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Investment in Business Events Bid Fund underpins international recovery

The [Business Events Council of Australia](http://www.businessseventscouncil.org.au) (BECA) welcomes yesterday's announcement by the Morrison Government to extend Tourism Australia's highly successful bid fund program by AUD\$5 million as part of an AUD\$60 million package to bring back international visitors.

Attending a business events leaders' breakfast in Melbourne yesterday, hosted by the Association of Australian Convention Bureaux, the Hon Dan Tehan MP, Minister for Trade, Tourism and Investment, positioned the business events industry as the cornerstone in the recovery of the visitor economy and fundamental to promoting Australia's credentials on the world stage. Business events will take over from China as the largest tourism market for Australia he said.

Dr Leo Jago OAM, Chair of BECA stated, *"This investment is a critical step in Australia's international recovery and adds much needed certainty to international interest in Australia. As we emerge from pandemic restrictions, global competition for consumers, talent, business, and investment has never been greater; and business events provide an ideal platform to promote Australia to the world."*

The Business Events Bid Fund program has already successfully supported bid wins for 57 events aligned with Australia's trade and investment priorities. Through matched funding with states and territories, this extension will improve our success rate in bidding for conventions, incentives and exhibitions in some of the fastest growing global industries.

Before the pandemic, business events were valued at AUD\$36 billion, and employed in excess of 229,000 Australians.

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About BECA:

The Business Events Council of Australia (BECA) was formed in 1994 as a peak industry body. It provides an umbrella structure for the key industry associations operating in the Australian business events sector: The Association of Australian Convention Bureaux (AACB), Australian Convention Centres Group (ACCG), Exhibition and Event Association of Australasia (EEAA), International Convention and Congress Association (ICCA)-Australian Chapter, Meetings and Events Australia (MEA) and the Professional Conference Organisers Association Inc (PCOA).

As the peak industry body for the business events sector, we provide a single voice for the industry and liaise with the federal government and relevant agencies on matters common to all sectors of the industry. Our members represent the cross-section of the industry, and we work together to build a strong voice for all sectors of the industry.

Business Events are major drivers of the Australian economy and generate trade, investment, employment, knowledge sharing and also stimulate the visitor economy.

For more information visit: www.businessseventscouncil.org.au

Business Events: delivering innovation, knowledge and performance for Australia

Business Events Council of Australia is an alliance representing: Association of Australian Convention Bureaux • Australian Convention Centres Group • Exhibition and Event Association of Australasia • Meetings and Events Australia • Professional Conference Organisers Association