



BE PERTH EXTENSION

BUSINESS Events Perth yesterday announced a six-month extension of its Event Here Now Fund, which offers sponsorship of up to \$15 per delegate, up to a maximum of \$10,000, for new in-person events in WA.

Business Events Perth CEO Gareth Martin said the extension followed “overwhelmingly positive” feedback on the initiative since its launch almost 12 months ago.

“The purpose of this initiative was to support the recovery of the Western Australian business events industry, after major disruption to the sector caused by the global pandemic,” he said.

Martin said so far more than 200 state-based events had been supported through the program, bringing together over 100,000 delegates in total.

“Clients have told us that without this sponsorship their events would not have been able to proceed with certainty, if at all, so we are thrilled to have made a difference,” he said.

The extension comes amid

further lockdowns and border closures, although local venue capacity restrictions have started to lift within WA.

A wide range of activities are eligible for support under the scheme, including conferences, exhibitions, trade shows, workshops, seminars, corporate meetings and incentive group events with a business event program.

WA Tourism Minister David Templeman noted that the funding had supported the local industry and the “long supply chain of jobs associated with business events”.

“We all love to meet in person, and it is encouraging that Western Australians have returned to business events with enthusiasm,” he said.

Event Here Now sponsorship is valid only for new business event bookings to be held in WA prior to 31 Dec 2021, with total support dependent on event duration and the number of delegates attending - for more details call 08 9218 2900.

Qld regional push

QUEENSLAND Tourism Minister Stirling Hinchcliffe has confirmed 22 events across nine of the state’s regions will share in \$374,500 in funding under the latest round of the Queensland Destination Events Program.

Initiatives supported include Brisbane’s Wynnum Fringe festival, the Fraser Coast’s Hervey Bay 100, Beach Rugby Australia on the Gold Coast, the Warwick Rodeo and Outback by the Sea in Tropical North Qld.

Hinchcliffe said the scheme was helping encourage more overnight hotel stays, eating out at restaurants and “enjoying our first-class Qld holiday experiences”.

ITB Asia theme

THE organisers of ITB Asia 2021 Virtual scheduled for 25-29 Oct have announced the event will be themed “The Decade Ahead: Braving New Realities in Travel”.

Buyer, trade visitor and exhibitor registration is now available, with virtual booths from US\$500 - itb-asia.com.

SA arts showcase

BLACK Box Live will be broadcasting shows from Adelaide’s Bakehouse Theatre to screenings at Hollywood Fringe, available on-demand for Edinburgh Fringe next month.

Black Box Live is an Adelaide Fringe “institution” with the pivot seeing its craft adapted to a virtual platform allowing the continuation of SA arts export.

ACC closure

THIS week’s snap lockdown in South Australia has seen the closure of the Adelaide Convention Centre (ACC) to all organised gatherings from 21-27 Jul inclusive, in line with instructions issued by the SA Government.

IBTM buyer rego

IBTM World has opened hosted buyer registration for this year’s event scheduled to take place in Barcelona from 30 Nov-02 Dec.

The in-person gathering, taking place for the first time since 2019, will be followed by IBTM World Virtual from 07-09 Dec.

For more info and to register see ibtmworld.com.

BIG ECO WIN FOR DARWIN



DARWIN will welcome the world in 2023, after having been announced as the host destination for the *World Conference on Ecological Restoration*.

The event, anticipated to attract up to 1,200 delegates from across the globe, was secured through a partnership between NT Business Events, Darwin Convention Centre and the Society of Ecological Restoration Australia.

Tourism Australia (TA) also supported the bid via the Business Events Bid Fund Program, with TA MD Phillipa Harrison saying it was a “great win for Darwin and Australia”.

“Business events such as the 2023 World Conference in Ecological Restoration are a critical part of Australia’s visitor economy and play a key role in generating tourism activity as well as trade, investment and employment opportunities.

“We look forward to welcoming international delegates to Australia and showcasing our world-class business events facilities and extraordinary experiences.”

The conference will be staged at the Darwin Convention Centre, and is also expected to see many delegates take up the opportunity for pre- and post-conference touring right across the Northern Territory.

NT Business Events Director, Rebecca McCaig, noted the Territory’s support for the sector via the NT Business Events Support Fund, which offers backing for eligible events at the consideration or bidding stage and which align with priority industry sectors including land management, agribusiness, renewable energy, minerals, mining & gas, health, education, tourism, space, defence, digital and creative industries.