



Destination  
North Coast NSW

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## Business Events Bites #25 March 2021

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The North Coast has a proven track record of resilience across an extraordinary range of challenges and we know we can recover from the recent floods and move ahead again. In recognising the North Coast as one of the more seriously flood-impacted regions, your Business Events team are here to support our partners in any way we can.

Please read ahead to keep up to date with initiatives, opportunities and practical information relevant to you and your business.

Warm regards

Heath & Beck

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### Quarterly Report: January - March 2021

Please click this [link](#) for your copy of the Destination North Coast Business Events Q1 Report for 2021.

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**Get Local**  
THE MEETING PLACE

The Regional Conferencing Unit with Destination NSW has generously allocated four *Module 3* stations for Destination North Coast to exhibit at the premium Business Events industry tradeshow for 2021, Get Local. These modules are dedicated to The Tweed, Ballina Byron, Coffs Coast and Port Macquarie-Hastings local government areas. Staffing for these modules has been coordinated with support from our local government and professional tourism partners.

Destination North Coast Business Events have committed to purchase an additional two *Module 3* stations for this event inline with our 'whole of region' approach. The modules will

be managed by your Business Events team.

Partners in the Business Events program may also be interested in attending on their own stand within the same area as the North Coast footprint.

Please contact Beck or Heath to discuss options.



The Reboot Roadshow Reimagined Industry Development Days were recently held in region and offered the opportunity to re-engage face-to-face meetings with the team and stakeholders across the North Coast.

The roadshow provided valuable updates from leaders across the Business Events industry. Heath and Beck are both very encouraged to see a number of collaborative projects result from networking and interaction at these events.

Thank you to everyone who supported this initiative. For those who were unable to attend on the day, please peruse below and share these resources with your team. Please find links to the presentations and keynotes below:

- [Reboot Roadshow - Industry Development Day Presentation](#)
- [Emily Elkington - Tourism Australia](#)
- [Nigel Collin - MEA](#)
- [Rebecca Morley - Destination North Coast \(Barrington Coast Presentation\)](#)



#### **Industry News - Ballina Shire Council: Building Resilience through Business Events**

Destination North Coast congratulates Alicia Wallace and the Visitor Information Services team at Ballina Shire Council for the successful launch of the "Building Resilience through Business Events" campaign. Please click on this [link](#) to view the campaign promotional video.



**Event Organisers Summit - Brisbane - 5 March 2021**

The Event Organisers Summit - Brisbane was held at QUT Venue Collection Room, Three Sixty in Brisbane overlooking the Botanical Gardens. Keynotes from Olympic medallist, Brooke Hanson and Immersive and Interactive Design specialist, Paul Shathovskoy were attended by exhibitors and clients and presented insights into the future of engagement at business events.

The event generated 10 pipeline leads for the North Coast valued at \$1.59M with the possibility of 2,233 delegates with an average of 2 nights stay. Industries included medical, financial, mining and education with types of events ranging from executive retreats to national conferences. Most clients have secured venues for this year so these leads will fall into the 2022 period.

<b>In attendance</b>	<b>Direct Interactions</b>	<b>Leads for North Coast</b>	<b>Potential Value</b>
22	14	10 leads	\$1,559,584

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**Event Organisers Summit - Sydney - 30 March 2021**

The Events Organisers Summit was held at ANZ Stadium, Sydney on Tuesday 30<sup>th</sup> March, 2021. It is one of four shows that DNC has booked in 2021 with Executive PA; the host organiser. Delegates were given the opportunity to learn from exhibitors about their offerings through one on one appointments. There was also the professional development session with two Keynote presentations delivered on the day and networking at the conclusion of the event.

There were 28 qualified buyers who attended in person with 12 exhibitors in the room. We conducted 11 face to face appointments that resulted in three leads. It was pleasing to note that approx. 30% of the buyers had already done business with Destination North Coast Business Events. The general feedback was that many Sydney-based Event Managers and Organisations have started to run smaller events again and the pipeline is building - a cautious but positive sign to the return of normal business events.

<b>In Attendance</b>	<b>Direct Interactions</b>	<b>Leads for North Coast</b>	<b>Potential Value</b>
28	11	3 leads	\$191,140



### **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 available on the [Meet in Regional NSW](#) website!

Destination NSW also provides a [brilliant resource to assist in the Development of Business](#) for the Tourism Sector.

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The Tourism Australia *Event Here This Year* campaign encourages domestic decision-makers to start planning and delivering business events in Australia.

The bushfire crisis made for a tough start to 2020 and things have only become more challenging due to the COVID-19 pandemic. With international business currently on hold, the recovery of Australia's industry will be led by businesses and associations choosing to hold events in Australia.

The business events industry is encouraged to help spread the word. This can be done by using the campaign assets in marketing initiatives. Making this message as visible as possible and driving engagement with it far and wide will give this campaign the greatest chance of success in delivering more domestic events for the business events industry and all the businesses it supports.

For more background on the campaign, read the [campaign factsheet](#).

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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.

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**Contact details:**

Rebecca Morley  
Business Events Executive  
E: [rebecca.morley@dncnsw.com](mailto:rebecca.morley@dncnsw.com)  
M: 0401 720 120

Heath Batterham  
Business Events Executive  
E: [heath.batterham@dncnsw.com](mailto:heath.batterham@dncnsw.com)  
M: 0432 630 120

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