



Destination
North Coast NSW

North Coast Business Events Update

To Our Valued Clients,

COVID-19 has certainly changed the world as we know it but especially in the Business Events space. That is, until last week, when we were given reason to be hopeful again. For our team, this 'pause' has allowed us to relook at the way that we were doing things... so easy to get caught in the daily grind and just doing the things for the sake of doing them without really questioning the value of "why?." Simple things like this newsletter, the ways we interact with our clients and the messages we communicate (or think we do), as well as the products and services we offer. Our team are committed to adding value and playing our part in the recovery process and that starts with us being crystal clear in what we want to say to you and your team as a critical part of our supply chain; without you, we don't exist and moving forward, we want to be able to provide real value to you for years to come. So for the record;

We value you and we thank you

In the interest of making sure we continue to deliver on this promise, we would invite you to fill in a quick 5 question survey please. Usually we would provide a prize, an incentive for you to fill this in but this time we just ask you simply, please fill it in by 15th June so we can understand what is the best value Destination North Coast Business Events can provide to you and your team moving forward.

[Survey](#)

Dennis, we invite you to take some time to peruse the following pages; get to learn a little more about what we do, meet some of our stakeholders from the North Coast who are ready and willing to host you when the time is right. Despite the challenges we are #allinthisogether and will rebuild bigger, better and smarter. Please enjoy your newsletter. Take care and see you when the time is right.

Kind regards,

Beck and Heath

Destination North Coast Win State and National MEA awards

Destination North Coast were delighted to have attended 'virtually' the MEALIVE2019 awards recently from the comfort of respective homes and offices and to celebrate the winning of the award for "Regional Destination Marketing Organisation or Bureau" at both state and national level. The award acknowledges the recognition and renewed commitment to the Business Events community/sector made by Destination North Coast whilst also reinforcing the benefit to delegates of conferencing in regional destinations. The team at Destination North Coast appreciated the recognition of this award and in particular, the opportunity it provided to reflect on our achievements. The initiative has been deemed a resounding success despite all of the challenges that have been faced by regional New South Wales in recent months.



#allinthistogether Recovery Package

The team at DNC have been working on our Business Events Recovery Package to be launched at the end of June. This package provides tangible resources for our stakeholders to

use when they return to work. The package includes recordings of professional development and training webinars, stories of innovative product developments and checklists that provide venues and suppliers a clear direction on providing 'best practice' when doors open again. For you, our clients, this means you can have peace of mind that operators on the North Coast are not only ready to welcome you back, but will be positioned to offer an even more professional and prepared product for you to enjoy. As part of our recovery package we have developed a number of initiatives to provide real value to our clients. If you too, would like to share these resources with your team, feel free to visit and [subscribe](#) to our Youtube page to learn more.



Business Events Resource Page

DNC have developed a section of our website that captures recent webinars relevant to the Business Events community. We are happy to extend these to our clients and have provided log in details for you to use, free of charge.

Please visit page [here](#)

Virtual Site Inspections

We are excited to announce that we have been working with stakeholders on producing a range of virtual site inspections to showcase our venues and suppliers along the North Coast. Whilst the fun and challenge has been to produce site inspections in ISO and on iPhones and to manage the Hollywood actor/actresses amongst us, we trust you will appreciate the effort and the resource that you can share with your teams and clients. We hope you will enjoy our very first production presenting the ever professional Amy Coull and Southern Cross University - Lismore Campus. Click [here](#) to view.

We look forward to extending this initiative with an #allinthistogether famil to be hosted in July.



Meet Our Team

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

What sets our destination apart? Other than our wonderful array of nature based experiences, outstanding services and fabulous venues? It's our people of course!

It is our pleasure to introduce you to Chrissie Thomas of Twin Towns Resort and Conference Centre, part of our Tweed Team.

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 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.

“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.

“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.”



What is Destination North Coast Business Events?

Destination North Coast Business Events connects you with your very own Business Events Executive (free of charge) to help you plan your next event. This first-of-its-kind initiative is supported by all 14 local governments within the region, as well as leading industry operators from Lord Howe Island and the Mid Coast to The Tweed.

Why should you use this free service?

- Get exclusive access to a dedicated Business Events Executive, at no cost to you or your organisation, to help you plan your next business event
- Receive all the destination information you need through one source including recommendations for accommodation, dining, offsites, transport, excursions and anything else you need to host a successful event

- Discover the best deals on products and services in the North Coast
- Support green initiatives that boost your clients' corporate wellbeing



Rebecca Morley

Destination North Coast – South
Looking after Local Government Areas of
MidCoast, Nambucca, Port Macquarie,
Kempsey, Bellingen, Coffs Harbour and Lord
Howe Island

Mobile: 0401 720 120



Heath Batterham

Destination North Coast – North
Looking after Local Government Areas of
Ballina, Byron Bay, Clarence Valley, Kyogle,
Lismore, Tweed and Richmond Valley.

Mobile: 0432 630 120
