

BUSINESS EVENTS AUSTRALIA

ADVANCE PROGRAM 2022/23

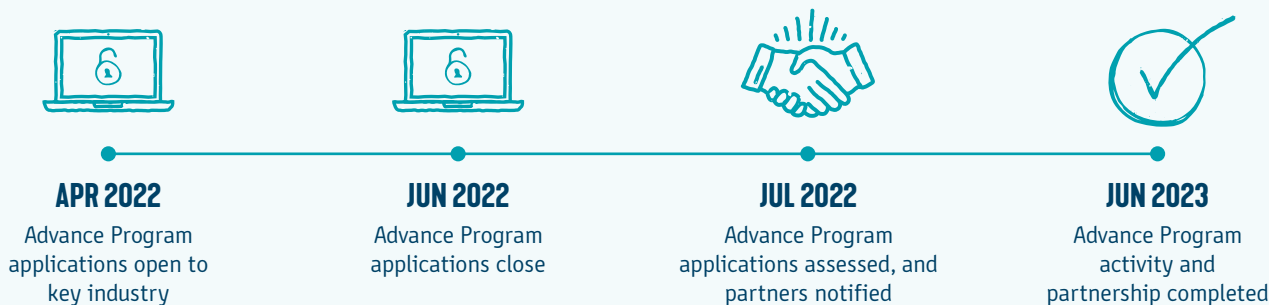
Business Events Australia's Advance Program offers the opportunity for Australian industry to leverage Tourism Australia's international marketing and distribution expertise to increase the number and value of international business events for Australia, and to deliver best-practice marketing to grow international delegate attendance at confirmed international business events taking place in Australia.

SUPPORTED ACTIVITY

The Advance Program will support international marketing and distribution activity such as:

	Content creation and collateral including video, still photography or virtual reality assets		Marketing assets for international bidding and for the conversion of new international business events		Innovative marketing or distribution activities delivered in key international markets
	Digital marketing strategies including social media or website enhancements		Communication activity such as direct mail, microsites, public relations activity or editorial coverage		Media buy and marketing campaigns with amplification strategies
	Activation in market for events where potential delegates can be influenced to travel to Australia or drive conversion		Targeted delegate acquisition activity for a specific confirmed international event/s in Australia		Qualified distribution and business development activity including targeted site inspections

TIMELINE



MANDATORY CRITERIA

- Projects must demonstrate the potential to influence decision makers of international business events or assist in the conversion of new international business events for Australia or have the potential to attract international visitors to Australia to attend confirmed international business events.
- Minimum request will be A\$10,000 per project.
- Matched funding criteria where applicants must provide a direct financial contribution for all requests.
- All activity must take place in the 2022/23 financial year, with all the projects completed by 30 June 2023.
- Funding support for the Advance Program cannot be used for hard event costs, subvention activity or attendance at industry events. Funds are to be used for marketing and distribution projects only.
- Submissions must demonstrate how the activity will add value to applicant's international marketing and distribution plans for 2022/23 financial year.
- Submissions must demonstrate the economic value of the events the activity will support for Australia. Events with the highest return on Tourism Australia's investment will be prioritised.
- Applicants will demonstrate clear, rigorous and reliable measurement and reporting methods for each activity proposed including proposed key performance indicators (KPIs).

Find out more at: australia.com/businessesevents

APPLY FOR THE 2022/23 ADVANCE PROGRAM HERE

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AUSTRALIA.COM/BUSINESSEVENTS

