



Destination  
North Coast NSW

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## Business Events Bites #26 April 2021

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Consumer confidence is rapidly returning to the business events community and there are opportunities for direct funding support at all levels of government. Industry tradeshows are moving ahead without incident or interruption and have been attended by professionals who are keen to support the sales pipeline and your Destination North Coast (DNC) Business Events team have continued to play a proactive part in the recovery!

We are also delighted to share the great news that the NSW State Government has committed an extra \$1.5 million for Regional Conferencing to include an additional round of the Regional Business Event Development Fund: Up to \$15,000 for events with up to 150 delegates, and up to \$30,000 for events with more than 150 delegates.

We encourage you to read on below for more news and opportunities!

Warm regards

Heath & Beck

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### FUNDING OPPORTUNITIES

#### **\$1.5 Million - Regional Business Event Development Fund**

The Destination North Coast, Business Events team are keen to share encouraging news from the Minister for Jobs, Investment, Tourism and Western Sydney, Stuart Ayers who recently announced the extension of the [Regional Business Event Development Fund](#).

Applications will be assessed on a first-come-first-served basis with funding to be matched dollar-for-dollar by local communities, councils, entrepreneurs, associations, corporations, professional conference organisers or grants received by other Local, State and Federal Government Departments.

An applicant may apply for funding based on the following scale:

- Up to \$15,000 (ex GST) for a business event with up to 150 delegates
- Up to \$30,000 (ex GST) for a business event with over 150 delegates

### **\$1 Million - Business Events Australia: 2021/2022 Business Events Boost Program**

This program, which has been extended with an additional \$1 million for financial year 2021/22, aims to support the Australian business events industry in the wake of the COVID-19 crisis. It provides the opportunity to leverage funding and Tourism Australia's expertise to deliver marketing and distribution projects which help drive demand for domestic face-to-face business events.

Proposed projects should be innovative and creative, and demonstrate the potential to influence domestic decision makers to hold face-to-face events in Australia. Projects can target corporate meetings, corporate incentives, conferences, exhibitions or association meetings. Activity can include content creation, PR, media buy initiatives, direct marketing and digital campaigns.

For full details of the program and to download the Business Events Boost Program 2021/22 Prospectus visit the [Business Events Australia website](#).

Applications for the program close on **Wednesday 30 June 2021 at 5pm AEST**.

### **Tweed Shire Council: 2021-22 EVENT SPONSORSHIP FUNDING**

The Tweed Shire Council 2021-2022 Events Sponsorship funding round **opens on Monday 3 May and closes at 4.30pm Monday 31 May 2021**.

Event organisers seeking financial assistance to develop, host and grow festivals and events in the Tweed Shire are encouraged to make an application. However, before making applications you must be an incorporated body or have a sponsor that is accepting legal and financial responsibility for the event.

Applications will be considered at Council's meeting in August 2021. Applicants are requested to refer to the [Events Sponsorship Policy](#) and the [Events Sponsorship Guidelines](#) before completing the Events Sponsorship Application form. The whole of the form must be completed and all requested attachments must be submitted with the application.

Click the following [link](#) for more information.

### **Free Hospitality Training at NSW Clubs**

The NSW Government has today announced jobseekers across the state will have access to free hospitality training to address growing skills shortages in the regional hospitality industry.

The fee-free training will be funded by the NSW Government's Smart and Skilled program with a pilot expected to begin from July.

For more information, visit the [website](#).

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### **Reboot Roadshow: Save the Date**

The DNC Business Events team have planned two client facing showcase events for 2021, the first of which will be held in Brisbane on Tuesday, 24 August 2021. This event will be an opportunity to present the North Coast of NSW to event bookers in their own backyard and we invite Business Events Partners to join in with these initiatives.

The day will consist of a destination overview, dedicated one on one meetings as well as networking and showcase events with the ultimate goal of writing business for the North Coast.

This event will act as a prelude for the famil series that will take place at the end of the year and allow delegates to come into our region to experience it first hand.

Watch this space for more information.



### **Get Local - 29-30 July 2021**

Whilst *Exhibitor Registrations* have now closed for Get Local, we encourage any partners in the Business Events program interested in attending independently, to reach out to Heath or Beck as we may be able to assist in securing space within the same area as the North Coast footprint covers on your behalf.

DNC will exhibit thanks to the Regional Conferencing Unit at Destination NSW with modules 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.

DNC 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.

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### **Executive PA Summit - Sydney**

The Executive PA Summit - Sydney was held on the 27th April at Waterview in Bicentennial Park in the heart of Sydney Olympic Park. The event featured two Keynote speakers - Mindfulness coach Sabina Vitacca, who has regular appearances at these events and "Futurist" expert Anders Sorman-Nilsson who was genuinely inspirational. Networking opportunities were provided over breakfast, tea breaks, lunch and a cocktail session at the conclusion of the event.

The event generated 17 pipeline leads for the North Coast valued at \$1.3 million and representing 1,802 delegates with an average of 2 nights stay. Industries included manufacturing, government, banking, technology and insurance with types of events ranging from executive retreats to national conferences.

<b>In Attendance</b>	<b>Direct Interactions</b>	<b>Leads for North Coast</b>	<b>Potential Value</b>
26	11	17 leads	\$1.3M



### **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.

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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