

# Media Release

**The Hon Mary-Anne Thomas MP**  
Minister for Regional Development  
Minister for Agriculture  
Acting Minister for Tourism, Sport and Major Events



Thursday, 8 April 2021

## FUNDING FOR BUSINESS EVENTS TO ATTRACT INTERSTATE VISITORS

The Andrews Labor Government is backing the state's business events industry with a new funding boost designed to draw conferences and events to Melbourne from interstate.

Acting Minister for Tourism, Sport and Major Events Mary-Anne Thomas today announced the National Business Event Program will soon open to expressions of interests for funding up to \$25,000.

The program will be administered by the Melbourne Convention Bureau (MCB) with eligible events including conferences, exhibitions, workshops and seminars.

The grants can be used to fund venue hire, accommodation, transport and other event costs to spread the benefits across Victoria's business events supply chain, with 50 per cent payable before the event commences to minimise any financial risk.

Melbourne has a strong track record in hosting prestigious conferences, supported by ideal event infrastructure with easy connections to quality accommodation, public transport and exciting city experiences.

Business events present opportunities to showcase local expertise and share ideas as well as making a significant impact on the visitor economy in the wake of a very challenging year.

They can play a huge role in the state's economic recovery by boosting hotel occupancy and hospitality spending, while regional areas can also benefit from delegates travelling before and after events.

Applications will be open until 30 June 2021 for new event bookings to be held in Melbourne through to December 2022.

Expressions of interest will be directed to [info@melbournecb.com.au](mailto:info@melbournecb.com.au).

### Quotes attributable to Acting Minister for Tourism, Sport and Major Events Mary-Anne Thomas

*"We want to bring more business events to Victoria to boost our highly competitive global business events sector as the state continues on its path of economic recovery."*

*"Business events lead to an increase in accommodation bookings and spending in hospitality venues, supporting jobs across the economy."*

### Quotes attributable to Melbourne Convention Bureau Chief Executive Julia Swanson

*"We are thrilled to provide a much needed helping hand to business event organisers in hosting their events in our city which will help support the Victorian business events sector to regain momentum."*

*"Our aim is to not only boost demand across the sector, but to provide planners and key decision makers the confidence to book their event in Melbourne."*

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