



Destination  
North Coast NSW

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## North Coast Business Events Bites December 2020

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Your Business Events Team at Destination North Coast wishes you a "Happy New Year!" We hope you enjoyed some relaxation and quality time with family and friends over the break. We know it has been very busy for many of our partners as the holidays commenced and we hope there has been a lot of "hay making!"

With the new year comes a new Destination North Coast Business Events Partner Program and we thank our partners that have already rejoined the partnership again for 2021. The Program activity plans will be crystalized in the Destination North Coast Business Events planning day scheduled for early February and we certainly welcome feedback and suggestions in advance.

Follow up calls to registered clients from the *Reboot Roadshow* held on the 1st of December 2020 have continued to yield leads for the whole of the North Coast.

With the rollout for a COVID-19 vaccine within sight, confidence in business events continues to grow. With a sales pipeline of more than 25 active enquiries and a larger 'warm lead' list of business events ready to emerge from the forced hibernation of 2020, there is every reason to be optimistic 2021.

We look forward to sharing the successes with you in the coming year.

Warm regards  
Heath and Beck

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## Grants and Funding

Destination North Coast Business Events will continue to advocate for funding, and share opportunities as they are announced. When appropriate, the DNC team will provide a "Letter of Support" to partner applications and offer feedback on applications as requested.

### Business Events Grants

Of immediate relevance is the Business Events Grant Opportunity, an Australian Government initiative administered by Austrade. This grant has been established to restart Australia's Business Events Sector by supporting Australian businesses and Sole Traders looking to attend [pre-approved Business Events](#).

The Business Events Grants program will support Australian businesses by providing grants between \$10,000 and \$250,000. Grant funding will cover up to 50 per cent of costs incurred in participating at pre-approved business to business events as buyers or sellers during the 2021 calendar year.

A number of pre-approved business events on the list are specifically relevant to the Destination North Coast Business Events trade show schedule. It is expected that the partnership program will achieve greater reach and efficiency by taking advantage of this funding on behalf of program partners.

Click on this [link](#) for more information on this program.

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## Prospectus 2021 - Destination North Coast Business Events

The Destination North Coast Business Events Prospectus was issued on the 18th of December and there has been a strong uptake ensuring program budgets and activity plans are quickly taking shape.

The program will be finalised by mid February 2021 and we encourage those who are yet to confirm their inclusion to reach out as a matter of urgency to take advantage of a return to the business development model for the program.

Please reach out to Heath or Beck with any questions you may have regarding this year's prospectus.

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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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### **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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### **December Results**

<b>Date</b>	<b>New Contacts</b>	<b>New Leads</b>
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
October 2020	490	2
November 2020	3	3
December 2020	58	10
<b>TOTAL</b>	<b>903</b>	<b>88</b>

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