

BUSINESS EVENTS AUSTRALIA BID FUND PROGRAM SUMMARY

April 2021

TOURISM AUSTRALIA



BIDS WON

40
WINS

\$409M

Total economic
impact

BID APPLICATION SUMMARY

181*

Events

\$1b**

Total economic value

*Excludes multiple applications received for some events

** Excludes duplicates and withdrawn/lost/declined applications

RETURN ON INVESTMENT

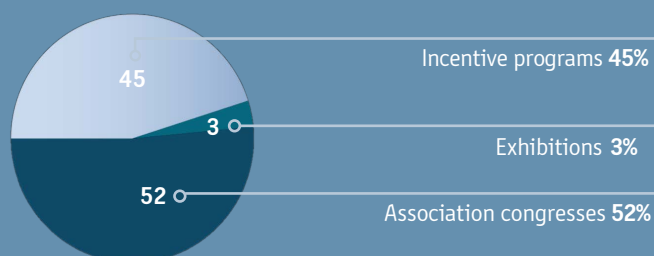
\$30*

ROI on total contribution: This is the expected return for Australia for every dollar invested by all parties

\$61 *ROI on TA contribution: This is the expected return for Australia for every dollar TA invests

*Based on bids won

APPLICATION BREAKDOWN BY EVENT TYPE

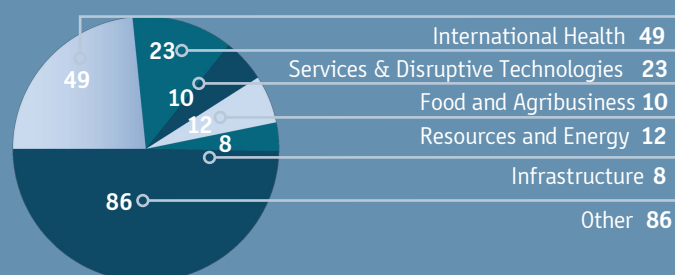


AVERAGE INTERNATIONAL DELEGATE NUMBERS PER EVENT

1,598
Association
congresses

2,046
Incentive
programs

INDUSTRY SECTOR BREAKDOWN BY EVENT



APPLICATIONS

PROGRESS REPORT BY APPLICATION LOST AND DECLINED

Lost to international competition	45
Withdrawn/Declined*	47
Confirmed events cancelled due to COVID-19	6

* TA declined applications for events that did not meet mandatory eligibility criteria such as; minimum economic impact; international delegate numbers; acceptance of terms & conditions.

BREAKDOWN BY STATE FOR APPLICATIONS*

State	Association	Incentive	Exhibition
NSW	29	21	4
VIC	21	11	2
SA	9	12	-
QLD	51	46	2
WA	11	16	1
NT	7	-	-
ACT	3	-	-
TAS	-	-	-

* 245 applications for 181 events

This information is confirmed as of 15 April 2021