



## North Coast Business Events Update - November and December

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### **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 months of November and December, to date. As this will be the last of our enewsletters for the year, we wanted to take the opportunity to thank you for your continued support of the North Coast Business Events campaign for 2019 and to extend to you and your families our best wishes for a safe and happy Christmas and holiday season.

Our major activities over the last 6 weeks have included distributing our 2020 Business Events Prospectus, facilitating our final regional Business Event famil in The Tweed and attending Professional Conference Organisers Association (PCOA) Conference in Sydney just this week.

Please enjoy your monthly 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

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### **North Coast Business Events Prospectus**

#### **Friendly Reminder: Booking Forms are due tomorrow - Friday 13th December**

Thank you to those of you who have returned your booking form and paid for your inclusion in the Destination North Coast Business Events program 2020 – we are grateful for your ongoing support and are looking forward to a bigger and better 2020 campaign.

As communicated by Michael in a recent email to our existing partners, and as we await funding commitments beyond June 2020, we are currently only seeking to extend the program for the 6 months period, 1st January – 30th June 2020 at this time. This will result in the need to conduct this process twice in a calendar year which whilst unfortunate, is unavoidable due to timing issues. We seek your understanding in this instance and apologise for any inconvenience that this causes.

Please accept this as a friendly reminder for those who haven't had a chance to return their forms as yet that these are due tomorrow - **Friday, 13th December**. Please adhere to this deadline as it is important that we can have a clear understanding of the level of support, commitment and funding for the 2020 Business Events program. This will naturally dictate what we can and can't do during the first 6 months of 2020 and we would like to finalise this over the Christmas break.

If you have any questions or would like to have the prospectus and/or invoice resent please contact Beck via email [Rebecca.morley@dncnsw.com](mailto:Rebecca.morley@dncnsw.com) or via phone 0401 720 120 – thank you.

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### **Business Events Famil – The Tweed – 27th to 29th November**

Destination North Coast was thrilled to host Business Event delegates from Sydney, Brisbane and the Gold Coast on The Tweed familiarisation trip late in November.

Supported by our dedicated industry partners, Tweed Tourism Co, Tweed Shire Council and Gold Coast Airport, delegates enjoyed an array of activities including an interactive art class at M Art Precinct, stand up paddle boarding with Watersports Guru, bicycling through Kingscliff, trampolining at Surfing Australia High Performance Centre and cruising with Tweed Eco Cruises.

The group were also treated to some amazing local fare and hospitality throughout the trip including cheese tasting with Cheeses Loves You, gin tasting at Husk Distillery, fruit and ice cream tasting at Tropical Fruit World, paddock to plate lunch at Mavis' Kitchen and outdoor dinner in the Zig Zag Garden at Mantra – Salt Village on Day 1. The VIP treatment continued the next day too with farm tour and morning tea at Farm & Co, lunch hosted by Babalou Events, and a Greek inspired dinner at Taverna; one of Perfect Last Bites' (PLG Group) venues as well as breakfast at renowned Baked, finally ending with an amazing grazing lunch on the deck at Twin Towns Conference and Function Centre.

Quality site inspections rounded off the delegate experience and were held at the airport, Plantation House, Salt Village within both Mantra and Peppers properties, Surfing Australia High Performance Centre, Halcyon House and Twin Towns Conference and Function Centre.

The Tweed famil rounds off the last of our famils for 2019 and again, we thank those who supported and attended this event – it offered an amazing opportunity to showcase the variety of the activities and venues that we offer on the North Coast.

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

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

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



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### **Professional Conference Organisers Association (PCOA) Conference – 8th to 10th December**

The Professional Conference Organisers Association (PCOA) Conference was held at The International Convention Centre (ICC) from Sunday 8th to Tuesday 10th of December. Destination North Coast (DNC) partnered with Destination NSW for this event and we thank them for extending this opportunity to us.

The event attracted approximately 450 delegates, predominantly professional conference organisers from around Australia as PCOA has a national membership. The concentrated geographic source of majority of the PCOs was East Coast Australia. The booth design and set up was coordinated by Adriana Perabo (DNSW) and featured back wall drop with regional NSW images showcasing Salt Village, as a representation of one of many of quality venues on the North Coast.

Delegates were given the opportunity to learn about exhibitors and their offerings during catering breaks and throughout the networking drinks that were held on both evenings (one onsite and one offsite). DNC also supplied a door prize (two night's accommodation at BreakFree Aanuka Resort, Coffs Harbour) to encourage database build and lead generation. The show also gave us a good opportunity to network on the floor, to meet and reconnect with buyers, make new introductions and catch up with existing clients, media partners and industry.

**Key outcomes**

In attendance	Direct interactions	Leads for North Coast	Potential value for North Coast
Circa 450 delegates	30 delegates	5 leads	\$376,575



**November and December 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

<b>June</b>	72	7
<b>July</b>	83	16
<b>August</b>	72	9
<b>September</b>	86	4
<b>October</b>	23	5
<b>November</b>	17	7
<b>December</b>	30	5
<b>Total</b>	<b>933</b>	<b>123</b>

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### **Spotlight on Business Event in our Region**

**What:** Australian Women in Agriculture Annual Conference

**When:** 1-3 November 2019

**Where:** Ramada Ballina

[Australian Women in Agriculture \(AWiA\)](#) Conference is held on an annual basis in different states across Australia. In 2019, the conference was held at the [Ramada Hotel, Ballina](#) from the 1st to the 3rd of November.

The AWiA conference is the signature event for Australian Women in Agriculture, attracting between 120 and 150 women from across Australia and some from the Pacific Region as well. The women attending the conference come from a range of back grounds, with many involved directly with primary production.

The theme for this year was “Review. Renew. Regenerate.” There was a strong focus on building skills, knowledge and resilience in women and business in Australian Agriculture.

This conference again reaffirms another fine example of quality business events taking place on the North Coast.

For more information please visit : [www.awia.org.au/2019-conference/](http://www.awia.org.au/2019-conference/)

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### **Industry Resources**

#### **Business Events Enewsletters**

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 the Christmas season upon us, MEA has decided to cancel the webinar for 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.

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### **Upcoming Business Events**

We look forward to sharing with you the confirmed list of Business Event activities we have planned for 2020 after we have received the final participation list and level of commitment from supporters for the 2020 campaign.

After this have been confirmed and our budget understood, we will review which activities have shown the best return for us during 2019 and which shows we feel we are best placed to attend for 2020. A full list of activities will be finalised over the Christmas break and loaded to the website when complete. Please feel free to visit the link for updates on our [Business Events Activity Calendar](#).

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