



## Sunshine Coast Tourism and Events Authority

P O Box 63, Port Alfred, 6170

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# EVENTS PROMOTION POLICY AND PROCEDURES

## 1. Purpose

The purpose of this policy is to set out clear policy on the promotion of events in the Sunshine Coast.

## 2. Definitions

For purposes of this policy, unless otherwise stated, the following definitions shall apply:

Events	Shall refer to all events of any nature requiring permission as defined by the Safety for Sports and Recreational Events Act 2/2010
LED Display Board	Shall refer to the Port Alfred Rotary Club sponsored electronic LED display board mounted at the entrance to the Tourism Office in Causeway Road, Port Alfred
Press	Shall refer to local print and electronic press, but not be limited to Talk of the Town, Daily Despatch, Herald, Week-End Post, The Announcer, Sarah Baartman News, RNews, TimesMedia Regional and national newspapers.
SCT	Refers to Sunshine Coast Tourism and Events Authority
Social Media	Shall refer to the use of Facebook, Twitter, Linked-In or any other social media platform.
Town Diary	Shall refer to the electronic diary of events and happenings captured on the SCT website Events page(s).
Website	Shall refer to the official Sunshine Coast Tourism Website <a href="http://www.sunshinecoasttourism.co.za">www.sunshinecoasttourism.co.za</a>

## 3. Policy and Guidelines

### 3.1 Events

- 3.1.1 Immediately SCT is advised of an event, the name and nature of the event, including any promotional material (electronic poster), if available, will be uploaded to the Town Diary on the Events page of the Sunshine Coast Tourism website ([www.sunshinecoasttourism.co.za](http://www.sunshinecoasttourism.co.za)) Should no promotional material be available at the time of notification, the date, time and nature of the event will be recorded in the Town Diary on the official website of SCT.



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- 3.1.2 Should the event be required to comply with the Events Act 2/2010, SCT shall advise the organizer of the requirements and book at date and time for the Events Planning Meeting.
- 3.1.3 As soon as confirmed promotional material becomes available from Event Organizers, the SCT Manager shall:
  - 3.1.3.1 Upload the promotional material to the Town Diary on the official website of SCT.
  - 3.1.3.2 Upload the promotional material to the official SCT Facebook Page as well as the interactive SCT Facebook Group.
  - 3.1.3.3 Ensure that the Event information is uploaded to the electronic LED display outside the Tourism office in Port Alfred prior to the event.
- 3.1.4 It is the responsibility of the individual event organizers to ensure that their promotional material is sent to the Press. SCT cannot be held responsible for sending information regarding events to the Press.
- 3.1.5. In the case where SCT has been advised of a Sole Media Sponsorship, it shall be the responsibility of the event organizer to communicate directly with the Press. SCT cannot be held responsible for all media not receiving event information where an event organizer has made it known that they have entered into a sole media sponsorship with any of the Local press.
- 3.1.5 In the case where SCT is the organizer of an event, promotional material, including electronic posters, shall be uploaded to the official website, Facebook page and Facebook group. SCT shall also advise the Press of the event and provide promotional material as soon as it is available. It is not the responsibility of SCT to advise the Press of information regarding an event prior to all the information being finalized.
- 3.1.6 The event organizer, SAPS and municipal roleplayers shall be notified by the SCT Manager the month preceding the event of the date and time of the Planning Meeting.
- 3.1.6 SCT Manager shall be present at the Events Planning Meeting and assist the organizer wherever possible.



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3.1.7. The SCT Manager, or staff shall support all local events, where possible.

### 3.4 **Website**

3.4.1 The SCT website ([www.sunshinecoasttourism.co.za](http://www.sunshinecoasttourism.co.za)) shall be kept updated by SCT Manager ensuring that the Town Diary in the events section contains all available information regarding upcoming events.

3.4.4 Information regarding attractions, heritage and things to do shall be kept up to date by SCT.

### 3.5 **Newsletters**

SCT shall compile newsletters from time to time promoting the area and events and shall distribute the newsletters to the members database, the Press as well as contact database.

### 3.6 **Dissemination of information**

SCT shall seek to promote Ndlambe's attractions to all local media, electronic media, national media, electronic means, TV productions or magazines wherever possible, furthering the aims and objectives of SCT.

## 4. **Breach of policy guidelines**

Should any of the above policies be breached, SCT shall:

4.1 SCT shall aim to respond to all queries and grievances within 24 hours.

4.2 Any grievances shall be handled by the SCT Board.