



**Invest & Trade**  
WESTERN AUSTRALIA

# Event Support

## Guidelines





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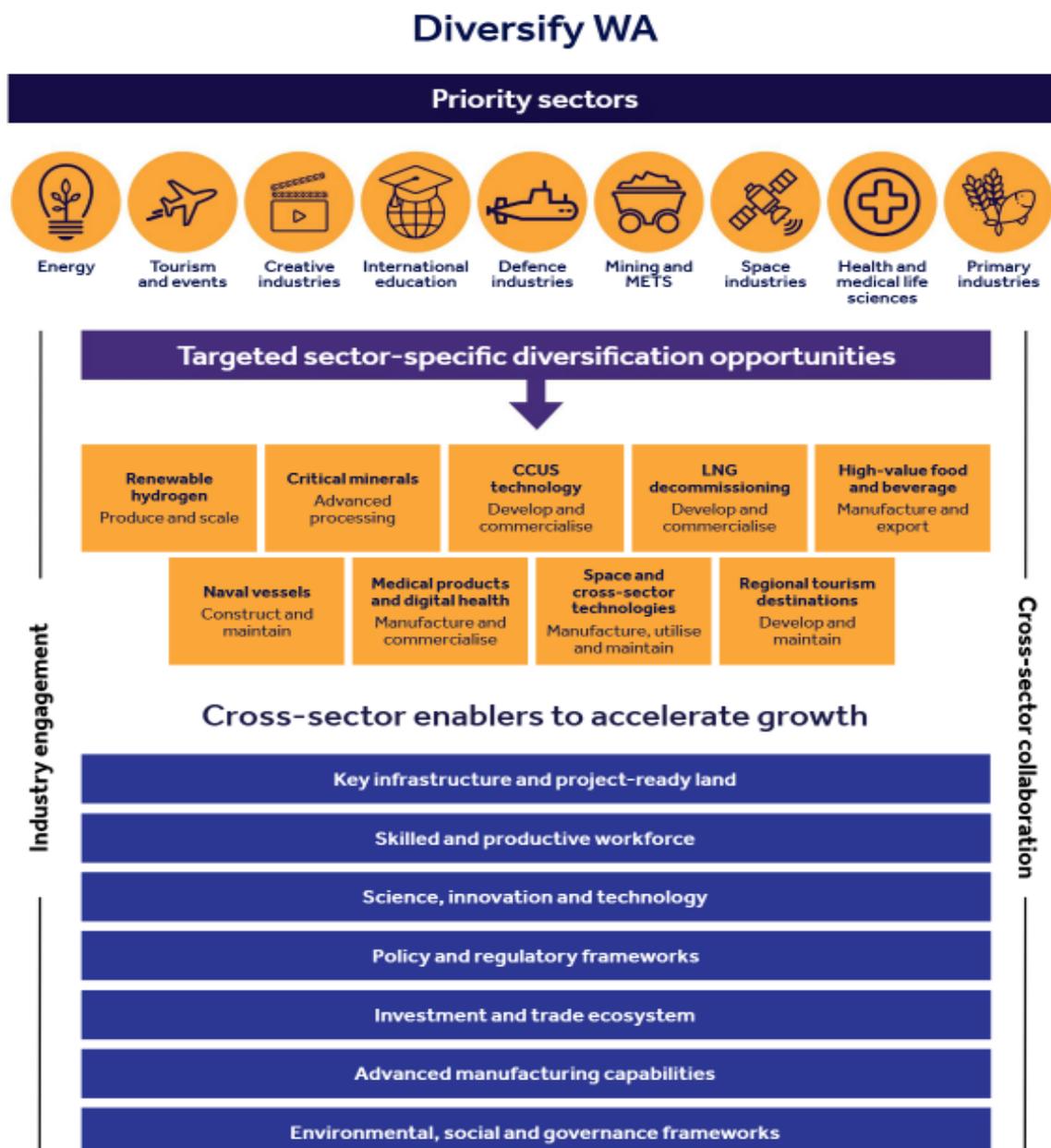


# 1. Introduction

## 1.1. Background

The state’s economic development framework, Diversify WA, provides an economic blueprint for collaboration between government, industry and the community, and supports the Western Australian Government’s focus on growing and diversifying the economy, and attracting investment to deliver secure, quality jobs.

Diversify WA identifies priority sectors for strategic development that match the state’s unique strengths with global trends to achieve growth across the economy. The framework includes 9 external-facing sectors together with 7 cross-sector enablers (outlined below) that will improve value and productivity across multiple sectors of the economy.





To support the state's economic diversification agenda, the Western Australian Government established Invest and Trade Western Australia to promote the state as a destination for investment, provide a one-stop-shop for incoming trade and investment enquiries and assist Western Australian businesses to develop and expand their export offerings.

## 1.2. Invest and Trade WA Event Support Program

Invest and Trade Western Australia is responsible for attracting investment into, and promoting trade with, Western Australia. Events are an important marketing tool to promote the state as a premium trade and investment partner and top destination to visit, study, invest and work.

The 'Invest and Trade WA Event Support' (Event Support) program will provide funding of up to \$10,000 for events that support the promotion of trade and investment prospects for Western Australia. Funding amounts over \$10,000 may be awarded at the discretion of the Department of Jobs, Tourism, Science and Innovation (the department) where the event is considered a valuable trade and investment opportunity for the state.

The Event Support program supports events based in Western Australia and overseas that:

- Promote Western Australia as a premium trade and investment partner and top destination to visit, study, invest and work.
- Promote the Diversify WA priority sectors (energy; tourism, events and creative industries; international education; defence industries; mining and METS; space industries; health and medical life sciences; primary industries) to an international audience.
- Support one or more cross-sector activities:
  - Supply chain development;
  - Advanced manufacturing;
  - Science, innovation and technology; and
  - Environmental, social and governance frameworks.
- Strengthen connections between Western Australia and international markets of strategic importance to the state.
- Promote the importance of a strong and diversified economy.
- Develop synergies between key industry partners from Western Australia and overseas.
- Support economic development opportunities for the state's industries overseas.

Further information on the Western Australian Government's key investment and trade objectives can be found in the [Western Australia Investment and Trade Plan 2022-24](#)

Invest and Trade WA looks forward to partnering with local and overseas stakeholders to secure a diverse calendar of events that promote WA as a destination of choice for business. Please ensure you read the information below and contact with the Invest and Trade WA team prior to submitting an Application Form. Where relevant, please engage with the Western Australian Government International Offices responsible for your market of interest (refer to Appendix 2 for further information). Invest and Trade WA looks forward to partnering with your organisation.



## 2. Key Information

### 2.1. Key Information

Key information regarding Event Support program is outlined below:

- Event holders can request any funding amount up to the value of \$10,000.
- Funding amounts over \$10,000 may be awarded at the department's discretion if the event is considered a valuable trade and investment opportunity for the state.
- The level of funding being requested should be commensurate with the size and scale of the event.
- The event holder should have proven experience in delivering events and budgets of a similar scale to the event proposed.
- Funding will be awarded through a competitive process. Due to budgetary constraints, events that meet the criteria may not be awarded funding.
- The Event Support program will only support one application per event.
- Funding decisions are final.
- Assessments are conducted primarily on the information provided in your Application Form. Please ensure all sections are completed prior to submission to maximise your chances of success.
- Applications should be submitted a minimum of three months prior to the commencement of the event. If you have less than three months until your event occurs, please contact the Invest and Trade WA team as soon as possible. Please note that applications should be submitted with as much lead time as possible to ensure you are notified of the funding outcome well in advance of the event.
- Applications should be submitted via the online Application Form.
- Funding recipients will be required to sign a Sponsorship Agreement, assuming full financial and operational responsibility of the event. Applicants are encouraged to review the Sponsorship Agreement template below.
- If successful, awarded funding amounts are considered strictly confidential.

### 2.2. Funding Requests over \$10,000

Funding amounts over \$10,000 may be awarded at the department's discretion if the event is considered a valuable trade and investment opportunity for the state. Eligibility for this level of funding is outlined below:

- The event must align to one or more of the 9 priority sectors in Diversify WA.
- The event must facilitate/promote trade and investment with one or more international market/s of strategic importance to WA.
- The event must attract a critical mass of in-person delegates, visitors or guests.
- A detailed Marketing and Communications Plan must be submitted for the event.
- The event holder must have proven experience in delivering events and budgets of a similar scale to the event proposed.
- Applicants must attach Letters of Support to their Application.



## 3. Application Process

### 3.1. Timeline and Process

The timeline and process outlined below applies to all funding requests.

Activity	Deadline Date
Submit application	3 months prior to the first day of the event is recommended
Outcome of funding request	Approximately 1 to 2 months prior to the event
Sponsorship Agreement signed	Approximately 1 month prior to the event

It is strongly encouraged that you submit your application no less than 3 months prior to the commencement of the event to ensure there is adequate time for the assessment, approvals and contracting process to take place.

Following submission of the Application Form, the department will review the application against the criteria and determine what level of funding, if any, will be provided. All decisions made throughout the process are at the sole discretion of the department.

Successful applicants must sign a Sponsorship Agreement before receiving any form of payment from the department. Further information on the Sponsorship Agreement is outlined in Section 6.1.

### 3.2. Application Form

All applications requesting funding through the Event Support program should be submitted via the Application Form.

Before completing your Application Form, please ensure you have thoroughly read these Guidelines. Additional reading resources include:

- [Diversify WA](#)
- [Western Australian Investment and Trade Plan 2022-24](#)
- [Invest and Trade WA website](#)

Completed applications should be submitted via the online Application Form, with any questions emailed to [sponsorship.ITWA@deed.wa.gov.au](mailto:sponsorship.ITWA@deed.wa.gov.au).

Assessments will be conducted primarily on the information provided in your Application Form, so please ensure all sections are completed prior to submission. During the assessment process, independent due diligence will be conducted by the department on all applications.



### 3.3. Notification of Outcomes

Notification of the outcome will be sent to the registered email address provided in the Application Form.

All decisions are made at the department's discretion and are final. Applicants are encouraged to request feedback on their application.

## 4. Eligibility Criteria

### 4.1. Eligibility

To be eligible for consideration, all documentation should be submitted in English using the online Application Form. Other eligibility requirements are outlined below:

- Events held in WA and overseas are eligible for funding.
- Events must strengthen connections between WA and international markets of strategic importance.
- The event must be considered a business event, for example, an expo, trade show, trade and investment forum, business conference or similar.

### 4.2. Ineligibility

Applications for funding will be considered ineligible if:

- The funding request reflects 50% or more of the total event budget.
- The funding request is for project development costs such as early-stage feasibility studies, business case development, due diligence or proof of concept.
- The funding request is for permanent infrastructure or for costs not associated with the proposed event.
- The proposed event is a standard meeting for its members.
- The proposed event is a launch event for the establishment of a new business council or organisation.
- The proposed event is a general networking function.
- The proposed event is receiving funding through the department's Access Asia Business Grants program and/or Investment Attraction Fund.
- The proposed event does not have a clear link to trade and investment in WA.

If you have any questions regarding the eligibility of your application, please contact [sponsorship.ITWA@deed.wa.gov.au](mailto:sponsorship.ITWA@deed.wa.gov.au).



## 5. Assessment Criteria

### 5.1. Funding Criteria

The department will assess all applications against the following criteria.

- **Industry and market** – alignment to one or more of the Diversify WA priority sectors within international market/s of strategic importance. Ability to generate new trade and investment opportunities for the state.
- **Economic impact** – ability to generate economic activity in WA.
- **Prestige and profile** – size and profile of the event, level of attendance and calibre of speakers.
- **Marketing and media** – level of marketing and media generated as a result of the event.
- **Event budget** – evidence of a stable event budget with a mix of revenue streams to support the proposed event activity.
- **Operational** – ability of the event holder, or appointed management company, to appropriately deliver and manage the proposed event.

## 6. Sponsorship for Successful Applicants

### 6.1. Sponsorship Agreement

If successful, all applicants will be required to enter into a Sponsorship Agreement with the department.

The Sponsorship Agreement includes various obligations, protections, terms and conditions for both the applicant and the department.

If successful, funding will be tied to the achievement of various milestones including (but not limited to):

- Receipt of insurances - Certificates of Currency.
- Receipt of a Risk Management Plan.
- Completion of an Event Budget and Marketing and Communications Plan.
- Receipt of a Final Event Report and event photographs.

For information purposes only, it is strongly encouraged that all applicants thoroughly read through the template prior to submitting an Application Form.



## 6.2. Sponsorship Recognition

If successful for funding, the level of sponsorship recognition will be agreed between the event holder and the department. The amount of funding will be commensurate to the sponsorship value.

Sponsorship recognition may be for the State Government, the department and/or Invest and Trade WA.

Examples of sponsorship recognition include, but is not limited to:

- Public acknowledgment of the assistance provided.
- Displaying signage such as pull-up banners and brochures at the event.
- Providing an agreed quantity of complimentary tickets for the department or other State Government representatives to attend.
- Providing speaking opportunities for the department or other State Government representatives.
- Providing the department with a complimentary event booth to promote Invest and Trade WA.
- Acknowledgement of the assistance provided via databases of members or access to social media channels.

## 7. Contact

Please contact [sponsorship.ITWA@deed.wa.gov.au](mailto:sponsorship.ITWA@deed.wa.gov.au) with any queries relating to event sponsorship funding or the application process.

## 8. Further Information and Conditions

### 8.1. Freedom of Information, Confidentiality and Disclosure of Information

Applicants must keep confidential any contractual dealings with the state (including the department) about their application, including any financial assistance offered, but may make disclosures to advisors who are under an obligation of confidence or if required by law.

Applicants are informed that the department is subject to the *Freedom of Information Act 1992 (WA)*, which provides a general right of access to records held by state agencies and local governments, subject to some exemptions.

Applicants are advised that information pertaining to the receipt of state financial assistance will be tabled in the Western Australian Parliament. This information could include the name of the recipient, the amount of the assistance, the name of the investment and a brief description thereof. This could result in requests for more details to be released publicly.



Successful applicants should be aware that their event name, organisation's name and event description may appear on the department's website.

The department (including the state) reserves the right to discuss an application with a third party if it is deemed necessary to assist in assessing the Event Support application.

State agencies are subject to legislative and administrative accountability and transparency requirements of the state, including disclosures to the Western Australian Parliament and its Committees. As such, applicants should be aware that disclosure of information outside of state agencies may occur if the information is required or authorised to be disclosed by law.

## 8.2. Privacy statement

Information provided by applicants or collected by the department in relation to an applicant or their application may be used in the administration of the Event Support program and in the assessment of their application.

The department will store personal information collected in this process, supporting documentation and any Event Support program administration, monitoring and evaluation activities in compliance with its obligations under the *Privacy Act 1988* (Cth) and the Australian Privacy Principles.

## 8.3. Intellectual Property

Any intellectual property rights that may exist in the application will remain the property of the applicant or the rightful owner of those intellectual property rights.

Any part of the application considered to contain any intellectual property rights should be clearly identified by the applicant. The applicant grants to the department (and will ensure that relevant third parties grant) a permanent, non-exclusive, irrevocable licence to use, communicate and reproduce the intellectual property in the application for the purpose of administering the Event Support program excluding commercial use.

## 8.4. No Legal Relationship

These Guidelines, the submission of an application, and any communications between the applicant and the state does not create any legal relationship, an offer to enter into any contract, or a process contract or any contract-like obligation between the applicant and the state.

Neither these Guidelines nor any other document shall create or give rise to any legal or equitable rights or obligations; such rights or obligations shall only come into being if and when a legally binding Sponsorship Agreement is formally executed between the applicant and the department.



## 8.5. Reservation of Rights

The department (inclusive of the state) reserves the right at its absolute discretion to administer the Event Support program in such manner as it sees fit and may:

- change the scope, structure, purpose, processes, procedures, terms of participation in and timing of the process including any aspect of these Guidelines such as the eligibility and assessment criteria
- request additional information or clarification from any applicant or conduct due diligence as outlined in these Guidelines
- take into account any information from its own and other sources (including state agencies or advisors)
- accept or reject any application, having regard to these Guidelines or any other matter which the state considers relevant, including limitations on the budget available under the Event Support program.

## 8.6. Exclusion of Liability

Applicants are wholly responsible for their own costs and expenses whatsoever incurred in preparing their application and in any way associated with developing, preparing and submitting the Application Form (irrespective of whether or not the application is considered successful or unsuccessful for funding).

Without limiting the above, the applicant releases the department (including the state) from all liability in respect of the process. The department is not liable for any loss, expense, cost or damage incurred by the applicant in any way including, but not limited to:

- the preparation or submission of the application
- any exercise, or performance of, or failure of the department to exercise or perform any rights, obligations, or duties under these Guidelines
- otherwise in connection with these Guidelines or the process.



## 9. Appendix 1: Glossary

The following terms are defined for the purposes of this document.

Term	Definition
applicant	The applicant/s identified in the Application Form.
application	A funding application (or relevant part of an application) to the Invest and Trade WA Event Support program, including any supporting and/or additional information.
department	The Department of Energy and Economic Diversification
Event Support program	The Invest and Trade WA Event Support Program
Guidelines	These guidelines for the Invest and Trade WA Event Support Program
Invest and Trade Western Australia	The division within the Department responsible for attracting investment and promoting trade for WA.
state	The State of Western Australia.

## 10. Appendix 2: Western Australian Government International Offices

The Western Australian Government operates international investment and trade offices within the State's key markets.

You may wish to contact the Agent General or relevant Investment and Trade Commissioner to discuss your event in more detail prior to submitting your application.

Further information on the international offices can be found [here](#).

Region	Commissioner	Email
ASEAN - Indonesia	Bryce Green	<a href="mailto:Bryce.Green@jtsi.wa.gov.au">Bryce.Green@jtsi.wa.gov.au</a>
ASEAN - Singapore	Betty Yang	<a href="mailto:Betty.Yang@jtsi.wa.gov.au">Betty.Yang@jtsi.wa.gov.au</a>
China	Cathy Kng	<a href="mailto:Greater.China@westernaustralia.cn">Greater.China@westernaustralia.cn</a>
India – Gulf	Ian Martinus	<a href="mailto:Ian.Martinus@jtsi.wa.gov.au">Ian.Martinus@jtsi.wa.gov.au</a>
North East Asia	Phil Gory	<a href="mailto:Phil.Gorey@jtsi.wa.gov.au">Phil.Gorey@jtsi.wa.gov.au</a>
United Kingdom / Europe	Rebecca Tomkinson	<a href="mailto:Agent_General@wago.co.uk">Agent_General@wago.co.uk</a>
Americas	Brianna Peake	<a href="mailto:Brianna.Peake@djtsi.wa.au">Brianna.Peake@djtsi.wa.au</a>

