

National Business Events Program Regional Victoria – 2022/23 Guidelines – Round 2



Melbourne Convention Bureau in partnership with Business Events Victoria are offering funding of up to \$80 per delegate to eligible event organisers (up to \$40,000) to support costs for hosting national business events in regional Victoria (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 – Regional Victoria to attract new business events to regional Victoria to support the recovery of the sector from the impact of the COVID-19 pandemic. Events must be held before 31 December 2024 to stimulate short and medium term recovery in the business events sector.
- Business Events Victoria (**BEV**), Melbourne Convention Bureau (**MCB**), and the Department of Jobs, Skills, Industry and Regions (**DJSIR**) will administer the National Business Events Program – Regional Victoria.
- Subject to funding availability, eligibility and a competitive assessment process, Grants of up to \$40,000 (for up to 500 delegates) may be available for events held in regional Victoria.
- 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 regional Victorian venues.
 - ii. The generation of economic contribution to the State including supporting the Victorian business events supply chain.
 - iii. Events offering regional dispersal across different areas of the State and across the calendar.
 - iv. Events offering additional benefits to the State such as future national or international business event opportunities, regional touring or satellite events, linkages to Victorian businesses or other benefits.

- v. Events that align with Victorian Government Priority Sectors will be viewed favourably.

2. Eligibility Criteria

To be eligible to apply for the National Business Events Program – Regional Victoria, the following criteria applies:

- The regional, state or national event must be a business to business (B2B) event. A **regional, state or national B2B event** is defined as a corporate or association meeting, conference, convention, trade exhibition or corporate incentive event.
- Corporate incentive events must include a gala/awards dinner and business events program.
- The event must take place at a regional Victorian business event venue or venues (see list of eligible Local Government Areas in Attachment A).
- The event must represent **new** business for regional Victoria that is not yet confirmed, contracted or advertised for regional Victoria.
- The event must be attended by at least 25 in-person delegates per day. Virtual participants cannot be included in delegate numbers.
- The event must have a minimum two-day business event program, with at least one-night stay, and at least 1.5 days meeting/program component, with travel times outside the 1.5 days.
- The event must generate a minimum of 20 room nights, or at least 40 per cent of total delegates requiring the use of local accommodation, whichever is the greater.
- Event dates must occur after 31 July 2023 and before 31 December 2024.
- If funding is granted, the event venue must be secured via deposit payment, and an MCB Event Sponsorship Agreement must be completed by 31 July 2023.
- Applicants must identify either one or two regions where the event may be held, with regions being:

Daylesford & Macedon Ranges	Great Ocean Road	Victoria's High Country
Gippsland	Greater Geelong & Bellarine	Yarra Valley & Dandenong Ranges
Goldfields – Ballarat & Bendigo	Mornington Peninsula	
Grampians	Phillip Island	
	The Murray	

- 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:

- Applicants that do not meet the eligibility and assessment criteria.

- Events for social and family groups, weddings, student groups, sports groups, study and technical tours (unless they meet the eligible criteria), leisure tour groups and consumer exhibitions.
- Business events that have been confirmed, advertised or have contracted a venue in regional Victoria prior to the submission and acknowledgment of receipt of the SmartyGrants application.
- Virtual events (unless minimum inperson delegate target is achieved).
- Events that commence prior to 31 July 2023.
- Events that are held after 31 December 2024.
- Government departments or agencies and local government.

Please note: The outcomes of the funding program are at the full discretion of BEV, 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.

3. 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@businesseventsvictoria.com
- Submit an application online via SmartyGrants – link available on the Melbourne Convention Bureau 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 BEV and 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 regional Victoria 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. Association, corporate and incentive group B2B events will be considered more favourably than one off staff meetings and social gatherings.

- iv. Events delivering additional benefits to the State such as regional touring or satellite events, linkages to Victorian businesses or other benefits.
 - v. Events offering regional dispersal across different areas of the State and across the yearly calendar. Events that are conducted in a low or shoulder period will be considered favourably (for example during winter).
 - vi. Events that align with Victorian Government sector priorities will be viewed favourably.
 - vii. Applicants who provide greater detail in their application will be view more favourably.
- Funding applications will be assessed by BEV and MCB will then provide their recommendations to the Minister for Tourism, Sport and Major Events. Applicants will be notified of the outcome of their application.

4. 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.

5. 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 BEV and MCB regarding event details. All applicants must provide supporting documentation if requested by BEV and MCB.
- The event organiser may not receive any funds if they fail to meet the agreed delegate target per the signed Agreement, the minimum of 20 room nights or at least 40 percent of total delegates requiring the use of local accommodation, whichever is greater, or if any key event details are changed.

6. 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.

7. 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 1-2 pages) to the satisfaction of MCB.
- All successful applicants will be required to complete a post event report using the report template provided by BEV. 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.

8. 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 program. Full details will be provided in the Event Sponsorship Agreement. This may include:

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

9. Disclaimers

- 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 Program may be highly contested. Outcome of funding applications is at the full discretion of Business Events Victoria, 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@businesseventsvictoria.com

Attachment A: Eligible Victorian Local Government Areas

Alpine Shire Council	Macedon Ranges Shire Council
Ararat Rural City Council	Mansfield Shire Council
Ballarat City Council	Mildura Rural City Council
Bass Coast Shire Council	Mitchell Shire Council
Baw Baw Shire Council	Moira Shire Council
Benalla Rural City Council	Moorabool Shire Council
Borough of Queenscliffe Council	Mornington Peninsula Shire Council
Buloke Shire Council	Mount Alexander Shire Council
Campaspe Shire Council	Moyne Shire Council
Central Goldfields Shire Council	Murrindindi Shire Council
Colac Otway Shire Council	Northern Grampians Shire Council
Corangamite Shire Council	Pyrenees Shire Council
East Gippsland Shire Council	South Gippsland Shire Council
Gannawarra Shire Council	Southern Grampians Shire Council
Glenelg Shire Council	Strathbogie Shire Council
Golden Plains Shire Council	Surf Coast Shire Council
Greater Bendigo City Council	Swan Hill Rural City Council
Greater Geelong City Council	Towong Shire Council
Greater Shepparton City Council	Wangaratta Rural City Council
Hepburn Shire Council	Warrnambool City Council
Hindmarsh Shire Council	Wellington Shire Council
Horsham Rural City Council	West Wimmera Shire Council
Indigo Shire Council	Wodonga City Council
Latrobe City Council	Yarra Ranges Shire Council
Loddon Shire Council	Yarriambiack Shire Council