

# Media Release

**Steve Dimopoulos MP**  
Minister for Environment  
Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation



Thursday, 19 September 2024

## MORE BUSINESS EVENTS COMING TO THE REGIONS

The Allan Labor Government has opened the Regional Business Events Program to attract new business events to our regions – boosting local tourism with those benefits flowing to local communities.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced applications are now open for grants to support event organisers to host events in regional Victoria.

The program aims to bring conferences, exhibitions, meetings, seminars, and international travel groups to regional Victoria – with funding available to offset costs such as accommodation, venue hire, transport, and marketing.

The program, delivered by Business Events Victoria and the Melbourne Convention Bureau, has two funding streams available – the International Incentives Event Program and the National Business Events Program.

Under the new International Incentives Event Program, event planners can receive \$150 per delegate for each night they stay in regional Victoria.

The National Business Events Program offers grants of up to \$80 per delegate (up to a maximum of \$40,000) for eligible event organisers to host new business events across regional Victoria.

The Regional Business Events Program is part of the \$170 million Regional Tourism and Events Fund that will ensure our regional tourism offering continues to be the very best by supporting new events and attractions that bring more people to our regions.

For more information about the program, how to apply and eligibility details, visit [businesseventsvictoria.com](https://businesseventsvictoria.com) or [melbournecb.com.au](https://melbournecb.com.au).

### Quotes attributable to Minister for Tourism, Sport and Major Events

*"These grants are providing a real opportunity for event organisers to host one-of-a-kind experiences in some of Victoria's most beautiful towns."*

*"Events, conferences and attractions boost regional tourism, back local businesses and create new job opportunities in our regions – while also giving people the chance to experience new parts of our great state."*

### Quote attributable to Minister for Small Business Natalie Suleyman

*"These grants are a great opportunity for small businesses to hold events, connecting regional communities and fostering stronger business ties."*

### Quote attributable to Melbourne Convention Bureau Chief Executive Julia Swanson

*"The International Incentive Events Program marks a first for regional Victoria, enhancing our state's allure for international incentive groups."*

### Quote attributable to Business Events Victoria General Manager Chris Porter

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*“Business Events Victoria’s focus is on attracting national conferences to regional destinations across the state that align with key regional industries. This funding will go a long way to further encourage and support these important events for Victoria.”*