

National Business Events Program Melbourne – 2022/23 – Round 3

Guidelines

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.
- The Melbourne Convention Bureau (**MCB**) and the Department of Jobs, Precincts and Regions (**DJPR**) 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 1,000 delegates) may be available for business events held in Melbourne.
- Strong consideration for support will be given to applicants that can demonstrate alignment with the following objectives:
 - i. The attraction of new national business events to metropolitan Melbourne venues, including the 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.

- The business event must:
 - i. Be attended by at least 150 in-person delegates, virtual participants cannot be included.
 - ii. Have a minimum two-day business event program (with one-night stay).
 - iii. Have a minimum of 30% of delegates who reside outside of Victoria.
 - iv. Be a business to business (B2B) national event.
 - v. Events must not be scheduled to take place prior to 1 December 2022.
 - vi. Event dates must occur before 31 December 2024.
 - vii. If funding is granted to your event, the event venue must be secured via deposit payment, and a MCB Event Sponsorship Agreement completed by 28 February 2023.
 - viii. Applicant organisations must have a valid Australian Business Number (ABN) and have documented evidence of an appropriate legal structure such as an Australian registered company, business cooperative or partnership.
- A national business event is a corporate meeting, corporate incentive, conference and trade exhibition or association meeting.
- 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 staged outside of metropolitan Melbourne (see list of eligible metropolitan Melbourne City Councils in Attachment A).
 - iv. Business events that have contracted a venue in metropolitan Melbourne prior to the submission and acknowledgment of receipt of the SmartyGrants application.
 - v. Virtual events (unless minimum in person delegate target is achieved).
 - vi. Events that commence prior to 1 December 2022.
 - vii. Events that are held after 31 December 2024.
 - viii. Government departments or agencies and local government.

- ix. Events that are receiving financial support from MCB or the Melbourne Convention and Exhibition Centre.

Please note: Outcome of funding program is at the full discretion of the MCB 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.

2. Application, Assessment, and Approval Process

- Applications will open at 9am (AEST) on Wednesday 7 September 2022.
- Applications will close at 5pm (AEST) on Wednesday 28 September 2022.
- Before applying, applicants must read the program guidelines.
- Submit an application online via SmartyGrants – link available on the Melbourne Convention Bureau website - <https://www.melbournecb.com.au/plan-event/national-business-events-program/>
- 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 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 ([Victorian Government Sector Priorities](#)).
 - v. Events that are conducted in a low or shoulder period will be considered favourably (for example during winter).
- Funding applications will be assessed by MCB who will then provide their recommendations 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 28 February 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 percent 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 the MCB.
- Applicants must have the legal capacity to be able to enter into an agreement with Melbourne Convention Bureau 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; 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

- Successful applicants will be required to acknowledge the Victorian Government's support of the program. Full details will be provided in the Event Sponsorship Agreement. This may include:
 - i. Provide the Victorian Government and MCB with logo or 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.
 - 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/. 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 Fund may be highly contested. Outcome of funding application submissions is at the full discretion of the 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

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.