

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.

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

By lodging an application, you agree that your application will be bound by the terms and conditions outlined in this document and Destination NSW's Privacy Policy (which includes receiving promotions, offers and other opportunities by email from Destination NSW). You can opt out at any time.

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 the lead government agency for the New South Wales (NSW) tourism and major events sectors.

Our role is to market Sydney and NSW as one of the world's premier tourism and major events destinations; to secure major sporting and cultural events; to work in partnership with Business Events Sydney to win major international conventions and incentive travel reward programs; to develop and deliver initiatives that will drive visitor growth throughout the State; and to achieve the NSW Government's goal of tripling expenditure within the State's visitor economy by 2030.

Visitor Economy Strategy 2030

The NSW Government's Visitor Economy Strategy 2030 provides a roadmap to support all industries involved in the visitor economy to recover from the impact of drought, bushfires and COVID-19 and to grow in the future.

The strategy reinforces the NSW Government's focus on outcomes. The key outcomes for the visitor economy are economic growth and job creation. The strategy seeks to align and coordinate resources and initiatives across the NSW Government to maximise their impact for the visitor economy.

A full version of the Visitor Economy Strategy 2030 can be [found here](#).

Target to 2030

The NSW Visitor Economy Strategy 2030 sets a target to triple 2009 overnight visitor expenditure in NSW by 2030 surpassing previous targets despite recent challenges. Specific targets include

- \$65 billion in total visitor expenditure for NSW by 2030
- \$10 billion in domestic daytrips by 2030
- \$55 billion in overnight visitor expenditure by 2030
- \$25 billion in regional overnight visitor expenditure by 2030.

Five strategic pillars underpin the NSW Government's vision to be the premier visitor economy in the Asia-Pacific by 2030.

- **Road to Recovery** - A comprehensive program of marketing and industry development will ensure NSW recovers quickly from the impacts of COVID-19, bushfires, drought and floods and elevates its status as the premier visitor economy in the Asia-Pacific.
- **Build the brand** - Compelling new brands will be developed for Sydney and NSW to provide a strong foundation for differentiation, consumer messaging, local pride and competitiveness to turbo-charge recovery and accelerate future growth.

- **Showcase our strengths** - NSW is a state of breathtaking diversity and bucket list visitor attractions and experiences. We will focus on existing strengths and develop new opportunities to ensure place making, destination marketing, events and visitor experiences drive visitation.
- **Invest in world-class events** - An accelerated investment in signature sporting and cultural events such as the 10 World Cups and Vivid Sydney as well as business events will help position Sydney and NSW as the events capital of the Asia-Pacific, drive visitation and enhance the social wellbeing of NSW residents.
- **Facilitate growth** - Investing in infrastructure, job creation, industry resilience and sustainability, future planning, and better ways to do business will ensure the continued growth and future prosperity of the NSW visitor economy.

NSW REGIONAL BUSINESS EVENT DEVELOPMENT FUND

Objective

The NSW 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. The Fund aims to enrich these business events with opportunities offered by iconic towns and regions, while helping secure successful conferences and events for their future.

Grants

Grant funding will be offered from 2 November 2021 until 5:00pm AEDT 31 January 2022 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. Applications will then be assessed as per the criteria in order to make a decision for funding.

Funding is to be matched dollar-for-dollar by Applicants. Matched funding requires that for every dollar in funding you are requesting, you will need to have your own funds to (at least) match the funding being requested on a dollar for dollar basis. Should the assessment panel require it, you may be required to provide evidence that these funds are available e.g. bank statements.

Applicants may submit multiple applications however individual business events and projects can only be funded once under this Fund.

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, sole traders, corporations and professional conference organisers looking to create or host a business event in regional NSW, however political parties are ineligible to apply.

Grant funding is available up to \$750,000 (ex GST) 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 (6) Destination Network regions:

- 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

BUT excluding applicants from the following Local Government Areas in the above six (6) Destination Networks:

- Blue Mountains City Council
- Hawkesbury City Council
- Penrith City Council
- Wollondilly Shire Council
- Wollongong City Council
- City of Newcastle

A map showing the boundaries of the Destination Networks by Local Government Area is provided in Appendix 1. Further information on the six (6) Destination Networks is available on the [Destination NSW corporate website](#).

A list of eligible Local Government Areas is detailed in Appendix 2.

General Conditions

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

- Up to \$15,000 (ex GST) for a business event with up to 150 delegates (projected attendance)
- Up to \$30,000 (ex GST) for a business event with over 150 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.

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. Small-scale infrastructure projects may be classified as projects where the total value of the project does not exceed \$60,000 (excluding GST).

An Applicant under small-scale infrastructure projects may apply for funding based on the following scale:

- Up to \$15,000 (ex GST) for a project in a venue with a capacity for up to 150 delegates
- Up to \$30,000 (ex GST) for a project in a venue with a capacity for over 150 delegates

The payment of any funds granted through the NSW Regional Business Event Development Fund will be tied to the delivery of key milestones and KPIs related to the initiative being supported. Small-scale infrastructure projects funded under Stream 4 - Support for a Business Event Project must commence within three (3) months of the Funding Agreement being executed, and all work must be completed within nine (9) months of the Funding Agreement being executed by Destination NSW.

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 (where relevant):

1. Number of anticipated delegates, region travelled from, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support. This can include support from chamber of commerce, local councils, civic leaders, local Member of Parliament etc.
3. Sufficient quality infrastructure e.g. 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 (1) year (if possible).

Attraction of an Existing Business Event Criteria (where relevant):

1. Number of anticipated delegates, region travelled from, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support. This can include support from chamber of commerce, local councils, civic leaders, local Member of Parliament etc.
3. Sufficient quality infrastructure e.g. 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.
6. Future sustainability of the conference or business event.

Support for an Existing Business Event Criteria (where relevant):

1. Number of anticipated delegates, region travelled from, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support. This can include support from chamber of commerce, local councils, civic leaders, local Member of Parliament etc.
3. Sufficient quality infrastructure e.g. 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.
6. Future sustainability of the conference or business event.

Stakeholders who have previously received funding for a business event may be eligible to apply for funding under the third stream - Support for an Existing Business Event.

Support for a Business Event Project Criteria (where relevant):

1. Number of anticipated delegates, region travelled from, expected number of bed nights, (and if relevant, anticipated accompanying persons).
2. Evidence of local support. This can include support from 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.
6. Future sustainability of the business event project or initiative.

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

1. Applicant travel and accommodation.
2. Any outbound promotion (including competitions, prize promotions and giveaways).
3. Subsidising delegate attendance or providing travel or accommodation subsidies to attendees. Funding can be used to cover the cost of point-to-point transfer services.
4. Funding any projects which have already been provided with a grant under another Destination NSW incentive or investment agreement.
5. Employment of local resources on an ongoing basis to drive business events growth overall.
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. Funding for small-scale infrastructure projects may not be used to undertake activities that would reasonably be seen as regular repairs and maintenance.
7. Travel, expenses and accommodation costs of staff working at the business event(s); this does not include costs associated with securing keynote speakers.
8. Any other activity, as defined under the agreement.

NSW REGIONAL BUSINESS EVENT DEVELOPMENT FUND - APPLICATION PROCESS

All applications must be completed online via the 'Meet In Regional NSW' website (www.meetinnsw.com.au). 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. To be selected to receive a grant, Applicants must address the NSW 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 NSW 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). The Panel will consist of three (3) representatives with experience in Business Events, regional tourism, marketing, communications or visitor research and Destination NSW.

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 time 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 three (3) panellists to ensure fairness with each application being assessed by the Manager, Regional Conferencing and two (2) from a representative of the Panel. 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 all 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 all 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 assessors have given a middling score (between 15 - 40 out of 50), or where there is a disparity between the assessors' scores. The Panel, led by the relevant assessors, discusses the relative merits of each application as they relate 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. The Panel will have the right to request clarifying information from any Applicant at this stage.

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

At the conclusion of the assessment process, the Panel must reach consensus and submit a final list of applications recommended for funding which is then briefed into the Minister for Jobs, Investment, Tourism and Western Sydney.

Upon Ministerial approval, Destination NSW will notify all applicants of the outcome of the assessment process. Destination NSW will liaise with successful applicants in relation to the funding agreements and payments.

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, falls outside the criteria or is 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.
2. Assistance to Destination NSW in conducting delegate research via on site surveys and/or post event online surveys.
3. Use of logos for Destination NSW use in promotion and media, in conjunction with the Grant.
4. Any applicable insurances, sanctions and adherence/exemption to any relevant Public Health Order.

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, at its discretion, provide promotional support (non-cash) to Business Events or Projects funded by the NSW 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 or projects 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 or project 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 or project, including expenditure, and make them available for audit purposes if required.
- All business events or projects financially supported by Destination NSW through the Regional Business Event Development Fund are encouraged to consolidate their financial position through corporate and other support.
- The Minister for Jobs, Investment, Tourism and Western Sydney has final discretion on the dispersal of any funding under the Regional Business Event Development Fund.

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.
- Destination NSW may change these terms and conditions from time to time, with any changes to be published on the Meet in NSW website.
- The number and location of business events or projects 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

Helen Parker
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Sydney NSW 2001

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APPENDIX 2 -LOCAL GOVERNMENT AREAS ELIGIBLE FOR REGIONAL BUSINESS EVENT DEVELOPMENT FUND GRANTS

The table below lists the Local Government Areas that are eligible for funding from the NSW Regional Business Event Development Fund.

LOCAL GOVERNMENT AREAS ELIGIBLE FOR REGIONAL BUSINESS EVENT DEVELOPMENT FUNDS					
Albury	Armidale Regional	Ballina	Balranald	Bathurst Regional	Bega Valley
Bellingen	Berrigan	Bland	Blayney	Bogan	Bourke
Brewarrina	Broken Hill	Byron Bay	Cabonne	Carrathool	Central Coast
Central Darling	Cessnock	Clarence Valley	Cobar	Coffs Harbour	Coolamon
Coonamble	Cootamundra-Gundagai	Cowra	Dubbo Regional	Dungog	Edward River
Eurobodalla	Federation	Forbes	Gilgandra	Glen Innes Severn	Goulburn Mulwarree
Greater Hume	Griffith	Gunnedah	Gwydir	Hay	Hilltops
Inverell	Junee	Kempsey	Kiama	Kyogle	Lachlan
Lake Macquarie	Leeton	Lismore	Lithgow	Liverpool Plains	Lockhart
Lord Howe Island	Maitland	Mid Coast	Mid-Western Regional	Moree Plains	Murray River
Murrumbidgee	Muswellbrook	Nambucca	Narrabri	Narrandera	Narromine
Oberon	Orange	Parkes	Port Macquarie Hastings	Port Stephens	Queanbeyan-Palerang
Richmond Valley	Shellharbour	Shoalhaven	Singleton	Snowy Monaro	Snowy Valleys
Tamworth Regional	Temora	Tenterfield	Tweed	Unincorporated Far West	Upper Hunter
Upper Lachlan	Uralla	Wagga Wagga	Walcha	Walgett	Warren
Warrumbungle	Weddin	Wentworth	Wingecarribee	Yass Valley	