



REGIONAL SOUTH AUSTRALIA BUSINESS EVENTS BID FUND

The Convention Bid Fund was established to attract business events to the Adelaide Convention Centre. The Fund has attracted more than 79 conventions to Adelaide. These conventions have brought 98,700 delegates who stayed a combined 509,000 room nights generating a \$480M economic benefit for the State.

The State Government has now extended the Convention Bid Fund to regional South Australia. Attracting business events to regions will increase spending in the regional economy and utilise some of the fantastic facilities that the State has to offer.

A 'Business Event' is defined as a conference, symposium or incentive travel group. Business visitors spend on average three times more than a typical tourist and have a high subsequent return visitation rate and so they form an important part of the visitor economy.

Below is the criteria that operators must use as a guide if they wish to access the fund:

FUNDING CRITERIA

PRIORITY WILL BE GIVEN TO BUSINESS EVENTS THAT MEET THE FOLLOWING CRITERIA:

1. The Business Event opportunity is a competitive bid process against national and/or international destinations.
2. The Business Event delivers a healthy return on investment to the State of South Australia.
3. The Business Event should provide exceptional publicity, business or trade opportunities to the State of South Australia.

THE FOLLOWING FACTORS MAY ALSO BE TAKEN INTO CONSIDERATION:

4. The minimum size of the event should be at least 30 pax.
5. The Business Event should seek to contribute to the achievement of the South Australian Government's strategic priorities.
6. Priority will be given to international and interstate events. This ensures maximum economic impact and more widespread distribution of benefits.
7. The funding should be used to encourage visitation during seasonally low visitation months of June to August where possible.
8. Business Events that are high profile or strategic to the State should be encouraged.

Should you have an event that you are looking to secure please contact us on the information provided below:

CONTACT US

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