



Destination North Coast NSW

BUSINESS EVENTS BITES #29 July 2021

The DNC Business Events team have recorded strong results in July despite the lockdowns experienced by so many of our clients as these restrictions are being viewed as very much temporary. The current constraints are frustrating but there is also good reason for optimism.

The sales pipeline is showing real signs of recovery as well, a trend which has been further highlighted as clients seek to reschedule bookings to new dates from September onwards where availability is becoming more challenging. Business Event related consumer confidence also improved through the early parts of 2021 and has been further buoyed by increased clarity, regarding how we move forward collectively, outlined in the [Plan to transition Australia's National COVID-19 Response](#).

Our congratulations go out to those Event Managers who were successful with their applications in the Destination NSW Regional Business Event Development Fund. The final applicants were notified this week and brings the tally for the North Coast to 15 Events worth an estimated \$284,100 injection into the North Coast economy. Congratulations to those Event Managers and the stakeholders who are hosting them!

We encourage you to read on for more good news in our industry.

Warm regards
Heath & Beck

North Coast Reboot Incentive Fund

The Reboot Incentive Fund met with a very positive response from business events clients interested in the North Coast. As of the 31st of July, the fund had received 27 applications with a combined economic impact for the North Coast estimated at \$1.2 million, representing 1,255 delegate nights.

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.

Whilst the Business Events team have made the decision to put the Famil Program and Destination Roadshows on hold, we are committed to completing the following schedule before the 31st of May, 2022 and are closely monitoring progress of the federal [Plan to transition Australia's National COVID-19 Response](#) to help govern the decision to relaunch these initiatives:

Famil Program:

1. Ballina, Byron & Tweed
2. MidCoast
3. Coffs Harbour
4. Port Macquarie

estination Roadshows

1. Brisbane
2. Sydney

Get Local

THE MEETING PLACE

Get Local: 18-19 October 2021

The DNC Business Events Team is still committed to a strong presence at Get Local, now scheduled for 18-19 October. 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.

Come From Away Update

With the rescheduling of Get Local show now planned for October, DNC have had to cancel our planned Corporate event; Come From Away as this show does not extend into October. Beck and Heath will look at other opportunities for corporate hospitality and will communicate these opportunities when they are secured to vest new interest.

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DRAG BINGO!

Thursday 12 Aug
6.30PM
\$25 Members
\$40 Non-Members

NSW Future Leaders: Virtual Drag Queen Bingo Night

Join MEA's NSW Future Leaders on 12 August for an exciting virtual evening full of humor, fun and more than a hint of fabulous!

Whether you're working from home, in lockdown or just missing connecting with your colleagues, make sure you book your tickets to join the NSW FL team for an exciting evening of bingo. Unique prizes to be won across all categories, and the invitation is open to anyone across Australia!

Spots are limited, so make sure you register today. Will we see you online?

EVENT INFORMATION

Date: Thursday, 12 August 2021

Time: 6.30pm - 7.30pm AEST

Location: Online - Zoom

Tickets:

Members: \$25 + GST

Non-Members: \$40 + GST

Joining instructions: Joining instructions will be sent to you prior to the event.

What you'll need: Good quality headphones and a device with a good connection are highly recommended.

Register to attend by clicking the link below:

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DNC Business Events Activity Highlights - July 2021

Jul-21	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	7	608	\$ 701,564.00
New Leads	17	1323	\$ 809,374.00



Free Day Delegate Packages: Surfing Australia - High Performance Centre

The fabulous team at Surfing Australia: HPC are offering free Full Day Delegate Packages (valued at \$500) for all local Gold Coast, Tweed and Byron based businesses.

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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).
<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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