

# Nyaal Banyul Subvention Funding

## Program Guidelines



### Introduction

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Set to open in July 2026, Nyaal Banyul Geelong Convention and Event Centre will be a catalyst for economic and cultural growth across the region.

As one of Victoria's most significant infrastructure investments, subvention funding will help activate the precinct and support event organisers to deliver memorable, impactful events in Geelong.

The purpose of this fund is to contribute to the Victorian Government objective for Nyaal Banyul to enhance Geelong's position as a premier city and an events leader in Victoria by enabling more international events, exhibitors and attendees.

#### **Funding overview**

Eligible association and corporate events may receive a baseline of **\$100** per delegate per event for single-year conferences, or **\$120** per delegate per event for multi-year partnerships (up to a maximum of \$60,000 per event). Total amounts assessed on a case-by-case basis and dependent on funding availability.

The funding is to be applied as a discount on the final pre-event invoice.

All events must take place between **1 July 2026 – 30 June 2030** and meet the criteria outlined.



## Funding criteria

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**All** the following criteria must be met for events to be considered for funding through this program:

1. The event must be a Corporate or Association Meeting, Conference, Convention or Trade Exhibition with historical attendance data OR predicted attendance based on relevant industry data
2. The event must be held across a minimum duration of 2 days inclusive of daily delegate catering
3. The event must be held between 1 July 2026 – 30 June 2030
4. Event organisers must be considering other destinations outside of Victoria
5. The event must have a minimum of 250 delegates expected to register. This requirement must be met through in-person attendance only, not virtual attendance.
6. At least 30% of delegates must be attending from outside Victoria

## Application & Assessment process

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- Applicants must meet all funding criteria as demonstrated on the form and share all relevant documentation, including previous event information, event reports, websites, other prospective venues etc.
- Applicant organisations must be a valid business organisation or operation either in Australia or overseas, with documented evidence of an appropriate legal structure such as a registered company, business cooperative or partnership. For Australian applicants, the organisations must have a valid Australian Business Number (ABN)
- Applications are available until funding is exhausted.
- Victorian Convention and Event Trust (VCET) will assess funding applications with flexibility to apply discretion where appropriate, based on the merits of each event.



## Conditions of funding

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- Successful applicants must provide VCET with final number of registered delegates, including breakdown of home states of all attendees
- Funding will be applied to the final pre-event invoice in the form of a discount based on the final number of delegates outlined in the licence agreement. Increases to delegate numbers will be subject to availability.
- Successful applicants must agree to enter into the Licence Agreement with Nyaal Banyul.
- Successful applicants must agree to participate in VCET research, including customer satisfaction surveys, or surveys to measure economic activity. Surveys measuring economic activity will be designed by VCET, but distributed to delegates by the organiser, so as not to infringe on attendee Privacy.
- Organisers must include acknowledgement of Victorian Government support in official event communications. Victorian Government logos must be used in accordance with Brand Victoria Guidelines.
- The event organiser may not be eligible for the associated discounts if they fail to meet the agreed delegate target, or if any key event details are changed as per the Licence Agreement. In this instance, the organiser may be liable to pay the full venue costs as per the final pre-event invoice.
- If an event has had funding approved and the event postpones within the funding period, Nyaal Banyul will retain funds. Applying funds to a future event will be subject to re-negotiation.
- If an event has had funding approved and the event cancels, funding commitments will be retained by Nyaal Banyul and will not be available to the customer in future.
- Applicants must agree to transparency with Nyaal Banyul regarding event details, including attendee gender demographics where this data is captured by an event organiser. All applicants must provide supporting documentation if requested by Nyaal Banyul.
- Events that align with the priority sectors outlined in the Victorian Government's Economic Growth Statement will be looked upon favourably. These priority sectors include Advanced manufacturing and defence; Health technologies and medical research; Circular economy; Digital technologies; and Agribusiness

