



Destination  
North Coast NSW

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## North Coast Business Events Bites - June

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Greetings Business Events and Conferencing Colleagues,

As another financial year comes to an end, we are buoyed by the fact that many of you are looking forward to a more prosperous time ahead. We have had the pleasure of catching up with many of you recently via zoom as we continue to film all matter of people, products and places throughout the North Coast for our virtual site inspections project. It has been lovely to have a visual reminder and to be able to “virtually visit” our stakeholders whilst our movements are limited. We are looking forward to editing these over the next few months and launching the first set of videos in September.

Whilst our participation in tradeshows is limited at this time, we have been spending our month continuing professional development support for the business events industry and looking into options to host our own Roadshows 'virtually' before the end of the year. Both Heath and Beck attended the MEA Evolve - Renovated Conference earlier this month which provided insight into how we might run our own events virtually - stay tuned for an update!

As the month of June also marks the end of Q2, please be sure to review our Quarterly results in detail below. As always feel free to reach out to Beck or Heath with questions and feedback you might have.

Warm regards,

Beck and Heath

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### **Quarterly Report #2 released for 2020**

By now many of you would have had a chance to review the Quarterly Report #2 for 2020 that was emailed out by DNC General Manager, Michael Thurston. He advised; “During the extremely challenging second quarter of 2020 the team have achieved the very admirable result of securing three new events that will deliver 711 delegates, generating an economic impact of

\$267k for the region. A further 15 events are under tender or the early stages of negotiation with the ability to deliver over 5,000 incremental visitors and a collective economic impact of \$1.9M. The team have also grown the Business Event Buyer database by 64% from 869 to 1427 qualified contacts over this period." Please [click here](#) for a copy of the full report.

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### **Meetings and Events Australia Scholarships**

As part of the NSW Government's \$6 million Regional Conferencing Strategy & Action Plan, Destination NSW recently collaborated with Meetings and Events Australia (MEA), the peak body representing the events industry in Australia, and developed the Regional Scholarship Program, offering a career development opportunity for people in regional NSW to undertake a Diploma of Event Management. We are proud to announce that we had 7 applications submitted from the North Coast, which is a wonderful sign for the future of our industry sector. We wish all of our applicants the very best and look forward to announcing those who have been successful in the coming months. For more information regarding the Diploma of Event Management course content, please go to the [Meetings and Events Australia \(MEA\) Website](#).

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### **Tourism Australia's Boost Program - Domestic Business Event Grant Funding**

Applications are now open for Tourism Australia's new Business Events Boost Program supporting industry-led marketing and distribution activity to help kick-start domestic business events. Managed by Tourism Australia's dedicated business events unit, Business Events Australia, the program will fund projects that have the potential to influence domestic decision makers or convert new domestic business events. Destination North Coast will be submitting an application on behalf of the North Coast, however we would also encourage destinations and venues to consider this opportunity in your own right as well. Applications close on 30 September 2020. For full details see the [Business Events Boost Program Prospectus](#).

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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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### **June Results**

Date	New Contacts	New Leads
January 2020	16	5
February 2020	33	21
March 2020	0	7
April 2020	243	1
May 2020	9	14
June 2020	17	3
<b>TOTAL</b>	<b>318</b>	<b>51</b>



### **Meet in Regional NSW - FREE 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. Please note there is also a new section on the website whereby you can upload specials and promotions. Please [click here](#) if you are interested in submitting a deal and please remember to inform Beck and Heath too! 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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