



Destination
North Coast NSW

North Coast Business Events Update - October

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 October; another busy month for our Business Events program!

This last month our main activities have included attending the National Franchise Association Convention on the Gold Coast and facilitating our third regional Business Event famil in Byron Bay and Ballina. In addition, we also had word that Beck had been accepted onto the NSW Branch Committee of MEA (Meetings & Events Australia) taking up the Regional Chair position. This is a wonderful opportunity for increased advocacy for regional NSW within a national membership association that specialises in Business Events.

Please enjoy your October 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

National Franchise Association Convention - 20th to 22nd October

The National Franchise Convention (NFC19) was held at The Star Hotel and Convention Centre, Gold Coast on the 20th and 21st October 2019. The event attracted approximately 500 delegates that were predominantly from the East coast, with many from Melbourne. There were also delegates from New Zealand and USA. The booth was set up on Sunday evening with the exhibition floor open full days on Monday and Tuesday. Delegates were given the opportunity to learn about exhibitors and their offerings during catering breaks including breakfast that was slightly unconventional. DNC also supplied a door prize (one night accommodation at Aanuka Beach Resort, Coffs Harbour) and gave out North Coast Business Events USBs on the stand to those who visited the booth.

Key outcomes:

In attendance	Direct interations	Leads for North Coast	Potential value - North Coast
Circa 500 delegates	23 delegates	5 leads	\$910,455



Business Events Famil - Byron Bay and Ballina - 29th October to 1st November

Destination North Coast was thrilled to host Business Event delegates from Sydney, Brisbane and Melbourne on the Byron Bay and Ballina familiarisation trip late in October.

Supported by industry, Byron Shire Council, Ballina Shire Council and Ballina/Byron Gateway Airport, delegates enjoyed activities as varied as kayaking along the Brunswick River, horse riding with Zephyr through the bush and along the beach, kombi transfers around Byron and to Brookies (Cape Byron Distillery) for a rainforest walk and gin tasting as well as enjoying marine wildlife encounters and cruise onboard 'Out of the Blue Adventures!' The group were also treated to some amazing local fare and hospitality throughout the trip including homemade morning tea provided by Wattle Tree Creek, lunch at The Loft, complimented by guest speaker Lynne Schinella, followed by a private dinner that evening hosted at Byron at Byron with 'Be Challenged' providing the pre dinner entertainment whereby delegates had to learn how to play a violin (in just under 1 hour) in an activity aptly called "Crescendo".

The next day the group were escorted around by Byron Bay Coaches and by Georgina of 'Table under a Tree' to the farmers markets and participated in a cooking demo using the region's glorious produce. Lunch on the second day was hosted by Harvest and showcased the best of fare from both land and sea and a spectacular dinner was held that evening under a Sperry tent in the grounds of Elements at Byron, complete with musical and fire twirling entertainment provided by Byron Bay Experiences. The Point at Ramada Ballina provided a hearty lunch for the group on the last day before we bid the group farewell. Quality site inspections rounded off the delegate experience and were held at the airport, Figtree, Harvest, Byron at Byron (A Crystalbrook Collection Resort), Elements at Byron and Ramada Ballina. It was, again, an amazing opportunity to showcase the variety of the activities and venues that we offer on the North Coast.....

Delegates have been sent a survey this week and we will share results with all of those who were involved. 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 please including photos [click here](#)

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

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



October 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
October	23	5
TOTAL	886	111

Spotlight on Business Events in our Region

What: AHA Biennial Conference

When: 17th - 19th October 2019

Where: Opal Cove Resort, Coffs Harbour

What: During the month of October, Opal Cove - Coffs Harbour hosted the 15th Australasian Hepatology Association conference. The event, in its 15th year, is well established as the leading educational and networking event for hepatology nurses and allied health professionals across Australia and New Zealand. The conference attracted over 100 delegates to the North Coast and is a recipient of the NSW Regional Business Event Development Fund facilitated through Destination NSW.

For more information please [visit the website](#).

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.

Upcoming Business Events

Professional Conference Organisers Association (PCOA) Conference - 8th to 10th December

This is our final tradeshow for the year and will be held at the ICC, Sydney. Destination North

Coast will be attending and exhibiting alongside Destination New South Wales on their booth for the 2 days. The theme for the event is "Anything is Possible" and will cover topics and concepts that explore new ways of thinking, creating and working amongst the Events Managers and Professional Conference Organiser community. Click [here](#) for more detail.

Business Events Famil – The Tweed – 27th to 29th November 2019

The fourth and final of our regional Business Event famils is taking place at the end of this month from the 27th to 29th November in The Tweed. With stunning national parks and magnificent waterways; both ocean and rivers, as well as the Tweed Valley, a natural amphitheatre recognised as being one of the most bio-diverse regions in Australia, delegates will again, be spoilt by our business event offerings in The Tweed. We are currently catering to a group of 8 Event Managers and look forward to reporting back on this activity early in December.

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

As the silly season approaches, MEA is taking a break from their webinar series for November and December. We will share the full calendar of events for 2020 as soon as they come to hand and would encourage stakeholders to mark these in your diary for continuous professional development.

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.

Contact details

Rebecca Morley
Business Events Executive
E: rebecca.morley@dncnsw.com
M: 0401 720 120
