



Adelaide Hills Tourism Event Factsheet

January 2017

Adelaide Hills Tourism has compiled this information especially for event managers and committees to highlight resources, funding programs and promotional opportunities available for festivals and events staged in the Adelaide Hills.

1. Work with Adelaide Hills Tourism

Adelaide Hills Tourism (AHT), an independent regional tourism organisation constituted as an Incorporated Association, is the key industry leadership and project delivery body for the tourism industry in the Adelaide Hills region.

AHT can assist with event promotion through:

- sharing event information through its social media channels (Facebook – [Visit Adelaide Hills](#) and Instagram [@visitadelaidenhills](#))
- in the case of major events, inclusion in the events listing in the [Adelaide Hills Visitor Guide](#) (hard copy and digital version produced by AHT and AHWR Meida) – see the current [event listing](#). Paid advertising opportunities are also available in the guide which is released annually in March/April.
- inclusion in the event calendar on www.adelaidenhills.org.au – the official website of the Adelaide Hills Visitor Information Centre in Hahndorf which promotes the whole region. Events must first be listed on the Australian Tourism Data Warehouse (ATDW) – see the ATDW section below. Promotion as a featured event on the home page is available for a small fee (see information below).
- promotion to media and other third parties through initiatives such as a regular spot on Hills Radio

Please forward information (including images and any press releases) to AHT's Project Officers:

- Bill Nehmy, AHT Project Officer, bill@visitadelaidenhills.com.au, phone 0466 153 204
- Sally Smithy, AHT Project Officer, sally@visitadelaidenhills.com.au, phone 0401 717 220

AHT Newsletter and Industry Facebook Network

To stay up-to-date with tourism activities, trends and opportunities in the region please email info@visitadelaidenhills.com.au to subscribe to the newsletter 'News You Can Use' – or [click here](#) to subscribe yourself. If you have some news you'd like to share then please send some information (preferably with a photo) for inclusion.

You can also join the [Adelaide Hills Tourism Network](#) closed group on Facebook. You will need to join as yourself, not your business as only individuals can join groups. We regularly post news and opportunities here and anyone in the group can use the network to stimulate discussion, ask a question or share updates.

2. List your event on the Australian Tourism Data Warehouse (ATDW)



To automatically receive a free listing on the SA Tourism Commission's website (www.southaustralia.com) your event must be listed on the Australian Tourism Data Warehouse (ATDW). ATDW is a database of tourism-related information owned by all the State/Territory Government Tourism Organisations and Tourism Australia and there is no cost to be on ATDW. The information is used on various government and other tourism and event websites including Tourism Australia's consumer website www.australia.com and the Adelaide Hills Visitor Information Centre website www.adelaidehills.org.au. Click [here](#) for the Adelaide Hills Tourism factsheet on ATDW which has information on registering your event and updating an ATDW listing.

3. Work with SA Tourism Commission and Events South Australia

The South Australian Tourism Commission (SATC) is responsible for marketing the state here and overseas as a tourist destination. SATC has a [corporate website](#) and a [consumer website](#) - www.southaustralia.com.

[Events South Australia](#) is the events arm of the SATC. Its charter is to promote South Australia as a tourism destination and attract visitors to South Australia through securing, managing, developing and sponsoring major events and festivals, as well as leading the events industry. They have a funding program and can assist with industry contacts, promotional opportunities, and training workshops.

- The first step to working with SATC is to register your event on the free [Australian Tourism Data Warehouse \(ATDW\)](#) – as per the section above.
- Sign up to receive communication from the SATC and Events South Australia [here](#), in particular the quarterly e-newsletter for event managers - Events South Australia News – to receive the latest on events managed by Events South Australia, plus news about major and regional sponsored events and examples of best practice. Each edition also profiles an events industry member and features opportunities for support and development.
- SATC has a very strong following on several social media platforms and shares information and images if they think it will be of interest to their community. For tips on leveraging SATC's social media activities click [here](#).

- Event research and reports are available on [SATC's corporate website](#), including the [Social Media e-toolkit](#) which covers the broad learnings from successful event marketing, and provides insight into the development, planning and implementation of communication strategies with a focus on low cost and social media options.
- See other ways Events South Australia can support events [here](#) – with useful contacts, tips and templates.

Event Funding

The SATC (through Events South Australia) runs a Regional Events and Festivals Program (REFP) which supports marketing activities of leisure regional events that promote the local region and South Australia as a tourism destination. In addition, the Community Events Development (CEDF) Fund provides financial support for new, smaller or community-based events seeking to increase their tourism relevance, or undertake a specific project to achieve this. The application process is conducted once a year with applications opening in December/January and closing late March. For more information including application forms on all SATC/Events South Australia event funding refer to the [Events South Australia website](#).

The key is to articulate what difference funding will make to the event and it is strongly recommended to list your event on the Australian Tourism Data Warehouse (ATDW) prior to applying.

Regional Events and Festivals Program (REFP):

- A regional event attracts intrastate (minimum of 50km round trip) and interstate attendees (in some cases, a small contingent of international audiences as well)
- Funding will go towards marketing and promotion of the event only
- Multiple year agreements are encouraged (up to three years)
- There is no maximum \$ amount that events can apply for however organisers are encouraged to be realistic
- All items of the business plan should be completed

Community Events Development Fund (CEDF):

- This funding is for events with the potential to grow into regional events (i.e. the intention to move from a predominantly local/intrastate audience to a focus on intrastate/interstate audiences)
- Community events are assessed on an annual basis to assess the event's progression and whether it is demonstrating growth at the required level
- The CEDF offers up to \$5,000 to each event, and does not need to be specific to marketing and promotion, although the objective of the funding is to expand the event's audience
- Business Plan requirements are simpler than REFP as some of the more technical requirements are not compulsory

There are two other funds through Events South Australia:

- Major events bid fund – for new events in the state and of a significant scale.
- Live music event fund – a joint initiative between Events South Australia and the Music Development Office supporting new live music events with potential to develop into flagship events for SA.

Media Gallery

The [South Australia Media Gallery](#) provides a range of photographs, video footage, maps and logos for use by media and the travel industry for the positive promotion of South Australia as a destination. Events can access images free of charge via the website (subject to approval) to showcase their event, the region and state. If you have an outstanding image of your event you would like to offer the SATC to consider for inclusion on the media gallery contact the SATC Brand Assets Manager on 08 8463 4746 or julia.phipps@sa.gov.au.

4. Work with the relevant council on support and promotional opportunities

 <p>MOUNT BARKER DISTRICT COUNCIL</p> <p>Contact: Chloe Head Events and Tourism Support Phone: 8391 7238 Email: thead@mountbarker.sa.gov.au</p>	<p>The Mount Barker District Council is supportive of local events that provide its communities with either economic or social benefit and encourages new events to the district that promote engaging community, sustainability, cultural development and health and wellbeing.</p> <p>Once a year community organisations and event organisers can apply for event funding through the Event Support Program. There are 3 tiers of funding from Major, Medium and Minor events. Events are required to supply documentation - criteria can be found here. In addition to funding, Council provides in-kind support with a pool of infrastructure available for Community Events to use.</p> <p>Council can assist in promoting events in the Council area through social media, My Local Services App, noticeboards and access to event frames for signage.</p> <p>For more information on hosting an event in the Mount Baker District Council please contact the Event and Tourism Support Officer to discuss further.</p>
 <p>Adelaide Hills COUNCIL</p> <p>Contact: Ebony Priest Communications and Events Officer Phone: 8408 0427 Email: epriest@ahc.sa.gov.au</p>	<p>Events feature in the Adelaide Hills Council’s Strategic Plan in acknowledgement of their contribution to providing opportunities for our community to connect, with social, cultural, environmental and economic benefits. Council supports this strategy by working with event organisers for outcomes that benefit the event and the wider community.</p> <p>Community events are eligible for in-kind support including waste management and equipment hire, whilst all events are encouraged to get in touch with Council to discuss liquor licensing, traffic management and community consultation needs etc. An Event Organiser Toolkit is available at ahc.sa.gov.au and is a recommended starting point for any events in the district.</p> <p>Council can assist with promotion of events in the district, or those of interest to our community, through its own channels. Events with direct support through Council are eligible to feature on Council’s website as a featured event, whilst any events of interest to our community may be included in our social media channels (Facebook, Twitter, Instagram).</p> <p>Event organisers planning an event within the Adelaide Hills Council district are encouraged to contact Adelaide Hills Council in the first instance to discuss potential support.</p>

5. Work with local visitor information centres and outlets

The Adelaide Hills has an accredited Visitor Information Centre (VIC) in Hahndorf and a Visitor Information Outlet (VIO) at Mount Lofty Summit (managed by Department of Environment Water and Natural Resources). Both have some (limited) space for brochures to be displayed at no cost. It's a good idea to keep the site managers and their staff/volunteers updated on your event.

Key Contacts:

Adelaide Hills Visitor Information Centre, Hahndorf
Lisa Bond
VIC Co-ordinator
Mount Barker District Council
Phone: 8388 1185
Email: vic@adelaidehills.org.au

Mount Lofty Summit VIO, Crafrers
Andrea Shipard
Site Manager
Mount Lofty Summit
Phone: 8370 1054
Email: mtloftysummit@sa.gov.au

6. Consider advertising on Adelaide Hills Visitor Information Centre website

FEATURED ACCOMMODATION	FEATURED EXPERIENCE	FEATURED EVENT
 <p>Hahndorf Resort Tourist Park - Big 4 Accommodation & Caravan Facilities Conference Centre, Dining</p>	 <p>Plentiful Pickings Picnic Trail Create a Hahndorf Gourmet Hamper Includes Bag & Discount Vouchers</p>	 <p>All British Day 12 February 2017 Classic British Vehicles - Echunga</p>

In addition to free listing on the events calendar on www.adelaidehills.org.au, events can pay a small fee to be a featured event on the website's homepage.

- Available to all events taking place in the Adelaide Hills.
- Displays event image, event name and key details such as date(s) and brief descriptive text.
- Features click through to the event website.
- Spaces are unlimited and the cost is minimised to provide a genuine promotional opportunity for all events.
- Available up to two months before the event.
- Cost: \$50 plus GST per each calendar month or part thereof

This opportunity is available for all events taking place within the Adelaide Hills tourism region (within Adelaide Hills Council and Mount Barker District Council regions). Revenue generated supports the Adelaide Hills Visitor Information Centre's not-for-profit operations.

If you are interested or require further information please contact:

Andy Glen, Tourism Development Manager District Council of Mount Barker aglen@mountbarker.sa.gov.au / 0417 444 416	OR	Lisa Bond, VIC Co-ordinator Adelaide Hills Visitor Information Centre lbond@mountbarker.sa.gov.au / 8388 1185
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7. Register your event for other websites and publications

Name:

Contact:

Inside South Australia website

See [Inside South Australia website](#) (Brand SA)

Weekender Herald Newspaper

suggestions@saint.net.au

Courier Newspaper

See [contact page of website](#)

RAA SA Motor Magazine (what's on SA)

samotor@raa.com.au

What's on in Adelaide

See [What's on in Adelaide website](#)

Adelaide Review

advertising@adelaiderreview.com.au

8. Order free copies of the Adelaide Hills Visitor Guide

Event organisers are invited to order copies of the Adelaide Hills Visitor Guide to have available for attendees – this will encourage them to stay longer in the region and return after the event. Instructions for ordering brochures (they are free, including delivery) can be found [here](#).