



Australian Government

Austrade

Business Events Grants Program

Frequently Asked Questions

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1. What is the Business Events Grants Program?

The Business Events Grant program (the Program) is part of the \$1 billion Relief and Recovery Fund which is providing assistance to sectors, regions and communities disproportionately affected by the economic impacts of COVID-19.

Businesses will be encouraged to attend events, trade shows and conferences within Australia through grants to help cover the costs associated with exhibiting such as the hire of exhibition spaces, the design and manufacture of displays, travel and accommodation.

The objectives of the Program are to:

- Support delegates that are buying or selling to participate in 'business events'. Business events includes exhibitions, conferences, and conventions.
- Promote Australian business capability, goods and services, including to a domestic audience, bolster supply chain resilience, enhance industry match making opportunities and Australian product and service value add.

Give business event organisers the confidence to plan and commit financially to events in 2021 and create demand for business buyers/sellers to participate at these events.

There are two key Phases involved in the Program:

- **Phase 1:** An expression of interest (EOI) for event owners to apply to have their event included on the Schedule of Approved Business Events (the Schedule).
- **Phase 2:** The Business Events Grants program (the Program), which supports business event delegates by providing grants to meet up to 50 per cent of costs incurred in participating at a pre-approved business to business event in Australia during the 2021 calendar year.

2. What funding is available through the Program?

Phase 1: Schedule of Approved Business Events

There is no funding linked to the EOI process. Event owners included on the Schedule may be eligible for funding, under the Business Events Grants program, if they meet the eligibility and co-contribution requirements.

Phase 2: Business Events Grants program

The Business Events Grants program will support Australian businesses by providing grants between \$10,000 and \$250,000. Grant funding will cover up to 50 per cent of costs incurred in participating at pre-approved business to business events as buyers or sellers during the 2021 calendar year. Event owners may also be eligible for funding if they meet the eligibility and co-contribution requirements.

The pre-approved business events will be listed on the Schedule of Approved Business Events. Businesses can apply for multiple events per application or submit multiple applications for events on the Schedule, however they can only receive up to a maximum of \$250,000 per entity.

If an event is cancelled in 2021 due to COVID-19, then the grant will be used to fund the non-refundable costs up to the value of the grant in order to give business event organisers, the confidence to plan and commit financially to events in 2021 and to create demand for business buyers/sellers to participate at these events.

3. What is the benefit of having my event included on the Schedule?

The program will support businesses to attend business to business events as buyers or sellers by providing them with grants that meet up to 50 per cent of costs incurred in participating at events during 2021. Funding will only be provided for attendance at pre-approved events listed on the Schedule.

Event owners listed on the Schedule may also be eligible for funding, as long as their application meets eligibility and co-contribution requirements. Further details will be outlined in the Program Guidelines.

4. Is my event eligible for inclusion on the Schedule?

Events must meet mandatory eligibility criteria to be considered for inclusion on the Schedule. A full list of criteria and the application process is available on the [Austrade program website](#).

Priority will be given to events that can demonstrate they support regional Australia through either being hosted in the region and/or using regional products and services. Details of the costs associated with the registration process must also be provided with the application.

5. What is involved in the assessment process for events to be included on the Schedule?

Applications will be assessed by Austrade with assistance from industry. Austrade's Program Delegate (a senior official in Austrade) will make the final decision on events to be included on the schedule.

Information in the application may be shared with other Commonwealth and State/Territory government departments, local government authorities and business events industry associations to assist the Program Delegate in making a final decision.

6. Will all events that meet the eligibility criteria be included on the Schedule?

The Program Delegate has the final decision on whether or not to approve an event to be included on the Schedule. Meeting the criteria does not guarantee inclusion on the Schedule.

When making their decision the Program Delegate may consider other factors, such as (but not limited to) demand on the program, costs of delegates attending, event location, priority sector and timing of the event. Austrade reserves the right to remove events from the schedule or apply grant limits to events on the schedule at any time to manage demand on the program.

7. Does my event need to be open for registrations to be considered for inclusion in the Schedule?

In order to be considered, events must be open for registrations for delegates/exhibitors to book, or will be open for registrations within a month of being listed on the Schedule (with a cut-off date of 26 February 2021).

8. If my event is included on the Schedule, does that mean I have also been approved for grant funding to attend as a delegate?

No. Event owners listed on the Schedule may be eligible for funding, as long as their application meets eligibility and co-contribution requirements. Funding under the Business Events Grants program will be assessed and determined through a separate process.

9. If I'm not ready, will there be future opportunities to have my event included on the Schedule?

EOIs will remain open through to 26 February 2021 but may be closed earlier to manage demand on the Program or if all Program funds are committed.

We encourage you to submit your EOI by 11:59PM, 30 November 2020 to ensure your event can be considered for the Schedule when the Program opens in mid-December.

10. Are consumer trade shows eligible events?

No. The business event must have a business to business component that brings together delegates and exhibitors for a product and service exchange. Events that have a both a business to consumer component and a business to business

component will still be assessed but only on the business to business aspect of the event. Applicants must provide an estimate on the proportionality of the business to business component and expected number of business delegates/exhibitors.

11. What if my event has to be cancelled due to COVID-19?

If an event is cancelled in 2021 due to COVID-19, then the grant will be used to fund the non-refundable costs up to the value of the grant.

12. What is the 'Price Schedule'?

The 'Price Schedule' for the event, will cover the registration costs (including early bird costs) for delegates and exhibitors. The sponsorship package prices and proof of venue booking/confirmation for the event will also need to be included in the EOI.

An explanation should be provided on how the Price Schedule was determined and how it compares to the previous year's event. If the registration charges vary more than 10 per cent from the previous year, a detailed explanation must be provided.

13. Why does the Business Event need to be multi-day?

The Business Event grant program is designed to maximise the economic value and impact to the host region. Multi-day events will support the tourism sector through overnight visitor spend and increased accommodation market compression.

14. I am an Event Organiser, can I submit an EOI?

Only event owners can submit an EOI for their event to be part of the Schedule of Approved Business Events. Event owners may give written permission for Event Organisers to submit an EOI on their behalf and/be the primary contact for the submission. Written approval from the event owner needs to be included in the application through an email or letter attachment which is uploaded as part of the application form.