



North Coast Business Events Update - September

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 September as we enter our 4th quarter of the year (yes, that's right there are only 13 weeks until Christmas!)

This last month has seen the team traversing north and south with the second of our regional Business Event famils taking place in Port Macquarie and attendance at the Executive Assistants Network Series event in Brisbane. By now many of you would have received the Quarter 3 results that were sent out last week in a separate email from General Manager, Michael Thurston.

Please enjoy your September 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

Release of Quarter Three Results

Our Business Events initiative has had another dynamic and fruitful quarter with the Quarter 3 Report distributed to partners last week.

Highlights for the quarter included a series of training workshops, the first two of four familiarisation visits to the region, significant increases to the database and DNC representing the region at four trade shows. There was a heavy emphasis on planning and delivering industry development activity over the quarter, as this component of the program was targeted to be 40% of overall activity.

Please [click here to view the report](#) and as always, please reach out with any questions and/or feedback.

Executive Assistants Network - Brisbane - 4th and 5th September 2019

The Executive Assistants Network Conference was held at The Pullman Hotel, King George Square, Brisbane. Destination North Coast attended this event as did Byron at Byron Resort and Twin Towns Hotel/Convention Centre from our region.

The event attracted approximately 100 delegates that were predominantly EAs and PAs from corporate companies mainly based in Queensland with Brisbane, the Gold Coast and then Sunshine Coast businesses seeming to dominate. This geographic source could possibly account for the low number of leads attributed from this event, as many of the organisations in attendance explained to us that they were “encouraged” to conference within their own state of QLD.

Destination North Coast will give consideration to focus our efforts on the EAN NSW show being held at Luna Park, Sydney in March next year.

Key outcomes:

In attendance	Direct interations	Leads for North Coast	Potential value - North Coast
Circa 100 delegates	27 delegates	1 lead (190 delegtes, 2 days)	\$143,260



Business Events Famil – Port Macquarie – 5th to 7th September

Destination North Coast was thrilled to host Business Event delegates from Sydney, Brisbane and Melbourne on the Port Macquarie familiarisation trip early in September.

Supported by industry, Port Macquarie Hastings Council and Port Macquarie Airport, delegates enjoyed activities as varied as camel rides along Lighthouse Beach, a moving cultural experience in Sea Acres Rainforest, amazing whale encounters with Port Jet, cuddly encounters at the Koala Hospital and even got lost at Bago Maze and Winery!

They were also treated to some amazing local fare and hospitality for dinner at Rydges Zebu Restaurant and The Stunned Mullet, as well as morning tea at Ricardoes Tomatoes and decadent lunches at Douglas Vale Vineyard, Sails Port Macquarie by Rydges and Port Panthers. Quality site inspections rounded off the delegate experience and were held at Waters Edge, Rydges, Sails Port Macquarie by Rydges, The Glasshouse, Port Panthers and Mercure Centro. A shout out to Port Bus as well for ensuring we transferred everyone in a safely and timely manner! Truly an amazing experience for all involved.

Delegates were surveyed after the event and 100% indicated that they ranked the famil as excellent! Both overall generic feedback as well as specific operator feedback have been provided to all of those industry suppliers involved in the famil.

Once again, thank you to all of our stakeholders for your contribution and support in making this activity a complete success.

For a full wrap up on the event including photos [click here](#)

To view 60 seconds video [click here](#)

To view 3 minute video [click here](#)



September 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
August	72	9
September	96	12
TOTAL	873	114

Spotlight on Business Events in our Region

What: 2019 ADA National Conference and Annual General Meeting

When: 17th to 19th November

Where: Kingscliff, The Tweed

What: Now in its fifth year running, the Australian Distillers (ADA) National Conference and Annual General Meeting will take place on the 17th – 19th of November in Kingscliff, Northern New South Wales. Bringing together over 200 industry enthusiasts, the three day program is the largest and only official conference of the distilling industry in Australia. The event brings together distillery professionals, industry representatives, industry suppliers and ADA preferred partners.

For more information please visit <http://australiandistillers.org.au/conference/>

Industry News

MEA / Ungerboeck Software International Young Professional Scholarship

The MEA / Ungerboeck Software International Young Professional scholarships have officially opened for 2020. The scholarship recognises young event professionals who excel in their role. There is one scholarship available for NSW. Please [click here](#) for further information.

AACB Conference attended by North Coast Industry Professional - Karen Castleman

The AACB Annual Conference was held recently held at the Melbourne Convention Centre from 18 to 20 September. Destination NSW hosted a representative from each Destination Network to attend and Karen Castleman, Sales Manager of Pacific Bay Coffs Harbour flew the flag for Destination North Coast. We sat down with Karen post event and asked her a few questions...

What do you love about Business Events specifically? I enjoy the relationships that I build with my clients, many of my clients are repeat clients and my role is slightly different to a traditional sales manager as I stay with my large groups and coordinate their events. Business events are very challenging as it's a very competitive market and very pressurised but when you work hard at securing an event and then ensure the events success it's a very rewarding experience. Business events requires attention to detail, perseverance and the ability to multi task but every day is different with new challenges and you meet some wonderful people along the way.

What did you learn from the AACB conference? I think the most important message that I learnt from the AACB Conference is how important it is to constantly reevaluate your business and reach out to your clients and customers to find out how you can improve their experience. It's no longer accepted to stay stagnant, if you want to be successful you need to be constantly evolving and changing to meet your clients' needs. Diversifying your product and building strong relationships and partnerships are vital to any organisation's success. To be successful in a competitive market a business needs to ensure that the customers and clients need and wants are met and their customer experience exceeds their expectations.

How do you think you will be able to apply your learnings? I will be sharing my experience with our team at the hotel and having brainstorming sessions to try and encourage them to think of different ways in which we can enhance the guests experience so that we can develop some unique selling points and move away from the traditional conference centre sales pitch and try to create a different guest experience that makes us a little unique.

I am excited about the future because... whilst being in Australia I have been very fortunate to work for Accor hotels and now for Pacific Bay Resort and along the way I have met some wonderful people that are all passionate about tourism and developing the industry and they are inspiring and it's a pleasure to work with them.

Thank you Karen - we think you are inspiring too!

Upcoming Business Events

National Franchise Convention - Gold Coast - 20th to 22nd October 2019

Evolving in a New Landscape: Innovation and Transformation is the theme for the National Franchise Convention (NFC) 2019, taking place on the Gold Coast from 20-22 October. Destination North Coast will be specifically targeting those franchise businesses that have outlets and / or branches in our destinations across our region. The program includes plenary sessions and roundtables, as well as opportunities to network at the NFC social events. [Click here](#) for more details.

Business Events Famil - Byron Bay - 30th October to 2nd November 2019

The third of our regional Business Event famils is taking place at the end of this month from the 30th October through to 2nd November in Byron Bay. Byron Bay and its striking surrounds are a destination of inspiration... where ideas, innovation and brilliant business events are nurtured and encouraged. Byron's cocktail of stunning beauty and vibrant spirit mixed with world-class conference facilities and friendly faces will ensure a unique famil that is currently sitting at full capacity of 15 delegates. We look forward to reporting back on this activity early in November. For more details [download the flyer here](#).

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; "Engaging with the media - how to get your company in the news!"

This session is taking place on Wednesday 30 October from midday until 1.00pm and is presented by Browyn Largler; Editor of Australasian Special Events. Participants will learn 1) how to structure and target a press release, 2) the do and don'ts of writing and submitting a press release and 3) learn how to start a conversation with an editor about a feature with an event or other publication. [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 a 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.

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