

TERMS AND CONDITIONS

Funding Conditions for the NSW Regional Business Event Development Fund

Note: This document describes the conditions of participation in the NSW Regional Business Event Development Fund only.

Table of Contents

- Destination NSW
- Regional Tourism Strategy
- NSW Regional Business Event Development Fund
 - Objective
 - Grants
 - Use of Funds
 - Fund Criteria
- NSW Regional Business Event Development Fund - Application Process
 - The Panel
 - Feedback
- Event Agreement
- Other Conditions
- Destination NSW Discretion
- Important Contacts at Destination NSW
- Appendix 1 - Regional Conferencing Boundary Map
- Appendix 2 - Sydney Local Government Areas

Please read the following conditions carefully. Destination NSW's assessment Panel will allocate funding according to the terms in this document.

DESTINATION NSW

The New South Wales (NSW) Government established Destination NSW in July 2011 to support the growth of the State's tourism and Events sector.

Our Role

Destination NSW is responsible for devising and implementing strategies to grow the visitor economy, with particular focus on driving tourism and acquiring and developing major sporting and cultural events for Sydney and Regional NSW. In addition, Destination NSW is the major investor in Business Events Sydney with the aim of securing more international conventions, incentive travel reward programs, corporate Business Events and exhibitions for Sydney and regional NSW.

Our Vision

To make Sydney and NSW one of the world's most successful tourism and event destinations.

Our Mission

Is to double visitor overnight expenditure by 2020 and maximise the benefits of the visitor economy for NSW.

Our Strategic Objectives

The strategic direction for Destination NSW is currently led by the Final Report of the NSW Visitor Economy Taskforce. A background on the report and its key findings and strategies can be found [here](#)

Destination NSW's key strategic objectives are:

- Achieve the visitor economy 2020 target
- Position Sydney and NSW as Australia's premier tourist and Events destination
- Develop the strongest and most compelling Events calendar in Australia
- Increase industry stakeholder and customer engagement
- Deliver value in our partnership and co-operative programs
- Attract and retain the best staff and build staff capacity and capabilities

REGIONAL TOURISM STRATEGY

In 2015, the Board of Destination NSW was tasked with reviewing the existing model of the State's Regional Tourism Organisations (RTOs). This review recommended the urgent reform of RTOs, the implementation of a new regional tourism model and a redesign of regional visitor economy funding.

On 6 July 2016 the NSW Government announced that six (6) new and professionalised regional tourism entities would be established, to be known as Destination Networks (DNs). The DN's will replace the existing RTO structure and work with Destination NSW to advance the interests of growing tourism in NSW.

The six (6) DNs are:

- Destination Riverina Murray
- Destination Southern NSW (including the Snowy Mountains and the Far South Coast)
- Destination North Coast (including Lord Howe Island)
- Destination Country and Outback NSW
- Destination Sydney Surrounds North (including the Blue Mountains, Central Coast, the Hunter, Penrith and Hawkesbury)
- Destination Sydney Surrounds South (including the Southern Highlands, Wollongong and the Shoalhaven).

A map showing the boundaries of the Destination Networks by Local Government Area is provided in Appendix 1.

The core role of the Destination Networks is destination management and, as such, their key responsibilities will be industry engagement and industry development, product development, training and education, ensuring quality and compliance with funding application guidelines, and collaboration with Destination NSW on industry activities. In addition, the DNs will develop and implement their region's Destination Management Plan, in alignment with the NSW State Destination Management Plan, and ensure its alignment with local tourism and other related plans.

NSW REGIONAL BUSINESS EVENT DEVELOPMENT FUND

Objective

The Regional Business Event Development Fund is designed to help stakeholders create, attract and support exciting business events for regional NSW and to support new business event initiatives aimed at enriching the events with opportunities offered by iconic towns and regions while helping secure successful conferences and events for their future.

Grants

Grant funding (from a pool of \$500,000) will be offered until 30 June 2019 or until the pool of funds available has been expended. Applications will be assessed on a first-come-first-served basis until the funds have been expended. Funding is to be matched dollar-for-dollar by local communities, councils, entrepreneurs, associations, corporations, professional conference organisers or other business event stakeholders.

Small-scale infrastructure projects specifically designed to support growth in business events are permitted but only in the context of support for a business event project.

Evidence of dollar-for-dollar matching must be provided in the application.

Use of Funds

The NSW Regional Business Event Development Fund is open to local government, local tourism organisations, convention organisers, chambers of commerce, business events industry operators, industry associations, corporations and professional conference organisers looking to create or host a business event in regional NSW, however the

business event cannot be held in Wollongong or Newcastle (see Appendix 2 for Local Government Areas not eligible for funding) nor can political parties apply.

Funds are available for the creation of new business events, the attraction of existing business events, support for an existing business event or support for a business event project to be held in the six Destination Network regions (excluding Newcastle or Wollongong Local Government Areas):

- Destination Riverina Murray
- Destination Southern NSW
- Destination North Coast incl. Lord Howe Island
- Destination Country & Outback NSW
- Destination Sydney Surrounds North
- Destination Sydney Surrounds South

This includes the Sydney metropolitan Local Government Areas of Penrith and Hawkesbury which are included in Destination Sydney Surrounds North.

An Applicant may apply for funding based on the following scale:

- Up to \$30,000 (ex GST) for a business event with up to 300 delegates (projected attendance)
- Up to \$60,000 (ex GST) for a business event with over 300 delegates (projected attendance)

Applicants must be able to provide justification for the amount requested within the context of increasing or extending visitation for the business event or driving growth in business events overall.

The payment of any funds granted through the Regional Business Event Development Fund will be tied to the delivery of key milestones and KPIs related to the initiative being supported.

Business Event Development Fund Criteria

To be considered for funding for the Regional Business Event Development Fund, an Applicant must demonstrate that they sufficiently meet the following fund criteria:

Creation of a New Business Event Criteria

1. Number of anticipated delegates, their regions of origin, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support e.g. Chamber of Commerce, local councils, civic leaders, local Member of Parliament etc.
3. Sufficient quality infrastructure i.e. accommodation, meeting venues etc.
4. The link of the conference or business event topic/theme to the local community and/or relevance and evidence of research to show that topic area is either unique and/or how it can leverage an existing similar event.
5. Use of local produce, entertainment, venues, attractions and transport and pre and post local conference touring elements.
6. Local resources to deliver the conference or business event and any jobs (full time or part time) that might be created.

7. Future sustainability of the conference or business event, beyond one year (if possible).

Attraction of an Existing Business Event Criteria

1. Number of anticipated delegates, their regions of origin, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support e.g. Chamber of Commerce, local councils, civic leaders, local Member of Parliament etc.
3. Sufficient quality infrastructure i.e. accommodation, meeting venues etc.
4. Use of local produce, entertainment, venues, attractions and transport and pre and post local conference touring elements.
5. Local resources to deliver the conference or business event and any jobs (full time or part time) that might be created.

Support for an Existing Business Event Criteria:

1. Number of anticipated delegates, their regions of origin, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support e.g. Chamber of Commerce, local councils, civic leaders, local Member of Parliament etc.
3. Sufficient quality infrastructure i.e. accommodation, meeting venues etc.
4. Use of local produce, entertainment, venues, attractions and transport and pre and post local conference touring elements.
5. Local resources to deliver the conference or business event and any jobs (full time or part time) that might be created.

Stakeholders who received funding under the Regional Conferencing Development Grants Pilot Program may be eligible to apply for funding under the third stream - Support of an Existing Business Event.

Support for a Business Event Project Criteria:

1. Where applicable, number of anticipated delegates, their regions of origin, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support e.g. Chamber of Commerce, local councils, civic leaders, local Member of Parliament etc.
3. Evidence of demand for business event project or initiative and demonstrated capacity to add value to the local visitor economy.
4. Use of local produce, entertainment, venues, attractions and transport and pre and post local conference touring elements (where applicable).
5. Benefits to the region able to be generated through implementation of the business event project or initiative.

The following items are not eligible for funding under any stream:

1. International staff travel.
2. Business events or business event projects located in Wollongong or Newcastle local government areas.
3. Subsidising delegate attendance or providing travel subsidies to attendees. Funding can be used to cover the cost of point-to-point transfer services.
4. Employment of local resources on an ongoing basis to drive business events growth overall.
5. Applicants cannot apply for funding for more than two business events or business event projects during the funding period.

6. Applicants seeking support for a small-scale infrastructure project may not seek funding for the purchase of non-fixed equipment which may be removable, transportable or transferable.
7. Any other activity, as defined under the agreement.

Applicants must allow a minimum of three months, from the date of application, before the business event is held.

Applications must be submitted using Destination NSW's online application portal. Written applications are not accepted. Applications must be received in full before the closing date advertised. Destination NSW does not accept late applications after the closing date, nor draft applications.

BUSINESS EVENT DEVELOPMENT FUND - APPLICATION PROCESS

All applications must be completed online via the Meet In Regional NSW website. To be selected to receive a grant, applicants must address the Regional Business Event Development Fund criteria in their application.

All Applicants are encouraged to thoroughly read these terms and conditions before beginning their application. Where an Applicant contacts Destination NSW with enquiries on the Regional Business Event Development Fund, they are directed to these Terms and Conditions in the first instance and to then seek clarification from Destination NSW once they have read them.

The Panel

Applications for the Regional Business Event Development Fund will be assessed by a Panel convened by Destination NSW (the Panel) and including representatives from the Department of Industry (DOI). The Panel will consist of representatives with experience in Business Events, regional tourism, marketing, communications or visitor research. The Manager, Regional Conferencing will distribute the applications to the Panel upon receipt in either electronic or printed form for review. The Panel will meet regularly throughout the period of timing funding is available to discuss applications received and make recommendations for funding. During assessment, should the Panel deem it necessary, it may request additional information from the Applicant to support claims made in the application.

All applications are assessed by at least two out of the four panellists to ensure fairness with each application being assessed by the Manager, Regional Conferencing and one from a representative of the Panel who is an employee of DOI. Panel members are required to complete a conflict of interest form.

Once all applications have been assessed, the total scores are tallied. The Panel then meets to review the scores.

The Panel identifies and discusses those applications where both assessors have given a low score (e.g. below 15 out of 50). Where there is consensus, these applications are eliminated from consideration.

The Panel next identifies and discusses those applications where both assessors have given a high score (e.g.: above 40 out of 50). Where there is consensus, these applications are recommended for funding.

Finally, the Panel discusses those applications where either both assessors have given a middling score (between 15 - 40 out of 50), or where there is a disparity between the two assessors' scores. The Panel, led by the relevant assessors, discusses the relative merits of each application as relates to the fund criteria and collectively determines which applications will be recommended for funding subject to the limitations of the Regional Business Event Development Fund budget. This will generally be applications that demonstrate higher scores in the key criteria.

In general, an application will need to have scored at least 30 or above from both assessors to be considered for funding.

At the end of the meeting, the Panel must reach consensus and submit a final list of applications recommended for funding which is then briefed in to the Minister for Tourism and Major Events.

All assessments are managed through the Destination NSW online application portal. On being notified of the outcome of their application, all Applicants are invited to seek feedback regarding their application as noted in the terms and conditions. This improves the transparency of the application process and assists unsuccessful Applicants to improve the quality of their submissions in future years.

It should be noted that applications are not grouped into regions for consideration by the Panel. All applications are treated equally and regional equality is not a consideration when the Panel makes its recommendations to fund.

The Panel will make its recommendations for which applications should receive Regional Business Event Development Fund grants. Destination NSW reserves the right not to award funding if the applications are of insufficient merit in the opinion of the Panel. Similarly, Destination NSW reserves the right to award an amount less than applied for if the assessors deem the amount requested is not warranted, fall outside the criteria or are excessive.

Feedback

Applicants will have the opportunity to contact Destination NSW to receive feedback on their applications following assessment but should note that:

- Information provided by Destination NSW is a guide only and is prepared in good faith.
- Feedback is supplied based on the information provided to Destination NSW. Destination NSW does not make any representation or warranty about the accuracy, suitability, reliability, currency or completeness of any feedback provided.
- Destination NSW cannot promise any results or benefits from an applicant's participation in any initiatives or offerings. All applicants are responsible for determining any further investigations, information and consideration that might be required.

- It is the applicant and the applicant's management's responsibility to decide, based on their full knowledge understanding of their business situation and how relevant the information is. Destination NSW recommends seeking independent professional advice (legal, financial or otherwise).
- Destination NSW is not liable for any loss resulting from any action taken or reliance made by the Applicant on any feedback and information provided. No guarantees are made of any particular outcome if an Applicant chooses to rely on the feedback.

EVENT AGREEMENT

The applicant will provide the following:

1. Provide data on delegate spend, delegates, destination impressions and region of origin; and
2. Assist Destination NSW in conducting delegate research via on site surveys and/or post event online surveys.

If the successful applicant does not enter into the Event Agreement, breaches its obligations under the Event Agreement including failure to deliver on a milestone, Destination NSW reserves the right to withhold funding or claim a refund of any funds already provided in respect of the Event.

For more information on the Destination NSW Event Agreement please contact helen.parker@dnsw.com.au

OTHER CONDITIONS

The following other conditions apply:

- Destination NSW may provide additional in-kind marketing support to Business Events funded by the Regional Business Event Development Fund as part of its ongoing marketing activities. Destination NSW will, from time to time, request event information, imagery and video content to assist with the marketing of business events supported through the fund. A photo brief is available at Destination NSW's website www.destinationnsw.com.au.
- Destination NSW reserves the right, as a condition of funding, to make use of event data for the purposes of market research and evaluation to enable the long-term development of events in New South Wales.
- Successful applicants should retain all records relating to the event, including expenditure, and make them available for audit purposes if required.
- All business events financially supported by Destination NSW through the Regional Business Event Development Fund are encouraged to consolidate their financial position through corporate and other support.

DESTINATION NSW DISCRETION

Potential Applicants should note that:

- No funding application is guaranteed to result in funding from Destination NSW.
- No Applicant is guaranteed funding to the full amount requested in their application.
- Destination NSW reserves the right to vary the amount of funding at any time.
- The number and location of business events that will be funded by Destination NSW will be determined by Destination NSW or other Panel members in its discretion.

IMPORTANT CONTACTS AT DESTINATION NSW

Fund Administration

Manager, Regional Conferencing
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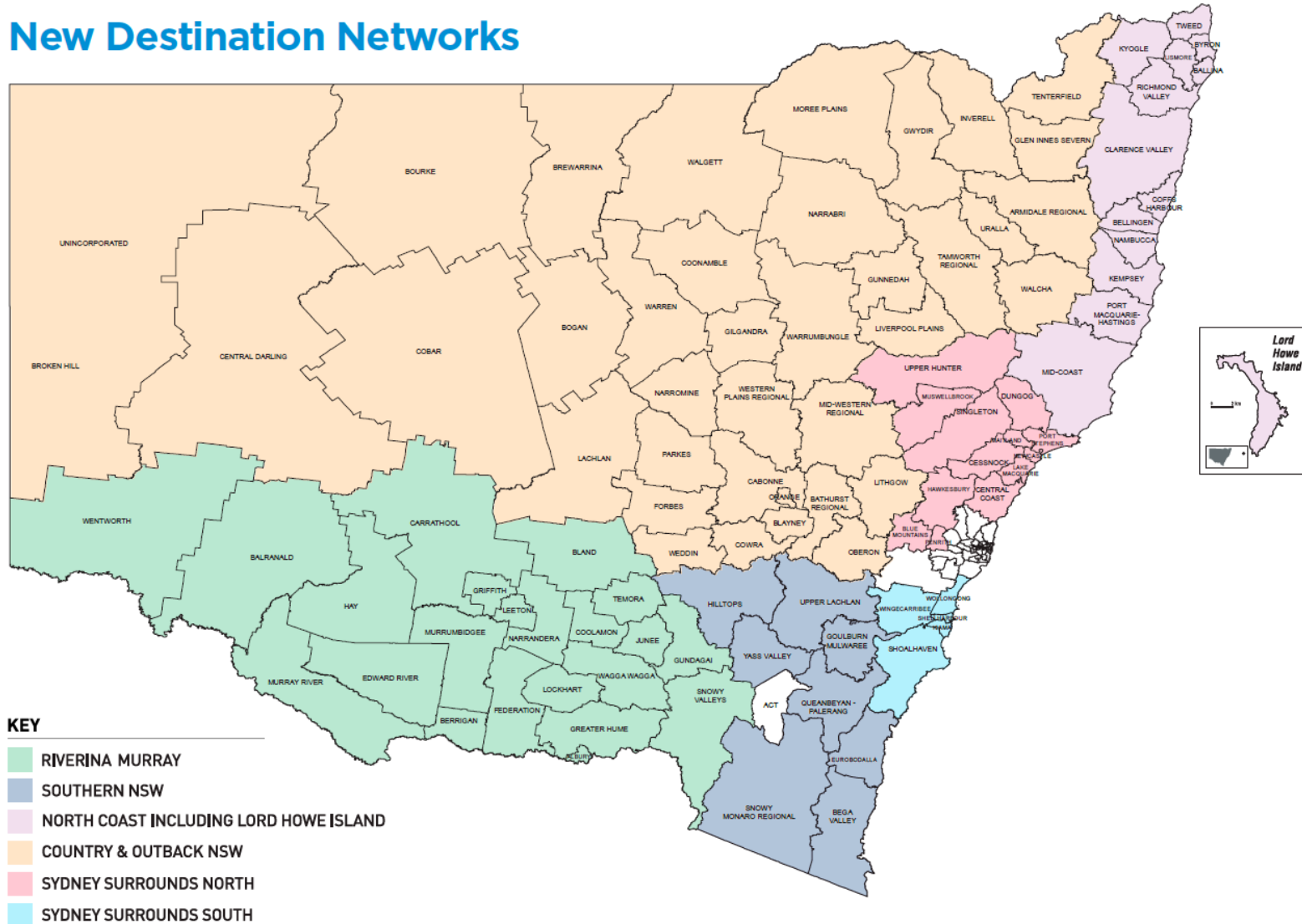
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APPENDIX 1 - DESTINATION NETWORK BOUNDARY MAP

The map below shows the boundaries of the six regional Destination Networks based on Local Government areas.

New Destination Networks



APPENDIX 2 -LOCAL GOVERNMENT AREAS NOT ELIGIBLE FOR REGIONAL BUSINESS EVENT DEVELOPMENT FUND GRANTS

The table below lists the Local Government Areas that are not eligible for funding from the Regional Business Event Development Fund.

LOCAL GOVERNMENT AREAS NOT ELIGIBLE FOR BUSINESS EVENT DEVELOPMENT FUNDS			
Blacktown	Fairfield	Liverpool	Strathfield
Botany Bay	Georges River	Mosman	Sutherland
Burwood	Hills Shire	North Sydney	Sydney
Camden	Hornsby	Northern Beaches	Waverley
Campbelltown	Hunters Hill	Parramatta	Willoughby
Canada Bay	Inner West	Randwick	Woollahra
Canterbury Bankstown	Ku-ring-gai	Rockdale	Wollongong
Cumberland	Lane Cove	Ryde	Newcastle