



North Coast Business Events Update No. 7

Greetings Business Events and Conferencing Colleagues

In this edition of Business Bites, we look at a summary of activities that have taken place over the month of July for your reference. This month, we have had the pleasure of catching up with many of you at the Byron Bay and Northern Rivers "Your Business in My Business" workshops that were held on 24th and 25th of July respectively. In addition to these workshops, we also attended Associations Forum in Canberra on the 15-16th July and Corporate PA Summit in Sydney on the 31st July.

Please enjoy your July update, read below for results and future opportunities that you might like to take advantage of and please sing out if you have any feedback or would like further information.

Thanks

Beck.

"Your Business is My Business" - Professional Industry Days

We have spent some time recently in region with the hosting of "Your Business is My Business" professional industry development days. We would like to extend our thanks to all of you who attended the Byron Bay workshops (24th July) and Northern Rivers (25th July).

The format of the day allowed operators to experience and learn a little more about each other's products and services, followed up by Destination North Coast presentation. After a lovely lunch, we heard from Helen Parker of Destination New South Wales and Nicky Rasmin of Meetings & Events Australia - we thank these ladies for their amazing contribution to these events. As promised, you can download a copy of [Nicky's presentation here](#) and her handout "[Taking a Brief](#)" that we encourage you to share with your staff.

Our survey results for these events indicate that industry has enjoyed these events immensely with 92% of respondents saying the event was very good to excellent. Many indicated that they found this type of event valuable for ongoing professional development training and appreciated the networking with other regional stakeholders.

Thank you again for your contribution.



Association Forum – 14th and 15th July – Canberra

The Association Forum National Conference was held at Canberra Convention Centre on Monday 15th and Tuesday 16th July 2019. Destination North Coast was invited to attend this event under the banner of Destination New South Wales – Regional Conferencing Unit.

The Associations Forum National Conference was attended this year by 303 delegates representing state and national based associations across Australia and New Zealand. The format included plenary and concurrent sessions focussing on everything from governance to professional development. Delegates were given the opportunity to learn about exhibitors and their offerings during catering breaks and throughout the networking drinks (1st evening) and Parliament House gala dinner (2nd evening).

We found that whilst most associations do traditionally hold their national events in capital cities across Australia, they were open to looking at regional destinations and venues that could cater for their larger numbers (in most cases 400 + delegates). The added bonus of learning more about the Regional Business Events funding program further enhanced their interest. These interactions also provided the opportunity to explore other business potential regarding state based and smaller membership business events, board meetings and the like.

All in all, a good show for Destination North Coast with key outcomes below:-

Forum delegates	Direct interactions	Leads for North Coast	Potential value - North Coast
303 people	45 Associations	7 leads	\$1,061,760 (7 events)



Corporate PA Summit – 31st July – Sydney

The Corporate PA Summit was held at The Hilton, Sydney on Wednesday 31st July 2019.

Destination North Coast (DNC) paid to attend this event and were joined in force by Destination New South Wales (Regional Conferencing Unit) and Rydges / Sails Port Macquarie by Rydges also taking their own separate booths that made for an impressive show of force for regional NSW.

The event attracted 260 delegates on the day that were predominantly EAs and PAs from corporate companies mainly based in Sydney although there were a number that travelled from 2 hour radius around Sydney including Central Coast and Newcastle.

With a similar format to the Associations Forum detailed above, DNC gained valuable access to delegates and our stand was well-positioned and with enough space to allow maximum impact of our large display banner.

As the DNSW RCU stand had additional resources, Gabby Brown (RTDM - DNSW) joined us on our stand to assist with scanning of delegate badges and to help facilitate enquiries for the North Coast. We thank Gabby for the additional support. Another worthwhile event for the North Coast with key outcomes below:-

In attendance	Direct interactions	Leads for North Coast	Potential value - North Coast
260 delegates	115 delegates	9 leads	\$125,730 (9 events)



July Results

Please see our monthly summary below. If you have any questions please don't hesitate to contact us for further information.

Date	New Contacts	New Leads
January	100	3
February	141	35
March	101	4
April	118	20
May	90	8
June	72	7
July	83	16
TOTAL	705	93

Spotlight on Business Event in our Region

What: Luminosity Youth Summit

When: 24-26 July 2019

Where: Port Macquarie

Luminosity Youth Summit is a dynamic national three day forum uplifting young people to explore dangerous ideas for success. The event ignites creativity, excellence and entrepreneurship and fosters purpose and well-being amongst young people aged 15 – 25. Over 1800 young delegates have experienced the program over the last 6 years and are a diverse cohort of young people from regional and rural areas from a wide variety of social, economic and cultural backgrounds. They are encouraged to create action plans for success so they can move into adulthood and careers with passion, social conscience, innovation and enterprising ideas. High profile presenters and local business leaders are selected and come together from across Australia and the world to engage youth in workshops, presentations, masterclasses and interactive sessions. The event is volunteer-powered and supported by regional businesses, schools and organisations.

For more information visit <https://www.luminosityyouthsummit.com.au>

Industry News

Executive PA Magazine: Destination North Coast have been recently featured in Executive PA magazine to advertise the launch of our Business Events regional famils. [Click here for details](#)

Industry Resources

Business Events E-newsletters:

Due to popular demand, we have now archived all of our Industry newsletters on the website for your perusal. [Click here](#) to check them out.

Professional Development Webinars - Meetings & Events Australia

With our strategic partnership with MEA, we have secured 5 complimentary sessions for the next upcoming Professional Development webinar taking place on 28 August – How to use your Event Data to Win Sponsors and Partners. This seminar is being presented by Josh McNicol and conducts a highly practical session, where you will find out how to activate your event data to secure more deals faster! [Download the flyer here](#)

To book your free ticket, please email [Beck](#). Please note, first in best dressed and limited to 5 only. Those who are interested but are outside the first 5 complimentary tickets can book directly with MEA at the non member rate of \$20 per person [at this link](#).

Business Events Australia

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

Meet in Regional NSW - Conferencing Supplier Directory

A free listing for businesses who supply products and services to the conference industry in regional NSW is now available on the [Meet in Regional NSW](#) website! The Meet in Regional NSW website is the premier directory for [venues](#) and services for this sector in regional NSW. All you need to do is complete the [Create Your Supplier Listing](#) form on the website.

Upcoming Business Events

Executive PA Organisers Summit - Sydney

Destination North Coast will be attending the inaugural Executive PA Organisers Summit in conjunction with Destination New South Wales on 8th August in Sydney. If you have any specials or promotions that you would like us to extend to industry please forward them

through to Beck by end of July - thank you.

Business Event Famil - Coffs Harbour

The highly anticipated, first of our regional Business Event famils is taking place from the 28-30th August in beautiful Coffs Harbour. Offering a wonderful diversity from ancient rainforests to pristine beaches, and with an idyllic climate that soothes all the senses, we have invited a small group of buyers to experience it all. Delegates will be treated to a fabulous array of venues, activities and experiences and the best bit? We have secured a film crew to shoot all of the famil so stay tuned to see the action for yourself!

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