



SA events funds

THE South Australian Government has announced a \$5.7 million funding package to support the tourism and events sector.

The package includes a new Regional Events Grant Fund, which aims to provide financial support for small to medium regional event organisers who "have experienced financial loss due to the forced cancellation or postponement of an event staged between 16 Mar 2020 and 31 Aug 2020, as a result of COVID-19".

The Events Fund, as well as a Small Tourism Business Grants Fund, are being administered by the South Australian Tourism Commission - for info see tourism.sa.gov.au.

AACB HAILS EMDG BOOST

THE injection last week of almost \$50 million in additional funding for the Export Market Development Grant (EMDG) Scheme has been welcomed by the Association of Australian Conference Bureaux (AACB), with CEO Andrew Hiebl describing the move as a "shot in the arm" for the sector.

The scheme supports many members of the AACB, which are eligible as Approved Bodies.

Simon Birmingham, Minister for Trade, Tourism and Investment, has also confirmed that applications lodged in the 2020-21 financial year can claim promotional expenses that have been impacted by COVID-19, such as trade show cancellations.

"These activities will be treated by Austrade as having taken place," Hiebl said.

He said the AACB had

consistently argued that boosting investment in successful federal grant programs like EMDG would support convention bureaux efforts in reaching international markets and driving high yield visitation.

The additional funding, complemented by \$60 million already committed as an election pledge, "provides certainty during tough times... meaning that expected entitlements will be paid in full.

"Eligible convention bureaux will be able to position these funds to recovery efforts in what will be a highly competitive post COVID-19 world," Hiebl added, saying it was positive to see government recognition that the business events sector is "vital to rebuilding Australia's visitor and knowledge economies".

Today's issue of BEN

Business Events News today has two pages of news plus a full page from *Amora Melbourne*.

MEA hack-a-thon

MEETINGS and Events Australia (MEA) is promoting a "Re-Imagine Events hack-a-thon" next Tue 15 Apr, in partnership with its international partner the Sustainable Event Alliance.

The free, two-hour hack-a-thon will allow participants to meet with people from across the events industry worldwide, with the aim of re-imagining the next six months, the next two years and beyond for the events sector.

Register to participate by **CLICKING HERE**.



LISTEN TO OUR NEW PODCAST!

Catch up on the latest headlines by listening to our new podcast, **News on the Fly!**

AVAILABLE NOW

Search for 'Travel Daily - News on the Fly' on your preferred listening app

CLICK HERE FOR DETAILS

Travel Daily



What has been the impact of COVID-19 on the events sector? Read more in the April issue of *travelBulletin*.

CLICK to read
travelBulletin



CINZ BE RECONNECTED

CONFERENCES and Incentives New Zealand (CINZ) has taken proactive steps to look beyond the coronavirus lockdown by launching a new event set to take place late this year.

Dubbed BE Reconnected, the one day conference at Auckland's Vodafone Events Centre on 01 Dec, will "focus on

re-engaging and reconnecting vital industry relationships to help kick start business recovery," according to CINZ CEO, Lisa Hopkins.

She said New Zealand's business events sector, previously worth about NZ\$500 million annually, had "suffered immense losses and must be given every opportunity to recover.

"We have been looking at different ways to reconnect our members with customers, channels and each other, as part of the industry's overall business recovery strategy.

"BE Reconnected will be a vital step in helping to secure business leads and supercharging the sector's recovery."

The event will allow buyers to participate in multiple face-to-face opportunities over a short time, focusing on maximising interactions with customers through an emphasis on conversation and relationship building, rather than an expansive program and exhibition floor.

MCEC closure

THE Melbourne Convention and Exhibition Centre has extended its COVID-19-related shutdown, with plans to now reopen in early Jul.

Initially there were hopes of an Apr restart, but the Centre now wants to give customers and staff clearer timelines "so we can all plan accordingly".

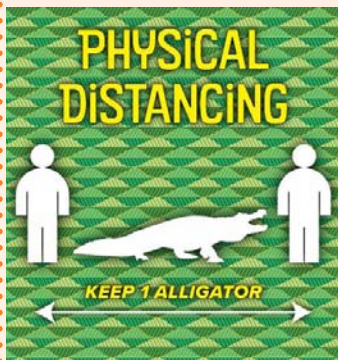


IN THESE days of social distancing it is important to ensure that people across the community understand the rules.

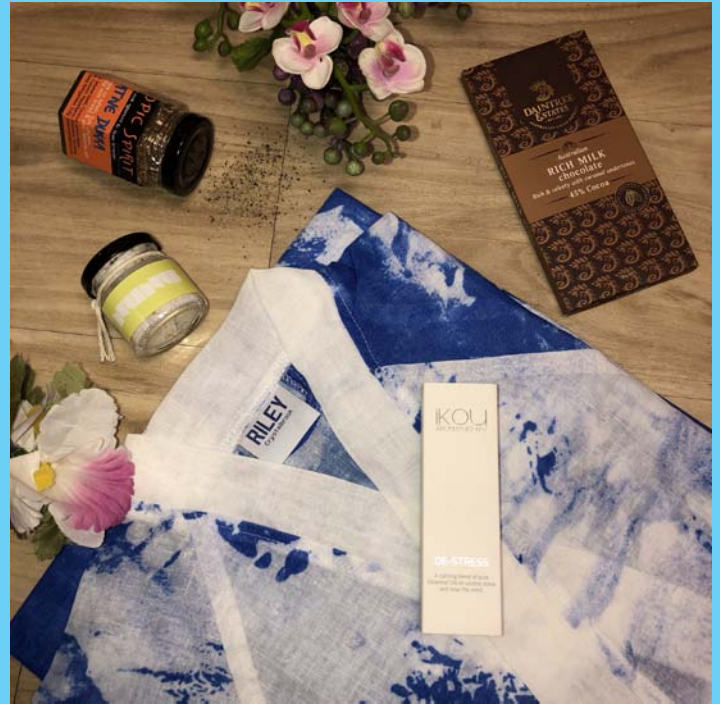
That's probably why a public education campaign in Florida in the USA has a uniquely local twist.

Forget a simple measurement like 1.5m of six feet between people - officials in Leon County have come up with a more comprehensible distance of "one alligator length".

Florida currently has 11,000 cases of COVID-19 and has recorded 170 deaths.



Keeping the events dream alive



BUSINESS Events Cairns & Great Barrier Reef has sent some special "social distancing pamper packs" to business event organisers who were forced to postpone educational visits to Tropical North Queensland due to the COVID-19 restrictions.

Rosie Douglas, GM of Tourism Tropical North Queensland, said the initiative would help the recipients experience some elements of the destination.

"They will be able to relax in a colourful Crystalbrook Collection robe with aromatherapy oils from Pullman Cairns International's in-house luxury Vie Spa.

"A delicious bar of Daintree

Chocolate, a bottle of native Australian dukha from Ochre Restaurant, and Nu Nu Restaurant's iconic citrus salt complete the package with a stay-well card," Douglas said.

She said the suspension of activity during the coronavirus shutdowns would create pent-up demand for business events once Australians were able to travel again.

"Business Events Cairns & Great Barrier Reef has continued to provide ongoing destination updates, assistance and information to conference and incentive organisers to support the recovery of the region's business events industry during this time," she added.



Amora Hotel Riverwalk Melbourne is the place to be!

After a \$5 million ground floor transformation, Amora Hotel Riverwalk Melbourne on the banks of the Yarra, just got even better!

All new lobby, reception, restaurant, two bars, two courtyards and events pavilion.

Visit: www.amorahotels.com/melbourne



AMORA HOTEL
RIVERWALK MELBOURNE

Tel: (03) 9246 1200
E: csm@amora.melbourne

649 Bridge Road,
Richmond VIC 3121