



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 viewed on a number Riverland Visitor Information website as well as the Destination Riverland website.

Event checklist:

- Is your event going to be held in the Berri Barmera, Renmark Paringa, Loxton Waikerie Council Areas or in the Blanchetown, Cadell and Morgan Districts?
- Have you advised appropriate local government approvals (where applicable)?
- Is yours a specific event and or activity? To be listed on the calendar the event can not only be 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.
- Have you checked the calendar to ensure your event does not clash with other events?
- Does your event have a confirmed date?
- Is your event no more than once per week?
- Is your event open to visitors, locals or spectators?
- Is your phone number listed available for public contact?
- Does your web address go directly to the page on the website where event information is located?

Please note

- All of the required information must be supplied. Forms with blank entry fields or no description will not be processed for posting.
- Tours are considered events when they have a specific date and theme.
- 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 your event please contact Destination Riverland to organise a time to learn how to do so.
- 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