



Destination
North Coast NSW

North Coast Business Events Bites - July

Another month to report on and a small opportunity for celebration as business events start to finally make their way back into our venues, conference centres, hotels and resorts up and down the North Coast. We can't ever remember being so excited about pens, pads and mints in our entire careers and although it's thus far, a slow trickle, it's a good sign of recovery for our industry and a start of what will hopefully be an encouraging and profitable 20/21 financial year.

Throughout the month of July, we have spoken with many of you personally as we have navigated our way around iPhone shoots for our virtual site inspection project; pondering shots in ever changing weather conditions (queue the East Coast Low just to make things interesting), discussing dialogue scripts and coordinating our "Cheers to Recovery" piece like pseudo Hollywood directors. As we near our final deadline, we would like to thank Simon and Stacey from [The Bakery Media](#) for their steady guiding hand throughout the process. More importantly, to all of you, many of you "first timers" who haven't done anything behind the camera/iphone like this before, we thank you for your effort and engaging content that we hope to launch in September.

July was a month of firsts for us too when we completed the first set of DNSW Fact Sheets which will act as a valuable resource for specific destination enquiries across the North Coast.

Heath and Beck attended the first ever #MEA Evolve - Renovated online conference and were pleasantly surprised at how well the event was executed. Please see below for more details and the chance to view the event content.

It has been interesting to hear the varied sentiment from our stakeholders over the last month however we are happy to report that, in true North Coast fashion, the majority of you remain positive despite all of the recent challenges. Your grit is truly inspiring - thank you for your continued determination - it's a pleasure to work for you all!

Warm regards,

Beck and Heath

#MEA Evolve - Renovated

The team at DNC had the pleasure of attending the recent MEA Evolve - Renovated Conference that was transformed into a virtual online experience and held Thursday 16th July. With over 550 registered event professionals from across Australia and New Zealand, it was a great opportunity to learn and reconnect with many in the industry. If you didn't have the chance to attend on the day, the good news is all of the content is available on MEA TV for you to view should you wish. You can access these presentations simply by [clicking here](#) and logging into Destination North Coast account using these details:-

User Name: rebecca.morley@dncnsw.com

Password: Lismore2480

Destination NSW Fact Sheets - First set now released

Destination North Coast has been working in conjunction with Destination New South Wales to produce a number of different Fact Sheets that the Meet in Regional NSW team can use to promote the North Coast (and all areas of the state). We're happy to say that the first set of 6 of these have now been completed and are housed on our [website](#) for your reference. Please note that the first round included Port Macquarie, Lord Howe Island, Coffs Harbour, Ballina, Byron Bay and The Tweed. Each Local Government area will have their own Fact Sheet and Heath and Beck will be working with the team in Sydney to guide you through the process over the next few weeks.

Corporate Social Responsibility Activities (CSR)

As reported in the May e-newsletter, we have had an increased number of enquiries from corporates wanting to give back to organisations and destinations along the North Coast to help in the bushfire recovery process. The ways in which corporate groups are wanting to give back does vary but might include providing volunteers to assist with a specific project, visiting a business that was impacted or even providing a donation. If you or your destination have a specific need that might appeal to corporates in this sense, please send through a one page document to either Beck or Heath by the end of August providing contact details of those involved so we can share.

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 however we would 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](#).

Industry Resources

Business Events E-newsletters: 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 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.

July 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
July 2020	1	8
TOTAL	319	59



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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