\_\_\_\_
  - a. Average number of bed nights per overnight visitor: \_\_\_\_\_
5. Average expenditure per person for overnight event visitors = \$\_\_\_\_\_ nightly expenditure
6. (Overnight visitors x average bed nights) x nightly expenditure = \$\_\_\_\_\_ tourism expenditure attributed to overnight visitors (B)

### Total expenditure

Daytrip visitor expenditure (A) + overnight visitor expenditure (B)  
= \$\_\_\_\_\_ **total tourism expenditure**

*\* Day visitors are those who travel for a round trip distance of at least 50 km, are away from home for at least four hours and who do not spend a night away from home as part of their overall travel. Routine travel such as commuting between work/school and home is excluded.*

*NOTE: Expenditure includes all spend incurred by the visitor for the duration of their visit (i.e. travel, accommodation, event registration/tickets, food and beverage, merchandise/souvenirs, additional touring, other entertainment)*

- Outline how you will evaluate the event (i.e. survey methods, etc.)

## MARKETING PLAN

- Target market(s)
- Proposed strategies
- Media plans highlighting mediums used, time frames and audiences being targeted
- Associated budget (highlight any difference that SATC funding would make here)
- Media coverage or TV/broadcast opportunities
- Partnerships/in-kind support

## ORGANISATIONAL STRUCTURE

- Legal status
- Organisational chart
- Key individuals involved and their roles and responsibilities
- Relevant skills and formal qualifications of key individuals
- Key advisers to your business (i.e. board, committees, external government agencies, etc.)
- Identify areas for additional support, advice or training (i.e. social media, sponsorship, marketing)

## KEY WORKING RELATIONSHIPS

- Sponsors
- Local/state/federal government
- Local community involvement
- Other stakeholders

## FINANCIAL MANAGEMENT

- Income statement (profit & loss)
- Cash flow
- Balance sheet
- Overall event budget (highlight the difference between financial and in-kind support)
- Long-term financial planning, including sponsor sourcing and servicing
- Other income sources (potential and current)
- Other Government income sources

# APPLICATION COVER PAGE

(This cover page **MUST** be attached to the front of your application document)

Event Name \_\_\_\_\_

Event Date \_\_\_\_\_

Name of Company / Event Organising Committee \_\_\_\_\_

Contact Person / Event Manager \_\_\_\_\_

Contact Person Title \_\_\_\_\_

Email \_\_\_\_\_ Mobile \_\_\_\_\_

Alternative Contact Person \_\_\_\_\_

Alternative Contact Person Title \_\_\_\_\_

Alternative Contact Person Email \_\_\_\_\_ Mobile \_\_\_\_\_

Event Business Address \_\_\_\_\_

Postal Address \_\_\_\_\_

Telephone Number \_\_\_\_\_

Event Website \_\_\_\_\_

Australian Business Number (If Applicable) \_\_\_\_\_

Tourism Region \_\_\_\_\_

Local Council/s \_\_\_\_\_

Total \$ Amount Requested (excluding GST)                      2015-16 \$                      2016-17 \$                      2017-18 \$

Funding will Contribute to which Activities *(please tick)*:

Print     Radio     Online     Social Media     Television     Website     Other *(please specify)*

**Estimated Attendance Total**                      2014-15 figure                      anticipated in 2015-16

Local Attendees (resides within 25km radius)                      2014-15 figure                      anticipated in 2015-16

Intrastate (SA) Attendees                      2014-15 figure                      anticipated in 2015-16

Interstate Attendees                      2014-15 figure                      anticipated in 2015-16

International Attendees                      2014-15 figure                      anticipated in 2015-16

**Average Length of Stay (ALOS) (bed nights):**

Intrastate (SA) Attendees                      2014-15 ALOS                      ALOS anticipated in 2015-16

Interstate Attendees                      2014-15 ALOS                      ALOS anticipated in 2015-16

International Attendees                      2014-15 ALOS                      ALOS anticipated in 2015-16

Describe your event in 25 words or less:

\_\_\_\_\_

# EVENT CHECKLIST

Please complete the following checklist, verifying elements of your application.

Make sure your business plan backs up your checklist.

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You have estimated the number of event specific attendees  YES  NO

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You have provided a breakdown of intrastate/interstate/international visitors  YES  NO

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You have estimated many nights intrastate/interstate/international attendees stay  YES  NO

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You have provided an event budget showing all income and expenditure and forecast profit/loss  YES  NO

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You have factored into your event budget for appropriate post-event reporting and economic impact statistics  YES  NO

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Your event has other income sources and strategies to grow them  YES  NO

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Your event is a flagship event for its region  YES  NO

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Your event shows synergies with the relevant state, tourism and regional strategic plans  YES  NO

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Your event will lift the profile of the tourism region and will provide significant promotional opportunities for the State  YES  NO

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Your event is sustainable financially  YES  NO

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Your event has minimal impact on the environment  YES  NO

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Your event is held outside peak event times (January to April)  YES  NO

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Your event is held after September 2015  YES  NO

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Your event has community backing/ownership and support  YES  NO

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Your event is unique (either in concept or unique to South Australia)  YES  NO

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Your event is listed on the Australian Tourism Data Warehouse  YES  NO

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You understand that if successful, the event will enter into a formal sponsorship agreement with associated sponsor benefits and reporting requirements  YES  NO

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You have attached a letter of support from the relevant Regional Tourism Manager  YES  NO

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You have attached a copy of your Public Liability Insurance Certificate of Currency  YES  NO

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