

# 2022/23 Events and Festival Sponsorship Funding Recommendations

Tuesday, 7 June 2022

The Committee - Pre-Council Discussion Forum

Strategic Alignment - Dynamic City Culture

Public

**Program Contact:**

Ian Hill, Managing Director  
Adelaide Economic Development Agency

**Approving Officer:**

Clare Mockler, Chief Executive Officer

## EXECUTIVE SUMMARY

This report provides a summary of sponsorship applications received as part of the 2022/23 annual Events and Festivals Sponsorship Program. Applications could also be submitted for funding commitments for 2023/24 and 2024/25.

The recommendations presented, and suggested funding allocations were discussed and approved by the Adelaide Economic Development Agency (AEDA) Board at a special meeting held on 24 May 2022 and are now recommended to Council to approve.

Twenty-two applications were received as part of the 2022/23 annual Events and Festivals Sponsorship Program with requests totalling \$3,262,420 significantly exceeding the available funding of \$1,757,000.

Multi-year funding for up to three years has been recommended for some events/festivals. Total funding of \$1,703,000 is recommended to successful applicants in 2022/23, \$1,535,000 in 2023/24 and \$1,495,000 in 2024/25.

Budget for the Events and Festivals Sponsorship Program is provided to AEDA through the annual Business Plan and Budget. Funding recommendations are subject to the adoption of the City of Adelaide's 2022/23 Business Plan and Budget, and subsequent budgets in 2023/24 and 2024/25.

Recommended funding is contingent upon the delivery of the activity as presented in the sponsorship applications submitted. In the event there are significant changes regarding the delivery of the proposed scope then Chief Executive Officer delegation is sought to assess any variations to the funding commitments in line with the objectives of the Events and Festivals Sponsorship Program.

The Events and Festivals Sponsorship Program is not designed to support small/medium scale multicultural events and festivals which are largely delivered by volunteers. Funding support for these events is available through the City of Adelaide's Community Impact Grants and Strategic Partnerships.

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The following recommendation will be presented to Council on 14 June 2022 for consideration

That Council:

1. Notes the Events and Festivals Sponsorship funding recommendations for 2022/23 are subject to the adoption of the City of Adelaide's 2022/23 Business Plan and Budget.
2. Approves the following funding recommendations:
  - 2.1 WOMADelaide Foundation – 2023, 2024, 2025 WOMADelaide: \$75,000 in 2022/23, \$75,000 as a pre-commitment from the 2023/24 sponsorship budget and \$75,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.2 Tennis Australia – 2023, 2024, 2025 Adelaide International: \$50,000 in 2022/23, \$50,000 as a pre-commitment from the 2023/24 sponsorship budget and \$50,000 as a pre-commitment from the 2024/25 sponsorship budget;

- 2.3 Cabaret Fringe Association Inc. – 2023, 2024, 2025 Cabaret Fringe Festival: \$40,000 in 2022/23, \$40,000 as a pre-commitment from the 2023/24 sponsorship budget and \$40,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.4 Adelaide Festival Centre Trust – 2022 Adelaide Guitar Festival: \$60,000 from the 2022/23 sponsorship budget; with no pre-commitment from the 2023/24 sponsorship budget and no pre-commitment from the 2024/24 sponsorship budget;
  - 2.5 Adelaide Festival Centre Trust – 2023, 2024, 2025 Adelaide Cabaret Festival: \$50,000 in 2022/23, \$50,000 as a pre-commitment from the 2023/24 sponsorship budget and \$50,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.6 Adelaide Festival Corporation – 2023, 2024, 2025 Adelaide Festival: \$360,000 in 2022/23, \$360,000 as a pre-commitment from the 2023/24 sponsorship budget and \$360,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.7 Adelaide Fringe Inc – 2023, 2024, 2025 Adelaide Fringe: \$300,000 in 2022/23, \$300,000 as a pre-commitment from the 2023/24 sponsorship budget and \$300,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.8 Trees for Life Inc – 2022, 2023, 2024 Nature Festival of SA: \$30,000 in 2022/23, \$30,000 as a pre-commitment from the 2023/24 sponsorship budget and \$30,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.9 Adelaide Festival Centre Trust – 2023, 2025 DreamBIG Children’s Festival: \$60,000 in 2022/23, no pre-commitment from the 2023/24 sponsorship budget and \$60,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.10 Adelaide Festival Centre Trust – 2022, 2023, 2024 OzAsia Festival: \$75,000 in 2022/23, \$75,000 as a pre-commitment from the 2023/24 sponsorship budget and \$75,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.11 Feast Adelaide Lesbian & Gay Cultural Festival – 2022, 2023, 2024 Feast Festival: \$50,000 in 2022/23, \$50,000 as a pre-commitment from the 2023/24 sponsorship budget and \$50,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.12 SA Living Artist Inc – 2022, 2023, 2024 SALA Festival: \$89,000 in 2022/23, \$65,000 as a pre-commitment from the 2023/24 sponsorship budget and \$65,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.13 Adelaide Film Festival – 2022, 2023, 2024 Adelaide Film Festival: \$84,000 in 2022/23, \$60,000 as a pre-commitment from the 2023/24 sponsorship budget and \$60,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.14 South Australian Tourism Commission – 2023, 2024, 2025 Santos Tour Down Under: \$125,000 in 2022/23, \$125,000 as a pre-commitment from the 2023/24 sponsorship budget and \$125,000 as a pre-commitment from the 2024/25 sponsorship budget subject to City of Adelaide/Adelaide Economic Development Agency negotiations;
  - 2.15 Illuminate Adelaide Foundation Limited – 2023, 2024 Illuminate Adelaide: \$100,000 in 2022/23, \$100,000 as a pre-commitment from the 2023/24 sponsorship budget and no pre-commitment from the 2024/25 sponsorship budget;
  - 2.16 Adelaide Horse Trials Management Inc. – 2023, 2024, 2025 Adelaide Equestrian Festival: \$40,000 in 2022/23, \$40,000 as a pre-commitment from the 2023/24 sponsorship budget and \$40,000 as a pre-commitment from the 2024/25 sponsorship budget;
  - 2.17 South Australian Tourism Commission – 2022, 2023, 2024 National Pharmacies Christmas Pageant: \$75,000 in 2022/23, \$75,000 as a pre-commitment from the 2023/24 sponsorship budget and \$75,000 as a pre-commitment from the 2024/25 sponsorship budget subject to City of Adelaide/Adelaide Economic Development Agency negotiations; and
  - 2.18 South Australian Tourism Commission – 2023, 2024, 2025 Tasting Australia: \$40,000 in 2022/23, \$40,000 as a pre-commitment from the 2023/24 sponsorship budget and \$40,000 as a pre-commitment from the 2024/25 sponsorship budget subject to City of Adelaide/Adelaide Economic Development Agency negotiations.
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 change is deemed to continue to meet Events and Festivals Sponsorship Program objectives.

## IMPLICATIONS AND FINANCIALS

City of Adelaide 2020-2024 Strategic Plan	<p><b>Strategic Alignment – Dynamic City Culture</b></p> <p>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 (AEDA) key focus areas.</p>
Policy	The recommendations in this report align with the Events and Festivals Sponsorship Program Guidelines shown at Link 1 view <a href="#">here</a> .
Consultation	An Advisory Panel comprising key staff from the City of Adelaide contributes insights, advice and knowledge to help inform the funding recommendations presented in this report.
Resource	Not as a result of this report
Risk / Legal / Legislative	Not as a result of this report
Opportunities	The applications recommended for funding within this report address key deliverables from the City of Adelaide 2020-2024 Strategic Plan as well as AEDA's key focus areas. Application form questions have been designed to respond to all four themes of the Strategic Plan as well as AEDA priorities.
21/22 Budget Allocation	The total 2021/22 Events and Festivals Sponsorship Program operating budget allocation was \$1,722,000 including resources.
Proposed 22/23 Budget Allocation	The total proposed 2022/23 Events and Festivals Sponsorship Program operating budget allocation is \$1,757,000 including resources. \$1,703,000 to be dispersed to funding recipients and \$54,000 allocated to meet operational expenses incurred by the Sponsorship Program.
Life of Project, Service, Initiative or (Expectancy of) Asset	Multi-year funding has been recommended for some events/festivals. Total pre-commitments of \$1,535,000 from the 2023/24 Events and Festivals Sponsorship Program budget and \$1,495,000 from the 2024/25 Events and Festivals Sponsorship Program budget are sought.
21/22 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. At its meeting on 22 March 2016 Council approved an annual CPI increase for all Council funding initiatives from 2016/17. Therefore, the proposed expenditure component of the proposed 2022/23 Events and Festivals Sponsorship budget, including resources, is \$1,757,000.
  - 1.1 Of this, \$54,000 is allocated to meet operating expenses incurred by the Events and Festivals Sponsorship Program (the Program) as well as deliver on leveraging opportunities which assist in the promotion of key Council messages / projects / initiatives. This leaves a budget of \$1,703,000 for distribution to successful applicants.
2. Applications for funding through the Events and Festivals Sponsorship Program (the Program) opened on 23 March 2022 and closed on 27 April 2022. Applicants were required to apply via the SmartyGrants grants management system.
3. Twenty-two applications were received as part of the 2022/23 annual Program with requests totalling \$3,262,402 significantly exceeding the available funding of \$1,702,000:
  - 3.1 No applications were subsequently withdrawn from the process and two applications were deemed ineligible for funding so did not progress to the assessment stage.
  - 3.2 One of the remaining applications is new to the program and there were two new events.
4. An administrative change was made to the Program in 2015/16 allowing biennial events to apply for funding in their off-year to assist with the loss of funding momentum faced as a result of being held every other year. Early notification of support helps organisers to attract investment and allows adequate lead-time for planning and budgeting:
  - 4.1 One biennial event has accessed this mechanism for an event to be held in 2023 and 2025.
5. Multi-year funding commitments of up to three years were introduced in response to the community need for commitments greater than one year to allow for the development of projects over time.
  - 5.1. Total pre-commitments of \$1,535,000 from the 2023/24 sponsorship budget and \$1,495,000 from the 2024/25 sponsorship budget are sought for multi-year arrangements.
6. The Program is not designed to support small/medium scale multicultural events and festivals which are largely delivered by volunteers. Funding support for these events is available through the City of Adelaide's Community Impact Grants and Strategic Partnerships.
7. All applications were evaluated against the assessment criteria and weightings as included within the Events and Festivals Sponsorship Program Guidelines detailed at Link 1 view [here](#).
8. The applications recommended for funding within this report address key deliverables from the City of Adelaide 2020-2024 Strategic Plan as well as AEDA's key focus areas. Application form questions were designed to respond to all four themes of the Strategic Plan as well as Adelaide Economic Development Agency (AEDA) priorities.
9. An internal Events and Festivals Sponsorship Program Advisory Panel was established for the purpose of contributing insights, advice and knowledge to help inform the funding recommendations in this report. Key staff from Events, Marketing, Risk, Finance, Sustainability and Visitor Growth were represented on the panel.
10. Information on the applications assessed can be found at Link 2 view [here](#).
11. Successful applicants will be required to enter into a funding agreement with AEDA detailing benefits in return for the sponsorship investment as well as mutually agreed KPIs.
12. Recommended funding is contingent upon the delivery of the activity as presented in the sponsorship application forms submitted.
13. It is proposed to discuss with the South Australian Tourism Commission about the following events:
  - 13.1. Tour Down Under and stage hosting opportunities.
  - 13.2. Options for the Christmas Pageant Program.
  - 13.3. Opportunity to grow Tasting Australia.
14. Should there be significant change regarding delivery of the proposed activity for any event / festival the Chief Executive Officer is authorised to assess any variations to the event / festival funding commitments and / or conditions of funding in line with the objectives of the Program.

15. Further requests for funding from applicants who did not engage with the Program process and timelines may arise throughout 2022/23. Subject to Council's adoption of the City of Adelaide's 2022/23 Business Plan and Budget funding for new events and expansion of existing events will be available in the Events Recovery Fund and will be available for applicants who meet the eligibility criteria.

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## DATA AND SUPPORTING INFORMATION

**Link 1** - Events and Festivals Sponsorship Program 2022/23 Application Guidelines

**Link 2** – Events and Festivals Sponsorship Application Summary – 2022

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## ATTACHMENTS

Nil