



Destination  
North Coast NSW

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## Destination North Coast: Business Events Coronavirus Update

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To our valued stakeholders,

There is no doubt that we are living in an ever-changing COVID-19 environment at the moment and that things seem to be moving at such a rapid rate, there can be a tendency to feel confused and isolated. After the announcement made by Prime Minister on Friday regarding events of 500+ being cancelled and then an update this morning, events of 100+ now also cancelled, it seems our industry and the world of Business Events has virtually dried up. Whilst we remain calm, vigilant and positive for a bounce back and healthy future in the Business Events space, we are also acutely aware that many of our stakeholders are hurting and we at Destination North Coast wanted to reach out with a message of solidarity and support.

Firstly, we ACKNOWLEDGE the difficult circumstances that many of our stakeholders are experiencing within their businesses, dealing with immediate cancellations and postponements that are putting additional stresses on an already stretched regional NSW - post fires and drought. We encourage you to look after yourselves and your staff at this time. It is timely to also be fully aware of health and safety considerations around COVID-19 and we encourage you to look after yourselves and your staff at this time. Please review information resources on the DNC [website](#).

Secondly, we want to provide accurate COMMUNICATION around some of the industry updates that have been shared with us. We continue to listen, work and take advice from our industry associations on a state and federal level including [Business Events Council of Australia \(BECA\)](#), [Tourism Australia \(TA\)](#), [Destination New South Wales \(DNSW\)](#), [Meetings & Events Australia \(MEA\)](#), [Exhibition & Events Association of Australia \(EEAA\)](#) and [Professional Conference Organisers Association \(PCOA\)](#).

### **Activities/Events:-**

Many of the scheduled activities that Destination North Coast Business Events were attending and have previously been communicated to our stakeholders have been affected.

Please note these include:-

- Meetings & Events Australia (MEA) awards: 25th March – postponed until further notice

- EVOLVE Conference (Hunter Valley) from 3-5th May – postponed until further notice
- Quarter 1 roadshow – postponed until further notice
- Events Uncovered: original date 2nd July now rescheduled to 17th September

At this stage, Executive PA Magazine Summit in Brisbane (30th April) is still going ahead as are the series of Corporate PA events we have scheduled to attend in the latter half of the year.

### **Relief Efforts for COVID-19 in the Business Events space:-**

On Monday of this week, a summit was hosted by MEA and EEAA in Sydney to ascertain the extent and impact in which COVID-19 will have on the Events industry. Representatives from all areas of the industry were in attendance to discuss the real life situations and propose solutions. The information exchange was held predominantly to provide information as a united front to present to Government in order to request specific assistance. MEA has sent out communication today that outlines the required outcomes from the event. The priorities include:-

1. Sector sustainment through support for keeping staff on. Without staff, the sector cannot recover.
2. Cashflow support is required including deferral of company tax; removal of payroll tax; instant write off for expanded list of goods and services; low or no interest loans and deferral of loan repayments.
3. Financial support for associations and peak industry bodies to continue their work coordinating industry sustainment such as setting up dedicated project teams and managing critical collation and information about impacts and sustainment needs.

This feedback has formed the basis for case sector-specific financial assistance, which BECA has taken to Minister Birmingham's office. MEA and EEAA are also in the process of developing an ongoing industry survey that should come out before the end of this week to capture ongoing real time data. Destination North Coast will communicate this to all of our stakeholders in our Business Events program as soon as we receive this and encourage you to share your stories and data by completing this survey.

Finally, we wanted to provide some immediate SUPPORT for our industry. Some of you, like us, are suddenly finding yourselves with additional time on your hands due to cancellations and the like. This presents the ideal (and unique) opportunity for us to work “on” our businesses rather than “in” them.

### **Complimentary Webinars for Ongoing Professional Development and Training:-**

As part of our continued commitment to ongoing professional education, DNC are offering complimentary registration to MEA's upcoming webinar series. As MEA understands there are many unknowns out there about how to function in this environment, and, in response, have provided more frequent webinars, answering industry's need. We encourage you to peruse the upcoming series of webinars [seen here](#) and email either Beck or Heath if you are interested.

We will also be sharing and housing presentations on our website and would encourage you to take the time to learn from these and share with your staff. Here is the link from today's webinar; “Keep Calm and Keep Meeting with [Video](#)”. When prompted, please use Beck's email address, "rebecca.morley@dncnsw.com" to view the webinar.

### **Good News Stories:-**

We have a wonderful supportive group of suppliers in the Business Events industry and Media who are happy to share the good news to counteract the doom and gloom. Our friends at Executive PA Magazine have led the charge and have provided the following opportunity for our stakeholders. Here's a message from them that might appeal to some of our stakeholders...

### ***Have news? Let us know what you've got going on***

*The Coronavirus has affected all of us, particularly the tourism and business events industries – uncharted waters for everyone.*

*Naturally, we will be covering the key issues as the situation unfolds, but we believe that the Government*

*and the mainstream media are doing an admirable job of keeping everyone informed.*

*Despite challenging circumstances, business is continuing – there are positive stories coming from the conversations we're having with industry professionals.*

- *Some properties and venues have had upcoming events deferred to later dates, rather than cancel.*
- *Some venues and suppliers have picked up business, as organisations cancel their overseas events and bring them onshore, to both CBD and regional locations.*

*As industry media, we want to tell your stories – your openings, launches, refurbishments and services which help people do business in these unique circumstances.*

*Get your news, updates and offers over to me, [Bennett Nichol](#) and we will get them out to our audiences.*

**We are here to help:-**

Finally, on behalf of the team, we just wanted to say that as the current situation around COVID-19 develops, we are here to listen, help and work with you as best we can. As this is a unique and ongoing circumstance being felt by businesses big and small, we continue to approach each day with an open mind and encourage our stakeholders to do the same. We hope everyone is staying safe and dealing with what is a very challenging time personally and professionally.

Kind regards

Michael, Jac, Beck and Heath

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