



**Destination
North Coast NSW**

North Coast Business Events Update #14

Greetings Business Events and Conferencing Colleagues,

With a successful Executive PA Summit, AIME 2020 and a Post AIME Famil to The Tweed behind us in just the first two months of 2020, you can rest assured the Business Events team at Destination North Coast are working as hard as ever to support your excellent and unique businesses in every way we can.

What have we been up to this month?

Executive PA Summit - Sydney - 11th February 2020

DNC attended the Executive PA Summit held at L'Aqua in Darling Harbour, where we represented your business offerings across the whole of the North Coast. There were 12 prescheduled appointments for one on one meetings with key influencers and decision makers in the business events sector as well as ample opportunity to network with all 39 Executive PAs in attendance.

Eight clients indicated they have potential business events for our region and they have been added to our active pipeline for follow up.





MEA Industry Leaders Breakfast – 18th February 2020

DNC attended the MEA Industry Leaders Breakfast held at AIME in Melbourne on 18th February.

The McCrindle report, based on 3 years of business events data gathered by MEA, was presented highlighting some of the challenges and shortages currently experienced in this sector and how to best plan for the future in response to these trends.

Please [click here](#) for a copy of the full report.

AIME – Melbourne – 17th to 19th February 2020

Throughout the Asia Pacific Incentives and Meetings Event (AIME), Heath and Beck supported our North Coast operators with joint appointments and during networking events. Melbourne turned it on, showcasing the magnificent Port Melbourne Yacht club for the opening evening and a truly memorable cocktail function where the heavens offered a little unwanted ice to complete the “four seasons in one day” message Melbourne is so famous for.

Beck and Heath are working on six pieces of business directly from AIME as well as follow up coming through from Destination NSW.

We would like to extend our thanks to the Tweed Tourism Co., Twin Towns Event & Conference Centre, Elements of Byron, Byron at Byron (A Crystalbrook Collection), Rydges and Sails – Port Macquarie, Coffs Coast operators including Pacific Bay, Bonville and Opal Cove and Mid Coast Council representing Barrington Coast operators and Club Taree for your support and enthusiasm promoting the North Coast. The work you do supports every business events partner in the region and it was wonderful to see you all in action.



Post AIME Business Events Famil – The Tweed – 20th to 22nd February, 2020

Surely setting a new record, wake up calls were set as early as 3:45am in Melbourne for seven

international buyers along with Heath and Sally Scott from Tweed Tourism Co.

With support from our business events partners throughout The Tweed, the group were welcomed and whisked, keep cups in hand, through Gold Coast Airport and on to a Welcome to Country with Aunty Dale of Fingal Point. Three corporate event planners from Brisbane joined the tour as it continued to Farm & Co. where they were presented a delicious morning tea followed by a creative visit to M-Arts Precinct. Mavis's Kitchen presented a feast including the best lamb some had ever eaten and Husk Distillers offered education on the production of rum and gin with the group treated to the first ever sight of Yin & Gin practitioners on the lawn. With civilized cocktails and canapé delights by the pool at Peppers Salt Resort and Spa, the group were sent off to a fabulous Greek dinner at Taverna and you can be sure the group slept like stones thanks to the wonderful hospitality of the Salt Resorts.

Tim from GreenX7 guided the group on a mindfulness visit to the beach before a delicious breakfast at Season Restaurant. Fortified and saddled up on bicycles, the group rode together to the mangroves where Tim introduced them to Mindfulness in the Mangroves and helped recharge batteries all round.

Heath was almost lost to the foam pit at the Surfing Australia High Performance Centre. He was rescued by Crispy which inspired a few more trampoline attempts from the group. A magnificent spread was laid out only a few metres away at Osteria where the group enjoyed lunch before an inspection of Halcyon House and some impromptu photos with a couple of the local young surfers.

Day three saw the group breakfast in Signatures and Ancora before casting off for a beautiful journey with Tweed Eco Tours on the mighty Tweed River. Finally, after an inspection of Tropical Fruit World and FINS Plantation House, the group said their farewells and were shuttled to Brisbane International Airport with A2B Tweed Coast Minibuses for their flights home.

This famil has successfully raised awareness for The Tweed amongst the international attendees who expressed genuine interest in sourcing business for the region and all three corporate event planners from Brisbane who are endeavouring to bring events to The Tweed. Sally and Heath will work to secure these for our partners and we look forward to sharing the success.



February 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 2020 | 16 | 5 |
| February 2020 | 49 | 21 |
| TOTAL | 65 | 26 |

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.

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 [suppliers](#) for this sector in regional NSW. Click on the link appropriate to your business and update your listing. Let us know if you need any help with this.

Destination NSW: Regional Business Event Development Fund

The NSW Regional Business Event Development Fund will not be open for applications in the 2019/2020 financial year however the Regional Conferencing Unit at Destination NSW remains ready and able to support event owners and planners looking to host their next event in Regional NSW.

Some business events may be eligible for support under the Federal Regional Tourism Bushfire Recovery Grants being administered by Austrade. Destination NSW is working closely with the team at Austrade regarding the eligibility of business events for this program, please do not hesitate to contact Helen and her team if you would like to discuss in more detail.

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Regional Tourism Bushfire Recovery Grants

On 11 February 2020, the Federal Government announced the Regional Tourism Bushfire Recovery Grants program, a \$10 million grants program which has been drawn from the Bushfire Recovery Fund. The grants program is part of the Government's \$76 million tourism recovery package to protect jobs, small businesses and local economies by helping get tourists travelling into bushfire affected regions. Austrade will administer the program, which has been developed in consultation with the National Bushfire Recovery Agency.

The Regional Tourism Bushfire Recovery Grants program will have two funding streams which, together, will support events, concerts, festivals and visitor attractions in fire affected regions to assist with recovery efforts and encourage international and domestic visitors to come back to the regions.

Applications for the program opened on 17 February 2020 with invitations issued to applicable Local Governments and Destination Networks in fire affected regions who are encouraged to apply.

For further details on the Regional Tourism Bushfire Recovery Grants including eligibility criteria, please [click here](#).

Upcoming Business Events

Meetings & Events Australia - NSW Awards 25th March 2020

We were excited this week to have word that we have been nominated as NSW State Finalist in the category of Regional Destination Marketing Organisation or Bureau in the upcoming Meetings & Events Australia awards taking place at Taronga Zoo on 25th March. We would like to extend our sincere thanks to all of our stakeholders who have supported us on this collaborative team effort – we could not have received this accolade without you – so thank you and please keep your fingers crossed for us.

Quarter 1 Roadshow Postponement Notice

As some of our stakeholders are aware, we had tentatively booked our Q1 roadshow to be held at Taronga Zoo on 26th March. Please note we have decided to temporarily postpone this event and would ask that anyone holding accommodation and / or flights to please cancel. Our apologies for late notice but we are working on enhancing the event and we are confident that as details are confirmed operators will see far greater value in this new opportunity. If you have any comments or questions, please contact Beck or Heath.

Meetings & Events Australia – Evolve

Destination NSW have assisted in securing attendance at [Evolve 2020](#) which is the largest annual national three-day conference for the business events industry where delegates engage, learn and network with peers across the community. The event is being held at Crown Plaza in the Hunter Valley from 3 – 5 May. With an expected audience of over 700 Australian event professionals, Evolve 2020 will feature high quality international and local speakers in plenary and track sessions. Evolve will also host the MEA National Awards dinner and a dedicated networking space that will be home to exhibitors showcasing the latest and greatest in events.

Destination NSW has worked with Meetings and Events Australia to develop an Exhibitor Prospectus specifically for venues and regions in bushfire and drought impacted areas who are able to secure an Exhibition space at a discounted rate. Review the [Prospectus](#) here.

Destination North Coast will be attending Evolve and representing our members but we would encourage you to consider this offer that includes exhibition presence AND ANNUAL MEMBERSHIP at a very reasonable rate. If you are interested please contact either Beck or Heath to discuss.

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