

# 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



Tuesday, 5 October 2021

## INCREASED FUNDING FOR BUSINESS EVENTS ACROSS THE STATE

The Victorian Government has expanded the *National Business Events Program* in further support for the business events sector in Melbourne and regional Victoria.

Minister for Tourism, Sport and Major Events Martin Pakula today announced applications are open for the next round of the program and a new stream of funding is available for events to be hosted in regional Victoria.

The program is being administered by the Melbourne Convention Bureau and Business Events Victoria with eligible events including conferences, trade exhibitions, workshops and seminars.

The expanded program offers increased funding amounts up to \$90,000 per applicant for business events in Melbourne and up to \$25,000 per applicant to hold events in regional Victoria before 31 December 2023.

The funding offers eligible event organisers a significant cash injection to offset costs such as accommodation, venue hire, transport and other event costs when hosting their event Melbourne or regional Victoria.

The program continues its focus on domestic business events and is designed to stimulate short- and medium-term recovery of the business events sector right across the state.

Since it launched in May, the *National Business Events Program* has received more than 200 expressions of interest and helped to build confidence for organisations to plan and book their events in Victoria.

Funding for 73 events has already been approved, which will provide \$102 million in economic contribution to the state.

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

With the new funding stream for events in regional Victoria, the economic benefits will be spread further across the state and give regional communities the opportunity to welcome a new set of visitors.

For more information on the *National Business Events Program*, visit [melbournecb.com.au/plan-event/national-business-events-program](https://melbournecb.com.au/plan-event/national-business-events-program).

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

*"This support is helping the business events sector gather momentum, and the added focus on regional Victoria will spread the benefits wider."*

*"Business events attract visitors to our state, increasing accommodation bookings and expenditure in our restaurants, bars, shops and tourism attractions."*

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

*"We have seen off the back of the last round of the program, confidence lift amongst planners and key decision makers to plan and book their business events in our state."*

*"Offering event organisers more choice and more financial support through the expanded National Business Events Program will ensure we continue to build on this and stimulate short and medium-term recovery right across the Victorian business events sector and its supply chain."*

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