



Destination  
North Coast NSW

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## North Coast Business Events Update

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Greetings business events and conferencing colleagues,

As Australia begins to emerge from beneath the Covid-19 cloud and not forgetting there is still a long way to go before any semblance of normality returns, your North Coast Business Events team believe there is good reason to be optimistic.

The government's JobKeeper package has begun to kick in for many of our stakeholders bringing business events sales and event managers back to venues. This package has also assisted clients to bring back event management teams. Government funding streams are open and the support networks required to secure them are in place. And as the format for business events evolves from the way it used to be, through purely online solutions and hybrid solutions to the next generation of post Covid-19 conferences and events, we are seeing exciting innovations and rapidly growing confidence in the solutions that are available.

Yes, we have seen six to twelve months of business events wiped from our books and its true there remains to be a clear re-opening date. Despite this there is a groundswell of confidence in the setting of new dates for events, a vital step for the recovery of our industry which has a twelve to eighteen month long sales pipeline to rebuild.

We hope you will enjoy our update which kicks off with a special feature on the delightful Chrissie Thomas from Twin Towns Conference & Function Centre.

Heath & Beck

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**Chrissie Thomas**  
**Conference & Events Sales Manager**  
**Twin Towns Conference & Function**  
**Centre**

For 20-plus years, Twin Towns' Chrissie Thomas has been at the helm of many of Northern New South Wales' biggest corporate events, steering their success with her can-do attitude, professionalism and trademark smile.

Few in the industry can boast the depth of experience Chrissie has amassed over the years, across an extraordinary number of events. Last year alone, Chrissie and her highly regarded team hosted over 1,600 events across their nine individual venue spaces.

All up, this brought more than 10,000 delegates and guests to the region, in groups ranging in size from just a few for meetings or seminars, to groups of over 700 for large-scale conferences and trade shows.

Some of Australia's peak sporting bodies held national conferences at Twin Towns in 2019, including Cricket Australia, the NRL and Tennis Australia. Chrissie said many of the high-profile interstate visitors were "blown away" by what they found tucked away in the most northern corner of the State.

"The icing on the cake," said Chrissie, "was a destination that ticked all their boxes."

"An airport just a few minutes' drive from the venue, they have a beach that's one of the best



**River Room Twin Towns**

"Accommodation is onsite and they can sit on their balcony at the end of the day and enjoy a drink and the ocean view. It doesn't get much better than that," she said.

At the conclusion of the NRL conference, organisers praised Chrissie and her team for their efforts. They hailed the event a huge success and thanked the team for dealing with unavoidable changes made along the way, and "just like clockwork", making it all happen.

For decades, Twin Towns has been a revolving door for corporate business, with hardly a day on the calendar when there wasn't some kind of event happening at the Club. This year was shaping up to be their most successful year for corporate events in history.

"Bookings were phenomenal, and it was likely 2020 would bring over 2,000 individual meetings and events over the course of 12 months. Then came COVID-19.

"What I've found surprising though is the level of optimism out there in the marketplace. Many see the current conditions as just a 'temporary' set-back. They're postponing, not cancelling, and for some, it's brought an opportunity to reflect and reinvent their events.

"We're already working on measures to cater for restrictions we expect may be imposed on events, especially regarding social distancing and room capacities. We're restructuring event 'service' as we used to know it, including modifications to catering that amplify hygiene and safety.

"We know the face of conferences and events will change somewhat, in the short term at least, and while we may not be able to sit too close together, we've all come closer together in other ways.

in Australia, right on the doorstep. They can walk to shops, local cafes and restaurants and there are endless choices for dining and entertainment at Twin Towns.

“Many businesses have shared a few really tough months but are now ready to put their business, and corporate events, back together. Planning for this has already begun in earnest at Twin Towns.”



### #allinthistogether Morning Tea Calls

Please download and import the [iCalendar](#) (.ics) files to your calendar system.

### [Join Zoom Meeting](#)

Meeting ID: 692 735 558

Every Thursday morning in April, from 10.30am, Heath & Beck have hosted a special zoom call for our business events partners. These have been well attended and each has featured presentations from experts specialising in the business events sector. May is shaping up to be another exciting month with the following presenters to look forward to:

Thurs 7th May	10:30am	Simon Piltz	<a href="http://www.bechallenged.com.au">www.bechallenged.com.au</a>
Thurs 14th May	10:30am	Simon & Stacy	<a href="http://www.thebakerymedia.com.au">www.thebakerymedia.com.au</a>
Thurs 21st May	10:30am	TBA	
Thurs 28th May	10:30am	TBA	

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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.

## 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.

## MEA Training

Don't forget, the DNC team have re-negotiated our partnership with Meetings & Events Australia (MEA) and can now provide free of charge access to member resources including professional development webinars and presentations that are hosted on the MEA TV platform. To access the new resource page please [click here](#) and follow the login details listed on the page.

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## April Results

The North Coast Business Events team have practiced what we have been preaching throughout the month of April. 1,431 Business Events client details have been uploaded and audited in our CRM system along with 209 Opportunities secured over the past 21 months representing 986 qualified clients across the Corporate, Government, PCO and Association sectors.

New contacts and leads have been slow but with our system updated and stakeholders to reconnect with clients now supported by JobKeeper, we are focussed on reinvigorating the sales pipelines for our stakeholders.

Date	New Contacts	New Leads
January 2020	16	5
February 2020	33	21
March 2020	0	7
April	243	1
<b>TOTALS</b>	<b>292</b>	<b>34</b>

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## 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 also provides a brilliant resource to assist in the Development of Business for the Tourism Sector. Click [here](#) for more information.

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