By the time our State turns 200 years old, I want South Australia to be a place of prosperity.
Planning and delivering on my vision for a better future starts now.
This policy is just part of our plan to deliver a clear and responsible pathway to recovery and success.
See where it fits in below

1.0 GROWING OUR ECONOMY

1.3 Investing in programs to increase export potential of businesses to drive sales and opportunities
1.6 Unlocking the resources and production of our regional areas and ensuring growth opportunities for regional businesses and industries

2.0 THE BEST EDUCATION SYSTEM

3.0 BEING A HEALTHY STATE

4.0 STRENGTHENING COMMUNITIES

5.0 BUILDING OUR STATE

6.0 ENSURING SAFETY AND JUSTICE

7.0 PROTECTING OUR ENVIRONMENT

8.0 EMBRACING OUR UNIQUE CULTURE

8.2 Championing the best of South Australia’s unique culture interstate and overseas

9.0 RUNNING AN EFFICIENT AND STABLE GOVERNMENT
“Major events are fantastic ways of generating tourism and exposure for South Australia”
THE OPPORTUNITY

Major events showcase South Australia to the world.

They’re important for other reasons as well.

They attract interstate and international visitors, support teams, spectators, audiences and convention delegates.

They keep our restaurants and shops busy, fill our hotels and provide business for tourism operators throughout South Australia.

Major events mean more jobs and more investment for South Australians in a range of industries including retail and transport as well as hospitality.
The State Liberals’ Plan

If elected in March 2018, a Marshall Liberal Government will boost funding to attract major events and give more priority to attracting major conventions.

A Marshall Liberal Government will invest in and enhance the Events Bid Fund.

This will be achieved by three key measures:

- *Increase funding to $40 million over 4 years;*
- *Distribute funding equally between the Leisure and Convention Bid Funds; and*
- *Expand the Australian Convention Bureau (ACB) mandate to increase its capacity to attract more conventions.*

Over the four year forward estimates from 2018/19, a Marshall Liberal Government will inject $40 million.

This will enable South Australia to secure more lucrative events to increase tourism, create jobs and drive economic growth.

A Marshall Liberal Government will also allocate funding equally between the two arms of the Event Bid Fund, the Major Leisure Event Fund and the Convention Fund.

Currently two-thirds of the Events Bid Fund is allocated for Major Leisure Events such as sporting and entertainment, and one-third to attract major conventions.

The return on investment in conventions is much greater with $60 million generated in economic benefit to the State for every $1 million allocated to the fund.

The economic return from Major Leisure events is $3.1 million for every $1 million allocated to the fund. The average spend per night for a convention delegate is $632 compared with $179 for leisure tourists.

This is not to understate the significance of Major Leisure Events; funding for the Major Leisure Event Bid Fund will be maintained over the forward estimates. Major events are important for the tourism industry because such events secure interstate and international exposure for South Australia.

However, a Liberal Government will recognise the additional economic benefit of major conventions with its boost to the Convention Bid Fund.

With this boost, we are confident the Adelaide Convention Centre and other venues can increase the number of events they secure.

A Marshall Liberal Government will also expand the mandate of the Adelaide Convention Bureau which is currently limited to bids for conventions with more than 500 delegates and to be held at the Adelaide Convention Centre.

Under its new mandate, the Adelaide Convention Bureau will be able to assist other venues across South Australia to secure smaller events. This will help provide a more balanced calendar of events throughout the year and support regional as well as city and metropolitan venues.
“In boosting funding to attract major events and conventions, we will be supporting more jobs and lifting our national and international profile”

Steven Marshall, State Liberal Leader
If you would like to provide feedback on our policy or learn more about our plan, please get in touch via:

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