

# Northern Territory Business Events Support Fund

## Guidelines

### Introduction

The Northern Territory Government, through the Department of Industry, Tourism and Trade, acknowledges the importance of business events to the Territory economy and the role they play in enhancing the local knowledge base and being a catalyst for innovation, investment and trade.

The Northern Territory Business Events Support Fund (NTBESF) aims to assist the Territory business events sector by providing funding assistance to organisers of qualified corporate meetings, conferences, conventions, exhibitions and incentives.

### Who Can Apply?

Business events planners or organisations considering the Northern Territory as the destination in which to stage their business event may apply for financial assistance of AUD\$100 per delegate.

### Availability checklist

Before beginning your application, please ensure your event meets the following eligibility criteria:

- The event is not yet confirmed for the Northern Territory
- Other Australian or international destinations are also being considered
- 80% of delegates will travel from outside of the NT
- This event has been held previously (i.e. this isn't a new event)

### How can the financial assistance be used?

Financial assistance must be spent with a Territory enterprise/s, in line with NT Government's buy local principles. This may be used for any of the following:

- Engagement of a local Professional Conference Organiser or Destination Management Company;
- Gala dinner;
- Welcome function;
- Welcome to Country;
- Theming;
- Local entertainment;
- Audio Visual services;
- Exhibition build;
- Technical touring element;
- Corporate Social Responsibility (CSR) element;
- On-the-ground transportation; and
- Other activities that demonstrate support of local NT businesses e.g. printing, filming and photography, delegate lanyard and satchel production, local key note speaker (e.g. a local expert or affiliation with local experts); freight which incorporates the use of a local supplier (can be an international or national operator with a Northern Territory affiliation).

A Territory enterprise is an enterprise operating in the NT, with a significant permanent presence in the NT and employing NT residents.

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### Eligibility and Criteria

Priority for support will be given to staging a business event that aligns with the Territory's economic and social strengths in the following industries:

- Health – tropical health, rural and remote health delivery, Indigenous health (including bush medicine), critical care, emergency management and trauma response and research;
- Agribusiness – agriculture, aquaculture, pastoral, horticulture and related bio-security research and development;
- Land Management – desert knowledge, weed management, water and waste management;
- Mining, minerals, oil and gas;
- Renewable energies – solar;
- Education – Indigenous, distance education and international;
- Defence and defence related industries;
- Tourism and related industries;
- Creative industries eg Arts, Culture, Media, Entertainment, Architecture and Information Technology including creative software.

Support for business events that do not align with the above will be considered on a case-by-case basis providing significant economic returns and flow-on benefits to the Territory can be demonstrated.

To be eligible, events must demonstrate historical data and a shortlist of destinations the Territory is competing against. Seed funding to run an event is outside the scope of the NTBESF.

Events already confirmed for the Northern Territory are not eligible to apply for this funding and this includes where a verbal decision has been made and/or formal marketing is already in existence to promote the event.

From time to time, NT Business Events (NTBE) conducts delegate surveying to assist with measuring the economic outcomes of conferences staged in the Northern Territory. Organisations who successfully apply to receive funding will be required to participate in delegate surveying if requested by NTBE.

Business Event case studies are used by NTBE to showcase and promote the calibre and type of events which can be successfully held in the destination. Funded events will be required to provide information for a case study if requested by NTBE.

### Application

A planner or organisation considering the Northern Territory as the destination in which to stage a business event should apply for financial assistance by completing the Northern Territory Business Events Support Fund application form.

# Northern Territory Business Events Support Fund

## Application form

Please familiarise yourself with the Northern Territory Business Events Support Fund Guidelines before filling out this form.

Contact Details:

These are the details of the Organisation or Planner applying for the Business Events Support Fund.

Organisation/Planner	
ABN number	
Name of contact	
Position	
Phone	
Email	

Event name											
Event description											
Proposed NT destination?											
Proposed event dates											
Expected delegate numbers											
Estimated international delegates vs national delegates?											
Name of host organisation and contact details – name, email, phone number											
Is this a national or an international organisation?											
Identify the NT strength industry your event aligns with? <i>Please click the applicable industries</i>	<table> <tr> <td>Health</td> <td>Renewable Energies</td> </tr> <tr> <td>Agribusiness</td> <td>Education</td> </tr> <tr> <td>Land Management</td> <td>Defence</td> </tr> <tr> <td>Mining</td> <td>Tourism</td> </tr> <tr> <td>Oil &amp; Gas</td> <td>Creative Services</td> </tr> </table> <p>N/A - Note: preference is given to applications which align with NT priority industries</p>	Health	Renewable Energies	Agribusiness	Education	Land Management	Defence	Mining	Tourism	Oil & Gas	Creative Services
Health	Renewable Energies										
Agribusiness	Education										
Land Management	Defence										
Mining	Tourism										
Oil & Gas	Creative Services										

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<p>Has a Professional Conference Organiser (PCO) been appointed? Is the PCO based in Australia or overseas?</p>	
<p>What other destinations are being considered?</p>	
<p>When will registrations for the event open (if applicable)?</p>	
<p>Provide the website address of the previous event. If the site is not live, please advise when it will go live</p>	
<p>Please list previous three events with locations and delegate numbers:</p> <p style="padding-left: 40px;">Name of event Year held Location held Delegate numbers</p> <p style="padding-left: 40px;">Name of event Year held Location held Delegate numbers</p> <p style="padding-left: 40px;">Name of event Year held Location held Delegate numbers</p>	
<p>What is the minimum number of exhibitors (if applicable) expected at the event?</p>	

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<p>Describe any activities that will be part of the event that will provide additional benefits to the NT? e.g.</p> <p>Corporate Social Responsibility -using independently owned local businesses, fundraising, financial or in-kind donations, volunteering time to complete a project.</p> <p>Community development - community engagement to help organisations/ businesses to improve their services, focus on community building in areas such as employment, education, health etc.</p> <p>Legacy - some organisations like to leave a legacy in a destination that can provide a lasting impact and short or long term values, this can be in terms of social, intellectual, educational, and environmental.</p>	
<p>Describe how will the event contribute to regional visitation in the NT? e.g. pre or post touring, satellite meetings, field visits, etc.</p>	
<p>Additional information to support your application</p>	

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## Declaration

I confirm that the information provided in this document is true and correct. I understand that the information provided may form part of the contracting term and conditions of support. Should any of the submitted information change, I will inform NTBE immediately in writing.

Signature:

Name:

Title:

Organisation:

Date:

Please send your application to email: [info@ntbusinessevents.com.au](mailto:info@ntbusinessevents.com.au)  
Should you have any queries, please call **1800 656 209** or **+61 8 8999 3941**.