

# 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. From 1 July 2018, this support will also include funds to secure potential business events for Australia through the Business Events Bid Fund Program (BFP).*

## WHAT IS THE BUSINESS EVENTS BID FUND PROGRAM?

Managed by Tourism Australia's business events unit, the Business Events Bid Fund Program (BFP) aims to deliver support within a specified financial year to organisations leading bids to secure international business events for Australia. The Program will support event costs for international business events of national significance to Australia.

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

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 BFP supports expenditure on goods and services within Australia that assist in securing confirmed, qualified international business events for Australia. It does not subsidise administrative, logistics or marketing cost for bids, for example for overseas travel for client meetings. The BFP is designed to deliver conversion of business for Australia in situations where the destination is bidding against international competitors for the right to host the business event.

The provision of funds via the BFP is designed to ensure a material difference to event costs. This can include, but is not limited to hard costs for accommodation, venue hire, transport and other event costs.

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

The BFP is available to support business events including international corporate incentive trips, 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 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 Federal Government's Trade & Investment Priority Sectors\* (where applicable) and Tourism Australia's business events strategy;
- Are of high economic value to Australia;
- Have the potential to increase the success rate of Australian bids for international business events; and
- Have the potential to attract large numbers of international visitors to Australia for confirmed business events.

## 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?

Please visit [australia.com/businessesevents](https://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*

