

BUSINESS EVENTS AUSTRALIA

BUSINESS EVENTS BOOST PROGRAM

SUPPORTED ACTIVITY

The Business Events Boost Program will support marketing and distribution activity such as:



Content creation and collateral including video and/or still photography



Marketing assets for domestic bidding and for the conversion of new national events



Unique and strategic delegate boosting initiatives



Digital marketing activity including social media or website enhancements



Communication activity such as direct mail, microsites, public relations activity or editorial coverage



Media buy and marketing campaigns with amplification strategies



Virtual reality and online site inspections



Podcasts and audio interview series



Qualified distribution and business development activity including targeted familiarisation trips

TIMELINE



MAY 2021

Business Events Boost Program launch and applications open



JUNE 2021

Business Events Boost Program applications close



JUL 2021

Business Events Boost Program applications assessed, and partners notified



JUN 2022

Business Events Boost Program activity and partnerships completed

MANDATORY CRITERIA

- Activity must have potential to influence decision makers to increase consideration for domestic business events and ultimately drive conversion
- Activity must support business events defined as: corporate meetings, incentives, conferences and exhibitions. Activity will not support social or family groups, weddings, student, or leisure tour groups.
- Minimum request will be \$10,000 per project.
- Matched funding criteria where applicants provide a matched contribution value which can be direct financial contribution, value in-kind contribution, or a combination.
- All activity must take place in the 2021/22 financial year, with all projects complete by 30 June 2022.
- Funding support for the Boost Program cannot be used for hard event costs, subvention activity or attendance at industry events. Funds are to be used for marketing and distribution projects only.
- Submissions must demonstrate the economic value of the events the activity will support for Australia. Events with the highest return on Tourism Australia's investment will be prioritised for the Boost Program.
- Applicants will demonstrate clear, rigorous and reliable measurement and reporting methods for each activity proposed including proposed key performance indicators (KPIs).

Find out more at: australia.com/business-events

APPLY FOR THE 2021/22 BUSINESS EVENTS BOOST PROGRAM [HERE](#)