



Destination North Coast NSW

BUSINESS EVENTS BITES #31 September 2021

This month's edition of Business Bites comes to you with a healthy dose of GOOD news (finally!)

Firstly, we are relieved to see a clear pathway to the reopening of NSW, and although some of us are still waiting for specifics on allowable numbers of delegates we can host in our venues, for the most part, this is something to be celebrated!

Secondly, and as many of you would have seen reported last week, the team at Destination North Coast were very excited to take home multiple wins at the recent Meetings & Events Australia awards, where we picked up both the State and National awards for Best Marketing Bureau/Organisation. Thank you to all of you for your continued support of the program - we simply couldn't have achieved this accolade without you!

Finally, it gives the team much joy to present to you the Quarter 3 report which, despite a challenging environment, has resulted in \$1.4M of secured business for the North Coast. Please read below for further information and reach out if you have any queries.

As with many of you, we are expecting a rush of Business Event enquiries as we head toward the end of the year as many of our corporate clients try and lock in dates for early 2021. We realise that this added pressure may cause a little strain but want to remind you that we are here to help! If you need any assistance please don't hesitate to contact us as we move back into more normal trading conditions. Just remember to communicate on what your venue can and can't do in a timely manner so we can help set accurate expectations with our clients. By far the most important thing though, is to continue to take care of yourself and each other so that we are ready and raring to go for when our Business Events eventuate on the North Coast!

Warm regards
Beck and Heath

DNC Business Events Activity Highlights - September 2021

Sep-21	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	2	280	\$ 229,620.00
New Leads	2	78	\$ 64,080.00

MEA AWARD WINNERS

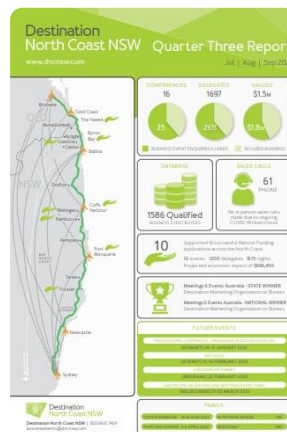


At the MEALIVE2021 ceremony, held on 22nd September, the Destination North Coast team were delighted to be awarded the State and National awards for "Destination Marketing Organisation or Bureau". These awards acknowledge the great results that the program has achieved over the last year under incredibly challenging circumstances. Throughout this period, with the assistance of our stakeholders, we have endeavoured to keep the program moving forward and adding value to our industry. These efforts have been recognised through these awards and are a great reflection of what we can achieve when we work together.



In the lead up to virtually attending the Awards celebration, the DNC team and many of our valued Business Events stakeholders across the region, shared a private celebration (via Zoom of course) which included a 'gin and tonic' master class courtesy of Eddie Brook, [Cape Byron Distillery](#), and making appetisers thanks to Julia from [Tweed Real Food](#).

The award for best attire goes to Tim Jack Adams who donned bib and braces and the award for best kitchen hand goes to Dennis Christensen, MidCoast Council (pictured). His colleague Robyn commented 'Thank you to the DNC team, last night was great. The supplies provided were amazing and truly appreciated. Congratulations on the awards, well deserved and we look forward to continuing our work with DNC'.



Quarter 3 Report - Now Available

The team are particularly proud of the Q3 report with 16 conferences secured during this time. Through these events, we will welcome 1697 delegates that will generate an economic benefit of \$1.4M. The impetus of this result was certainly assisted by the Destination North Coast Reboot Fund, supported by Austrade. Please click below for the detailed report and a breakdown of statistics and outline of activities.

[Click Here](#)



Get Local: 15-16 February 2022 (rescheduled)

Get Local co-owners Donna Kessler and Gary Bender are confident the new dates in early 2022 will coincide with a return of domestic travel and events as national vaccination targets are met, ensuring Get Local can provide business events sales teams the springboard needed to kick-start 2022. We share this confidence and look forward to supporting a successful business event campaign in Sydney.

For more information and to stay up to date with this tradeshow, please click the link below:

[Click Here](#)



PCOA21: 29-31 January 2022 (rescheduled)

The challenges of the current outbreaks of the Coronavirus pandemic has led the PCOA Association (PCOA) councillors to the decision to postpone PCOA21. As the business events community navigates the uncertainty of the border closures, social distancing, self-isolation and bringing large groups of people together, the postponement of PCOA21 to 29 - 31 January 2022 (Saturday - Monday) will give the industry a much better chance of getting back together again.

For more information and to stay up to date with this tradeshow, please click the link below:

[Click Here](#)



AIME: 21-23 March 2022 (rescheduled)

The Asia Pacific Incentives and Meetings Event (AIME) will be held at the Melbourne Convention & Exhibition Centre from 21 - 23 March and online from 28 March - 01 April, 2022. The show will bring together international and local buyers to access the best exhibitors from around the world - it is one of the biggest celebrations of the Business Events industry and Destination North Coast will be there!

For more information and to stay up to date with this tradeshow, please click the link below:

[Click Here](#)



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.

[Click Here](#)



Event Here This Year

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.

[Click Here](#)

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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