

ACCELERATE SYDNEY BUSINESS EVENTS FUND – PROGRAM GUIDELINES – ROUND 1

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 a new \$6 million funding allocation for the *Accelerate Sydney Business Events Fund* (“Accelerate”) as part of the COVID-19 Economic Recovery Package, designed to encourage business events and people back to the city for events held in Greater Sydney, Newcastle and Wollongong. This much needed investment will help revive businesses and bring tourism providers back to their vibrant best.

Business Events Sydney will administer the funding program in conjunction with Destination NSW, on behalf of the NSW Government. Matched funding will be available by application in rounds. The first round will commence Tuesday, 30 November, 2021. Eligible business events are conferences, conventions, symposia, congresses, seminars, training courses, trade exhibitions attracting a minimum of 100 delegates to a venue for a gathering of a minimum of one full day’s duration.

For events in Regional NSW refer to meetinnsw.com.au for current support programs.

ABOUT BUSINESS EVENTS SYDNEY (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney, and industry.

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

PROGRAM OBJECTIVE

The *Accelerate* program is designed to support conferences, conventions, symposia, congresses, seminars, training courses and trade exhibitions across Greater Sydney, Newcastle and Wollongong as part of a major COVID-19 response package designed to encourage people back into the city, particularly the CBD, and to support industry suppliers in the accommodation, entertainment, and tourism and business event sectors.

The program will play a significant role in rebuilding business confidence and incentivising business event organisers to contract and hold their next in-person business event in Sydney, Newcastle and Wollongong before 31 December 2022.

ACCELERATE FUNDING SUPPORT

Funding is available to organisers of business events that will attract 100 or more delegates to a public venue in the Greater Sydney, Newcastle or Wollongong areas for a gathering of a minimum of one full day’s duration, to be held between 1 April 2022 and 31 December 2022.

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

- a. Up to \$50 per physical delegate for a one-day business event for a maximum of 600 delegates (Max: \$30,000)
- b. Up to \$100 per physical delegate for a two-day (or more) business event for a maximum of 600 delegates (Max: \$60,000)

The Applicant must be the party (event owner or event organiser) who will execute the venue contract. Funding will only be paid to the applicant. 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.

The applicant and the venue must not be related parties or otherwise connected through common ownership or control.

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.

Funding will be offered until the pool of funds available has been fully allocated (or 5pm, Friday, 17 December 2021, whichever occurs first). Applications will be assessed on a first-come-first-served basis.

ELIGIBLE BUSINESS EVENTS

To be considered for funding for *Accelerate* an applicant and /or the event must meet the following criteria:

1. Applicant is ABN registered
2. A business to business (B2B) event in one of the following eligible formats:
 - Conference
 - Congress
 - Convention
 - Seminar
 - Symposia
 - Trade exhibition
 - Training course
3. All other business event types are ineligible for *Accelerate* Funding, including but not limited to:
 - Business to consumer events
 - Fundraising or charity events
 - Stand-alone catering events (breakfast / lunch / dinners etc)
 - Stand-alone awards, balls or presentation events
 - Pageants and festivals
4. Applicant has not contracted a venue as at the date program commencement (i.e., the event is new business).¹

¹ An exception will be made where the business event was approved to receive *Kickstart 2021* funding, was impacted by Public Health Orders and has postponed to a date after 31 March 2022 due to venue unavailability.

5. Event will be held between 1 April 2022 and 31 December 2022.
6. Event has a minimum duration of one full meeting day (minimum six hours excluding set-up and pack down). Note that two half days cannot be combined to form an eligible day.
7. A minimum of 100 adult registered delegates are required to physically attend on the day(s) for a period equivalent to a full meeting day. The full meeting day is required to be at the same contracted venue.
8. If the event is multiple days, a minimum of 100 adult registered delegates physically attending is required on at least two full meeting days.
9. Delegates are defined as a registered physical attendee on the eligible meeting day and excludes, exhibitors, sellers, accompanying persons, children, no shows and virtual attendees.
10. Applicants must submit an event agenda / program with their application.
11. 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**.

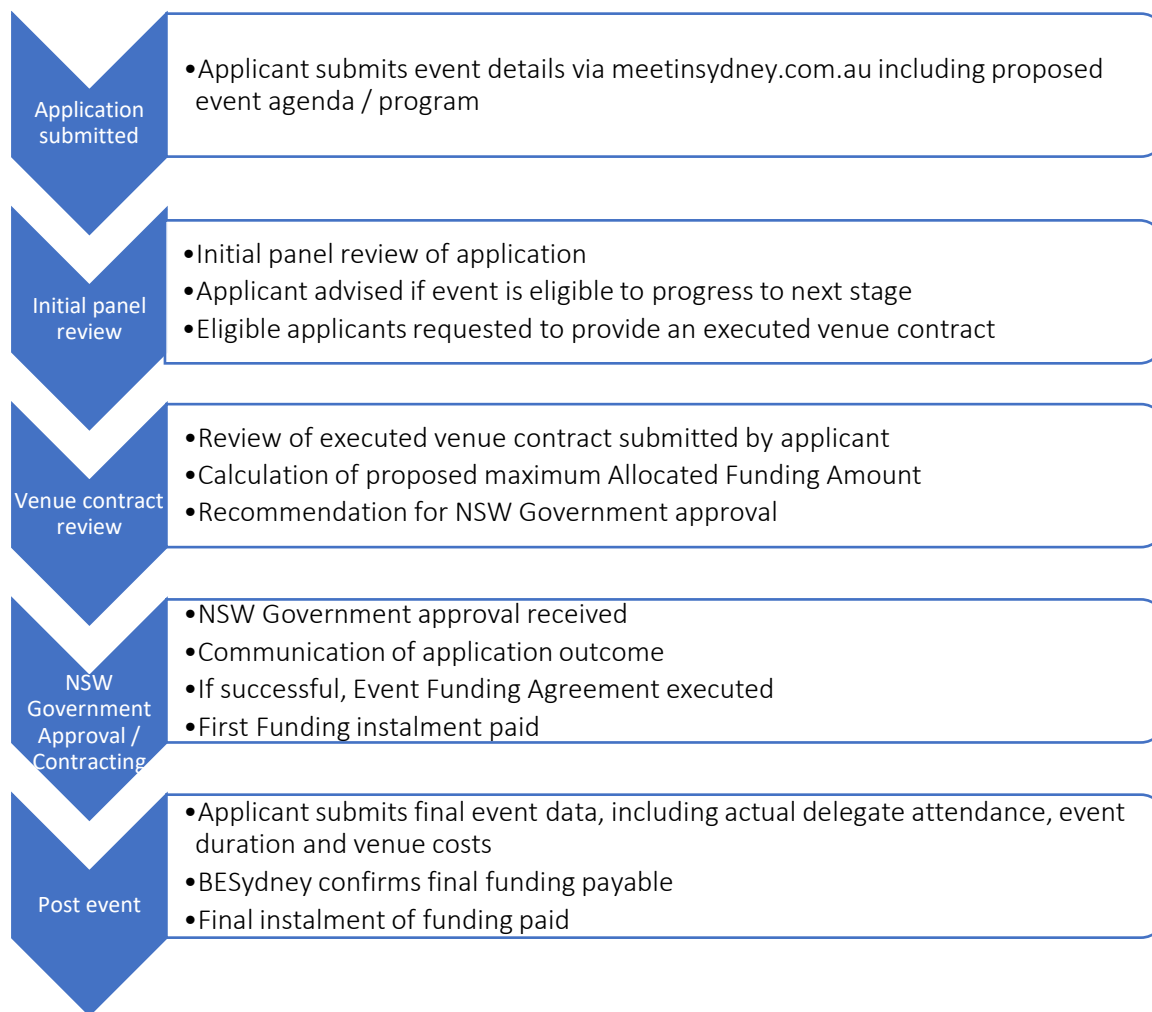
USE OF FUNDS

Funding is available to offset venue costs (venue hire, inhouse catering and/or inhouse AV costs) only. Catering and AV costs with a different supplier to the venue will only be considered if the venue does not supply these services in-house and has a demonstrated exclusive arrangement with the supplier.

The payment of any funds approved through *Accelerate* 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 AND ASSESSMENT PROCESS OVERVIEW

An overview of the *Accelerate* application and assessment process is set out in the diagram below.



Application

- All Applicants are encouraged to thoroughly read these Guidelines before beginning their application.
- All applications must be completed via the online application portal accessed via www.meetinsydney.com.au/offers
- Applications must be received in full before the closing date advertised. BESydney will not accept new applications after the closing date, nor partially completed applications.

Assessment

- 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) by a panel convened by BESydney in conjunction with Destination NSW.
- The panel will comprise of three representatives with experience in the Business Events sector.
- During the application assessment process applicants may be asked to clarify information and /or provide additional information.
- Following initial panel review and confirmation of progressing to next stage, Applicant is required to submit an executed venue contract (and an updated agenda if applicable). The venue contract details will be used to finalise the proposed maximum allocation of *Accelerate* funding support. The maximum Allocated Funding Amount will be calculated using the lesser

of the estimated delegates in your application and the estimated delegates in your executed venue contract.

- Recommended applications will be submitted to the NSW Government for approval.
- Applicants will have the opportunity to contact BESydney to receive feedback on their application following assessment.

Funding Confirmation

- The Applicant will be required to enter into an Event Funding Agreement with BESydney in order to receive *Accelerate* funding. As part of this Agreement, the Applicant may be requested to provide certain sponsorship rights. A pro-forma funding agreement can be provided on request.
- The Event Funding Agreement will confirm the maximum Allocated Funding Amount.
- If the successful Applicant breaches its obligations under the Event Funding Agreement including failure to hold the event before 31 December 2022, 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.

Funding payment

- Payment to successful Applicants will be made in two instalments:
 - First instalment payable after execution of event funding agreement
 - Final Instalment (being final funding less first instalment payment made) payable after receipt of post event reports
- The Final Funding paid will be based on actual Delegate attendance, actual Eligible Meeting Days and actual Venue Costs incurred for the Event, as evidenced on the final invoice issued by the Venue Hire Company. *Accelerate* Funding must be matched dollar-for-dollar by the Applicant, which means that every dollar in funding support received will need to be matched. Final Funding paid cannot exceed the Maximum Allocated Funding amount or 50% of the actual Venue Costs, whichever is less.

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 application date must be provided to BESydney by 5pm 28 February 2022.
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 received or will receive funding under a Destination NSW funding program ineligible for *Accelerate* funding.
5. BESydney may provide promotional support to business events funded by *Accelerate* 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:

The *Accelerate* program will be a highly contested fund therefore applicants must not assume funding will be approved.

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.

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.
- The Minister for Jobs, Investment, Tourism and Western Sydney has final discretion on the approval of any funding under the NSW Government's *Accelerate Sydney Business Events Fund*.
- Business Events Sydney, at its sole discretion, and at any stage of the application process, can do all or any of the following:
 - o change these Terms and Conditions from time to time, with any changes to be published on the MeetinSydney website.
 - o require additional information from an applicant.
 - o re-open an application after the closing date, provided it doesn't give the applicant an advantage over other applicants.
 - o vary, amend (including by replacement) or terminate the application process.

IMPORTANT CONTACTS

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

APPENDIX 1

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

LOCAL GOVERNMENT AREAS ELIGIBLE FOR ACCELERATE 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	