



# Destination North Coast NSW

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## North Coast Business Events Update

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Good afternoon Business Events and Conferencing Colleagues,

This month Beck and Bree have participated in a number of site inspections and famils across Destination North Coast as well as attending Meetings and Events, Evolve tradeshow in Brisbane.

Please see below for synopsis of these activities and join us whilst we take an in-depth look at one of our inspirational business events secured for Byron Bay coming up in May.

### What have we been up to this month?

#### Meeting and Events Australia - Evolve

With over 350 delegates attending the Meeting and Events Australia “Evolve” conference recently held in Brisbane, there was a vast range of industry bodies, students and Event Managers to promote to. This proved to be a worthy marketing & branding exercise promoting the name and concept of Destination North Coast to a broader audience. Bree conducted a speech to delegates on the importance of the ETC (Enquiry, Tentative & Conversion) process with a segway into the Destination North Coast Brand.



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## Northern Site Inspections

Ballina, Byron & Tweed Region Site Inspections have commenced and will continue over the coming months. Starting with Ramada - Ballina, Southern Cross University, Byron at Byron and Peppers & Mantra SALT, Tweed Council and Tweed Tourism co, we have been able to work collaboratively on the future of Business Events in our regions.



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## MidCoast Site Inspections

Recently Beck met with MidCoast Council and operators to learn more about the Business Events offerings throughout this region that includes the areas of Foster, Taree and Gloucester. Thank you to Robyn and Dennis (pictured) for their amazing hospitality!



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## Coffs Harbour Famil - Postponed until Spring 2019

We have decided to postpone the Business Events famil for Coffs Harbour that was scheduled to be held 10-12 April. Unfortunately we did not reach minimum numbers to go ahead with the planned activities. We have an amazing program ready for buyers to enjoy and will look to host in Spring whilst building the attendee numbers over Winter. A big thank you to Coffs Harbour operators for your patience with this - it's going to be worth the wait!

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## Results

Please see our monthly summary below. We will also be releasing a first quarterly report, detailing progress to date before the end of the month, so keep an eye out for this too. The quarterly report outlines the status of KPIs in line with the Business Events Strategy. If you have any questions please don't hesitate to contact Michael for further information.

Date	New Contacts	New Leads
January	100	3
February	141	35
March	101	4
TOTAL	342	42

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## Spotlight on Business Events in our region

What                    s p a c e  
When                    23-26 May 2019  
Where:                    Elements of Byron

s p a c e will be Australia's first festival-like event to champion peer-to-peer learning and cross-sectoral collaboration. The event aims to encourage guests to go offline to find the headspace to connect more genuinely with people from outside their typical universe.

s p a c e will bring together a diverse mix of unlikely people to share their thoughts on humanity, creativity, performance, wellness, the future and more through unexpected conversations facilitated by the attendees themselves.

There will be no official speakers at s p a c e, all the content will be co-created from the attending guests, so everyone will have the opportunity to host a talk, run a workshop, have a campfire conversation, or take a group out surfing. Anything guests dream up and would like to share with other guests goes.

For further information visit [vimeo.com/304495831](https://vimeo.com/304495831) or see the [s p a c e media release](#).

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## Industry News

### MEA EVOLVE 2020 confirmed for Regional NSW

Meetings & Events Australia (MEA) have announced that EVOLVE 2020 will be held in the Hunter Valley at the award winning IHG Crowne Plaza Hunter Valley from 3 - 5 May 2020, the first time in 17 years the event has been held in regional NSW. Please refer to the [DNSW](#) and [MEA](#) media releases for further information.

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## Industry Resources

**Business Events Australia** - [click here](#) to subscribe to Tourism Australia Business Events newsletter that is distributed once a quarter to industry giving updates for those involved in the Business Events industry.

**Meet in Regional NSW** - Conferencing Supplier Directory - Free listing for businesses who supply products and services to the conference industry in regional NSW are now available on the [Meet in Regional NSW](#) website!

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## **Upcoming Business Events**

The team takes a little break from tradeshows over the next couple of months to concentrate on industry development workshops; “My Business is Your Business” as well as preparing for our Tourism Symposium being held South West Rocks on 1st August. This is in conjunction, with normal week to week securing of leads and more importantly confirmed business for our stakeholders.

The next Business Event tradeshows that feature on the Business Events calendar include: 15-16th July - Association Forum in Canberra and 31st July – Corporate PA Summit in Sydney. Please let us know if you are planning on attending so we can coordinate our regional presence.

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