

Major Event Attraction Grant - 2026/27- Application Form

Form Preview

Pre-Submission Details

* indicates a required field

BEFORE YOU START

- Events must be held during the 2027 calendar year, with all eligible expenses incurred only after funding approval has been granted and the funding agreement has been signed and returned.
- If you have an overdue grant acquittal report, these must be completed for your application to be eligible.
- Ensure you have completed documents for uploading as part of the grant application process:
 - Proof of public liability insurance (minimum of \$20 million).
 - Site plan.
 - Consent by the landowner to host the event (must have development approval to host events – please check with the landowner the maximum attendees they have approved) or approval via a permit to use council land.
 - Marketing plan. ([template available](#))
 - Event management plan. ([template available](#))
 - Risk management plan. ([template available](#))
 - Waste management plan. ([template available](#))
 - Event budget (note minimum 50% applicant contribution towards the total cost of the event is required) - ([template available](#))
 - Quotes for all expenses the grant funding will be used for items over \$500
- Only persons 18 years of age or over can declare this application.

ABOUT THE GRANT

The Destination Activation Grant supports tourism growth through iconic and major festivals and events, primarily targeting winter or off-peak periods and the night-time economy to drive overnight stays in commercial accommodation. These events will enable destination McLaren Vale and Fleurieu Coast to be showcased, strongly aligning with our destination strengths, and boost the profile of the destination and broader Fleurieu Peninsula region.

Events applying for this grant category should be larger in scale, attracting approximately 2,500 plus people with an emphasis on attracting visitors from outside of the region. The event will be able to generate good local and state-based media coverage and can attract national media attention.

The City of Onkaparinga's official tourism brand, McLaren Vale and Fleurieu Coast underpins this grant program. Funding is designed to drive visitor and economic outcomes by leveraging the brand and promotion of the destinations unique strengths in ways that align with its positioning.

*

☐ The event aligns with the grant focus and will be demonstrated through the application process.

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☐ I agree to utilise the destination logo 'McLaren Vale and Fleurieu Coast' and promote the destination strengths as part of promoting my event.

At least 2 choices must be selected.

Before you start

1. Have you read the Destination Activation Grant guidelines? *

☐ Yes ☐ No

We recommend you stop here and save your application and [read the guidelines](#) and information to support an application on our [website](#).

2. Does your event take place in 2027? *

☐ Yes ☐ No

Application Ineligible

Unfortunately your application is not eligible, all events must occur in the 2027 calendar year.

3. As part of our commitment to continuous improvement, would you be willing to provide feedback on the grant application process? *

☐ Yes ☐ No

4. Have you spoken with the Senior Tourism Advisor, Viv Collins (event stream grant contact), to discuss your proposed event? *

☐ Yes ☐ No

Contact us

We recommend you stop here, save your application and contact Viv Collins on (08) 8301 7371 or email tourism@onkaparinga.sa.gov.au to discuss your proposed event. Evidence has proven that contacting council discussing your proposed event, increases your chance of achieving success.

4.1 Date spoken to Senior Tourism Advisor *

Must be a date.

5. Does your event occur in the next 5 months? *

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☐ Yes

☐ No

Application ineligible due lead in time

Unfortunately your application is not eligible, all events must provide a minimum lead time of 5 months. If your event occurs annually, you could consider applying next year.

6. Will your event take place within the City of Onkaparinga local government boundary? *

☐ Yes

☐ No

View [City of Onkaparinga's ward map](#).

Application ineligible due to location

Unfortunately your application is not eligible, all events must occur within the City of Onkaparinga.

7. Are you a business, sole trader, individual (including artists), not-for-profit organisation, business and tourism association or volunteer-run community group? *

☐ Yes

☐ No

7.1 Please select from list *

7.2 Please describe *

Application may be ineligible

Unfortunately your application may not be eligible. We recommend you stop here, save your application and contact Viv Collins on (08) 8301 7371 or email tourism@onkaparinga.sa.gov.au to further discuss

Will your event attract over 2,500 people approximately? *

☐ Yes

☐ No

Unfortunately your application may not be eligible. We recommend you stop here, save your application and contact Viv Collins on (08) 8301 7371 or email tourism@onkaparinga.sa.gov.au to discuss your proposed event.

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9. Do you achieve a minimum of 50% contribution towards the total event cost? *

☐ Yes ☐ No

This may comprise of cash, ticket sales, sponsorships or in-kind support (e.g. materials).

Application Ineligible

Unfortunately your application is not eligible, please refer to the [grant guidelines](#). All events must contribute a minimum of 50% contribution towards the cost of the event.

10. Does your event have (or able to secure) \$20 million public liability insurance? *

☐ Yes ☐ No

Public Liability Insurance isn't a requirement in the application stage, but if you are successful with obtaining grant funding, a certificate of currency must be provided prior to any grant funding being paid.

Application Ineligible

Unfortunately your application is not eligible, please refer to the [grant guidelines](#).

Applicant Details

* indicates a required field

Event Organiser Details

11. Name of the Event *

12. Event Website *

Must be a URL.

13. Event Organiser Name *

Title First Name Last Name

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14. Event Organiser Email *

Must be an email address.

15. Event Organiser Phone Number *

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Must be an Australian phone number.

16. Is the event organiser the main point of contact? *

☐ Yes

☐ No

Point of Contact Details

16.1 Name of Point of Contact *

Title

First Name

Last Name

16.2 Point of Contact Email *

Must be an email address.

16.3 Point of Contact Phone Number *

Must be an Australian phone number.

ABN Details

To find your ABN visit [The Australian Business Register](#), then enter the number below and click 'lookup' to automatically populate the fields.

17. ABN

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register	
ABN	
Entity Name	
ABN Status	
Entity Type	
Goods & Services Tax (GST)	
DGR Endorsed	
ATO Charity Type	More information
ACNC Registration	
Tax Concessions	
Main Business Location	

Must be an ABN.

The ABN provided will be used to check applicant eligibility.

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Event Details

* indicates a required field

Event Details

18. Please list venue(s)/location in the region where your event will be held? If multiple venues please list name and physical location. *

Must be a venue/name of reserve/park etc and physical address

19. Please select your land type where your event is proposed to take place. *

If your event requires road closures or traffic management and [event application form](#) must be applied for a minimum of 12 weeks before the event.

20. Please select the occurrence that best describes the event. *

21. Event date(s) and times *

21.1. Please select the event delivery that best aligns: *

- ☐ Predominantly daytime event
- ☐ Equal (or close to) daytime/nighttime split
- ☐ Predominantly nighttime event

22. Please provide a brief event description. *

Word count:

Must be no more than 100 words.

Previous Events

If your event has been held previously, please detail competitor and spectator numbers or event attendee numbers for the past three years. If your event hasn't run in consecutive years, please provide the last three times the event has been held.

23.1 2025 event numbers (or last time event was held) and how this was determined.

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23.2 2024 event numbers (or last time event was held) and how this was determined.

23.3 2023 event numbers (or last time event was held) and how this was determined.

Naming Rights

24. Are any naming rights for your event available through the grant funding requested for destination McLaren Vale and Fleurieu Coast? *

☐ Yes ☐ No

24.1 Please provide naming rights details *

Streaming or Televised details

25. Is your event being televised or streamed? *

☐ Yes ☐ No

25.1 Please provide details including where and when. *

Event Vision

26. What is the vision for your event? *

Word count:

Must be no more than 75 words.

Approvals

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Events will require council approval for temporary signs and banners, temporary food stall, road closures, traffic management, above ground fires (including wood fire pizza ovens, graziers and fire drums), liquor provision/sale (with a support letter from council) and engineering sign-off for structures.

A copy of the liquor licence is required if alcohol is to be supplied or consumed at the event. A letter of support from council will be required - contact the Permits and Licences Officer on 8384 0666. Applications must be approved by the Liquor Licence Commission - check Consumer and Business Services lead times for liquor licencing.

27. Does your event require any council, state or other approvals? *

☐ Yes ☐ No

It is important that these are identified early, so please determine what is required for your event. If you are successful, grant funding will not be paid until confirmation of the approval(s) have been received.

Approvals status

27.1 Please list approvals required and advise of their status (not applied for; approval pending; approved) *

Funding Amount Requested

28. What is the funding amount requested for your event from this grant? *

Must be a dollar amount.

A minimum of 50% must be contributed towards total event cost. May comprise cash, ticket sales, sponsorships or in-kind support (e.g., materials)

Document Upload

29.1 Please upload consent provided by the landowner, or permit to utilise council land *

Attach a file:

29.2 Please upload a copy of your site plan for your event *

Attach a file:

29.3 Please upload a copy of your public liability insurance (minimum of \$20 million)

Attach a file:

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Public Liability Insurance isn't a requirement in the application stage, but if you are successful with obtaining grant funding, a certificate of currency must be provided prior to any grant funding being paid.

CRITERIA 1 - STRATEGIC ALIGNMENT AND OUTCOMES - 40% WEIGHTING

* indicates a required field

This section highlights how your event aligns with the funding priorities and will generate significant economic benefit to our destination McLaren Vale and Fleurieu Coast. This includes the ability to attract and measure South Australian and interstate visitors, as well as targeting winter or off-peak periods and the night-time economy to drive overnight stays in commercial accommodation.

Through the following questions identify and describe how your event will generate significant direct economic benefit for our city.

Please keep your answers concise, as there are word limits for the following questions.

Enhancing The Local Economy

30. Describe how your event will drive tourism growth, particularly through winter or off-peak periods and the night-time economy. *

Word count:

Must be no more than 200 words.

31. Describe how your event is distinctive or iconic, and explain how it will attract visitors to destination McLaren Vale and Fleurieu Coast? *

Word count:

Must be no more than 200 words.

Think about how your event is unique or offers a significant drawcard, why will people attend your event from South Australia and interstate over other events and why they would stay. Does your event have the potential to enable repeat/return visitation and how would you encourage this.

32. How will your event encourage overnight stays within destination McLaren Vale and Fleurieu Coast? Outline the initiatives or partnerships you will use to extend visitor stays? *

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Word count:

Must be no more than 200 words.

33. How will your event encourage visitors from South Australia and interstate to explore more of destination McLaren Vale and Fleurieu Coast, increasing their spend and dispersal across the region? Describe any initiatives, activities or cross promotion will you undertake. *

Word count:

Must be no more than 200 words.

34. To maximise event opportunities with local businesses, please identify any local suppliers, business collaborations and/or partnerships in delivering your event. *

Word count:

Must be no more than 150 words.

35. What percentage of your overall event budget has been allocated to local suppliers (ie businesses within the City of Onkaparinga)? *

36. Please detail any opportunities to employ or upskill local residents to assist with the delivery of your event. *

Word count:

Must be no more than 100 words.

Event Attendance

How many people do you realistically expect to attend the event?

This is used as an indicator noting we also have our own indicators, so please be realistic.

37.1 Local (within City of Onkaparinga) *

Must be a number.

37.2 Fleurieu (from Alexandrina, Victor Harbor, Yankalilla council areas) *

Must be a number.

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37.3 Adelaide (Metro areas - from Gawler in the north to Marion in the south and from the western beaches to the Mount Lofty Ranges in the east) *

Must be a number.

37.4 Other South Australia (the remainder that hasn't been captured above) *

Must be a number.

37.5 Interstate *

Must be a number.

37.6 Please indicate your top 3 states *

☐ Western Australia ☐ Northern Territory ☐ Victoria ☐ Tasmania ☐ New South Wales ☐ ACT ☐ Queensland

No more than 3 choices may be selected.

37.7 International

Must be a number.

This is not expected.

37.8 Please indicate your top three countries if this occurs

37.9 Total Estimated Attendance

This number/amount is calculated.

Based off of estimations above.

38. How have you estimated attendance numbers? *

Overnight Stays

This is used as an indicator noting we also have our own indicators, so please be realistic.

39. How many people do you realistically expect to stay overnight within the City of Onkaparinga? *

40. How have you estimated overnight stays? *

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Event Measurement

41. Have you actively measured previous event attendance numbers and/or captured where event attendees are from? *

☐ Yes ☐ No

41.1 Please provide details on what was undertaken. *

42. Measurement is an important aspect associated with grant funding. Describe how you will accurately report on revenue, attendance numbers, origin and overnight stays of people at the event. *

43. Is measuring event attendance something that you need further assistance with or would like to review? *

☐ Yes ☐ No

CRITERIA 2 - MARKETING & APPEAL - 30% WEIGHTING

*** indicates a required field**

This section explores how the event aligns with destination McLaren Vale and Fleurieu Coast, as well as highlighting planned event marketing and promotion encapsulated within the marketing plan. The event will be able to generate good local and state-based media coverage and can attract national media attention.

44. Describe how your large-scale unique event complements the destination. *

Word count:

Must be no more than 150 words.

45. Identify with a brief description, which McLaren Vale and Fleurieu Coast brand strengths of food, drink (beer, gin, wine), beaches, villages, nature and art the event aligns to. *

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Word count:

Must be no more than 150 words.

You can highlight more than one brand strength but must show how this aligns with the event.

46. Describe how you will integrate your event marketing and promotion to include marketing/showcasing the destination McLaren Vale and Fleurieu Coast? *

Word count:

Must be no more than 150 words.

47. Describe how you will promote and market the event to attract interstate and South Australian visitors? Please highlight any innovative approaches. *

This should be included in the marketing plan.

48. Please identify your events top 3 target markets, provide a snapshot profile of each target market and where you will reach them. *

This will be a snapshot of the detail included in the marketing plan.

DOCUMENT UPLOAD

49. Please upload a copy of your marketing plan for your event *

Attach a file:

CRITERIA 3 - VIABILITY - 20% WEIGHTING

* indicates a required field

This section identifies event delivery capability and covers the fundamentals of planning, risk management and detailed budget development.

50. Describe your event management experience and what have been some examples of challenges you have faced and how you have overcome them. *

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Word count:
Must be no more than 300 words.

51. What does success look like for your event? *

Word count:
Must be no more than 100 words.

52. What traffic management requirements have been identified for your event and how do you propose to manage them? *

Word count:
Must be no more than 200 words.

53. What temporary parking controls will you have in place to manage the number of people attending the event? *

Word count:
Must be no more than 100 words.

54. What decisions and actions are you taking to ensure your event breaks even or returns a surplus to invest in future events, therefore reducing reliance on grant funding? *

55. Are you seeking funding from another source? *

☐ Yes ☐ No

Organisation source	Status
The expense items listed in the table are examples only and can be deleted.	Secured, in progress, haven't started, etc.

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56. What are the ticket/participation costs associated with your event? Please detail. *

57. Has your event previously received funding or in-kind from council in the last three years? *

☐ Yes ☐ No

58. Has any in-kind support been identified for council to consider that relates to this event?

☐ Yes ☐ No

58.1 Please detail any in-kind support for council to consider:

Funding amount requested:

This number/amount is calculated.
The amount stated in Question 28.

59. Can your event proceed without the full council funding requested?

☐ Yes ☐ No

59.1 Please provide the minimum amount of council funding the event would need to proceed:

Must be a dollar amount.

DOCUMENT UPLOAD

60.1 Please upload a copy of your event management plan *

Attach a file:

60.2 Please upload a copy of your risk management plan *

Attach a file:

60.3 Please upload a copy of your event budget *

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Attach a file:

Quotes for all expenses the grant funding will be used for items over \$500 (all quotes must include GST).

60.4 Please upload all quotes over \$500 for all expenses the grant funding will be used for. *

Attach a file:

All quotes must include GST.

CRITERIA 4 - SUSTAINABILITY - 5% WEIGHTING

* indicates a required field

This section highlights the initiatives and measures undertaken to champion responsible event delivery.

61. What decisions and actions will you undertake to minimise waste and the environmental footprint of your event? *

Word count:

Must be no more than 150 words.

62. Please upload a copy of your waste management plan *

Attach a file:

CRITERIA 5 - INCLUSION - 5% WEIGHTING

* indicates a required field

This section highlights the initiatives undertaken to champion event inclusion.

63. How will your event take an inclusive approach by being accessible to a broad demographic, supporting the celebration of Aboriginal culture, and where appropriate reflecting the diversity of the destination? *

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Word count:

Must be no more than 150 words.

Terms & Conditions

* indicates a required field

Should your application be successful you will need to enter into a funding agreement with council. The full list of **Terms and Conditions** can be found on the grant's webpage.

For your convenience, here is a summary of some of the key conditions:

- 1.The funds provided must be used for the event as detailed in the grant application.
- 2.You will obtain any relevant approvals, or permits related to the funded event.
- 3.As the grant partner you will obtain and maintain public liability insurance covering relevant grant activities for up to \$20 million. The City of Onkaparinga will not be held liable for any matter arising out of this grantt
- 4.You may need to supply additional documentation, and if so, this will be requested by council.
- 5.Acknowledge funding by the City of Onkaparinga in promotion as appropriate.
- 6.Agree to utilise the McLaren Vale and Fleurieu Coast brand to promote the event.
- 7.Any changes to the event focus or expenditure of Council's grant funds must be negotiated in writing with Council's Grants Team.
- 8.Comply with all Laws and Australian Standards which are applicable to the Grant Activity.
- 9.Ensure the safety and wellbeing of your employees, volunteers and members of the public involved with the Grant Activity.
- 10.Complete a short Grant Acquittal Report within 8 weeks of the event concluding.

The Council reserves the right to decline applications where an individual or organisation's background may bring the Council into disrepute or conflict with its values. This includes, but is not limited to, serious criminal convictions or ongoing legal matters that could negatively impact public confidence in Council-supported initiatives. Each case will be considered on its merits, with regard to risk, rehabilitation, and alignment with the purpose of this program.

Applicants that have had unsatisfactory dealings with council may be precluded from grant funding. For example, applicants may be deemed ineligible if they:

- are in litigation with council
- have outstanding matters and/or debts with council.

I, being the authorised officer of the organisation making this declaration, confirm and agree to the following: *

- ☐ Certify that the statements and information provided (including attachments) in this application are true and correct.
- ☐ Confirm that I have read and understood the relevant grant guidelines.
- ☐ Understand that the grant assessment panel decision will be final.
- ☐ Understand that if successful I will enter into a funding agreement with council.

At least 4 choices must be selected.

Name of signatory *

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Title	First Name	Last Name

Position *