



Destination
North Coast NSW

North Coast Business Events Bites August 2020

It definitely feels like spring has sprung of late and with the warming of the weather, there also seems to be an upswing in the number of enquiries we are receiving through our office - a comforting sign for all of us.

Throughout the month of August, we officially released our “Cheers to Recovery” social media campaign that is gaining traction throughout our stakeholder and client networks. If you haven't had a chance to review and share these uplifting destination team videos, please revisit our [YouTube channel](#) to see the latest.

Last month, we also launched the first of our virtual site inspections, starting with [Cape Byron Distillery](#) in Byron Bay's hinterland! This has been a key project for our team and the working group, with over 60 videos being developed to be released to the marketplace. Our Event Managers and clients will now have the ability to visit the North Coast virtually and check out our amazing business events products and services, without leaving the comfort of their homes.

We would like to thank those members of the working group including Michelle Glasson (of GEMS Events), Lena Mager, Amy Coull, Veronika Karlsson (of Southern Cross University) and Simon and Stacey Baker (of The Bakery Media) for assisting in the development of these site surveys - they will prove to be a great resource to meeting planners looking to scope out their next event!

Destination North Coast Stakeholder Survey

The Business Events team have started work on developing the 2021 Destination North Coast Business Events Prospectus that will be available for our stakeholders to review in November. Our program will be valid for the 2021 calendar year.

Whilst the prospectus will feature many of our traditional activities, such as tradeshows, it is

worth noting that due to ongoing COVID concerns many of these will be delivered via an online, on a virtual events platform. This may actually add value for our stakeholders as we will be able to participate online from our homes rather than having to travel and pay for accommodation etc. In this current climate, it is important to our team that we continue to adapt and add value for our stakeholders.

We don't wish to presume what our program might look like and feel that it is important to give you an opportunity to provide feedback via a survey before we start planning our calendar of events.

Please complete these 4-6 short questions by 30th September - thank you.

[SURVEY](#)



Stakeholder News

Byron at Byron, a Crystalbrook Collection Resort unveiled its new restaurant and chef on Tuesday, 1 September.

Executive Chef Etienne Karner has made a seachange to Byron Bay from Sydney, bringing with him his world-class experience to hero the region's abundance of stunning sustainable ingredients. Boasting a career spanning France, Germany, Dubai, India, Ireland, the USA and Caribbean, Etienne joins the Restaurant from Park Hyatt Sydney, where he held the position of Executive Chef.

The newly created "Forest" serves contemporary, approachable and distinctly Australian cuisine. Highlights include poached Ballina king prawns with avocado, green apple and coriander, Paroo kangaroo tartar with lemon myrtle mayo, line caught local Jewfish with Windaboo mushrooms or for the sweet tooth, a nest of Kataifi pastry with white chocolate and salted caramel parfait.

Explaining further, Karner says Forest is “a hyper-local ode to the area's exceptional produce, artisans, and farmers. Byron Bay is one of the most beautiful places on Earth and every effort has been made towards sustainability in line with Crystalbrook Collection's commitment to Responsible Luxury.”

Set next to a lush rainforest oasis, Forest is passionately local with over 80% of ingredients coming from within a three-hour drive of the Restaurant. The utmost care for the surrounding landscape has been woven throughout the menu, with only sustainably sourced seafood and free-range proteins used in Karner's dishes. Guaranteeing transparency in regards to food sourcing, Forest's wet and dry aged beef is farmed at Crystalbrook Station.

Phase one of Byron at Byron's \$6 million refresh was unveiled on 1 September. Phase two, includes further updates to guest suites and a new Eléme Day Spa, which will be unveiled in November.

Corporate Social Responsibility Activities (CSR) Helping to Win Tenders

The opportunity is still available for our stakeholders to submit their CSR packages.

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 September 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 as part of Business Events Industry Support Program 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.

August 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
August 2020	2	3
TOTAL	321	62



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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