



## Today's issue of BEN

*Business Events News* today has two pages of news.

## Apply for Boost

**TOURISM** Australia is urging the industry to apply for funding under the \$1.5 million Business Events Boost Program, which is open for submissions until the end of the month.

The scheme provides event managers, convention bureaux, professional conference organisers and venues with an opportunity to leverage Tourism Australia expertise and help win new domestic business.

Penny Lion, Executive GM Events at Tourism Australia said the program offered funding for innovative marketing and distribution initiatives such as content creation and collateral, marketing assets for domestic bidding, unique and strategic delegate boosting initiatives, media buys, podcasts and qualified distribution and business development activity.

The minimum request per project is \$10,000 and supported activity must be completed by 30 Sep 2021 - for details **CLICK HERE**.

## EVENTS SECTOR LIFELINE

**THE** Business Events Council of Australia (BECA) says the \$50 million business events sector funding announcement by Prime Minister Scott Morrison (**BEN** breaking news 11 Sep) will "instil confidence and build momentum for Australia's business events industry".

The new Australian Business Events Grants Program will allow approved business events including meetings, conventions, incentives and exhibitions to apply for upfront grants covering up to 50% of their costs.

Grants available will range from \$10,000 to \$250,000, with the money coming from the Government's \$1 billion COVID-19 Relief and Recovery Fund which aims to support sectors severely affected by the pandemic.

BECA Chair Vanessa Findlay said the announcement was the result of close collaboration with the Government, with the organisation's Recovery and Rebound Framework

highlighting the devastating impact of COVID-19 on the sector and the need for funding to drive business confidence.

The funding is recognition that the business events sector was one of the first and hardest hit industries by COVID-19 and may be the last to recover from the pandemic.

BECA will now lead the industry's collaboration with Government on the design and implementation of the program.

"Our goal is to get money flowing through the supply chain as soon as possible," Findlay said.

While welcoming the funding, the BECA Chair also noted that while state and territory borders remained closed in Australia the recovery of the business events sector is seriously impeded.

"BECA calls for clear guidelines that provide predictability and transparency in the way the borders are being managed so businesses can plan and book their next business event with confidence," she added.

## Get Global expo goes local

**GARY** Bender and Donna Kessler, the pair behind the annual Get Global international business events showcase, have announced a domestic version for Jul 2021 (**BEN** breaking news 09 Sep).

Titled Get Local, the new show will celebrate Australasian destinations and suppliers in what they described as "an affordable and dynamic event experience for local buyers and suppliers".

They said with the entire business events sector bearing the brunt of COVID-19 "we want to do something concrete to help the industry kick-start again".

Get Local will take place at Sydney's International Convention Centre on 30 Jul 2021, with more details at [getlocalexpo.com.au](http://getlocalexpo.com.au).

## PCMA Korea pact

**PCMA** has announced a two year partnership with Korea MICE Association delivering PCMA's Digital Event Strategist course in Korea.

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Travel & Cruise Weekly



**JUST** like the rest of the world, theme park operators in Japan are having to adapt to a new socially distanced paradigm, particularly when it comes to events staged around Halloween.

The creepy festival is just over a month away, and in preparation the Lagunasia theme park in Aichi Prefecture has created the Corona Horror Fest 2020 in partnership with Tokyo-based horror entertainment group Kowagarasetai.

The offerings include several new attractions which allow participants to be scared out of their wits while still staying the prescribed 1.5m apart.

One of them is a "haunted toilet," used by guests one at a time while being frightened by the ghost of a dead girl.

After each visitor does their business the area is cleaned and disinfected, the park said.

Another attraction allows guests to climb into a coffin, at which point they are terrorised by a spectre behind a plastic screen - kind of like the ones in ALDI.

## NZ \$50M EVENTS FUND

**THE** business events sector in New Zealand has welcomed NZ\$50 million in Government funding for nine major regional groups across the country.

The new Regional Events Fund is recognition of events as an "important driver of the domestic visitor industry," according to Conventions & Incentives New Zealand (CINZ) CEO Lisa Hopkins.

"This longer term investment in events will support the rebuilding of the visitor economy and provide valuable assistance for the people who work within it," she said.

The funding package was announced by NZ Tourism Minister Kelvin Davis, with the money allocated to nine Regional Tourism Organisations based on international visitor spending prior to the COVID-19 pandemic.

"We are supporting the events sector as Tourism New Zealand advice indicates that up to one third of domestic travel is primarily driven by people looking to take part in events," he said, with the money available for investment in existing events co-ordination, capability building or the creation of new events.

The medium-term fund is designed to provide certainty across the next two to four years, Davis said.

\$2 million of the money will support the NZ Tourism Industry Association's annual TRENZ conference.

Hopkins said the Regional Events Fund was a welcome addition to NZ's recently announced Domestic Events Fund, in which just 10% of the 200 events receiving support were business events.

## Hong Kong events success

**HONG** Kong has been selected as the host city for several major upcoming international business events, including the IATA World Cargo Symposium, Asia Sports Technology Conference and the Congress of the Asian Society of

Transplantation.

Hong Kong Tourism Board Chairman YK Pang said the organisation would continue to work with organisers and attract events in order to maintain the city's status as "The World's Meeting Place".

## Boss + Co pivot

**MELBOURNE-BASED** boutique event hire and styling business Table Art has launched a new events sector co-working space called Boss + Co to provide colleagues in the wedding, event and creative industries with a stylish location to work in and meet clients.

Table Art was founded in 2006 by Allie Hammett, specialising in the supply of table linen for all events.

The new venture is part of her adaptation to the COVID-19 environment, involving a larger space in Church St Hawthorn where Boss + Co is on the second floor above Table Art.

Office spaces, a boardroom and common areas are on offer along with parking and storage space, available for flexible rental by the hour, day, week, month or year.

"Due to the effect on the weddings and events industry, we want to offer a supportive, low overhead alternative to our colleagues who have been severely affected by this pandemic and need to downsize," Hammett said - details at [bossandcoworkspace.com.au](http://bossandcoworkspace.com.au).

## Events space?

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