

30 November 2021

***Accelerate* funding available now to boost business events and drive economic recovery**

Things are looking up for business events in Sydney.

The NSW Government and Business Events Sydney have released details of a new funding program open for applications from today to stimulate the return of business events across Greater Sydney, Newcastle and Wollongong.

Today's funding announcement comes hot on the heels of the NSW Government's removal of 2 square metre density limits, one of the most significant COVID-19 imposed barriers to the return of business events across the country.

A COVID-19 Recovery initiative administered by BESydney in conjunction with Destination NSW on behalf of the NSW Government, the *Accelerate* Sydney Business Events Fund is open to organisers of business to business (B2B) conferences, conventions, symposia, congresses, seminars, training courses and trade exhibitions to offset venue costs matched dollar-for-dollar by the organiser.

While organisers can be based anywhere in Australia, to access the funding their events must be held at a public venue in Greater Sydney, Newcastle or Wollongong. The event must be of at least one-day duration, attract 100 or more delegates and be held between 1 April - 31 December 2022.

NSW Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres said: "*Accelerate* will impact across the economy, aiding a wide range of event venues and hotels, event suppliers, catering companies and venues to re-open, re-activate, and re-instate jobs lost during the pandemic.

"Business events are the premium end of the visitor economy, adding millions of dollars to the NSW economy each year. Beyond that, they are also a vital stimulus to business, helping participants generate new markets, customers and growth opportunities. *Accelerate* is an excellent opportunity to revitalise as we all focus on getting businesses and employees back into our CBDs."

Accelerate builds upon the *Kickstart 2021* Sydney Business Events Fund launched in March this year which has supported events scheduled through until March 2022.

BESydney CEO Lyn Lewis-Smith urged event organisers to apply to access the *Accelerate* funding as soon as possible, with first round applications closing on 17 December and funding to be allocated on a first come first served basis.

"With the NSW Government's slew of announcements easing restrictions over the past month, particularly the removal of the 2 square metre density rule and planning for a NSW Event Saver Fund well in train, we are seeing business events starting to come back to life," Ms Lewis-Smith added.



“There is a buzz starting to come back, and calendars are starting to fill as business confidence returns. There are so many new venues and new experiences being announced as the city starts to re-open.

“*Accelerate* is designed to provide that final impetus for people to book with organisations answering the call from their teams, their clients and their suppliers to get back in person in 2022, and it will go a long way to re-energise our great city.”

Full details of the program are available on meetinsydney.com.au/offers

-ENDS-

Image and useful links

- [Image Lyn Lewis-Smith CEO](#)
- [Accelerate Sydney asset 1](#)
- [Accelerate Sydney asset 2](#)
- [Accelerate Sydney asset 3](#)
- [Accelerate Program Guidelines](#)
- [Accelerate Fact sheet](#)

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About BESydney: BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney, and industry.