

# ADVANCE PROGRAM PROSPECTUS

Financial Year 2020/21



BUSINESS EVENTS  
AUSTRALIA

## WHAT IS THE ADVANCE PROGRAM?

Managed by Tourism Australia's business events unit, Business Events Australia, the Advance Program delivers specific, measurable, and achievable marketing and distribution activity within a specified financial year that supports;

- Marketing or distribution activities that help to increase international visitation to confirmed business events being held in Australia; and
- Marketing or distribution initiatives that help to increase consideration of Australia by international business events decision makers and/or that help in the conversion of new business events

The Advance Program offers the opportunity to leverage Tourism Australia's international marketing and distribution expertise to grow consideration of Australia as a business events destination, and to deliver best-practice marketing to grow international visitation to confirmed business events taking place in Australia.

The Advance Program offers partnerships with Tourism Australia that are determined via a submission and assessment process.

**Deadline first submission intake 5pm, Monday 1 June 2020.**

**Deadline Second submission intake 5pm Monday, 30 November 2020**

## MANDATORY CRITERIA AND ELIGIBILITY

Submissions to the Advance Program will be assessed against Mandatory Eligibility Criteria to ensure activities:

- Align with Tourism Australia's business events strategy
- Have the potential to influence decision makers of international business events and/or convert new business events for Australia
- Have the potential to attract international visitors to Australia for confirmed international business events
- Have a minimum funding request of AUD\$10,000
- Have a matched contribution to the project or activity which can be via in-kind, in-direct revenue, a financial contribution, or a combination by the partner
- All activity takes place in the 2020/21 financial year with all projects complete by 30 June 2021

This Prospectus provides applicants with information around ideas for activity the Advance Program can support, Mandatory Eligibility Criteria and project timelines.

## HOW TO APPLY

1. Please familiarise yourself with this document prior to completing your application for support. It describes where, when and how Tourism Australia will consider offering Advance Program support and the mandatory criteria
2. Ensure you complete all sections of the application form and attach any supporting documents
3. During the assessment process, Tourism Australia may require additional information and will communicate directly with applicants as required
4. At Tourism Australia's discretion, shortlisted applicants may be asked to present in person, or virtually, to provide an overview of the proposed activity to pitch their case for larger funding requests
5. Please be aware that submitting a request for support, regardless of whether the minimum criteria is satisfied, does not ensure that support will be made available under this or any other initiative. Tourism Australia, at its discretion, will determine where, when and how support will be offered and provided

**APPLY FOR THE 2020/21  
ADVANCE PROGRAM HERE**

## SUCCESSFUL SUBMISSIONS

Successful submissions will be notified by Monday 6 July 2020 for round one and 14 December 2020 for round two. Partners must enter into a contract with Tourism Australia, which will include a full schedule of activity, Key Performance Indicators (KPIs), timeline, and payment schedule. Provision of funds is dependent on meeting requirements under the contract and may be reduced or withdrawn on the basis of non-compliance by the partner.



**THE ADVANCE PROGRAM SUPPORTS A RANGE OF ACTIVITY INCLUDING BUT NOT LIMITED TO...**



Targeted delegate acquisition activity for a specific confirmed event/s in Australia



Distribution activity including strategic famils and targeted site inspections or strategy development for international event bids



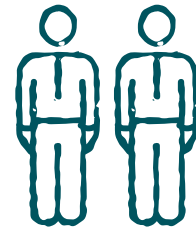
Bespoke and innovative marketing campaigns or content production with amplification strategies



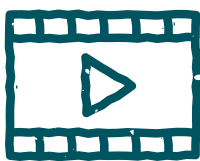
Digital marketing strategies including social media, microsites, SEO, SEM, eDMs, WeChat



Key marketing or distribution activities delivered in key international markets



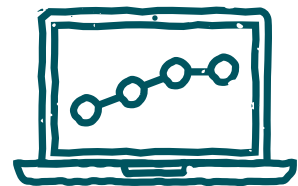
Activations in market for events where potential delegates can be influenced to travel to Australia or to drive conversion



Creation of content, assets or collateral including video and vignettes, stills, VR, podcasts, website to support & help convert international event bids



Public relations activity that secures editorial coverage or an international media buy



Virtual marketing or training concepts that increase consideration of Australian destinations for events

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## 2020/21 TIMELINE

Please refer to the following timeline for the 2020/21 Advance Program. Please note specific milestones will be incorporated into each individual contract.

	Advance Program 2020/21 round one applications open
<b>1 June 2020</b>	Deadline for 2020/21 round one applications
<b>Week of 22 June 2020</b>	Shortlisted applicants presentations, in person or virtually, to provide an overview of the proposed activity and pitch their case for larger funding requests.
<b>6 July 2020</b>	Results of round one applications communicated. Successful applicants provided with contract
<b>20 July 2020</b>	Deadline for successful round one applicants to sign contract and return to Tourism Australia
<b>August 2020, November 2020, February 2021, April 2021, June 2021</b>	Partnership discussions to take place (at a minimum). Progress reports due prior to partnership discussions. A timeline will be included in any successful Advance Program contract
<b>9 November 2020</b>	Advance Program 2020/21 round two applications open
<b>30 November 2020</b>	Deadline for 2020/21 round two applications
<b>14 December 2020</b>	Results of round two applications communicated. Successful applicants provided with contract
<b>22 December 2020</b>	Deadline for successful round two applicants to sign contract and return to Tourism Australia
<b>30 June 2021</b>	All activity and projects to be completed
<b>Post event report</b>	Final delegate numbers for supported events, including a breakdown of Australian vs international attendees to be provided

If you are in doubt as to whether your submission meets the Advance Program criteria, please don't hesitate to contact Tourism Australia at [bea@tourism.australia.com](mailto:bea@tourism.australia.com) for further assistance.



## ALL SUBMISSIONS TO THE ADVANCE PROGRAM WILL BE ASSESSED AGAINST THE FOLLOWING MANDATORY ELIGIBILITY CRITERIA:

Before submitting your application, please ensure you have addressed all the Mandatory Eligibility Criteria.

1. The Advance Program is designed to increase international visitation to Australia for the purposes of attending a business event, and to increase consideration of Australia as a business events destination
2. Submissions for specific business events must be for identified, qualified incentive, association or exhibition events being held Australia
3. Applicants must have demonstrated international business events experience and have been active in that market for a minimum of 12 months
4. Submissions must demonstrate innovation, creative ideas and explain how Tourism Australia's marketing and/or distribution expertise will be leveraged
5. Advance Program funds cannot be utilised for subvention purposes or to cover hard event costs
6. Expenditures and activities must be undertaken in full in the 2020/21 financial year
7. Proposed activity must be achievable and measurable during the 2020/21 financial year
8. All submissions must come from entities registered in Australia
9. Submissions must be for a minimum contribution by Tourism Australia of no less than AUD\$10,000 (excluding GST)
10. Submissions must demonstrate a matched contribution to the project or activity from the applicant which can be via in-kind, in-direct, a financial contribution, or a combination
11. Submissions must demonstrate that business events for which activity is to be undertaken will attract international delegates
12. Submissions must demonstrate the economic value of the event to Australia. Events with the highest return on Tourism Australia's investment will be prioritised for the Advance Program
13. If applicable, submissions must demonstrate any economic benefit due to regional dispersal of event or delegates. i.e. pre/post touring for a conference or exhibition, event being held in a regional destination, etc.
14. Applicant entities must have legal capacity to be able to enter into an agreement with Tourism Australia
15. Applicant entities must not be insolvent and must be in good financial standing to enter into an agreement with Tourism Australia
16. Applicant entries must comply with all applicable Australian laws including those relating to work health and safety, and privacy
17. Applicants will demonstrate clear, rigorous and reliable measurement and reporting methods for each activity proposed
18. Applicants must submit proposed key performance indicators (KPIs) as part of their Advance Program submission
19. Proposed timelines and milestones for activity must form part of any Advance Program application.
20. Applicants must agree to full transparency for work being delivered in partnership, as well as delivery of regular updates to TA on work in progress
21. Submissions must include details of any support already secured through other programs. Applicants agree that no support already secured through other programs may contravene Advance Program Terms & Conditions, reporting requirements, and Key Performance Indicators
22. Applicants must agree that acceptance of the Advance Program Terms & Conditions (Terms) form part of the application form for the Advance Program and that these Terms are non-negotiable
23. Applicants must agree that Tourism Australia will determine successful applications to the Advance Program at its absolute discretion
24. Applications must be received by Tourism Australia no later than 5pm, Australian Eastern Standard Time on **Monday 1 June 2020** for round one and **Monday 30 November 2020** for round two. Tourism Australia reserves the right to reject any application or part thereof which is received after the submission date

### TRADE AND INVESTMENT PRIORITY AREAS\*

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

*\*subject to revision by the Australian Federal Government*

#### Trade and Investment Priority Areas

- Food and Agribusiness
- Advanced Manufacturing
- Infrastructure
- Resources and Energy
- International Health
- Services & Disruptive Technologies

