



Incentive Events Program Regional Victoria – 2024 & 2025 Guidelines



Melbourne Convention Bureau are offering strategically targeted funding to eligible event organisers to support costs for hosting international delegate incentive events in Melbourne and regional Victoria (Grant). This funding can be used for accommodation, venue hire, food and beverage, transport and other event costs.

Incentive Events Funding

Funding of \$150 per delegate to eligible event organisers (up to \$22,350 AUD) to support costs for hosting international delegate incentive events in Melbourne and regional Victoria (Grant). This funding can be used for accommodation, venue hire, food and beverage, transport and other event costs.

1. Purpose

- The Victorian Government is supporting the Incentive Events Program to attract new business events to Melbourne and regional Victoria. Events must be held before 31 March 2026 to stimulate short and medium term activity in the business events sector.
- Melbourne Convention Bureau (**MCB**), and the Department of Jobs, Skills, Industry and Regions (**DJSIR**) will administer the Incentive Events Program.
- Subject to funding availability, eligibility and a competitive assessment process, Grants of up to \$22,350 AUD (for up to 149 delegates) may be available for incentives which include an overnight stay in regional Victoria.
- Strong consideration for support will be given to applicants that demonstrate alignment with the following objectives:
 - i. The attraction of new incentive events to regional Victorian venues.
 - ii. The generation of economic contribution to the State including supporting the Victorian business events supply chain.

- iii. Events offering regional dispersal across different areas of the State and across the calendar.
- iv. Events that align with Victorian Government Priority Sectors will be viewed favourably.

2. Eligibility Criteria

To be eligible to apply for the Incentive Events Program, the following criteria applies:

- The regional, state or national event must be an international delegate incentive event.
- The incentive must have a minimum of three overnight stays in the state of Victoria with at least one-night stay being in regional Victoria, and at least 1.5 days of the program component being in regional Victoria, with travel times outside the 1.5 days (eligible Regional Victoria destinations in Attachment A).
- The event must represent **new** business for Victoria that is not yet confirmed, contracted or advertised for Victoria.
- The event must be attended by at least 10 in-person international delegates per day.
- All incentive participants must be international citizens (not from Australia).
- Event dates must occur after 1 January 2025 and before 31 March 2026.
- If funding is granted, the event venue must be secured via deposit payment, and an MCB Event Sponsorship Agreement must be signed within 4 months of being notified. If the Agreement is not signed, the funding offer will be withdrawn.
- Applicants must identify either one or two regions where the event may be held, with regions being:

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|---------------------------------|-----------------------------|---------------------------------|
| Daylesford & Macedon Ranges | Grampians | The Murray |
| Gippsland | Great Ocean Road | Victoria's High Country |
| Goldfields – Ballarat & Bendigo | Greater Geelong & Bellarine | Yarra Valley & Dandenong Ranges |
| Goulburn Regional Tourism | Mornington Peninsula | |
| | Phillip Island | |

The following events will **not** be eligible for funding:

- Applicants that do not meet the eligibility and assessment criteria.
- Events for social and family groups, weddings, student groups, sports groups, study and technical tours (unless they meet the eligible criteria), leisure tour groups and consumer exhibitions.
- Incentive events that have been confirmed, advertised or have been contracted for Victoria prior to the submission of a grant application.

- Events that commence prior to 1 January 2025.
- Events that are held after 31 March 2026.
- This program is designed to support small international incentive events of between 10 – 149 delegates). Incentive events larger than 150 delegates may be eligible for MCB's standard Business Event Funding Program and this option should be discussed with MCB.

Please note: The outcomes of the funding program are at the full discretion of MCB and the State Government of Victoria. Consideration will be given to supporting a spread of event types, sectors and locations. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding application. All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

3. Application, Assessment, and Approval Process

- Applications will open at 9am (AEST) on 19 September 2024.
- Applications will close at 5pm (AEST) on 30 June 2025.
- Before applying, applicants must read the program guidelines. If further information or application assistance is required, contact info@melbournecb.com.au
- Contact MCB for application information.
- Applications must provide key incentive information including a draft event program or a representative past event program.
- MCB will assess each application against the program eligibility and assessment criteria.
- Assessment of Grant applications will be based on the following:
 - i. Economic contribution and capacity of the business event to generate new business event activity in regional Victoria including spending in the Victorian business event supply chain.
 - ii. Events that align with or have the potential to attract future international event opportunities to the State.
 - iii. Events offering regional dispersal across different areas of the State and across the yearly calendar. Events that are conducted in a low or shoulder period will be considered favourably (for example during winter).
 - iv. Events that align with Victorian Government sector priorities will be viewed favourably.
 - v. Applicants who provide greater detail in their application will be viewed more favourably.
- Funding applications will be assessed by MCB, a recommendation for funding support will then be submitted to the Deputy Secretary – Sport and Experience Economy. Applicants will be notified of the outcome of their application.

Key information

1. Who can apply?

- Applications can be made by the event owner or event organiser (including Travel Partners and ITOs where authorised by the event owner).
- Applicant organisations must be a valid business organisation or operation either in Australia or overseas.

2. Conditions of Funding

- This funding must be used to cover actual event costs, including but not limited to accommodation, venue hire, transport, food and beverage, marketing, or event promotion. Funding cannot be used for administrative costs, payment of salary and related employment costs, purchase of assets, or rent or lease of office space.
- Successful applications must agree to enter into an Event Sponsorship Agreement with MCB. This will be administered once the event is secured for Victoria. The Event Sponsorship Agreement must be signed within 4 months of being notified. If the Agreement is not signed, the funding offer will be withdrawn.
- Four weeks prior to the events start date, a final Event Program must be submitted to MCB. The details of this requirement, and due date will be stated in the Event Sponsorship Agreement.
- Funding will be paid post event upon receipt of an approved post event report and other requirements detailed in the Event Sponsorship Agreement.
- Applicants must agree to transparency with MCB regarding event details. All applicants must provide supporting documentation if requested by MCB.
- The event organiser may not receive any funds if they fail to meet the agreed delegate target per the signed Agreement, the minimum of 10 delegates per day and at least 1.5 days of the program being conducted in regional Victoria.

3. Conflicts of interest

- All applicants will be required to declare any interests of which they are aware, which could reasonably raise an expectation of a conflict of interest or material interference with an application.
- Conflicts of interest can be actual, potential, or perceived, and should be declared to ensure that any risks are managed. Detailed guidance can be found on the Victorian Public Sector Commission website in its Conflict of Interest Policy Framework – [Victorian Public Sector Commission](#) and in its eLearning guide on Conflicts of Interest.

4. Funding Agreements

- Successful applicants will enter into an Event Sponsorship Agreement with MCB.
- Applicants must have the legal capacity to enter into an agreement with MCB in accordance with Australian law. The contract signatory must be the same as per the venue contract. A third party can apply on behalf of an event organiser if they are also signing the venue contract (for example, a Travel Partner).
- Applicants must not be insolvent and must be in good financial standing to enter into an agreement with MCB.
- Pre event, successful applications will be required to provide confirmation of payment of deposit.
- All successful applicants will be required to complete a post event report using the report template provided by MCB. Post event reports will be required within four weeks of the conclusion of the event.
- Successful applicants may be requested to participate in case studies and research to assess the impact of the funding program.

5. Acknowledgements

- Events receiving funding will be included on the MCB website when the event has been confirmed and contracted.
- Successful applicants will be required to acknowledge the Victorian Government's support of the program. Full details will be provided in the Event Sponsorship Agreement. This may include: Victorian Government, and MCB logo recognition on any relevant event promotional material relating to the event (videos, website, print publications etc).

6. Disclaimers

- This information may be provided to Victorian Government bodies for the purpose of assessing your application. If you intend to include personal information about third parties in your application, please ensure they are aware of the contents of the privacy statement.
- Any personal information about you or a third party in your correspondence will be collected, held, managed, used, disclosed or transferred in accordance with the provisions of the Privacy and Data Protection Act 2014 and other applicable laws. MCB is committed to protecting the privacy of personal information. You can find MCB's Privacy Statement online at melbournecb.com.au/privacy. Enquiries about access to information about you held by MCB should be directed to the Corporate Affairs department of MCB.
- Please note, the Incentive Events Program may be highly contested. Outcome of funding applications is at the full discretion of Melbourne Convention Bureau and the State Government of Victoria. Applicants must not assume they will be successful or enter into commitments based on that assumption before receiving formal notification of the outcome of their funding

application. All applicants are encouraged to plan for contingencies and consider other funding sources and options should their application be unsuccessful.

For more information or application assistance please contact info@melbournecb.com.au

Attachment A: Eligible Victorian Local Government Areas

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|----------------------------------|------------------------------------|
| Alpine Shire Council | Macedon Ranges Shire Council |
| Ararat Rural City Council | Mansfield Shire Council |
| Ballarat City Council | Mildura Rural City Council |
| Bass Coast Shire Council | Mitchell Shire Council |
| Baw Baw Shire Council | Moira Shire Council |
| Benalla Rural City Council | Moorabool Shire Council |
| Borough of Queenscliffe Council | Mornington Peninsula Shire Council |
| Buloke Shire Council | Mount Alexander Shire Council |
| Campaspe Shire Council | Moyne Shire Council |
| Central Goldfields Shire Council | Murrindindi Shire Council |
| Colac Otway Shire Council | Northern Grampians Shire Council |
| Corangamite Shire Council | Pyrenees Shire Council |
| East Gippsland Shire Council | South Gippsland Shire Council |
| Gannawarra Shire Council | Southern Grampians Shire Council |
| Glenelg Shire Council | Strathbogie Shire Council |
| Golden Plains Shire Council | Surf Coast Shire Council |
| Greater Bendigo City Council | Swan Hill Rural City Council |
| Greater Geelong City Council | Towong Shire Council |
| Greater Shepparton City Council | Wangaratta Rural City Council |
| Hepburn Shire Council | Warrnambool City Council |
| Hindmarsh Shire Council | Wellington Shire Council |
| Horsham Rural City Council | West Wimmera Shire Council |
| Indigo Shire Council | Wodonga City Council |
| Latrobe City Council | Yarra Ranges Shire Council |
| Loddon Shire Council | Yarriambiack Shire Council |

