

### **Business Events Australia 2020/21 Advance Program Applications Now Open**

Applications are now open for the Advance Program for 2020/21. The **Advance Program** is a partnership marketing initiative that provides financial assistance to the business events industry to support marketing and distribution projects aimed at driving international business events visitation to Australia.

Projects supported can include any marketing or distribution activities that help to increase international visitation to confirmed business events being held in Australia or initiatives that help to increase consideration of Australia by international business events decision makers and/or that help in the conversion of new business events.

The program for 2020-21 has been reviewed to increase industry access to the funding on offer. Changes include greater access for smaller projects by lowering the minimum amount requested for each project to \$10,000; offering two rounds of applications each year; and streamlining the application process.

Applications for the program can be completed online via the Business Events Australia website. First round of applications close on **Monday 1 June 2020 at 5pm AEST**. The second round of applications will open on Monday 9 November 2020 and close Monday 30 November 2020 by 5pm AEDT.

We are running an Advance Program webinar to answer questions about the program and application process on Thursday 30 April 2020 at 2pm AEST. Register for the webinar online [here](#).

Full details of the Advance Program and link to the application form can be found in the [Advance Program Prospectus](#) and more details about the kind of activity the Advance Program supports can be found in this [infographic](#).