

# TOURISM AUSTRALIA BUSINESS EVENTS BID FUND PROGRAM (BFP) Quick Reference Guide

*Tourism Australia supports the Australian business events industry through its marketing and distribution development activities. Tourism Australia has extended its existing support through the Business Events Bid Fund Program (BFP), which provides assistance to secure new international business events for Australia.*

## WHAT IS THE BUSINESS EVENTS BID FUND PROGRAM?

Managed by Tourism Australia's specialist unit, Business Events Australia, the Business Events Bid Fund Program (BFP) is designed to increase the conversion of bids for new international business events for Australia through the offer of financial support at the critical bidding stage. The BFP is designed to deliver conversion of new business in situations where Australia is bidding against international competitors for the right to host the business event.

## WHEN DOES THE BUSINESS EVENTS BID FUND PROGRAM START?

Applications for the BFP are now open. Tourism Australia recognises that bidding for international business events is an ongoing undertaking and therefore there are no deadlines for submissions to the Business Events Bid Fund Program. Please note however that the BFP is only available to support bids where a decision will be taken by 30 June 2021.

## WHAT CAN THE BUSINESS EVENTS BID FUND PROGRAM FUNDING BE USED FOR?

The provision of funds via the BFP is designed to ensure a material difference to event costs in Australia. This can include, but is not limited to costs for accommodation, venue hire, transport etc. The BFP does not subsidise administrative, logistics or marketing costs for international bids, for example for overseas travel for client meetings or marketing materials.

## WHO CAN QUALIFY FOR THE BUSINESS EVENTS BID FUND PROGRAM?

The BFP is available to support business events including international corporate incentive trips, exhibitions, association conferences and congresses. Applications are open to all eligible agencies, organisations or individuals who meet the Mandatory Eligibility Criteria and are leading bids for new international business events to take place in Australia. Applicants must be able to enter into a legal contract with Tourism Australia and must agree to the BFP Terms & Conditions.

Business events bids submitted for support via the BFP will be assessed against mandatory criteria to ensure they;

- Align with the Australian Government's Trade and Investment Priority Sectors\* (where applicable) and Tourism Australia's business events strategy;
- Have the potential to increase the success rate of Australian bids for international business events;
- Have the potential to attract large numbers of international visitors to Australia; and
- Are likely to deliver significant economic value to Australia

## HOW ARE BUSINESS EVENTS BID FUND PROGRAM APPLICATIONS ASSESSED?

Tourism Australia has established a robust application process, created around a Mandatory Eligibility Criteria that outlines requirements including minimum economic value of potential business events bids. All eligible submissions will be assessed by a Tourism Australia panel against this criteria.

## HOW DO I APPLY FOR THE BUSINESS EVENTS BID FUND PROGRAM?

A prospectus for Tourism Australia's Business Events Bid Fund Program is available online. Applications for the BFP are now open.

Please visit [australia.com/businessesevents](http://australia.com/businessesevents) for more information

## TRADE AND INVESTMENT PRIORITY AREAS\*

The Australian Government's trade and investment facilitation strategies are focused around the following priority sectors. Events, where applicable, that align with these trade priority sectors will be highly considered during assessment of applications for the Business Events Bid Fund Program.

### Trade and Investment Priority Areas

- Food & Agribusiness
- Advanced Manufacturing
- Infrastructure
- Resources & Energy
- International Health

*\*subject to revision by the Australian Government*

