Riverland Event Policy for event organisers

The Riverland Event Calendar is a tool for the public to promote community and tourism events in the region.

The aims of the Riverland Event Calendar:

- To drive visitation to the region
- To encourage local residents to attend events
- A reference for event organisers to "claim the date" and avoid events clashing
- Ensure consistent approach to promotion of events across the Riverland region
- To enable event organiser to easily distribute event information to multiple distribution points

The Riverland Event Calendar can be view on a number Riverland websites:

- Destination Riverland- www.destinationriverland.org.au/events
- The Berri Barmera Council –www.berribarmera.sa.gov.au/page.
- The Loxton Waikerie Council- www.visitloxton.com.au/Riverland_Events_Calendar.php
- Barmera Tourism- www.barmeratourism.com.au/barmera_calendar.php
- Visit Renmark Paringa- www.visitrenmark.com/events
- Waikerie Tourism- www.waikerie.com

What is an eligible event?
- Must be held in the Berri Barmera, Renmark Paringa, Loxton Waikerie Council Areas or in the Blanchetown, Cadell and Morgan Districts.
- Events must have the appropriate local government approvals (where applicable)
- Tours are considered events when they have a specific date and theme.
- Occurs no more than once per week.
- Events must be open to the public.
- Only events with confirmed dates will be accepted. An exact date must be given.
- Events must have the place where it will be held
- Visitors to the Riverland must be able to participate in the event or attend as spectator
- Phone numbers must be for public contact.

- Listings are for specific events and or activities, not promotion of core business or opening hours ie a live music performance at a hotel is considered an event, reoccurring Monday night schnitzel night is considered promotion of core business.

Guidelines for inclusion on the Destination Riverland Event Calendar:

- Event organisers should note that event information sent to VICs/Destination Riverland in any other format other than the upload form may not be promoted.
- Event organisers are responsible for uploading details of event to destinationriverland.org.au and ensuring the information is correct.
- Once events are submitted they will be categorised based on an agreed set of levels. These levels can affect event information distribution. If you think your event has been incorrectly categorised please contact your local VIC or Destination Riverland.
- Web addresses should go directly to the page on the website where event information is located.
- Where possible events must be submitted no less than 14 days prior to the date of the event.
- Event organisers must allow 2 days for events to be approved and published into the calendar.
- If you are having trouble loading you event please contact Destination Riverland to organise a time to learn how to do so.