

## ***Kickstart 2021:*** **Sydney Business Events Fund opens for applications**

**27 April 2021:** Sydney's business events bidding specialist BESydney is encouraging business event organisers to get their skates on and head to [meetinsydney.com.au](https://meetinsydney.com.au) to apply for funding support from the NSW Government's *Kickstart 2021 Sydney Business Events Fund*.

Business event organisers have until 31 May 2021 to apply for a cash incentive of up to \$90,000 in matched funding from the NSW Government for a new business event taking place in Greater Sydney, Newcastle or Wollongong between now and 31 December 2021.

Designed to provide urgent financial support for business events venues that have been hard hit by the continuing border closures and social distancing restrictions due to COVID-19, the funding is being offered to event organisers to offset venue costs including venue hire and in-house catering and audio visual.

NSW Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayres said: "We're helping the event owners, businesses, local tourism organisations, councils and industry groups that need it most by stimulating activity now and creating a pipeline of events and visitors into the future.

"The business events industry is a powerhouse of the NSW visitor economy because it attracts high yield visitors who stay multiple nights, and these events engage many industry partners from accommodation and catering to staging, AV and other event delivery services."

BESydney CEO Lyn Lewis-Smith said: "Business events and the venues that support them are vital not only to the NSW tourism industry, but the economy as a whole. This funding will help keep venues open and create job opportunities for tourism and hospitality workers, and associated businesses."

Business event organisers from anywhere in Australia can apply for funding to support new small to medium-sized business events in Greater Sydney, Newcastle and Wollongong including, but not limited to, conferences and trade exhibitions ranging from 50 up to 900 people.

Ms. Lewis-Smith added: "This funding will provide a vital kickstart for our industry. The need and appetite for companies to reconnect and get back to business is clear. The funding will help attract events back into our cities and provide the confidence for businesses now to confirm their in-person meetings."

The *Kickstart 2021 Sydney Business Events Fund* is being administered by BESydney in conjunction with Destination NSW on behalf of the NSW Government. For full terms and conditions and to apply go to [www.meetinsydney.com.au/offers/](https://www.meetinsydney.com.au/offers/).

For regional NSW business events support go to [meetinns.com.au](https://meetinns.com.au).

BESydney and its partners also offer support for organisers of larger conferences and incentives above 900 delegates for 2022 and beyond. If you are considering Sydney, and your larger event is not eligible for *Kickstart 2021* funding, please get in touch with the BESydney bidding team at [BidSydney@besydney.com.au](mailto:BidSydney@besydney.com.au)

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**About BESydney:** *BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney and industry.*