

# National Business Events Program Melbourne – 2022/23 Guidelines – Round 4

**Melbourne Convention Bureau is offering funding of up to \$80 per delegate to eligible event organisers (up to \$80,000) to support costs for hosting national business events in metropolitan Melbourne (Grant). This funding can be used for accommodation, venue hire, food and beverage, transport and other event costs.**

## 1. Purpose

- The Victorian Government is supporting the National Business Events Program to enable the business events sector to respond to the significant challenges experienced as a result of the COVID-19 pandemic. Events must occur before 31 December 2024 to stimulate short and medium term recovery in the business events sector.
- Melbourne Convention Bureau (**MCB**) and the Department of Jobs, Skills, Industry and Region (**DJSIR**) will administer the National Business Events Program – Melbourne.
- Subject to funding availability, eligibility and a competitive assessment process, Grants of up to \$80,000 (for up to 1000 delegates) may be available for business events held in Melbourne.
- Strong consideration for support will be given to applicants that demonstrate alignment with the following objectives:
  - i. The attraction of new national business events to metropolitan Melbourne venues, including Melbourne Convention and Exhibition Centre.
  - ii. The generation of economic contribution to the State including supporting the Victorian business events supply chain.
  - iii. Events offering additional benefits to the State such as future national or international event opportunities, regional touring or satellite events, linkages to Victorian businesses or other benefits.
  - iv. Events that align with Victorian Government sector priorities will be considered favourably.

## Eligibility Criteria

To be eligible to apply for the National Business Events Program – Melbourne, the following criteria applies.

- A national business event is a corporate meeting, corporate incentive, conference and trade exhibition, or association meeting.
- Corporate incentive events must include a gala/awards dinner and business events program.
- The business event must:
  - i. Be a new business event that is not confirmed, contracted or advertised for Melbourne.
  - ii. Be scheduled to take place after 31 July 2023 and before 31 December 2024.
  - iii. Be attended by at least 150 in-person delegates per day. Virtual participants cannot be included in delegate numbers.
  - iv. Have a minimum two-day business event program (with a minimum one-night stay).
  - v. Have a minimum of 30 per cent of delegates who reside outside of Victoria.
  - vi. Be a business to business (B2B) national event.
  - vii. If funding is granted to your event, the event venue must be secured via deposit payment and an MCB Event Sponsorship Agreement must be completed by 31 July 2023.
  - viii. Applicant organisations must have a valid Australian Business Number (ABN) and documented evidence of an appropriate legal structure such as an Australian registered company, business cooperative or partnership.
- The following events will not be eligible for funding:
  - i. Applicants that do not meet the eligibility and assessment criteria.
  - ii. Events for social and family groups, weddings, student groups, sports groups, leisure tour groups, or consumer exhibitions.
  - iii. Events that do not include a minimum two days of business event activity (conferences, conventions, symposia, congress, training courses, seminars and meetings).
  - iv. Events staged outside of metropolitan Melbourne (see list of eligible metropolitan Melbourne City Councils in Attachment A). Events in regional Victoria should refer to the National Business Events Program – Regional guidelines.
  - v. Business events that have been confirmed, advertised or have contracted a venue in metropolitan Melbourne prior to the submission and acknowledgment of receipt of the SmartyGrants application.

- vi. Virtual events (unless minimum in-person delegate target is achieved).
- vii. Events that commence prior to 31 July 2023.
- viii. Events that are held after 31 December 2024.
- ix. Government departments or agencies and local government.
- x. Events that are receiving financial support from MCB or Melbourne Convention and Exhibition Centre.

**Please note:** The outcomes of the funding program are at the full discretion of MCB and the State Government of Victoria. The program is competitive, with consideration given to supporting a spread of event types, sectors and locations. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding application. All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

## 2. Application, Assessment, and Approval Process

- Applications will open at 9am (AEST) on 1 February 2023 .
- Applications will close at 5pm (AEST) on 3 March 2023.
- Before applying, applicants must read the program guidelines. If further information or application assistance is required, contact [info@melbournecb.com.au](mailto:info@melbournecb.com.au).
- Submit an application online via SmartyGrants – link available on the MCB website [HERE](#)
- Applications must respond to all questions and must include a draft event program or a representative past event program. The application submitted is final; no further details will be sought or accepted after the closing date.
- When the application period has closed MCB will assess each application against the program eligibility and assessment criteria.
- Assessment of Grant applications will be based on the following:
  - i. Economic contribution and capacity of the business event to generate new business event activity in metropolitan Melbourne including spending in the Victorian business event supply chain.
  - ii. Events that align with or have the potential to attract future national and international event opportunities to the State.
  - iii. Additional benefits to the State such as regional touring or satellite events, linkages to Victorian businesses or other benefits.

- iv. Events that align with Victorian Government sector priorities will be viewed favourably
  - v. Association, corporate and incentive group B2B events will be considered more favourably than one off staff meetings and social gatherings.
  - vi. Events that are conducted in a low or shoulder period will be considered favourably (for example during winter).
  - vii. Applicants who provide greater detail in their application will be viewed more favourably.
- Funding applications will be assessed by MCB with recommendations provided to the Minister for Tourism, Sport and Major Events. Applicants will be notified of the outcome of their application.

### **3. Who can apply?**

Applications can be made by the event owner or event organiser (including Professional Conference Organiser where authorised by the event owner), including:

- Private sector businesses (where the event will deliver a clear public benefit).
- Incorporated industry associations.
- Not for profit incorporated bodies, cooperatives or associations.

Applicant organisations must have:

- A valid Australian Business Number (ABN).
- Documented evidence of an appropriate legal structure such as an Australian registered company, business cooperative or partnership.

### **4. Conditions of Funding**

- This funding must be used to cover actual event costs, including but not limited to accommodation, venue hire, transport, food and beverage, marketing, or event promotion. Funding cannot be used for administrative costs, payment of salary and related employment costs, purchase of assets, or rent or lease of office space.
- Successful applications must agree to enter into an Event Sponsorship Agreement with MCB. This will be administered once a signed venue contract and confirmation of payment of deposit has been submitted to MCB. The Event Sponsorship Agreement must be finalised by 31 July 2023.
- Three months prior to the event start date, an Event Planning Timeline / Critical Path, Marketing Plan and Event Budget must be submitted to MCB. The details of this requirement, and due date will be stated in the Event Sponsorship Agreement.
- Funding will be paid post event upon receipt of an approved post event report and other requirements detailed in the Event Sponsorship Agreement.

- Applicants must agree to transparency with MCB regarding event details. All applicants must provide supporting documentation if requested by MCB. The event organiser may not receive any funds if they fail to meet the agreed delegate target per the signed Agreement, the 30 per cent interstate attendance target, or if any key event details are changed.

## 5. Conflicts of interest

- All applicants will be required to declare any interests of which they are aware, which could reasonably raise an expectation of a conflict of interest or material interference with an application.
- Conflicts of interest can be actual, potential, or perceived, and should be declared to ensure that any risks are managed. Detailed guidance can be found on the Victorian Public Sector Commission website in its Conflict of Interest Policy Framework – [Victorian Public Sector Commission](#) and in its eLearning guide on Conflicts of Interest.

## 6. Funding Agreements

- Successful applicants will enter into an Event Sponsorship Agreement with MCB.
- Applicants must have the legal capacity to enter into an agreement with MCB in accordance with Australian law. The contract signatory must be the same as per the venue contract. A third party can apply on behalf of an event organiser if they are also signing the venue contract (for example, a Professional Conference Organiser).
- Applicants must not be insolvent and must be in good financial standing to enter into an agreement with MCB.
- Pre event, successful applications will be required to provide confirmation of payment of deposit and an Event Plan including key tasks, timelines and budget (maximum 2 pages) to the satisfaction of MCB.
- Post event, successful applicants will be required to complete a post event report. Full details will be provided in the Event Sponsorship Agreement. MCB will provide a post event report template to event organisers. Post event reports will be required within four weeks of the conclusion of the event.
- Successful applicants may be requested to participate in case studies and research to assess the impact of the funding program.

## 7. Acknowledgements

- Events receiving funding will be included on the MCB website when the event has been confirmed and contracted.
- Successful applicants will be required to acknowledge the Victorian Government's support of the event. Full details will be provided in the Event Sponsorship Agreement. This may include:

- i. Victorian Government and MCB logo recognition on any relevant event promotional material relating to the event (videos, website, print publications etc).
- ii. 'Melbourne' brandmark and MCB logo to appear on the Event Website with a link to [www.visitmelbourne.com](http://www.visitmelbourne.com).
- iii. Opportunities for Ministerial attendance and/or letter of welcome in official event program.
- iv. Acknowledgement in media releases.

## 8. Disclaimers

- Any personal information about applicants or a third party in an application will be collected by MCB. This information may be provided to Victorian Government bodies for the purpose of assessing your application. If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of the privacy statement.
- Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 and other applicable laws. MCB is committed to protecting the privacy of personal information. You can find MCB's Privacy Statement online at [melbournecb.com.au/privacy](http://melbournecb.com.au/privacy). Enquiries about access to information about you held by MCB should be directed to the Corporate Affairs department of MCB.
- Please note, the National Business Events Program may be highly contested. Outcome of funding applications is at the full discretion of Melbourne Convention Bureau and the State Government of Victoria. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding application. All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

**For more information or application assistance please contact [info@melbournecb.com.au](mailto:info@melbournecb.com.au)**

## **Attachment A: Eligible metropolitan Melbourne City Councils**

City of Melbourne	City of Yarra
Banyule City Council	City of Whitehorse
Bayside City Council	City of Whittlesea
Boroondara City Council	Glen Eira City Council
Brimbank City Council	Greater Dandenong
Cardinia Shire Council	Frankston City Council
City of Darebin	Hobsons Bay City Council
City of Casey	Hume City Council
City of Kingston	Manningham City Council
City of Knox	Maribyrnong City Council
City of Melton	Maroondah City Council
City of Moonee Valley	Moreland City Council
City of Monash	Nillumbik Shire
City of Port Phillip	Wyndham City Council
City of Stonnington	

*Please note for the purposes of the National Business Events Program, the Yarra Ranges and Mornington Peninsula are not considered part of metropolitan Melbourne.*

*The Yarra Ranges and Mornington Peninsula are included in the National Business Events Program – Regional Victoria.*