

Advance Program Application Form - FY2026/27

Form Preview

Application Form

* indicates a required field

Financial Year 2026/27

Business Events Australia's Advance Program delivers specific, measurable, and achievable activity to drive conversion for new international business events for Australia, or help to grow international visitation to business events confirmed to take place in Australia.

The Program offers the opportunity for Australian industry to access financial support to deliver industry-led projects, which either increase consideration of Australia for new international business events via distribution activity (such as site inspections or in market activity), or to increase international delegate attendance at events already secured for Australia.

For more information regarding ideas for activity the Advance Program can support, the Mandatory Eligibility Criteria and project timelines (which apply to all submissions), please review the [Advance Program Prospectus](#).

For further information, please contact bea@tourism.australia.com or visit [Advance Program - Business Events Australia - Tourism Australia](#).

Please ensure you press "save progress" at the bottom of each page regularly to avoid losing any data you have entered.

Please select the applicable option below: *

- Is your activity a distribution initiative to drive conversion for new international business events for Australia
- Is your activity an initiative that increases international delegate attendance at events already secured for Australia

Applicant and Contact Details

* indicates a required field

Applicant Details

These are the details of the organisation applying for the Advance Program.

Organisation Name *

Organisation Name

Applicant Australian Business Number (ABN)

The ABN provided will be used to look up the following information. Click Lookup above to check that you have entered the ABN correctly.

Information from the Australian Business Register

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ABN
Entity name
ABN status
Entity type
Goods & Services Tax (GST)
DGR Endorsed
ATO Charity Type More information
ACNC Registration
Tax Concessions
Main business location

Must be an ABN.
Leave blank if you do not have an ABN

Contact for Application

These are the details of the relevant representative applying for the Advance Program.

Contact Name *

First Name

Last Name

Position *

Contact Phone (include area code) *

Contact Email *

Must be an email address.

Does your organisation have demonstrated international business events experience and market activity? *

Yes

No

Ineligible for Advance Program funding

As you do not have demonstrated business events experience, as per the [Advance Program Prospectus](#), you are not eligible for funding.

If you have any questions, please contact bea@tourism.australia.com.

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Event details

* indicates a required field

In this section, you must provide details of the business event already confirmed to take place in Australia.

Event name *

Event's website address *

Must be a URL.

Australian destination for event/venue *

Event Start Date *

Must be a date.

Event End Date *

Must be a date.

Host organisation details *

Industry sector *

PCO appointment finalised

Yes

No

PCO name

PCO location

Based in Australia

Based overseas

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Event background for specific initiative that grows international visitation to the business event already confirmed to take place in Australia

Event history *

Other event support *

Minimum total delegates expected to attend the event *

Must be a whole number (no decimal place).

Minimum international delegates expected to attend the event *

Must be a whole number (no decimal place).

Calculated economic impact of the event *

Must be a dollar amount.

Impact of the proposed initiative beyond the initial increase in international delegate numbers *

Benefits and legacies of the event *

Please share your company's sustainable policy/statement as well as how you will elevate sustainable and Indigenous components within your proposed initiative.

Details for specific distribution initiative that will help drive conversion for new international business events for Australia

* indicates a required field

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What is the minimum number of new international business events leads you expect to generate with the proposed initiative? *

Please provide detail and reasoning for your target in response.

What is the approximate calculated economic impact of the new business event leads you will generate with the proposed initiative? *

Please include your calculation formula.

What is the rationale behind the proposed initiative and why is it imperative it proceed? *

Any insights around future learnings and outputs from the proposed initiative to be used more broadly

Please share your company sustainable policy/statement as well as how you will elevate sustainable and Indigenous components within your proposed initiative.

Partner contribution

* indicates a required field

The Advance Program requires applicants to provide a matched direct financial contribution to the project or activity.

Detail of partner activity and contribution *

Timeframe of delivery *

Organisation delivering activity *

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Value of activity in Australian dollars and breakdown/detail of direct cash and in-kind *

Please note, this value must consist of a matched direct financial contribution.

Would you like to add the details of another activity or event? *

Yes No

Partner contribution continued

* indicates a required field

The Advance Program requires applicants to provide a matched direct financial contribution to the project or activity.

Detail of partner activity and contribution *

Timeframe of delivery *

Organisation delivering activity *

Value of activity in Australian dollars and breakdown/detail of direct cash and in-kind *

Please note, this value must consist of a matched direct financial contribution.

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Yes No

Partner contribution continued

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Detail of partner activity and contribution *

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Timeframe of delivery *

Organisation delivering activity *

Value of activity in Australian dollars and breakdown/detail of direct cash and in-kind *

Please note, this value must consist of a matched direct financial contribution.

Request for Advance Program support

* indicates a required field

Please provide specific details of the activity that you wish to undertake with Tourism Australia's support. Activity must be specific, measurable, achievable and time-bound (it must be delivered by 30 June 2027). This should not be business as usual activity and should provide an opportunity for innovation in partnership with Tourism Australia.

Proposed Activity *

Please provide as much detail as possible.

Timing of activity *

Please provide your preferred dates.

Key performance indicators and suggested reporting metrics *

How will we measure success?

Advance Program support request in Australian dollars *

Must be a dollar amount.

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Would you like to add the details of another activity or event? *

Yes

No

Request for Advance Program support continued

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Must be a dollar amount.

Would you like to add the details of another activity or event? *

Yes

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Request for Advance Program support continued

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Proposed Activity *

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Please provide as much detail as possible.

Timing of activity *

Please provide your preferred dates.

Key performance indicators and suggested reporting metrics *

How will we measure success?

Advance Program support request in Australian dollars *

Must be a dollar amount.

Additional Information and Attachments

Additional Information

Please use this section to provide any information you would like to support your application.

Please attach any supporting documents here. If you wish to add more than three attachments, please email them through to bea@tourism.australia.com after the submission of your application.

Attach a file:

A maximum of 3 files may be attached.

Final Page

* indicates a required field

Terms and Conditions

[View the Advance Program Terms and Conditions](#)

Privacy Collection Statement

Tourism Australia collects your personal information when you choose to complete the Advance Program application form and to provide your personal information to us with your consent. Tourism Australia will use the personal information you provide to us to process your Advance Program application and should your application be successful, send information about the Advance Program and items to action and other information required.

If you do not agree to the collection of your personal information, we may not be able to process your application or send you any of the additional information you will need to apply for the Advance Program.

If you are located outside of Australia and you choose to provide your personal information to us, please note that this data will be transferred to Australia for processing and storage. Tourism Australia collects, stores, processes and protects your information in accordance with the [Privacy Policy](#). Our contact details are Tourism Australia, Attn: Privacy Officer, Phone: +61 2 9360 1111, Email: privacy@tourism.australia.com

Tourism Australia will collect, store and process your personal information including all of the information contained in the Application Form, for the purposes of:

- I. Administering and managing the Advance Program, including that TA will share you information with any relevant stakeholders involved in the delivery of the Advance Program;
- II. Contacting you in the future for purposes relating to the Advance Program or to promote future programs.

Further information on the Tourism Australia Collection Statement can be found [here](#).

Declaration

I confirm that the information provided in this document is true and correct. I understand that the information provided may form part of the contracting Terms and Conditions of support. I accept that by submitting this application I, and the organisation I represent, are agreeing to the Terms and Conditions of the Advance Program.

Should any of the submitted information change, I will inform Tourism Australia immediately in writing by contacting bea@tourism.australia.com.

I have read and understood the above and agree to the Terms and Conditions of participation, the privacy collection statement and the declaration *

Please press the button to acknowledge that you have read and understood the above and agree to the Terms and Conditions of participation, the privacy collection statement and the declaration.