

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.

NUMBER OF APPROVED BFP APPLICATIONS WHICH HAVE SUCCESSFULLY CONVERTED

23
WINS

\$270M
Total economic impact

NUMBER OF EVENT APPLICATIONS TO THE BFP SINCE 1 MAY 2018

88
Event applications

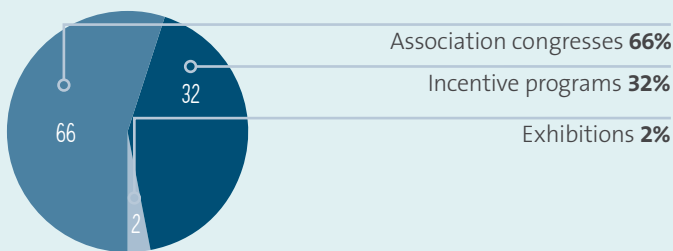
\$480M
Total economic value

RETURN ON INVESTMENT

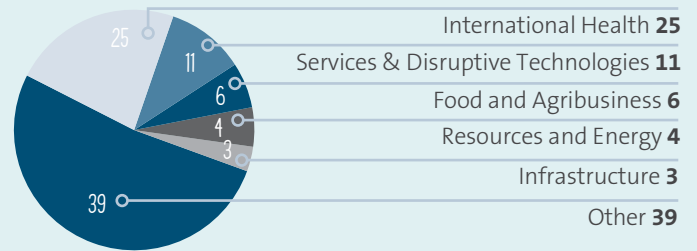
\$64

On average, every dollar invested by Tourism Australia and Australian industry in securing events through the program has generated \$29 for the Australian economy.

BREAKDOWN BY EVENT TYPE



INDUSTRY SECTOR BREAKDOWN BY EVENT



AVERAGE INTERNATIONAL DELEGATE NUMBERS PER EVENT

1,509
Association congresses

2,275
Incentive programs

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 hard costs for accommodation, venue hire, transport and other event costs. The BFP does not subsidise administrative, logistics or marketing costs for international bids, for example for overseas travel for client meetings or marketing materials.

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/businessesvents for more information