

# BUSINESS EVENTS BID FUND PROGRAM – PROSPECTUS

Financial Year 2018/19



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

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

## WHAT IS THE BUSINESS EVENTS BID FUND PROGRAM?

Tourism Australia supports the Australian business events industry through its marketing and distribution development activities, including the Advance Program which supports delegate acquisition activities for existing international business events taking place in Australia.

From 1 July 2018, Tourism Australia will extend its existing support of the Australian business events industry through the Business Events Bid Fund Program (BFP), which provides assistance to secure new international business events for Australia.

## THE BUSINESS EVENTS BID FUND PROGRAM

Managed by Tourism Australia's business events unit, Business Events Australia, the Business Events Bid Fund Program (BFP) is designed to increase the conversion of 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 business in situations where Australia is bidding against international competitors for the right to host the business event.

The BFP supports expenditure on goods and services within Australia for the purposes of delivering confirmed, qualified business events. The BFP does not subsidise administrative, logistics or marketing costs for international bids, for example for overseas travel for client meetings or marketing materials.

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.

Funds from the BFP will only be accessible once the bid in question has been confirmed for Australia and contracts are finalised. Funds will be provided in instalments and will be dependent on the delivery of key performance metrics as outlined in BFP contracts.

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.

This Prospectus provides you with a Checklist, Criteria and Terms & Conditions for the Program. Applications for Tourism Australia's Business Events Bid Fund Program for FY2018/19 will open on 1 May 2018, with funds available to successful applicants from 1 July 2018.

Please familiarise yourself with this Prospectus before submitting an application to the Business Events Bid Fund Program.

## ADVANCE PROGRAM FOR EXISTING BUSINESS EVENTS

The BFP is not available to support the marketing of existing, confirmed international business events taking place in Australia. Tourism Australia's Advance Program can potentially support international delegate acquisition activities for these existing business events. Applications for the Advance Program FY2018/19 will be available on [Australia.com/businessesvents](http://Australia.com/businessesvents) from 1 April 2018. Please visit the site to access the Prospectus and Application Form.



## MANDATORY ELIGIBILITY CRITERIA

All submissions to the BFP Program will be assessed against the following Mandatory Eligibility Criteria. Before submitting your application, please ensure you have reviewed and addressed the following:

1. The BFP is designed to increase the conversion of new and qualified international business events. Submissions to the BFP must be for new and qualified business events
2. The BFP is not for the purposes of supporting the delivery of existing business events being held in Australia. No existing business events will be considered. Requests for support for international delegate acquisition activities for these existing business events should be made via Tourism Australia's Advance Program.
3. The BFP is designed to support international business events being held entirely in Australia. No dual international destination events will be considered
4. Submissions to the BFP must request funds to cover actual event costs, including but not limited to accommodation, venue hire, transport and other event costs
5. Submissions must not be for the purposes of administrative, logistics or marketing cost for bids, or for marketing collateral or delegate acquisition
6. Submissions must be for a minimum of A\$100,000 (excluding GST) in relation to Item 4 above
7. Submissions must be able to thoroughly demonstrate the economic value of the event to Australia. Events with the highest return on Tourism Australia's investment will be prioritised for the BFP Program
8. Submissions must demonstrate matched funding to the requested BFP support. A minimum of dollar for dollar matching of funds must be demonstrated by applicants
9. If applicable, submissions must demonstrate any economic benefit due to regional dispersal of event or delegates, i.e. pre/post touring, an event or part of an event being held in a regional destination
10. For international association events and exhibitions, submissions must demonstrate that the event for which support is requested will attract a minimum 500 international visitors
11. For international incentive events, submissions must demonstrate that the event will attract a minimum of 1000 international visitors and/or bring an economic value of over A\$3 million to Australia
12. Applicants must have the legal capacity to be able to enter into an agreement with Tourism Australia in accordance with Australian law
13. Applicants must not be insolvent and must be in good financial standing to enter into an agreement with Tourism Australia
14. Applicants must comply with all applicable Australian laws and Tourism Australia policies, including those relating to work health and safety, privacy, anti-bribery and corruption and insurance requirements
15. Applicants must submit proposed key performance indicators (KPIs) as part of their BFP submission and demonstrate clear, rigorous and reliable measurement and reporting methods
16. Applicants must agree to full transparency with Tourism Australia regarding bid details, lead agencies, additional support requested and/or secured from other entities and financial information. As such, all applicants must provide supporting documentation upon request by Tourism Australia
17. Applicants must respond to all mandatory questions in the BFP application form to submit an eligible submission. Tourism Australia reserves the right to reject submissions that do not complete all mandatory questions
18. Applicants must agree that any support already secured through other programs does not contravene BFP Terms & Conditions, reporting requirements, and key performance indicators (KPIs)

## CRITERIA AND ASSESSMENT

Support through the Business Events Bid Fund (BFP) is determined via a submission and assessment process. Submissions will be assessed against mandatory criteria to ensure international business events:

- Align with the Australian Government's Trade and Investment Priority Sectors\* (where applicable) and Tourism Australia's business events strategy;
- Have the potential to increase the success rate of Australian bids for new international business events;
- Have the potential to attract large numbers of international visitors to Australia; and
- Are likely to deliver significant economic value to Australia



## HOW TO APPLY

1. Please take the time to familiarise yourself with this document prior to completing your application for support. It describes where, when and how Tourism Australia will consider offering Business Events Bid Fund Program (BFP) support and the criteria that must be satisfied before this support will be offered
2. Please take the time to read through the Mandatory Eligibility Criteria and the Business Events Bid Fund Program Terms & Conditions (Terms). Acceptance of these Terms is mandatory to apply for the BFP
3. Complete the Business Events Bid Fund Program Checklist, to understand the key requirements for any event seeking support through the Program
4. Ensure you complete all mandatory sections of the BFP application

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.

## BUSINESS EVENTS BID FUND PROGRAM TERMS & CONDITIONS (TERMS):

1. By applying, applicants must agree that acceptance of the BFP Terms & Conditions, (Terms) form part of the application form for the BFP and that these Terms are non-negotiable
2. Applicants must agree that Tourism Australia (TA) will determine successful applications to the BFP at its absolute discretion
3. TA reserves the right to reject any application or part thereof at its absolute discretion
4. The applicant must submit a completed application form, including all mandatory information and supporting documentation. Failure to comply with these Terms may result in delays or rejection of the application due to non-compliance
5. TA reserves the right to consider any support previously provided to the applicant in relation to the bid in question, (either by TA or another entity) when assessing the BFP submission
6. TA reserves the right to request information additional to that supplied in the submission to assist its decision-making process
7. Successful applicants will be offered an opportunity to enter into a contract with TA, which will include a full schedule of activity, key performance indicators, (KPIs), timeline, and payment schedule
8. Provision of funds will be conditional against the partner delivering activity to agreed key performance indicators, (KPIs), timeline and schedules
9. Payments will only be made once the event is confirmed for Australia and all requisite contracts are in place
10. TA may withdraw or decrease funds at its sole discretion, should the applicant fail to comply with the Mandatory Eligibility Criteria, these Terms, and any KPIs, timelines or schedules outlined in the BFP contract
11. BFP funds cannot be utilised for administrative, logistics or marketing cost for bids, i.e. for marketing collateral, delegate acquisition or travel costs for organisers. Funds must only be used to cover event costs in Australia, i.e. accommodation, venue hire, transport and other event costs. Breach of this Term may result in TA exercising its right to terminate the BFP contract
12. Applicants will be given a reasonable opportunity to comply with any breaches of these Terms which will include notification of TA's intention to withdraw or reduce agreed funding within seven (7) days
13. TA reserves the right to determine and amend the Mandatory Eligibility Criteria for the BFP at any time and at its sole discretion. This includes but is not limited to minimum economic impact and delegate numbers
14. Applicants agree that TA may at its sole discretion pay the BFP funds directly to suppliers for agreed activity
15. Applicants agree that Tourism Australia may, at its sole discretion, request from the successful applicant evidence of estimates or costs provided in the BFP application, i.e. a quote from a supplier
16. Applications for BFP support will only be considered when Australia is already in competition with other international destinations for an event. Applications will not be considered for initial stage bidding where Australia has not progressed to consideration stage



17. In bid situations where Australia has progressed to consideration stage and multiple Australian organisations, (for example convention bureaux) are bidding for the same international event, each of these entities must submit an individual application
18. Subject to meeting the Mandatory Eligibility Criteria and complying with all Terms, in bid situations where multiple Australian organisations, (for example convention bureaux) are bidding for the same international event, each individual application will be assessed independently, and all successful applicants will be offered the same funding support
19. TA reserves the right to vary the amount granted to successful applicants from the amount requested in the application
20. Tourism Australia's commitment to providing financial support is based on the information stipulated in the application and supporting documentation. Should this information change in any way, the applicant agrees to inform TA immediately. Failure to do so may result in the cancellation or reduction of support
21. Applicants agree that Tourism Australia may, at its sole discretion, conduct an audit of finances related to the event for which support has been obtained through the BFP. Applicants agree to make available to TA any documentation required for the purposes of this audit
22. The applicant agrees to provide TA with written confirmation of any bid win related to an application through the BFP. This must be received by TA within thirty (30) business days of the bid decision. This is an express responsibility of the applicant and failure to submit this to TA will result in the withdrawal of TA support through the BFP
23. TA reserves the right to representation at relevant meetings pertaining to any successful BFP submission
24. The applicant agrees to share media communications plans a minimum of ten (10) working days prior to any bid win announcements for any event supported through the BFP. TA reserves the right to create media materials and release statements regarding the support provided by the BFP
25. The applicant agrees to recognise TA and the Australian Federal Government as supporters of the bid through the BFP in any media and communications materials produced for the international business event being held in Australia. TA reserves the right to approve, amend or reject said recognition at its absolute discretion
26. The applicant agrees to inform any bid partners, contracted agencies and or/the Event Underwriter of all requirements under the Terms & Conditions of the BFP and undertakes to gain their compliance with same. Failure to do so may result in the withdrawal of support through the BFP
27. The applicant agrees to not make any false representations regarding the BFP or the nature of the agreement of support from TA to any third party
28. The applicant agrees that the relationship between any parties who enter into a contract for the purposes of the BFP is not a partnership, joint venture, employment or relationship of principal and agent. At no time is the applicant to represent themselves as an agent or related party to TA or purport to make any commitment on behalf of TA

## SUCCESSFUL SUBMISSIONS

If an applicant's submission is successful the applicant will be offered an opportunity to enter into a contract with Tourism Australia, which will include, without limitation, terms and conditions relating to key performance indicators (KPIs), milestones and a 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 applicant.

Successful applicants will be required to accept or decline the offer within seven (7) days from the date of the offer. The successful applicant must review and return contracts within (7) seven days of receipt of the Contract. Tourism Australia reserves the right to take into consideration support already provided by other organisations or programs. Support will be allocated in instalments as determined by Tourism Australia at its sole discretion. All contributions will be paid in Australian dollars.

Applicable Law: These Terms and the Tourism Australia Business Events Bid Fund Program are subject to the laws of the state of New South Wales, Australia and the courts of that state.



## BID FUND PROGRAM CHECKLIST

Before submitting your application, please consider the following checklist

**Has Australia progressed to the consideration set for the proposed event?**

Yes / No

*If you have answered no, please note that to maximise return on investment, Tourism Australia will prioritise bids where Australia is already in consideration*

**Will the decision on a destination for the event be made before 30 June 2021?**

Yes / No

*Payment of funds for successful applications to the BFP can be made after 30 June 2021, however please note that Tourism Australia's Business Events Bid Fund Program is only available to support bids where a decision will be taken by 30 June 2021*

**Is the support requested through the BFP at least A\$100,000?**

Yes / No

*Please note that the minimum funding request through the BFP is A\$100,000*

**For international association or exhibition events, will the event attract 500 or more international visitors?**

Yes / No

*If you have answered 'no', please note that to ensure the greatest return on investment for Australia, submissions which meet this criteria will be given precedence*

**For international incentive events, will the event attract 1000 or more international visitors?**

Yes / No

*If you have answered 'no', please note that events that provide the greatest return on investment for Australia will be given precedence*

**Does the event represent economic value of A\$3m or more to the Australian economy?**

Yes / No

*Please note that events with the greatest economic value to Australia may be given precedence. You will be required to provide justification of your estimate during the application process*

**Does your application align with the Australian Government's trade priority sectors listed in this document?**

Yes/No

*If you have answered 'no', please note that where applicable, applications for business events that align with the Australian Government's trade and investment priority sectors will be given precedence*

**Is there only one Australian destination in consideration for the business event?**

Yes/No

*If you have answered 'no', please note that Tourism Australia may receive multiple requests for support for the same event and will make its decisions of support at its absolute discretion*

**Will your event support regional dispersal to Australian destinations? Yes / No**

Yes/No

*Please note, economic benefit to regional Australia will be favourably considered. If applicable, submissions must demonstrate any economic benefit due to regional dispersal of event or delegates, i.e. pre/post touring, an event or part of an event being held in a regional destination*

**I have read, understood and will comply with the Mandatory Eligibility Criteria and the Terms and Conditions of the Business Events Bid Fund Program**

Yes/No

*If you have answered 'no' please note all applicants must read, understand and comply with the Business Events Bid Fund Program Mandatory Eligibility Criteria and Terms and Conditions*

Applications for the Tourism Australia Business Events Bid Fund Program open on 1 May 2018.

