



Australian Government
Austrade

Business Events Grants Program

Frequently Asked Questions

13 January 2021



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1. What is the Business Events Grants Program?

The Business Events Grant program (the Program) is part of the \$1 billion Relief and Recovery Fund which is providing assistance to industry sectors, regions and communities disproportionately affected by the economic impacts of COVID-19.

Businesses will be encouraged to attend events, trade shows and conferences within Australia through grants to help cover the costs associated with exhibiting such as the hire of exhibition spaces, the design and manufacture of displays, travel and accommodation.

The objectives of the Program are to:

- Support delegates that are buying or selling to participate in 'business events'. Business events includes exhibitions, conferences, and conventions.
- Promote Australian business capability, goods and services, including to a domestic audience, bolster supply chain resilience, enhance industry match making opportunities and Australian product and service value add.
- Give business event organisers the confidence to plan and commit financially to events in 2021 and create demand for business buyers/sellers to participate at these events.

There are two key Phases involved in the Program:

Phase 1: An **expression of interest (EOI) for event owners** to apply to have their event included on the Schedule of Approved Business Events (the Schedule).

Phase 2: The **Business Events Grants program** (the Program), which supports business event delegates by providing grants to meet up to 50 per cent of costs incurred in participating at a **pre-approved** business to business event in Australia during the 2021 calendar year.

2. What funding is available through the Program?

Phase 1: Schedule of Approved Business Events

There is no funding linked to the EOI process. Event owners included on the Schedule may be eligible for funding, under the Business Events Grants program, if they meet the eligibility and co-contribution requirements.

Phase 2: Business Events Grants program

The Business Events Grants program will support Australian businesses by providing grants between \$10,000 and \$250,000. Grant funding will cover up to 50 per cent of costs incurred in participating at pre-approved business to business events as buyers or sellers during the 2021 calendar year. Event owners may also be eligible for funding if they meet the eligibility and co-contribution requirements.

The pre-approved business events will be listed on the Schedule of Approved Business Events. Businesses can apply for multiple events per application or submit multiple applications for events on the Schedule, however they can only receive up to a maximum of \$250,000 per entity.

If an event is cancelled in 2021 due to COVID-19, then the grant will be used to fund the non-refundable costs up to the value of the grant in order to give business event owners, the confidence to plan and commit financially to events in 2021 and to create demand for business buyers/sellers to participate at these events.

3. What is the benefit of having my event included on the Schedule?

The program will support businesses to attend business to business events as buyers or sellers by providing them with grants that meet up to 50 per cent of costs incurred in participating at events during 2021. Funding will only be provided for attendance at pre-approved events listed on the Schedule.

Event owners listed on the Schedule may also be eligible for funding, as long as their application meets eligibility and co-contribution requirements. Further details are in the grant guidelines at business.gov.au.

4. Is my event eligible for inclusion on the Schedule?

Events must meet mandatory eligibility criteria to be considered for inclusion on the Schedule. A full list of criteria and the application process is available on the [Austrade program website](#).

5. What is involved in the assessment process for events to be included on the Schedule?

Applications will be assessed by Austrade with assistance from an industry advisory panel. Austrade's Program Delegate (a senior official in Austrade) will make the final decision on events to be included on the schedule.

Information in the application may be shared with other Commonwealth and State/Territory government departments, local government authorities and business events industry associations to assist the Program Delegate in making a final decision.

6. Will all events that meet the eligibility criteria be included on the Schedule?

The Program Delegate has the final decision on whether or not to approve an event to be included on the Schedule. Meeting the criteria does not guarantee inclusion on the Schedule. Applicants will be advised if their event will/will not be included in the Schedule when the decision is determined.

When making their decision the Program Delegate may consider other factors, such as (but not limited to) demand on the program, costs of delegates attending, event location, priority sector and timing of the event. Austrade reserves the right to remove events from the Schedule or apply grant limits to events on the schedule at any time to manage demand on the program.

7. Are virtual events or hybrid events eligible to be included on the Schedule?

Virtual events are not eligible. Hybrid events, where the event is taking place in person and also online may be eligible if there is a significant economic impact for the host region. Economic impact is measured by overnight stays and supporting interstate travel. For metro locations there must be at least 100 participants attending in person.

8. Does my event need to be open for registrations to be considered for inclusion in the Schedule?

In order to be considered, events must be open for registrations for delegates/exhibitors to book, or will be open for registrations within a month of being listed on the Schedule (with a cut-off date of 26 February 2021).

9. Can I apply for grant funding to cover the operational costs of running my event?

No, event owners listed on the Schedule may be eligible for funding but it will not cover the operational costs of running the event. Event owners can apply for funding if they participate in their own event through an event stand or designated space, or a registered delegate participating at an event with the purpose of buying or selling. More information is available in the grant guidelines and eligible expenditure factsheet at [business.gov.au](https://www.business.gov.au).

10. When will EOIs close?

EOIs will close on 26 February 2021. Austrade may close EOIs earlier to manage demand on the program, this will be communicated on our website.