

Tourism and Events Queensland's Business Events Acquisition and Leveraging Fund

Business Events Acquisition and Leveraging Fund (ALF) Objectives

Business Events supported by TEQ meet all the following objectives which are mandated in the Tourism and Events Queensland Act 2012:

- Contribute to the Queensland economy;
- Attract visitors to Queensland;
- Enhance the profile of Queensland; and
- Foster community pride in Queensland.

Tourism and Events Queensland's Business Events Acquisition and Leveraging Fund (ALF) provides bid support to assist in securing international business events to Queensland.

TEQ works in partnership with our business events industry partners to determine the best use of our Acquisition and Leveraging Fund for attracting high value business events to Queensland.

Strategy Alignment

TEQ are prioritising enquiries and applications for business events that have strong alignment to the:

- **Queensland Business Events Industry Strategy (QBEIS)**
- **Queensland Government's Destination 2045: Delivering Queensland's Tourism Future;** and
- **Trade and Investment Queensland (TIQ) Strategy 2022-2032.**

TEQ support a shared commitment to elevate business events as a high-value contributor to Queensland's visitor economy, with a **target of \$2 billion in business events value by 2045**. Developed through extensive industry consultation, it outlines collective goals and actions to strengthen Queensland's global reputation as a premier business events destination, while supporting priority trade, investment and industry outcomes for the State.

As part of this strategic approach, TEQ's Business Events Acquisition and Leveraging Fund (ALF) provides targeted investment to attract international conferences, exhibitions and incentive programs that:

- Deliver measurable tourism and economic impact, and
- Align with **Queensland's priority sectors and industries**, as identified **through TIQ's Trade and Investment Strategy and other Queensland Government initiatives.**

This approach also enables whole-of-government outcomes from event attraction and delivery, showcasing Queensland's world-class capability in the lead up to and well beyond the 2032 Olympic and Paralympic Games.

Please click here to view the [Queensland Business Events Industry Strategy Flyer](#), [Destination 2045](#) and [Trade and Investment Queensland Strategy 2022-2032](#).

Eligibility Criteria

International Association Events & Trade Exhibitions

To be eligible to apply for funding for **Association Events and Trade Exhibitions**, the following criteria must be met:

- The Event must be an International Business Event.
- The Event must attract a minimum of 500 in-person delegates each day, of which 40% must have travelled from overseas.
- The Event must be in the bidding phase. Confirmed events for Queensland are not eligible to apply.
- Should your Expression of Interest be approved to apply for funding, your application must be submitted at least six (6) weeks from the final decision date.
- Applicants must have an ABN/ASIC-registered Corporation, Incorporated Association, or Body Corporate.

Corporate Meetings & Incentives

To be eligible to apply for funding for **International Corporate Meetings and Incentives**, the following criteria must be met:

- The Event must be an International Business Event.
- The Event must attract a minimum of 400 in-person delegates each day.
- The Event must be in the bidding phase. Confirmed events for Queensland are not eligible to apply.
- Should your Expression of Interest be approved to apply for funding, your application must be submitted at least six (6) weeks prior to the final decision date.
- Applications must be submitted by a Registered Tourism Organisation (RTO) or Convention Bureau. Direct applications from companies, agents or intermediaries are not eligible.

Each Event which satisfies the above Eligibility Criteria will then have its application subject to assessment by TEQ. Please note, events already confirmed for Queensland is not eligible to apply.

Should your Event not meet the criteria, you can contact the local Convention Bureau to discuss how they can provide assistance including the provision of relevant destination information. Please visit the following [link](#) to access contact details of a number of Queensland based Convention Bureaux.

TEQ allows up to five (5) business days to qualify if this Event is eligible to progress to the next stage which is to complete a comprehensive application. TEQ will advise you of an outcome.

Should the event be eligible, you will be send a link to an application form to complete. TEQ allows up to six (6) to provide a funding outcome from the date of the submitted application. Should TEQ request further information, this may delay the funding outcome beyond six (6) weeks.

Funding Overview

International Association Events & Trade Exhibitions

Eligible funding uses include:

- Marketing activity to attract international delegates
- Costs associated with high-profile keynote speakers that attract international delegates

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Form Preview

- Event venue hire
- Host fees

Funding conditions:

- Funding is subject to availability, eligibility checks, and assessment.
- If the Event is secured for Queensland, the Event Underwriter must enter into a TEQ Funding Agreement to administer the funding.

Definition – Event Underwriter For clarity, the Event Underwriter is the organisation that:

- Holds the rights to conduct the Event (including management, organisation and promotion);
- Owns all intellectual property associated with the Event (including logos, names and marks); and
- Underwrites the full financial risk of the Event.

Corporate Meetings & Incentives

Eligible funding uses may include:

- Accommodation
- Event venue hire
- Ground transfers and transport
- Food and beverage linked to the official program
- Tourism activities and experiences included in the event itinerary
- Program-related destination experiences that showcase Queensland

All funded costs must:

- Be incurred in Queensland
- Be paid directly to Queensland-based suppliers
- Be approved by TEQ in the Event Budget prior to expenditure

Ineligible recipients of funding Funding cannot be paid directly to:

- The Event Owner
- Destination Management Companies (DMCs)
- Inbound Tourism Operators
- Event management companies
- Travel agents

Funding conditions:

- Funding is subject to availability, eligibility checks, and assessment.
- If the Event is secured for Queensland, the Convention Bureau or Regional Tourism Organisation (RTO) must enter into a TEQ Funding Agreement and administer the funding on behalf of the Event.

Enquiry Details

* indicates a required field

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Type of Business Event *

Event Name: *

Event Underwriter *

Organisation Name

Who is the bid leader?

Proposed Venue *

Destination *

Specify host destination, e.g. Brisbane, Gold Coast, Cairns, etc

Amount Requested *

Must be a whole dollar amount (no cents).

What is the total financial support in AUD you are requesting in this application?

Please provide a brief description of the Event *

Word count:

Must be no more than 100 words.

Event Industry: *

- | | |
|--|---|
| ☐ Aerospace | ☐ Manufacturing |
| ☐ Defence | ☐ Primary Industries (Agriculture, Forestry & Fishing) |
| ☐ Digital & Critical Technology | ☐ Professional Services |
| ☐ Energy & Biofuels | ☐ Resources & Critical Minerals |
| ☐ Environment | ☐ Socio-cultural |
| ☐ Health, Life Sciences and Biomedicine | ☐ Sport |
| ☐ Infrastructure | ☐ Tourism and Hospitality |
| ☐ International Education & Training | ☐ Other: <input type="text"/> |

Note the above industries are not the named Trade and Investment Queensland Priority Sectors

Is this an inaugural event?

- ☐ Yes ☐ No

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Form Preview

Does this inaugural event provide any of the below benefits?

- ☐ Spin off regional event as part of a global event series
- ☐ Link to future international bidding opportunities
- ☐ Fill a need period at the convention centre
- ☐ Strong alignment to a Queensland Government priority sector
- ☐ Supported by an Advocate/Ambassador
- ☐ Minimum 1,000 total in-person delegates per day over a two-day program
- ☐ Event owner/underwriter has an international network and/or affiliations
- ☐ Other

corporate incentive groups are exempt from the inaugural event criteria

Delegate Numbers

Expected Total Delegate Numbers *

Must be a whole number (no decimal place) and at least 400. In-person Delegates only

Expected International Delegate Numbers *

Must be a whole number (no decimal place) and at least 200. In-person Delegates only

Percent of Delegates who are International

This number/amount is calculated. Must be 40% or higher.

Key Dates

Event Start Date *

Core dates only. Exclude pre-conference days and bump in dates

Event Year *

Event End Date *

Core dates only. Exclude pre-conference days and bump out dates

Bid Submission Date *

The bid submission date cannot be within eight (8) weeks of this form being submitted.

Competition

How many expected or known NATIONAL bidding destinations?

How many expected or known INTERNATIONAL bidding destinations?

National Destination Competitors

* indicates a required field

List below the other expected or known national bidding destinations?

National Round Decision Date *

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This decision date cannot be within eight (8) weeks of this form being submitted.

Australian Destination 1

Australian Destination 2

Australian Destination 4

Australian Destination 5

Australian Destination 6

International Destination Competitors

* indicates a required field

List below the other expected or known International bidding destinations?

International Round Decision Date *

This decision date cannot be within eight (8) weeks of this form being submitted.

International Destination 1

International Destination 3

International Destination 4

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International Destination 5

International Destination 6

Contact Details Declaration

* indicates a required field

Privacy and Declaration

I confirm the information provided in this enquiry is true and correct and I understand the eligibility criteria for Tourism and Events Queensland's (TEQ) Business Events Acquisition and Leveraging Fund. I agree that I will contact TEQ immediately if any information provided in this application changes or is incorrect.

I understand that TEQ reserves the right to discuss this application with Business Events Australia and/or relevant Queensland Government departments and/or Regional Tourism Organisations.

TEQ respects all personal and confidential information received and has security measures in place to protect information from unauthorised access, loss or misuse. TEQ takes privacy seriously and will only collect, hold, use and disclose personal information in accordance with the relevant privacy legislation and as outlined in [TEQ's Privacy Policy](#). Any information collected by TEQ is required in order to consider your application; by submitting this application to TEQ, you consent to us processing any personal information included within the application for this purpose. You may request to see this information and have it corrected or deleted by emailing events@queensland.com or privacy@queensland.com.

I confirm and understand above: *

☐ Yes

Date of declaration *

Contact for Enquiry

Contact Name *

Title

First Name

Last Name

Position *

Organisation Name *

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Form Preview

Address
Address

Contact number (business hours): *

Contact Email *