

# ADVANCE PROGRAM PROSPECTUS

Financial Year 2019/20



## WHAT IS THE ADVANCE PROGRAM?

Managed by Tourism Australia's business events unit, Business Events Australia, the Advance Program delivers specific, measurable, and achievable marketing activity within a specified financial year that supports;

- Marketing activities that help to increase international visitation to confirmed business events being held in Australia; and
- Marketing activities that help to increase consideration of Australia by international business events decision makers

The deadline for submissions is 5pm, Australian Eastern Standard Time on Monday 1 July 2019.

The Advance Program offers the opportunity to leverage Tourism Australia's international marketing expertise to grow consideration of Australia as a business events destination, and to deliver best-practice marketing to grow international visitation to confirmed business events taking place in Australia.

The Advance Program offers marketing partnerships with Tourism Australia that are determined via a submission and assessment process.

## CRITERIA AND ELIGIBILITY

Submissions to the Advance Program will be assessed against Mandatory Eligibility Criteria to ensure activities:

- Align with Tourism Australia's business events strategy
- Have the potential to influence decision makers of international business events
- Have the potential to attract large numbers of international visitors to Australia for confirmed international business events

This Prospectus provides applicants with a Checklist, Mandatory Eligibility Criteria, and the Application Form for the Advance Program, and outlines the Terms & Conditions that apply.

Please familiarise yourself with this Prospectus before submitting an application to the Advance Program.

## INTERNATIONAL DELEGATE/VISITOR ACQUISITION MARKETING FOR CONFIRMED BUSINESS EVENTS

Applicants may request to leverage Tourism Australia's marketing expertise via the Advance Program to add value to existing delegate/visitor acquisition marketing activity for confirmed international business events to be held in Australia. The Advance Program does not subsidise 'business as usual' activity. Proposed activities should be in addition to this work and must utilise and leverage Tourism Australia's marketing expertise.

Activity that is seen to add value to existing international delegate/visitor acquisition marketing activity may include, but is not limited to:

- Strategy development for delegate/visitor acquisition marketing plans
- Digital marketing strategies, including social media, microsites on destination Australia, SEO, SEM, EDM campaigns, programmatic media buying etc.
- Innovative, bespoke marketing campaigns, collateral and/or activations for events where potential delegates/visitors can be influenced to travel to Australia
- Bespoke content production and amplification strategies
- Public relations activity that secures editorial coverage and raises awareness of the event and of Australia

## BID MARKETING

Australian industry may request to leverage Tourism Australia's marketing expertise via the Advance Program to add value to an existing event bid strategy. Applicants must propose marketing activities that can help raise consideration of Australia amongst international decision makers. This work must be in addition to work already underway and must utilise and leverage Tourism Australia's marketing expertise. The Advance Program does not subsidise 'business as usual' activity and is not available to subsidise event costs.

Activity that is seen to add value to an existing event bid strategy may include, but is not limited to:

- Strategy development for bids
- Creation of marketing materials including content to support bids
- Activations for bid events that can influence decision makers

## TRADE AND INVESTMENT PRIORITY AREAS\*

The Australian Government's trade and investment facilitation strategies are focused around the following priority sectors. Business events, where applicable, that align with these trade priority sectors will be highly considered during assessment of applications for the Advance Program.

*\*subject to revision by the Australian Federal Government*

### Trade and Investment Priority Areas

- Food and Agribusiness
- Advanced Manufacturing
- Infrastructure
- Resources and Energy
- International Health
- Services & Disruptive Technologies



## 2019/20 TIMELINE

Please refer to the following timeline for the 2019/20 Advance Program. Please note specific milestones will be incorporated into each individual contract.

<b>13 May 2019</b>	Advance Program 2019/20 applications open
<b>1 July 2019</b>	Deadline for 2019/20 applications
<b>1 August 2019</b>	Results of applications communicated. Successful applicants provided with contract
<b>15 August 2019</b>	Deadline for applicants to sign contract and return to Tourism Australia
<b>27 September 2019</b>	Deadline for first round of invoices to be sent to Tourism Australia
<b>September 2019, January 2020, April 2020, June 2020</b>	Partnership discussions to take place (at a minimum). Progress reports due prior to partnership discussions. A timeline will be included in any successful Advance Program contract
<b>7 February 2020</b>	Deadline for second round of invoices to be sent to Tourism Australia
<b>3 May 2019</b>	Deadline for last round of invoices to be sent to Tourism Australia
<b>30 June 2020</b>	Advance Program activity completed by the end of the financial year
<b>Post event report</b>	Final delegate numbers for supported events, including a breakdown of Australian vs international attendees to be provided

## HOW TO APPLY

1. Please take the time to familiarise yourself with this document prior to completing your application for support. It describes where, when and how Tourism Australia will consider offering Advance Program support and the criteria that must be satisfied before this support will be offered
2. Please take the time to read through the Advance Program Terms and Conditions (Terms). Acceptance of these Terms is mandatory to apply for the Advance Program
3. Complete the Advance Program Checklist, to understand the key requirements for any event seeking support through the Advance Program
4. Ensure you complete all application documents and answer all questions in the Checklist, Application Form and Timeline Template
5. During the assessment process, Tourism Australia may require additional information and will communicate directly with applicants to obtain details as required
6. Please be aware that submitting a request for support, regardless of whether the minimum criteria is satisfied, does not ensure that support will be made available under this or any other initiative. Tourism Australia, at its discretion, will determine where, when and how support will be offered and provided
7. Once you have completed your application, please email this to [bea@tourism.australia.com](mailto:bea@tourism.australia.com) by 5pm, Australian Eastern Standard Time, Monday 1 July 2019

## TOURISM AUSTRALIA BUSINESS EVENTS BID FUND PROGRAM

The Tourism Australia Business Events Bid Fund Program (BFP) is designed to increase the success rate of bids for new and qualified international business events by offering financial support at the critical bidding stage. Financial support must be used to cover event costs in Australia. Please refer to the Prospectus for the BFP here for further information.



## SUCCESSFUL SUBMISSIONS

Successful submissions will be notified by Friday, 30 August 2019. Partners must enter into a contract with Tourism Australia, which will include a full schedule of activity, Key Performance Indicators (KPIs), timeline, and payment schedule. Provision of funds is dependent on meeting requirements under the contract and may be reduced or withdrawn on the basis of non-compliance by the partner.

Successful partners will be required to review and return contracts within seven days of receipt of contract via email. Tourism Australia may consider amendments to its contracts however these must be mutually agreed, and must not delay the commencement of activities outlined in the contract. Tourism Australia reserves the right to withdraw the offer of support under the Advance Program should an agreement not be reached within seven days of making the offer to the successful applicant.

Support will be allocated in a minimum of two instalments determined by Tourism Australia. The maximum support provided in the first round of invoices will not exceed 50 per cent of the total agreed direct contribution from Tourism Australia. All contributions will be paid in full by 30 June 2020 subject to meeting KPIs and reporting requirements.

## ALL SUBMISSIONS TO THE ADVANCE PROGRAM WILL BE ASSESSED AGAINST THE FOLLOWING MANDATORY ELIGIBILITY CRITERIA:

Before submitting your application, please ensure you have addressed all the Mandatory Eligibility Criteria.

1. The Advance Program is designed to increase international visitation to Australia for the purposes of attending a business event, and to increase consideration of Australia as a business events destination. Submissions must be for the purposes outlined
2. Submissions must be for identified, qualified incentive, association or exhibition events being held Australia. No dual destination events will be considered
3. Submissions must demonstrate innovation, creative ideas and explain how Tourism Australia's marketing expertise will be leveraged
4. Advance Program funds cannot be utilised for subvention purposes or to cover event costs
5. Expenditures and activities must be undertaken in full in the 2019/20 financial year
6. Proposed activity must be achievable and measurable during the 2019/20 financial year
7. All submissions must come from entities registered in Australia

8. Submissions must be for a minimum contribution by Tourism Australia of no less than AUD\$20,000 (excluding GST)
9. Submissions must demonstrate that business events for which activity is to be undertaken will attract a minimum of least 500 international delegates
10. Submissions must demonstrate the economic value of the event to Australia. Events with the highest return on Tourism Australia's investment will be prioritised for the Advance Program
11. If applicable, submissions must demonstrate any economic benefit due to regional dispersal of event or delegates. i.e. pre/post touring for a conference or exhibition, event being held in a regional destination, etc.
12. Applicant entities must have legal capacity to be able to enter into an agreement with Tourism Australia
13. Applicant entities must not be insolvent and must be in good financial standing to enter into an agreement with Tourism Australia
14. Applicant entries must comply with all applicable Australian laws including those relating to work health and safety, and privacy
15. Applicants will demonstrate clear, rigorous and reliable measurement and reporting methods for each activity proposed
16. Applicants must submit proposed key performance indicators (KPIs) as part of their Advance Program submission
17. Proposed timelines and milestones for activity must form part of any Advance Program application. A Gantt chart template is provided and must be used to submit this information
18. Applicants must agree to full transparency for work being delivered in partnership, as well as delivery of regular updates to TA on work in progress
19. Submissions must include details of any support already secured through other programs. Applicants agree that no support already secured through other programs may contravene Advance Program Terms & Conditions, reporting requirements, and Key Performance Indicators
20. Applicants must agree that acceptance of the Advance Program Terms & Conditions (Terms) form part of the application form for the Advance Program and that these Terms are non-negotiable
21. Applicants must agree that Tourism Australia will determine successful applications to the Advance Program at its absolute discretion
22. Applications must be received by Tourism Australia no later than 5pm, Australian Eastern Standard Time on Monday 1 July 2019. Tourism Australia reserves the right to reject any application or part thereof which is received after the submission date
23. Each applicant entity is permitted one application only, but the application can cover multiple events



## ADVANCE PROGRAM TERMS & CONDITIONS (TERMS):

1. Acceptance: These terms and conditions apply to the Advance Program and are non- negotiable. By submitting an application, Applicants agree that these Terms apply and govern your application for the Advance Program
2. Applicants must agree that Tourism Australia (TA) will determine successful applications to the Advance Program at its absolute discretion
3. TA reserves the right to determine and amend the Mandatory Eligibility Criteria and Terms and Conditions for the Advance Program at any time and at its sole discretion
4. The applicant must submit a completed application form, including all mandatory information and supporting documentation. Failure to comply with these Terms may result in delays or rejection of the application due to non-compliance
5. TA reserves the right to consider any support previously provided to the applicant in relation to the business event in question, (either by TA or another entity) when assessing the Advance Program application
6. TA reserves the right to request information additional to that supplied in the submission to assist its decision-making process
7. TA reserves the right to vary the amount granted to successful applicants from the amount requested in their application for the Advance Program
8. Successful applicants will be offered an opportunity to enter into a contract with TA, which will include a full schedule of activity, Key Performance Indicators, (KPIs), timeline, and payment schedule
9. Provision of funds will be conditional against the partner delivering activity to agreed Key Performance Indicators, (KPIs), timeline and schedules. Tourism Australia may withdraw or decrease funds at its sole discretion, should the partner fail to comply. Partners will be given a reasonable opportunity comply, which will include notification of TA's intention to withdraw or reduce agreed funding within seven (7) days
10. Applicants agree that Tourism Australia may at its sole discretion pay the Advance Program funds directly to suppliers for agreed activity, i.e. media buys, digital agencies etc.
11. Applicants agree that Tourism Australia may, at its sole discretion, request evidence of estimates or costs provided in the Advance Program application, i.e. quote from a supplier
12. Tourism Australia reserves the right to withdraw the offer of support under the Advance Program should an agreement not be reached with seven (7) days of making the offer to the successful applicant
13. Delivery for all Advance Program activity must be finalised by 30 June 2020
14. Minimum request for support via the Advance Program is AUD20,000 (excluding GST)
15. All assets created as part of the Advance Program must comply with Tourism Australia's terms for film, imagery and content and will be jointly owned by the applicant and Tourism Australia
16. Tourism Australia reserves the right to decline the use of Business Events Australia (BEA) brand on assets and/or collateral created under the Advance Program
17. If Tourism Australia grants access to the BEA brand, Tourism Australia retains final sign-off and decision-making on all creative aspects of the work
18. Tourism Australia's commitment to providing support via the Advance Program is based on the information stipulated in the application and supporting documentation. Should this information change in any way, the applicant agrees to inform TA immediately. Failure to do so may result in the cancellation or reduction of support
19. Applicants agree that Tourism Australia may, at its sole discretion, conduct an audit of finances related to the activity for which support has been obtained through the Advance Program. Applicants agree to make available to TA any documentation required for the purposes of this audit
20. TA reserves the right to representation at relevant meetings pertaining to any successful Advance Program submission
21. The applicant agrees to share any media communications plans a minimum of ten (10) working days prior to any public announcements for any activity supported through the Advance Program. TA reserves the right to create media materials and release statements regarding the support provided through the Advance Program
22. The applicant agrees to recognise TA on any media and communications materials produced as a result of activity delivered through the Advance Program. TA reserves the right to approve, amend or reject said recognition at its absolute discretion
23. The applicant agrees to inform any event partners, contracted agencies or other relevant parties of all requirements under the Terms & Conditions of the Advance Program, and undertakes to gain their compliance with same. Failure to do so may result in the withdrawal of support through the Advance Program
24. The applicant agrees to not make any false representations regarding the Advance Program or the nature of the agreement of support from TA to any third party
25. Applicable Law: These Terms and the Advance Program are subject to the laws of the state of New South Wales, Australia and the courts of that state

[Download an Application Form](#)

[Download the Activity Timeline Template](#)



## ADVANCE PROGRAM CHECKLIST

Before submitting your application, please consider the following checklist

**Will the proposed activity take place in the 2019/20 financial year?** Yes / No

*If you have answered no, please note that Tourism Australia is unable to provide funds in the 2019/20 financial year for activities not taking place in 2019/20. Please contact Tourism Australia to discuss any opportunities which could potentially stretch across multiple financial years.*

**Does the proposed partnership marketing plan include a direct contribution from Tourism Australia of at least AUD\$20,000?** Yes / No

*Please note this is the minimum contribution amount available through the Advance Program*

**Will the event attract 500 or more international visitors?** Yes / No

*If you have answered 'no', please note that in order to ensure the greatest return on investment for Australia, submissions which meet this criteria will be given precedence*

**Is the support requested needed before August 2019?** Yes / No

*If you have answered 'yes', please note that due to processing timelines, it may not be possible for the application to proceed in time for your requirements*

**Does the event align with the Australian Government's trade and investment priority sectors listed in this document?** Yes / No

*If you have answered 'no', please note that applications that align with the Australian Government's priority sectors will be given precedence*

**Is the business event of national significance to the Australian economy?** **My event is worth**

*Please note that events with the greatest economic value to Australia may be given precedence*

- <\$500,000
- >\$1m
- >\$5m

**My activity is business as usual and has been undertaken previously for other events** Yes/No

*Please note that applications requiring innovation, creativity, and Tourism Australia's international marketing expertise will be highly regarded*

**I have read the Mandatory Eligibility Criteria along with the Terms and Conditions of the Advance Program and ensured my application complies** Yes/No

*If you have answered 'no' please note all applicants must read, agree and comply with the Advance Program Mandatory Eligibility Criteria and Terms and Conditions*

**I have completed the Checklist, Application Form and Timeline for my Advance Program submission** Yes/No

*If you have answered 'no' please note your application may be rejected*

If you are in doubt as to whether your submission meets the Advance Program criteria, please don't hesitate to contact Tourism Australia at [bea@tourism.australia.com](mailto:bea@tourism.australia.com) for further assistance.

