

Media Release

The Hon Martin Pakula MP
Minister for Industry Support and Recovery
Minister for Trade
Minister for Business Precincts
Minister for Tourism, Sport and Major Events
Minister for Racing



Wednesday, 12 May 2021

APPLICATIONS OPEN FOR BUSINESS EVENTS FUNDING

The Andrews Labor Government has opened the *National Business Events Program* to support the business events sector and boost the number of interstate visitors to Melbourne.

Minister for Tourism, Sport and Major Events Martin Pakula today announced the *National Business Events Program* is now open to applications for grants of up to \$25,000.

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

Applications will be open until 30 June 2021 or until funding is exhausted to provide the most immediate benefits to the industry. Up to 50 per cent of funding will be payable before the event commences to minimise upfront expenses for organisers.

To be eligible for funding, events must have a minimum two-day program and attract at least 150 in-person delegates, with 30 per cent or more of patrons coming from interstate.

The grants may be used on costs associated with venue hire, accommodation, transport and other event expenses to spread the benefits across Victoria's business events supply chain.

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.

The Labor Government acknowledges the role business events can play 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.

Application and eligibility details are available at melbournecb.com.au/plan-event/national-business-events-program.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"This is a great opportunity to bring your business event to the events capital of Australia backed by a Victorian Government grant – don't miss your chance to apply."

"As the city continues its economic recovery, business events have an important role to play by bringing people into town, increasing accommodation bookings and boosting expenditure in our retail and hospitality businesses."

Quote attributable to Melbourne Convention Bureau chief executive Julia Swanson

"Melbourne has always been an innovator in the events space. If you have ever wanted to host your event in Melbourne, now is the time to get planning and submit your application."