



Destination North Coast NSW

BUSINESS EVENTS BITES #28 June 2021

The end of the financial year has come and gone and with it, another iteration of lockdown for our largest Business Events source market, Sydney. As yet, we have only seen limited cancellations and postponements and we will continue to monitor the situation carefully and act accordingly.

On a more positive note, we are happy to share our latest report that covers the second quarter of 2021. We have seen a massive upswing in enquiries and confirmations due in part to the opportunities available through the Destination NSW Regional Business Events Fund (which closed on the 30th June) and our DNC Reboot Incentive Fund (that closes at the end of July). We would strongly encourage all of our stakeholders to continue to share details of the Reboot Incentive Fund amongst your networks and with your clients to ensure maximum return for the North Coast!

We look forward to reporting back to you all in next month's edition of Business Bites on the list of successful applicants before we launch into a very busy Spring!

Warm regards,
Heath & Beck

LAST CHANCE TO APPLY! North Coast Reboot Incentive Fund

The Destination North Coast, Business Events team remind all of our stakeholders and clients that the North Coast Business Events Incentive Fund closes on the 31st July. This project received grant funding from the Australian Government under the Recovery for Regional Tourism program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund.

\$150,000 has been dedicated for Business Event support including roadshows, a famil program and access to incentive funds to secure business for the North Coast. The first of two business events roadshows, planned to be held in Brisbane has been postponed due to clashes caused by the current COVID-19 crisis but will be rescheduled when restrictions have been lifted.

Two famil tours with industry media and qualified business event bookers are included as part of this program and DNC has committed funding for two additions to complete the following series of four familys by the end of the current financial year:

1. Ballina, Byron & Tweed: 13-15 September 2021
2. MidCoast: 15-17 November 2021
3. Coffs Harbour: 14-16 March 2022
4. Port Macquarie: 4-6 April 2022

The Business Events Fund provides Event Managers the opportunity to secure funding from a pool of \$100,000 to help offset costs associated with holding an event on the North Coast.

Funding is available based on the following projected attendance:

- \$5000 for up to 50 delegates
- \$10,000 for up to 100 delegates
- \$15,000 for up to 150 delegates

Valid only for new business events needing to occur before May 31, 2022.

For further information

[Click Here](#)



CHANGE OF DATE: Get Local 24-25 August 2021

Just a friendly reminder that Get Local has changed dates due in part to the current uncertainty with lockdown in Sydney.

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. DNC Business Events have also purchased space to support our emerging destinations of Kempsey, MidCoast and Lismore thus in keeping with our 'whole of region' approach.

After the show has concluded, we will still be hosting a special VIP evening where select event managers and stakeholders will attend a live show; Come From Away at the Capitol Theatre. The show has been rebooked for Wednesday 25th August at 7pm.

Registrations to attend this evening event are now live.

We encourage our stakeholders to share this opportunity amongst your Sydney based clients.

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REGISTER NOW

Business Accelerator and Mentoring Program - ONLINE Launch Events

Applications for the [Destination North Coast Business Accelerator & Mentoring Program](#) will open soon. This exciting program is fully funded by the Australian Government and Destination North Coast and will offer up to 7 hours of one on one business mentoring to support advancement and growth of your business.

Join us for a **1 hr online Launch Event** where you'll learn everything you need to know about the program.

Please note due to the current COVID restrictions across NSW, we will no longer be running these events in person. Whilst disappointing that we won't be meeting face to face, being able to adapt and move to an online space gives you the option to attend one of the three proposed online launch events without having to leave your place of business or your home!

Click below to register:

- [Monday 26 July from 11am - 12pm](#)
- [Tuesday 27 July from 4pm - 5pm](#)
- [Thursday 29 July from 10am - 11am](#)

For more information contact: [Sarah Elphinstone](#), DNC Project Manager or call 0410448 570.

OPPORTUNITIES

Free Hospitality Training at NSW Clubs

The NSW Government recently 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](#).

SECOND QUARTER 2021 REPORT

The combination of increasing consumer confidence, supported by funding through the Destination NSW Regional Business Event Development Fund delivered strong second quarter conversions for Business Events representing nine confirmed bookings, 1,322 delegate nights in region and estimated revenue of 1.1 million for the North Coast business events economy.

Click on the link below for a more detailed review of the DNC, Business Events activities along with strategic plans for the future.

[Click Here](#)

DNC Business Events Activity Highlights - June 2021

June 2021	Enquiries	Delegate Nights		Estimated Revenue
Converted Leads	3	409	\$	349,696.00
New Leads	11	997	\$	1,045,384.00



Event Management Scholarships - Application time now extended!

Good news - the Event Management Scholarship application period has been extended due in part to the current interruptions with lockdown. The Meet in Regional NSW Team have recognised that this is

a challenging period for our industry and have extended the closing date to Sunday 8 August to give all of our valued industry partners more time to consider future opportunities and submit an application.

The team remain available to answer questions and support applicants with their submissions - please contact the Meet in Regional NSW team via conferencing@dnsw.com.au or visit the website. <https://www.meetinnsw.com.au/scholarships>

Meet in Regional NSW - FREE Conferencing Supplier Directory

Please register for your free listing for businesses who supply products and services to the conference industry in regional NSW 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, please click the link below.

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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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