

Events and Festivals Sponsorship Funding Recommendations for 2023/24

Tuesday, 20 June 2023
City Finance and Governance
Committee

Strategic Alignment - Dynamic City Culture

Public

Program Contact:

Greg Ratsch, Acting Managing
Director Adelaide Economic
Development Agency

Approving Officer:

Clare Mockler, Chief Executive
Officer

EXECUTIVE SUMMARY

The Events and Festivals Sponsorship Program (the program) is a long-standing funding program of the City of Adelaide (CoA) administered by the Adelaide Economic Development Agency (AEDA).

The purpose of the program is to provide financial support to eligible groups and organisations to assist in the staging of medium and major events and festivals that create a vibrant and dynamic city experience and support the outcomes of the CoA Strategic Plan 2020-2024 and AEDA Business Plans FY 2022/23 and 2023/24.

AEDA invests in an annual calendar of events and festivals, on behalf of the CoA, to drive visitation, spend and support for local businesses as well as increase the profile of the city and North Adelaide as a tourist destination. The calendar includes a mix of arts, culture, music, sport and food and wine events held throughout the year.

The program operates on a three-year cycle.

This report provides a summary of sponsorship applications received as part of the 2023/24 Events and Festivals Sponsorship Program round which falls in year two of the cycle.

Under the Events and Festivals Sponsorship Program Application Guidelines, funding recommendations are to be presented to the AEDA Board and then to a meeting of Council for consideration. Recommended funding allocations were discussed by the AEDA Board at its meeting on 30 May 2023.

This report also details sponsorship funding pre-committed by Council at its meeting on 14 June 2022 for events and festivals to be held during 2023/24. Council approved \$1,535,000 of the proposed 2023/24 sponsorship budget to support events and festivals entering into the second year of existing multi-year funding agreements.

Nine applications were received as part of the 2023/24 program with total requests (\$485,000) exceeding the remaining funding available after pre-commitments.

Total funding of \$175,000 has been recommended by the AEDA Board to support successful applicants in 2023/24.

RECOMMENDATION

The following recommendation will be presented to Council on 27 June 2023 for consideration

THAT THE CITY FINANCE AND GOVERNANCE COMMITTEE RECOMMENDS TO COUNCIL

THAT COUNCIL

1. Notes the Events and Festivals Sponsorship funding recommendations for 2023/24 are subject to the adoption of the City of Adelaide Business Plan and Budget.
2. Approves the following funding recommendations:
 - 2.1. UniSport Australia Ltd – 2023 Australian Masters Games: \$50,000;
 - 2.2. South Australian Contemporary Music Company Ltd – 2023 Good Music Month: \$30,000;
 - 2.3. South Australian Motor Sport Board – 2023 Bridgestone World Solar Challenge: \$35,000;

- 2.4. St John Ambulance South Australia Inc – 2023 Carols by Candlelight: \$50,000; and
 - 2.5. Team AVCon Inc – 2023 Adelaide's Anime and Video Game Festival: \$10,000 subject to funds being used in an appropriate manner excluding capital expenditure and travel expenses.
3. Authorises the Chief Executive Officer to assess any significant change to the proposed activity for any event / festival and make variations to the funding commitments and / or conditions in the recommendations above or honour the commitments made if the proposed change is deemed to continue to meet Events and Festivals Sponsorship Program objectives.
-

IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	Strategic Alignment – Dynamic City Culture The applications in this report support a number of key outcomes from the City of Adelaide 2020-2024 Strategic Plan as well as Adelaide Economic Development Agency Business Plans FY 2022/23 and 2023/24.
Policy	The recommendations in this report align with the Events and Festivals Sponsorship Program Application Guidelines [Link 1 view here].
Consultation	Assessments were undertaken by a representative from AEDA (Event Sponsorship and Attraction Advisor) and a representative from the City of Adelaide (Event Coordinator). An internal (AEDA and CoA) Events and Festivals Sponsorship Program Advisory Panel was also established for the purpose of contributing insights, advice and knowledge to help inform the funding recommendations in this report. Key staff from City Experience, Marketing, Finance, Sustainability and Creative City were represented on the panel.
Resource	Not as a result of this report
Risk / Legal / Legislative	Council has pre-committed \$1,535,000 of the proposed 2023/24 sponsorship budget to support the second year of existing multi-year funding agreements. If the Council chooses not to fund or reduce the level of funding to these organisations, then the Council may be exposed to reputational risk.
Opportunities	The applications recommended for funding within this report address key deliverables from the City of Adelaide 2020-2024 Strategic Plan and AEDA Business Plans FY 2022/23 and 2023/24. Application form questions were designed to respond to all four themes of the CoA Strategic Plan as well as AEDA priorities.
22/23 Budget Allocation	The total 2022/23 Events and Festivals Sponsorship Program operating budget allocation was \$1,757,000.
Proposed 23/24 Budget Allocation	The total proposed 2023/24 Events and Festivals Sponsorship Program operating budget allocation is \$1,809,000. \$1,754,000 is available to funding recipients of which \$1,535,000 has been pre-committed to those entering into the second year of a multi-year funding agreement and \$55,000 is assigned to meet operational expenses incurred by the program.
Life of Project, Service, Initiative or (Expectancy of) Asset	Council has approved further pre-commitments of \$1,495,000 from the proposed 2024/25 Events and Festivals Sponsorship Program budget for funding recipients entering into the third year of a multi-year funding agreement. This is subject to the adoption of the 2024/2025 City of Adelaide Business Plan and Budget.
22/23 Budget Reconsideration (if applicable)	Not as a result of this report
Ongoing Costs (eg maintenance cost)	Not as a result of this report
Other Funding Sources	Not as a result of this report

DISCUSSION

1. AEDA invests in an annual calendar of events and festivals, on behalf of Council, to drive visitation, spend and support for local businesses as well as increase the profile of the city and North Adelaide as a tourist destination. The calendar includes a mix of arts, culture, music, sport and food and wine events held throughout the year.
2. The proposed sponsorship budget for 2023/24 is \$1,809,000.
 - 2.1. Of this, \$1,535,000 has been pre-committed by Council to the following events / festivals entering into the second year of a multi-year funding agreement:

2.1.1	2023 SALA Festival	\$65,000
2.1.2	2023 Nature Festival	\$30,000
2.1.3	2023 Adelaide Film Festival	\$60,000
2.1.4	2023 OzAsia Festival	\$75,000
2.1.5	2023 Feast Festival	\$50,000
2.1.6	2023 National Pharmacies Christmas Pageant	\$75,000
2.1.7	2024 Adelaide International (Tennis)	\$50,000
2.1.8	2024 Santos Tour Down Under	\$125,000
2.1.9	2024 Adelaide Fringe	\$300,000
2.1.10	2024 Adelaide Festival	\$360,000
2.1.11	2024 WOMADelaide	\$75,000
2.1.12	2024 Adelaide Equestrian Festival	\$40,000
2.1.13	2024 Tasting Australia	\$40,000
2.1.14	2024 Cabaret Fringe Festival	\$40,000
2.1.15	2024 Adelaide Cabaret Festival	\$50,000
2.1.16	2024 Illuminate Adelaide	\$100,000
 - 2.2. Multi-year funding was introduced in response to the community's need for commitments greater than one year to allow for the development of projects over time.
 - 2.3. \$55,000 of the proposed budget is allocated to meet operational expenses incurred by the program as well as deliver on leveraging opportunities which assist in the promotion of key Council and AEDA messages, projects and initiatives.
 - 2.4. This leaves a balance of \$219,000 for distribution to successful applicants in 2023/24.
3. Applications for funding for the 2023/24 Events and Festivals Sponsorship Program opened on 20 March 2023 and closed on 21 April 2023. Applicants were required to apply via the SmartyGrants grants management system.
4. Nine applications were received with requests, totalling \$485,000, exceeding the available funding of \$219,000. One application was deemed ineligible for funding so did not progress to assessment. Of the eight applications assessed, three are new to the program of which two are new events.
5. Eligible applications are as follows:
 - 5.1. Australian Masters Games | 7-14 October 2023
Mass participation sporting event offering over 50 sports for people over the age of 30 complemented by an extensive social and entertainment program. Held in Adelaide every 4 years.
Estimated city-based attendance: 15,000
Estimated economic impact: \$15,000,000 (gross)
Request: \$100,000 for 2023/24.
 - 5.2. Good Music Month | 1-30 November 2023
Music SA's new flagship open access, state-wide music festival activating existing live music venues and hospitality businesses. The event replaces the retiring Umbrella Festival.
Estimated city-based attendance: 50,000
Estimated economic impact: \$1,520,000 (gross)

Request: \$50,000 recurring for 2 years.

- 5.3. Bridgestone World Solar Challenge | 26-29 October 2023 (Adelaide component)
Teams design and build the most efficient solar-powered electric vehicle that can travel the 3,000 km's from Darwin to Adelaide with the finish line in Victoria Square / Tarntanyangga. Held biennially.
Estimated city-based attendance: 9,000
Estimated economic impact: \$6,100,000
Request: \$50,000 recurring for 2 years.
- 5.4. Adelaide Guitar Festival | 1-16 July 2023
Largest guitar festival in the Southern Hemisphere celebrating the many different styles of guitar played across the world. Previously held biennially, now an annual event.
Estimated city-based attendance: 10,400
Estimated economic impact: \$2,441,000 (gross)
Request: \$75,000 recurring for 2 years.
- 5.5. Adelaide International Comedy Festival | 22-26 November 2023
New four-day comedy festival focused on activating West End venues.
Estimated city-based attendance: 100,000
Estimated economic impact: \$5,000,000 (gross)
Request: \$100,000 recurring for 2 years.
- 5.6. Carols by Candlelight | 9 December 2023
Second oldest public carols event in Australia offering a concert, food vendors, carnival rides and an artisan Christmas market. Held annually.
Estimated city-based attendance: 30,000
Estimated economic impact: \$3,490,000 (gross)
Request: \$60,000 recurring for 2 years.
- 5.7. AVCon: Adelaide's Anime and Video Game Festival | 21-23 July 2023
Celebration of the world of anime, gaming, cosplay, pop culture and art in one big community-based event offering activities for all ages. Held annually.
Estimated city-based attendance: 20,000
Estimated economic impact: \$500,000 (gross)
Request: \$30,000 recurring for 2 years.
- 5.8. North Adelaide Rare and Classic Car Show | 4 February 2024
A display of unique and classic cars held on Tynte Street with food and beverage stalls, live bands and children's entertainment. Held annually.
Estimated city-based attendance: 8,000
Estimated economic impact: \$150,000 (gross)
Request: \$20,000 recurring for 2 years.

6. All applications were evaluated against the following assessment criteria and weightings as included within the Events and Festivals Sponsorship Program Application Guidelines found in Link 1 view [here](#).

Criteria	Consideration	Weighting
Strong Economies	The degree to which the event/festival provides a measurable economic impact to CoA and supports local business through activation of mainstreets and laneways.	25%
Environmental Leadership	The degree to which the event/festival employs environmentally sustainable practices.	10%
Thriving Communities	The degree to which the event/festival creates safe spaces and places that are accessible and inclusive to all.	10%
Dynamic City Culture	The ability of the event/festival to attract and increase visitors and attendees and generate visitor bed nights.	25%
Brand and Marketing	The extent to which the event/festival increases the profile of the city and North Adelaide as a tourist destination and helps position Adelaide as the world's most liveable city.	20%
Financial Viability	The degree to which the event/festival and/or organisation is financially viable and sustainable with or without AEDA and CoA sponsorship funding.	10%
Total		100%

7. Assessments were undertaken by a representative from AEDA (Event Sponsorship and Attraction Advisor and a representative from CoA (Event Coordinator).
8. An internal (AEDA and CoA) Events and Festivals Sponsorship Program Advisory Panel was also established for the purpose of contributing insights, advice and knowledge to help inform the funding recommendations in this report. Key staff from City Experience, Marketing, Finance, Sustainability and Creative City were represented on the panel.
9. Under the Events and Festivals Sponsorship Program Application Guidelines, the panel's funding recommendations are to be presented to the AEDA Board and then to a meeting of Council for consideration.
10. As a result of the limited budget balance available, the panel sought opportunities to provide support to the maximum number of events especially those that the panel were confident could proceed with partial funding.
11. The following funding recommendations were presented to the AEDA Board at its meeting on 30 May 2023:
 - 11.1. Funding to support the Australian Masters, Good Music Month, World Solar Challenge, Adelaide Guitar Festival, Carols by Candlelight and Adelaide's Anime and Video Games Festival in 2023/24 fully expending the \$219,000 available in the proposed 2023/24 sponsorship budget after pre-commitments; and
 - 11.2. Funding to support Good Music Month, Adelaide Guitar Festival, Carols by Candlelight and Adelaide's Anime and Video Games Festival in 2024/25 expending \$134,000 of the \$312,000 funding available in the proposed 2024/25 sponsorship budget after pre-commitments.
12. These recommendations are itemised in the panel recommendation column of the table in paragraph 14 of this report.
13. The information presented to the AEDA Board on the applications assessed as well as the rationale behind the panel's funding recommendations can be found at Link 2 view [here](#).
14. The following outcomes were determined at the meeting of the Board:
 - 14.1. The Board considered the panel's recommendation to award two-year funding for some events but resolved to commit to one-year only due to the reviews of AEDA currently underway and the proposed CoA review of funding programs;
 - 14.2. The Board supported the panel's recommendations to provide partial funding from the proposed 2023/24 sponsorship budget to:
 - 14.2.1. Australian Masters Games: \$50,000 to assist with the games village entertainment offering. This mass participation sporting event attracts visitors from interstate and overseas, many staying in Adelaide and South Australia beyond the week of the games;
 - 14.2.2. Bridgestone World Solar Challenge: \$35,000 to assist with infrastructure and theming for the finish line in Victoria Square / Tarntanyangga. This event attracts global media attention and promotes South Australia's reputation as a leader in innovation, technology, sustainability and renewable energy;
 - 14.2.3. Carols by Candlelight: \$50,000 to assist with the provision of security services, Auslan interpreters, traffic and parking control, signage, barricades, rubbish removal, cleaning, portable toilets and delivery of a new artisan Christmas market. This event complements CoA's Christmas Festival activities and decorations; and
 - 14.2.4. AVCon: Adelaide's Anime and Video Games Festival: \$10,000 to support venue hire, technical, advertising and marketing costs. This unique event attracts gamers, developers, tech innovators/entrepreneurs, educators and students from metropolitan and regional South Australia in the 16-35 age bracket and has strong ties to the city's burgeoning gaming ecosystem and activates the off-peak event season.
 - 14.3. The Board considered the panel's recommendation to award full funding of \$50,000 to support the new Good Music Month event that amplifies Adelaide's UNESCO Creative City of Music designation and activates existing live music venues and hospitality businesses in the CBD. It resolved to award partial funding of \$30,000 in the events inaugural year to assist the applicant establish a proof of concept. If the event is successful, the applicant will have the opportunity to seek funds as part of the 2024/25 sponsorship funding round; and
 - 14.4. The Board considered the panel's recommendation to award partial funding of \$24,000 to support the Adelaide Guitar Festival which amplifies Adelaide's UNESCO Creative City of Music designation and

activates the off-peak event season. It resolved not to award funding due to a change in the festival format which no longer includes delivery of the *Guitars in Bars* program which provided an opportunity for broader city hospitality businesses to be involved.

15. A summary of the panel recommendations and subsequent Board decisions can be found below:

Event	Funding Request	Panel Recommendation	Board Decision
Australian Masters Games	\$100,000 for one year	\$50,000 from the 2023/24 sponsorship budget.	\$50,000 from the 2023/24 sponsorship budget.
Good Music Month	\$50,000 recurring for 2 years	\$50,000 from the 2023/24 sponsorship budget; and \$50,000 as a pre-commitment from the 2024/25 sponsorship budget.	\$30,000 from the 2023/24 sponsorship budget. One-year funding only.
World Solar Challenge	\$50,000 recurring for 2 years	\$35,000 from the 2023/24 sponsorship budget. No event in 2024/25.	\$35,000 from the 2023/24 sponsorship budget.
Adelaide Guitar Festival	\$75,000 recurring for 2 years	\$24,000 from the 2023/24 sponsorship budget; and \$24,000 as a pre-commitment from the 2024/25 sponsorship budget.	No funding approved.
Adelaide International Comedy Festival	\$100,000 recurring for 2 years.	No funding recommended.	No funding approved.
Carols by Candlelight	\$60,000 recurring for 2 years.	\$50,000 from the 2023/24 sponsorship budget; and \$50,000 as a pre-commitment from the 2024/25 sponsorship budget.	\$50,000 from the 2023/24 sponsorship budget. One-year funding only.
Adelaide's Anime & Video Games Festival	\$30,000 recurring for 2 years.	\$10,000 from the 2023/24 sponsorship budget; and \$10,000 as a pre-commitment from the 2024/25 sponsorship budget.	\$10,000 from the 2023/24 sponsorship budget. One-year funding only.
North Adelaide Rare & Classic Car Show	\$20,000 recurring for 2 years.	No funding recommended.	No funding approved.

16. The panel's funding recommendations fully allocated the \$219,000 remaining in the proposed 2023/24 sponsorship budget after pre-commitments to support multi-year funding arrangements.
17. The Board's decision results in \$44,000 of the proposed 2023/24 sponsorship budget not being allocated.
18. The Board's decision results in no change to the balance of the proposed 2024/25 sponsorship budget of \$312,000 after pre-commitments to support multi-year funding arrangements. Remaining funds are intended for those applicants expected to engage with the application process in 2024/25 and may include biennial and annual events returning to the program as well as new events.
19. Successful applicants will be required to enter into a funding agreement with AEDA and CoA detailing benefits in return for the sponsorship investment as well as mutually agreed KPI's.
20. Recommended funding is contingent upon the delivery of the activity as presented in the sponsorship application forms submitted.
21. Should there be significant change regarding delivery of the proposed activity for any event / festival, approval is sought to authorise the Chief Executive Officer to assess any variations to the event / festival funding commitments and / or conditions of funding in line with the objectives of the program.

DATA AND SUPPORTING INFORMATION

Link 1 – 2023/24 Events and Festivals Sponsorship Program Application Guidelines

Link 2 – 2023/24 Events and Festivals Sponsorship Application Summaries, Recommendations and Rationale presented to AEDA Board

ATTACHMENTS

Nil

- END OF REPORT -