

ACCELERATE SYDNEY BUSINESS EVENTS FUND – ROUND 1

WHAT IS THE ACCELERATE SYDNEY BUSINESS EVENTS FUND?

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 Recovery Package designed to encourage people back into the city 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 Greater Sydney, Newcastle and Wollongong before 31 December 2022.

Funding is available to organisers of business events that will attract 100 or more delegates to a public venue in Greater Sydney, Newcastle and Wollongong for a gathering of at least one full day's duration, to be held between 1 April 2022 and 31 December 2022. Funding is available to offset venue costs (venue hire, catering and/or in-house AV costs).

WHAT LEVEL OF FUNDING IS AVAILABLE?

Applicants may apply for funding based on the following scale:

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

Funding is required to be matched dollar-for-dollar by the Event Organiser. Total funding paid cannot exceed 50% of the venue costs incurred by the Event Organiser, as itemised on the final invoice issued by the venue.

WHO CAN APPLY FOR FUNDING?

The Fund is open to business event organisers planning to host a business event (including conferences, trade exhibitions and training events - see over for full list). 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.

WHO ADMINISTERS THE PROGRAM?

BESydney administers the program in conjunction with Destination NSW, on behalf of the NSW Government.



meetinsydney.com.au



WHAT ARE THE ASSESSMENT CRITERIA?

1. Events eligible for funding are business to business (B2B) conferences, conventions, symposia, congresses, seminars, training courses and trade exhibitions.
2. Applicant has not contracted a venue as at the date of program commencement (i.e the event is new business)¹.
3. The Event must be held between 1 April 2022 and 31 December 2022.
4. 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. If the event is multiple days, a minimum of 100 adult registered delegates physically attending is required on at least two full meeting days.
5. Event must be hosted at a public event venue available for hire within Eligible Local Government Areas².
4. Any Event which has received or will receive funding under a Destination NSW funding program is 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.
8. For full Terms & Conditions visit meetinsydney.com.au/offers/

CONDITIONS OF FUNDING

1. Applications are not confirmed until a funding agreement is executed between the Applicant and BESydney.
2. An executed Venue 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.

WHEN CAN EVENT ORGANISERS APPLY?

Applications are open and will be assessed on a first-come-first-served basis until the *Accelerate* pool of funds has been fully allocated (or 17 December 2021, whichever occurs first).

HOW TO APPLY?

Visit meetinsydney.com.au/offers/ or email befund@besydney.com.au for more information.



¹ An exception to this requirement may be made where the business event was approved to receive Kickstart 2021 funding, was impacted by Public Health Orders and will now be held after 31 March 2022.

² Eligible Local Government Areas: Blacktown, Blue Mountains, Bayside, Burwood, Camden, Campbelltown, Canada Bay, Canterbury-Bankstown, Cumberland, Fairfield, Georges River, The Hills, Hawkesbury, Hornsby, Hunter's Hill, Inner West, Ku-ring-gai, Lane Cove, Liverpool, Mosman, City of Newcastle, North Sydney, Northern Beaches, Parramatta, Penrith, Randwick, Ryde, Strathfield, Sutherland, City of Sydney, Waverley, Willoughby, Wollondilly, City of Wollongong, Woolahra.