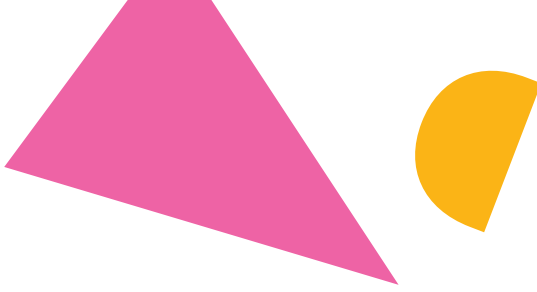


STATE OF THE FESTIVAL STATE

SOUTH AUSTRALIAN
FESTIVAL & EVENT INDUSTRY REVIEW

FESTIVAL
CITY **ADL**



About

The South Australian Festival and Event Industry Review [Review] is the first ever attempt towards assessing the size and shape of the festival landscape in the state, as well as the overall functioning and impact the sector contributes.

The Review will:

- Describe and map the current South Australian festivals environment.
- Quantify the scale of the sector in South Australia.
- Examine the current role of festivals, how it may have changed, and the contribution festivals currently make to South Australia.
- Recommend to Government actions that will improve the operations and sustainability of South Australian festivals and their contribution to the state.

The Review will culminate in the inaugural State of the Festival State Report, which will serve as our industry's advocacy agenda.

Key questions guiding this review include:

- What conditions are necessary to foster a sustainable and financially sound festival industry in South Australia?
- How can the local workforce and supply chain be strengthened to support the ambitions of both the capital city and state?
- What collaborative strategies can enhance collective bargaining power and reduce costs?
- What does the industry need to stay abreast of global trends in sustainability, technology, and accessibility?

TIMELINE

Launch of Online Survey
August to November 2024

In-Person Consultations in Regions
August to November 2024

In-Person Consultations in Metro Adelaide
October to November 2024

Data Consolidation and Analysis
November 2024 to January 2025

FAQs

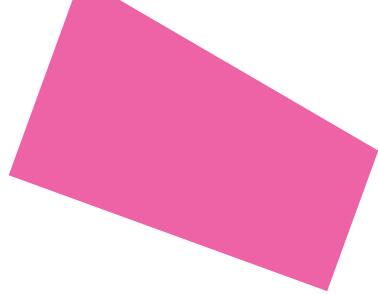
1. What is Festival City Adelaide?

Festival City Adelaide is the peak body for festivals and events in South Australia. It works to ensure that South Australia is recognised both nationally and internationally for delivering the world's best festival experience. The organisation is member-based, whole-of-state, and independent. It works towards advancing advocacy, member services, and industry development initiatives.

2. What will you do with the results of this survey?

The results will be used to inform policy recommendations, identify areas for industry development, and develop strategies to support the industry's viability.

The aggregated data will help shape the future of South Australia's festival and event sector, and it will be used to inform an advocacy agenda.



FAQs

3. Why should my organisation take part?

By participating, your festival or event will contribute to a comprehensive understanding of the industry's current state. This will help in developing strategies that address common challenges and leverage collective opportunities, ultimately benefiting all participants.

4. Who is eligible to complete the State of the Festival State survey?

All festival and event organisers in South Australia are eligible to participate in the survey. This includes those managing small community events to large-scale international festivals, as well as local councils to independent businesses. Regional representation is critical to the success of this report.

5. How long will it take to complete the survey and what information will I need?

The survey is designed to be thorough yet manageable. It should take approximately 20 minutes to complete. Depending on the number of festivals you will be reporting on, this may extend to a maximum of 45 minutes. You can also edit and resubmit responses, if necessary.

We recommend having information about your festival's finances, audience demographics, event details, and any relevant studies or reports you have conducted handy. The survey will cover the following areas:

- General Business Overview
- Festival Data
 - 'Census'
 - Attendance
 - Financials
- Staffing & Workforce
- Climate Action
- Equality, Accessibility and Inclusion
- Risk Management
- Evaluation & Research

6. Do I need to answer all the questions?

No, if you are unable to complete all the questions, please submit as much information as you can. Partial responses are still valuable and will contribute to the overall analysis.

FAQs

7. My organisation delivers multiple festivals. What's the best way for us to fill out the survey?

The survey is structured to accommodate organisations running up to four festivals. You can provide organisational responses for overarching aspects like finances and specific details for individual festivals, such as audience and event data.

8. Is this survey the same one the South Australian Tourism Commission (SATC) has asked us to complete?

No, this survey is separate from the SATC's work. However, we are collaborating closely with the SATC to ensure our findings complement their Event and Festival Strategy to be released later in 2024.

9. How will the data gathered as part of this survey be managed, and will responses be anonymous?

All responses will be seen only by Festival City ADL and will be presented as aggregated, anonymous data. Any specific data sharing will require explicit permission from respondents. We adhere to a robust privacy policy to ensure the confidentiality of all sensitive information.

10. How can I get involved?

To participate, click [here](#) to start the survey. The survey closes on November 30, 2024.

URL link: <https://shorturl.at/GV0MO>

Get In Touch

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