

-KICKSTART 2021 SYDNEY BUSINESS EVENTS FUND – PROGRAM GUIDELINES

Please read the following conditions carefully. Business Events Sydney will allocate funding according to the terms in this document.

OVERVIEW

The NSW Government has announced \$5.5 million funding for a Business Events Industry Support package. Under the package, tailored funding programs have been developed to support business events in:

- Greater Sydney, Newcastle and Wollongong (administered by BESydney)
- Regional NSW (administered by Destination NSW)

The guidelines in this document are for events to be held in the Greater Sydney, Newcastle or Wollongong areas. Go to meetinns.com.au/business-event-development-fund for guidelines for events in Regional NSW.

ABOUT BUSINESS EVENTS SYDNEY (BESydney)

BESydney is a public private partnership funded by the NSW Government, the City of Sydney and the private sector responsible for attracting domestic and global meetings to Sydney.

As Sydney's business events bidding specialists, BESydney has a unique expertise and capability in acquiring business events and promoting Sydney as a business visitor destination for the past 50 years.

This fund, *Kickstart 2021*, will be administered by BESydney, in conjunction with Destination NSW, on behalf of the NSW Government.

PROGRAM OBJECTIVE

The *Kickstart 2021* Sydney Business Events Fund (*Kickstart 2021*) is designed to support business events, conferences and trade exhibitions across Greater Sydney, Newcastle and Wollongong as part of a major COVID-19 response package designed to encourage people back into Sydney, particularly the CBD, and to support jobs in the accommodation, entertainment, and tourism and business event sectors.

The program is designed to incentivise business event organisers to contract and hold their next small to medium-sized business event in Sydney before 31 December 2021.

KICKSTART 2021 FUNDING SUPPORT

Funding is available to organisers of business events that will attract 50 or more delegates to a public venue in the Greater Sydney, Newcastle or Wollongong areas for a gathering of at least one day's duration, to be held between now and 31 December 2021.

You do not have to be a BESydney partner or member to apply for funding. However, NSW Government agencies and political parties are ineligible to apply.

Funding is available for event organisers to offset venue costs (venue hire, inhouse catering and/or inhouse AV costs) only based on the following scale:

- a. \$50 per physical delegate for a one-day business event (Max: \$45,000)
- b. \$100 per physical delegate for a two-day (or more) business event (Max: \$90,000)

The party executing the venue contract is required to be the Applicant and contracting party for the funding support.

Applicants are not required to use BESydney partner or member venues.

Funding is to be matched dollar-for-dollar by the Applicant. This means that for every dollar in funding you are requesting, you will need to have your own funds to (at least) match the funding being requested. i.e., Total funding paid cannot exceed 50% of the venue costs incurred by the Applicant, as itemised on the final invoice issued by the venue to the Applicant. You may be required to provide evidence that these funds are available e.g. bank statements.

Applicants may submit multiple applications however individual business events can only be funded once under this program.

Funding will be offered until the pool of funds available has been fully allocated (or 31 May 2021, whichever occurs first). Applications will be assessed on a first-come-first-served basis.

ELIGIBLE BUSINESS EVENTS

To be considered for funding for *Kickstart 2021* an applicant must demonstrate that they sufficiently meet the following criteria:

1. The definition of a business event for the purposes of the *Kickstart 2021* program, being a:
 - Congress
 - Conference
 - Convention
 - Company general meeting
 - Corporate retreat
 - Incentive group event
 - Marketing event
 - Product launch
 - Seminar
 - Symposia
 - Trade exhibition
 - Training course
2. Event is new business (i.e., event contracted after the program commencement date)
3. Event must be held prior to 31 December 2021.
4. Event must have a minimum duration of one full meeting day (minimum six hours) and a minimum of 50 registered delegates physically attending on the day(s). If the event is multiple days, a minimum of 50 registered delegates physically attending is required on at least two days - funding will be based on the lower attendance day (if different).
5. Event must be hosted at any public event venue available for hire within the Greater Sydney, Newcastle or Wollongong areas. A list of the eligible Local Government Areas for the purposes of this program is included at **Appendix 1**.

USE OF FUNDS

Funding is available to offset venue costs (venue hire, inhouse catering and/or inhouse AV costs) only.

The payment of any funds approved through *Kickstart 2021* will be tied to the delivery of key milestones as outlined in the Event Funding Agreement required to be executed to confirm the funding offer.

APPLICATION PROCESS

All applications must be completed online via BESydney's SmartyGrants application portal at www.meetinsydney.com.au/offers/. Applications must be received in full before the closing date advertised. BESydney will not accept applications after the closing date, nor partially completed applications.

All Applicants are encouraged to thoroughly read these Terms and Conditions before beginning their application. Please do this before approaching BESydney with any enquiries about this program.

Application assessment is managed via the online application portal.

All applications are processed on a first-come-first-served basis.

Applications will be assessed against criteria agreed with the NSW Government (see above).

A list of applications recommended for funding will be briefed into the Minister for Jobs, Investment, Tourism and Western Sydney.

Upon Ministerial approval, BESydney will notify all applicants of the outcome of the assessment process.

Payment to successful Applicants will be made in two instalments:

- a. Initial payment after receipt of signed Venue Hire Agreement and execution of Event Funding Agreement.
- b. Final payment of balance due on receipt of post event reports (evidencing actual attendance, duration and venue costs).

CONDITIONS OF FUNDING

1. Applications are not confirmed until a funding agreement is executed between the Applicant and BESydney.
2. An executed Venue Hire Agreement dated after the program commencement date must be provided to BESydney by 15 June 2021.
3. The Applicant must complete the post event report and provide to BESydney the final invoice issued by the venue post-event, to confirm actual physical attendance, duration and venue costs.
4. Any Event which has had funding confirmed under the *NSW Regional Business Event Development Fund* is ineligible for *Kickstart 2021* funding.
5. BESydney may, at its discretion, provide (non-cash) promotional support to business events funded by *Kickstart 2021* as part of its ongoing marketing activities. BESydney will, from time to time, request event information, imagery and video content to assist with the marketing of business events or projects supported through the Fund.
6. BESydney reserves the right, as a condition of funding, to make use of event or project data for the purposes of market research and evaluation to enable the long-term development of events in Sydney.
7. Successful Applicants must retain all records relating to the event or project, including expenditure, and make them available for audit purposes if required.

Note: Information provided by BESydney is a guide only and is prepared in good faith. BESydney does not make any representation or warranty about the accuracy, suitability, reliability, currency or completeness of any information it provides. BESydney (and the NSW Government) are not liable for any loss resulting from any action taken or reliance made by the Applicant on any information provided.

EVENT FUNDING AGREEMENT

The Applicant will be required to enter into an Event Funding Agreement with BESydney in order to receive *Kickstart 2021* funding. As part of this Agreement, the Applicant will provide the following if requested:

- Provide data on delegate spend, delegates, and region of origin.
- Assistance to BESydney in conducting delegate research via post event online surveys.
- Use of logos for BESydney and Destination NSW in promotion and media.
- Any applicable insurances, sanctions and adherence/exemption to any relevant Public Health Order.

The Event Funding Agreement will confirm the Approved Funding Amount. Actual funding paid may be varied on confirmation of actual delegate attendance, meeting duration and venue costs incurred. Final funding paid cannot exceed the Approved Funding Amount.

If the successful Applicant breaches its obligations under the Event Funding Agreement including failure to hold the event before 31 December 2021, achieve the agreed delegate requirement or deliver on a milestone, BESydney reserves the right to withhold funding or claim a refund of any funds already provided in respect of the Event.

ADDITIONAL CONSIDERATIONS:

Potential Applicants should note that:

- No funding application is guaranteed to result in funding.
- No Applicant is guaranteed funding to the full amount requested in their application.
- The NSW Government reserves the right to vary the amount of funding at any time.
- The NSW Government reserves the right to not approve funding if the application is of insufficient merit, or the Event may bring the NSW Government into disrepute.
- BESydney may change these Terms and Conditions from time to time, with any changes to be published on the Meet in Sydney website.
- The Minister for Jobs, Investment, Tourism and Western Sydney has final discretion on the dispersal of any funding under the NSW Government's Kickstart 2021 Sydney Business Events Fund.

IMPORTANT CONTACTS

Visit meetinsydney.com.au/offers/ or email BEFund@BESydney.com.au for more information.

BESydney has additional support available for large-scale national association or corporate meetings of 900 or more delegates. Please contact BESydney by emailing our client engagement team directly at BidSydney@besydney.com.au.

All Sydney LGAs and the Cities of Newcastle and Wollongong are eligible for funding from the *Kickstart 2021 Sydney Business Events Fund*.

LOCAL GOVERNMENT AREAS ELIGIBLE FOR KICKSTART 2021 SYDNEY BUSINESS EVENTS FUND			
Blacktown	Fairfield	Liverpool	Strathfield
Blue Mountains	Georges River	Mosman	Sutherland
Bayside	The Hills	City of Newcastle	City of Sydney
Burwood	Hawkesbury	North Sydney	Waverley
Camden	Hornsby	Northern Beaches	Willoughby
Campbelltown	Hunter's Hill	Parramatta	Wollondilly
Canada Bay	Inner West	Penrith	City of Wollongong
Canterbury-Bankstown	Ku-ring-gai	Randwick	Woollahra
Cumberland	Lane Cove	Ryde	