



Program Guidelines

1. Program Overview

The **Western Sydney Meetings Fund – National (WSMF)** is a competitive funding program designed to encourage national association and corporate conference organisers to consider **Western Sydney** as the host destination for their eligible business event.

The program supports events that deliver strong economic and strategic benefits to Western Sydney and NSW, while helping to grow awareness and reputation of the region as a leading business events destination.

2. Program Objectives

The objectives of the Western Sydney Meetings Fund – National are to:

- Attract new **national business events** to Western Sydney
- Grow the **economic impact** of business events and support the local supply chain
- Build awareness and strengthen the **reputation of Western Sydney** as a business events destination
- Support the **NSW Visitor Economy Strategy 2035**

3. Program Offer

Successful applicants may receive:

- **\$50 (excl GST) per registered in-person delegate**, provided as an offset against eligible venue costs
- Funding is **capped at \$50,000 (excl GST) per event**

Funding is paid after the event, once all required documentation has been received and verified.





4. Eligible Events

To be eligible for consideration, events must meet **all** of the following criteria.

4.1 Event Type

Eligible events are:

- National association meetings, conferences or conventions
- National corporate meetings, conferences or conventions

The program does **not** support:

- seminars or training courses
- trade exhibitions
- consumer (B2C) events

4.2 Event Duration

- A minimum of **two conference days**
- Each day must include at least **six hours of eligible business content**

4.3 Minimum Delegate Numbers

- A minimum of **300 delegates**. A delegate is a registered physical attendee for the full duration of the Event and excludes day or part event registrants, exhibitors, accompanying persons, children (under 18 years of age), no-shows and virtual attendees

4.4 Delegate Origin

- At least **40% of registered in-person delegates** must originate from **interstate or international** destinations

4.5 Event Location

The entire event must be delivered within eligible Western Sydney local government areas*, being Blacktown, Blue Mountains, Camden, Campbelltown, Canterbury-Bankstown, Cumberland, Fairfield, Hawkesbury, Liverpool, Parramatta, Penrith, The Hills Shire and Wollondilly.

*Local Government Area defined by <https://elections.nsw.gov.au/elections/how-voting-works/electoral-boundaries>

4.6 Event Timing

Events must be held between 1 January 2027 and 31 December 2028

4.7 Event Status at Application

At the time of application, the event must still be in the bidding stage and the host destination must not yet be confirmed

4.8 Decision Deadline

Organisers must be able to **confirm Western Sydney as the host destination on or before 31 December 2026**

5. Ineligible Events

Events will not be considered if they:

- do not meet all eligibility requirements
- have already confirmed a host destination for the event prior to submitting an application to the program



6. Application Process

6.1 How to Apply

Applications are submitted via an Expression of Interest (EOI) during the application period.

6.2 Who can submit the Expression of Interest

- The event owner (i.e. the entity that holds the rights to the event), or their legally appointed agent are eligible to submit the EOI. Applications will not be accepted from any other entity
- Applicants must be a legal entity, not a business name, and have an Australian Business Number (ABN)

6.3 Application Period

- Applications open: 9 April 2026
- Applications close: 12 June 2026 (5.00pm AEST)

Late applications will not be accepted.

6.4 Information Required

Applicants will be asked to provide information including:

- event details and proposed dates
- estimated inperson delegate numbers and origin
- confirmation of event bidding status
- a draft or indicative event program

Full details are outlined in the [online application form](#).

7. Assessment Process

7.1 Eligibility Check

All applications are first assessed to confirm they meet the eligibility criteria.

7.2 Competitive Assessment

Eligible applications are assessed competitively, considering a range of factors such as:

- economic contribution to Western Sydney
- alignment with NSW Government strategic priorities
- potential to attract future national or international events
- additional benefits to the State (such as touring or business linkages)

7.3 Program Discretion

The program is competitive and funding is limited.

Meeting the eligibility criteria does not guarantee funding. Applicants should not assume they will be successful or make any commitments until they receive formal notification of the outcome.

BESydney can change the terms and conditions at any time before submission date. BESydney may seek clarification or additional information.

Decisions are at the sole discretion of BESydney and are final.



8. Notification of Outcomes

Applicants will be notified of the outcome of their application **in the week commencing 29 June 2026**.

High level feedback may be provided to unsuccessful applicants on request, where appropriate.

9. Funding Conditions

9.1 Funding Agreement

Successful applicants will be required to enter into a funding agreement with BESydney.

9.2 Payment Timing

Funding is paid post-event, once:

- the event has been delivered in Western Sydney
- all required post-event documentation has been provided and verified

Funding is not paid upfront and should not be relied upon to secure venues or suppliers prior to approval and event delivery.

10. Changes to Funded Events

Any material changes to an approved event (including dates, venue, delegate numbers or event format) must be advised to BESydney as soon as possible.

Material changes may result in:

- an adjustment to the funding amount, or
- withdrawal of the funding offer

11. Post-Event Requirements

After the event, organisers must provide:

- final delegate numbers and origin breakdown
- required event financial documentation, as specified in the funding agreement

Once verified, the final funding amount will be calculated and paid.

12. Enquiries

For questions about the Western Sydney Meetings Fund – National, please contact BESydney via email on befund@besydney.com.au

Image: Sydney Showground – The Dome (top banner)

