



Destination  
North Coast NSW

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## North Coast Business Events Bites September 2020

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This month the team are happy to report that we were able to attend Business Events tradeshows. The team have attended the Executive PA Summit in Brisbane held virtually and Events Uncovered in Sydney based on a hybrid model. Whilst the addition of the face mask wasn't exactly deemed as our usual "corporate attire", it was lovely to be able to catch up with some clients at these shows. Please see below for detailed reports.

Also during September, we continued to work with our stakeholders as they filmed their virtual site inspections. The last of our "Cheers to Recovery" social media campaign videos were also released to the marketplace. 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.

Finally, the team would like to congratulate many of our stakeholders who submitted applications for the Tourism Australia Boost program - we keep our fingers crossed for our application and wish you the best of luck with yours! Per our understanding, successful applicants will be notified by the end of October and we look forward to sharing the good news!

Until next time - stay safe,  
Beck and Heath

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### **Executive PA Roadshow – 8 September 2020**

Results from this event were encouraging, producing leads valued at more than \$700K from a total of 13 clients, which ranged in size from executive level retreats for 10-12, through workshop and leadership conferences for 20 – 50 delegates up to conferences for 160 delegates.

Buyers were primarily interested in venues within driving distance of Brisbane CBD which resulted in the overwhelming majority of leads being for the Byron – Tweed areas.

The event was held at The Emporium Hotel South Bank on 8th September but due to Covid-19 border closures we were unable to attend in person. As such, our involvement was limited to a “Zoom” presence for the Pre-Scheduled Appointment (PSA) program which consisted of 12 x 15 minute meetings with business event buyers.

We shared a presentation with buyers offering a summary explanation of the Destination North Coast Business Events program and focussed primarily on prospecting for new business.

Feedback from buyers reflect a strong desire to return to normal conferencing cycles. BE budgets have not been used and the restrictions have created pent up demand.

As consumer confidence returns, we are looking forward to locking these leads in for you, our partners. Thank you for your continued support.

#### **Key Outcomes:**

<b>In Attendance</b>	<b>Interactions</b>	<b>Leads for North Coast</b>
In Person	13 meetings	10 leads valued at \$708,112
Contacts	39 buyers	Provided with all registered delegate details

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The Events Uncovered show was held at Sydney Masonic Centre on Thursday 17 September 2020 and was the first face to face tradeshow event we have attended since COVID-19 restrictions have eased.

This show was a hybrid event for attendees with DNC having access to the 70 delegates who attended in person on the day.

Delegates were given the opportunity to learn about exhibitors and their offerings during catering breaks; on arrival, morning tea, lunch and afternoon tea. We supplied a door prize (regional produce filled within our branded esky) valued at \$120 to encourage people to visit the DNC stand.

All in all, despite some minor hiccups, Destination North Coast would look at attending this event again when it is presented in its traditional format.

#### **Key Outcomes:**

<b>In Attendance</b>	<b>Interactions</b>	<b>Leads for North Coast</b>
In Person	70 delegates	4 leads valued at \$232,290
Attending online	120 delegates	No leads as no way to access these people
Contacts	480 delegates	Provided with all registered delegate details

### **Major Announcement – Restarting Australia's Business Events Sector**

On 11 September 2020 the Australian Government announced it would provide \$50 million to create the Business Events Grants program. This assistance is part of the \$1 billion Relief and Recovery Fund which is providing assistance to sectors, regions and communities disproportionately affected by the economic impacts of COVID-19. The program will be administered through the Australian Government's Business Grants Hub, with guidelines developed in consultation with the government and industry stakeholders.

This initiative will support business events by providing grants to meet up to 50 per cent of costs incurred in participating at a pre-approved business to business event in Australia

during 2021. It will empower not only the business events sector, where the required cancellation of events due to COVID-19 has seen a near 100 per cent loss of revenue, but also the broader business community by stimulating high value, multi-day business to business events across multiple sectors of the economy.

The initiative will instil confidence back into the business events sector as Government backing will help ease concerns about financial loss and encourage businesses to return to business events, when it is safe to do so.

### **Eligible Applicants**

The upfront grant (\$10,000–\$250,000) will meet up to 50 per cent of costs incurred in participating at a pre-approved business to business event, such as space hire, design and manufacture, plus travel and accommodation.

Support would target larger, multi-day business to business events that promote Australian Government's industry priorities and sectors. The schedule of pre-approved events (and associated costs eligible for funding) will be developed by Austrade in consultation with other Commonwealth, State and Territory Government partners and the business events sector.

Should an event be cancelled due to COVID-19 restrictions, then the non-refundable amount (as identified in the program guidelines) will be entirely met by the Australian Government.

### **Timing and Administration**

Funding will support approved business to business events in 2021. Once a schedule of approved events has been developed, applicants will be encouraged to apply via the Business Grants Hub through a submission and assessment process.

We encourage our stakeholders who would like more information to register their interest on the [website](#).

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## **SAVE THE DATE**

### **Destination North Coast Reboot Roadshow**

**1 December 2020**

The DNC team are excited to announce that we will be hosting our own virtual event called "Destination North Coast Reboot" on 1 December 2020.

This event will replace the scheduled roadshows we had planned to have at the end of each quarter. The event will give Destination North Coast Business Events team and stakeholders the opportunity to communicate and update clients in preparation for 2021 events.

More details will be made available soon but for the time being, please make a note in your diary for 1 December 2020 from 10:00am until 3:00pm for your opportunity to directly meet with qualified booking clients and showcase your product to our full database.

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## **Industry News**

Good news! Planning for Bluesfest 2021 is in full swing and will be held at Byron Events Farm. With COVID Safe plans approved for weddings and corporate events of up to 150 people, Byron Events Farm has the potential to offer an experience that is only limited by one's imagination.

With over 30 years event operation experience and knowledge, the professional team at Byron Events Farm support customers with every aspect of their event. Byron Events Farm are also pleased to be working in collaboration with some of Australia's best suppliers of tents, production and catering and are well-connected to assist with artist and entertainment bookings, traffic management, security, waste disposal and everything else in between.

Located on a 300-acre purpose-built events site, the Byron Events Farm is also the official home of Bluesfest Byron Bay, one of the world's premier music festivals. The new website is now live and you can check it out [here](#).

### **Twin Towns Conference and Function Centre Releases New Video**

A newly produced promotional video has been produced to help sell the amazing venue spaces and places at Twin Towns in The Tweed. You can check out their new promotional video [here](#).

### **Robyn Johnson resigns from Meetings and Events Australia (MEA)**

Robyn Johnson, Chief Executive Officer of Meetings & Events Australia (MEA), has resigned from her role effective 12 November 2020. Robyn will be relocating to the NSW South Coast, in what she describes as a long planned 'escape to the country'.

Robyn should be proud of her many achievements as CEO including rebranding the flagship annual conference as Evolve and positioning it as a key event on the industry's calendar, launching a scholarship program to educate NSW regional students, growing MEA's National Awards program and launching the Celebration of Excellence publication, developing a new website and CRM platform for the organisation.

Robyn has been a long term supporter of Destination New South Wales and Destination North Coast and we sincerely thank her for her advocacy for Regional Business Events and wish her well in her future endeavours!

### **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.

### **Guide to Hosting Virtual Events**

With many of us pivoting into the virtual and hybrid event space, it seems timely to share this resource with our stakeholders. Our friends at Inspire Speakers have shared their learnings on hosting their recent virtual event and provided us with The Ultimate Guide to "Nail Your Virtual Event" that outlines top tips to consider when planning and executing your event. We will certainly be reviewing before our event in December. Please click [here](#) to download.

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## September 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
September 2020	31	11
<b>TOTAL</b>	<b>352</b>	<b>73</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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