

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) visitor economy.

Our role is to make Sydney and NSW the premier visitor economy in Asia Pacific; and to achieve the NSW Government's goal of tripling expenditure within the State's visitor economy by 2030.

NSW 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 NSW Visitor Economy Strategy 2030 can be [found here](#).

Target to 2030

The NSW Visitor Economy Strategy 2030 sets a target of tripling 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 of 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

Applications will be accepted from 13 February 2023 until 12pm midnight AEST 31 March 2023 via the online application portal on the [Meet in NSW website](#).

Applications will be reviewed by the Destination NSW Regional Conferencing Unit to determine if they meet the eligibility requirements prior to assessment. Eligible applications will then be assessed after the application period has closed on 31 March 2023. Each application will be assessed on a competitive basis using a comprehensive scoring criteria to determine successful events and projects until the total pool of available funds (\$750,000 (ex GST)) has been expended.

Funding is to be matched dollar-for-dollar by the applicant, and the final amount of funding offered for successful applicants will be determined by the assessment panel based on relevant information provided in the application. 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. Political parties are ineligible. All applicants must be registered for GST.

Total grant funding pool is 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 seven (7) Destination Network regions:

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

For more information regarding eligible Local Government Areas, please refer to the Destination Network Boundaries Map, effective 1 July 2022 on the [Destination NSW corporate website](#).

General Conditions

An Applicant may apply for event 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 in region related to the business event. To be eligible for funding, events cannot have taken place prior to the announcement of successful applicants. The earliest event start date is the date a Funding Agreement is signed by both Destination NSW and the applicant.

Small-medium 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-medium scale infrastructure projects may be classified as projects where the total value of the project does not exceed \$200,000 (excluding GST).

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

- Up to \$50,000 (ex GST) for a project in a venue with a capacity for up to 250 delegates
- Up to \$100,000 (ex GST) for a project in a venue with a capacity for over 250 delegates
- Please note venue capacity scales listed above refer to seated capacity, and the applicant may be asked to provide additional information to provide evidence of the ability to cater for this number of business event delegates

Small-medium scale infrastructure projects funded under Stream 2 must start within three (3) months of the Funding Agreement being executed, and all work must be completed within 12 months of the Funding Agreement being executed by Destination NSW.

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. No activities described in the Funding Agreement or included in the budget as items funded by Destination NSW can commence prior to the Funding Agreement being signed.

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, Attraction and/or Support for a Business Event Assessment 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. This can include support from 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. Sustainability of the conference or business event, beyond one (1) year (if possible).

Support for a Business Event Project Assessment Criteria:

1. The applicant has an existing Meet in NSW venue or supplier listing; or agrees to update or create a new Meet in NSW listing once the new project has been delivered.
2. Number of anticipated delegates, their regions of origin, expected number of bed nights, (and if relevant, anticipated accompanying persons).
3. Evidence of local support. This can include support from Chamber of Commerce, local councils, civic leaders, local Member of Parliament etc.
4. Evidence of demand for business event project or initiative and demonstrated capacity to add value to the local visitor economy.
5. Use of local produce, entertainment, venues, attractions and transport and pre and post local conference touring elements (where applicable).
6. Benefits to the region able to be generated through implementation of the business event project or initiative.
7. Sustainability of the business event project or initiative.

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

1. Any general event and administrative costs required for the core delivery of the business event program that do not contribute to increasing delegate attendance or pre and post conference length of stay in region .i.e. plenary room hire, day delegate package (DDP) catering, delegate gifts, audio/visual hire, printing etc.
2. Applicant travel and accommodation.
3. Any outbound promotion (including competitions, prize promotions and giveaways).
4. 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.
5. Travel, expenses and accommodation costs of staff working at the business event(s); this does not include costs associated with securing keynote speakers.
6. Funding any events or projects which have already been provided with a grant under another Destination NSW incentive or investment agreement.
7. Duplicate or overlap any other NSW Government grant program funding, incentive or investment agreement.
8. Employment of local resources on an ongoing basis to drive business events growth overall.
9. Pre-project activities including but not limited to feasibility studies, stakeholder workshops, industry consultations, architectural/drafting and DA costs (including those associated with meeting Council Consent Conditions which may not be incurred until after the project commences e.g. construction certificates, stormwater management plans, etc.)
10. Construct, maintain or upgrade public transport infrastructure such as roads, airports, railways and ferry terminals.
11. Buy or lease real estate of any type.
12. New, or upgrading of, signage for the property either located on the road network or within the property's boundary.
13. Start up a business or undertake activities specifically associated with starting up a business— such as business registration, business licences or incorporation costs.
14. The purchase of non-fixed equipment which may be removable, transportable or transferable.
15. Funding for small-scale infrastructure projects may not be used to undertake activities that would reasonably be seen as regular repairs and maintenance.
16. Travel, expenses and accommodation costs of staff working at the business event(s); this does not include costs associated with securing keynote speakers.
17. 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.meetinns.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 will consist of representatives with experience in Business Events, regional tourism, marketing, communications or visitor research and Destination NSW.

All applications are assessed by at least three (3) panellists to ensure fairness, and panel members are required to complete a conflict of interest form. Each eligible application is scored individually against the funding criteria.

Once all applications have been assessed, the total scores are tallied and an average score for each application is calculated accordingly. During assessment, should the Panel deem it necessary, it may also request additional information from the Applicant to support claims made in the application.

The Panel, led by the relevant assessors, then meets to review the scores and discuss the relative merits of each application as they relate to the Fund criteria. Applications recommended for funding will be determined on a comparative scoring basis from highest to lowest average score until the \$750,000 (ex GST) pool of funds has been exhausted.

The final amount of funding offered for each successful applicant will be determined by the assessment panel based on relevant information provided in the application subject to the limitations of the Regional Business Event Development Fund budget.

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 NSW Government Portfolio Minister for Tourism.

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 OR PROJECT 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 Agreement, breaches its obligations under the 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 Regional Business Event Development Agreement please contact conferencing@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 Tourism 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

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