



# Destination North Coast NSW

## **BUSINESS EVENTS BITES #32** **October 2021**

Well, both Heath and Beck are not sure where the month of October went - it certainly felt like a quick one! We suspect it was due in part to the restrictions lifting locally, borders reopening as well as an increase in activity from those Event Managers wanting to book in their events and conduct site inspections before the end of the year!

We hope you have experienced the same optimistic signs of increased activity in your businesses and destinations. The increase in enquiries and short lead business opportunities are a very comforting sign for our industry and our stakeholders on the North Coast - it is all shaping up to be a very busy and prosperous 2022.

In addition to facilitating the increase in enquiries, the team have also completed our suite of BE educational videos designed for industry. These videos provide helpful tips and tools across a number of Business Events topics including brief taking, writing a winning proposal, conducting best practice site inspections and working with media, just to name a few. Check out the section below and let us know your feedback.

Finally, we appreciate that the last 6 months have been particularly difficult for our stakeholders in our sector and our region. We have had wonderful momentum and results in our current program and we want to be able to keep delivering excellent value to you all. For that reason, we are excited to announce an extension of the current Business Events program until June 2022. This will be provided free of charge to existing members and will also give us the opportunity to report on delayed activities that were outlined in this year's prospectus such as the roadshows, famils and some major tradeshows. A new financial year prospectus 2022/2023 will be released for your consideration in April.

Enjoy your reading for this month's edition of Business Bites.

Warm regards  
Beck and Heath

Oct-21	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	5	1390	\$ 468,040
New Leads	8	2840	\$ 998,680



## 2021 Business Events Prospectus - Extended

As the pandemic has continued throughout 2021, it has extended the challenging environment for the Business Events industry in general and specifically, our Business Events program on the North Coast. The restriction of large groups of people getting together to meet and the instability associated with the opening and closing of state borders has been particularly trying for our region. Despite this however the team at Destination North Coast strive to serve our stakeholders and clients with the upmost professionalism, patience and agility.

Moving forward to next year and in light of the fact that this last 6 - 12 months have been turbulent for many of our stakeholders, we have decided to extend the 2021 Business Events program by an additional 6 months, taking this program through to June 2022 at no additional cost to our stakeholders. The first 6 months of next year are set to be jam packed with many of our rescheduled tradeshows, roadshows and famils taking place. Please click below for a copy of the Extended Prospectus. This additional 6 months in the program will be provided with our compliments. As we near the new financial year we will release our 2022/2023 Prospectus for your perusal.

It is the resilience that both our team and our stakeholders have showed over tough times combined with the enthusiasm to welcome back our guests that will leave us in good stead for the future. Business Events provide a wonderful opportunity to showcase our region, our flexibility and our willingness to provide the best visitor experience... something we do quite naturally here in the North Coast.

[Click Here](#)

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## NSW Regional Business Event Development Fund - Applications Now Open

Destination NSW is offering grants of up to \$30,000 to attract, create and support business events for regional NSW, and to motivate business event owners to incorporate regional NSW in their plans.

### Who can apply?

The NSW Regional Business Event Development Fund is open to local government, local tourism organisations, convention organisers, chambers of commerce, business events industry operators, industry associations, sole traders, corporations and professional conference organisers looking to create or host a business event in regional NSW.

### What level of funding is available?

Applications will be assessed on a first-come-first-served basis until the funds have been expended. Funding must be matched dollar-for-dollar by applicants and is available on the following scale:

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

Applicants must be able to provide justification for the amount requested within the context of increasing or extending visitation for the business event or driving growth in business events overall.

**Applications close 5:00pm AEDT 31 January 2022 (or when funds have been fully expended, whichever occurs first)**

For further information and support please contact Beck or Heath.



### Signs of Recovery - Site Inspections Return

Over the last month there has definitely been some encouraging signs of recovery including an increase in business enquiries as well as face to face Business Events kicking off and event managers wanting to visit in person.

Heath has booked site inspections for clients taking advantage of the easing of travel restrictions in October and November. Firstly Ursula and Annette from Parks & Leisure Australia as they scout Lismore for their annual national conference and secondly, one of our fabulous corporate clients finalising details for their national conference being held in The Tweed next year. No doubt these trips will introduce the fabulous people and places on the North Coast and unearth more of the hidden gems we are so proud of.

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## #Industry Resources - Educational Videos Released

The downside of the pandemic has resulted in redundancies, reduced working hours and centralisation of Business Events teams for many of our stakeholders. We understand that many of our operators have responded the best way they could by deploying current staff into Conference & Events departments and recruiting people outside traditional tourism and hospitality fields.

Destination North Coast have identified that our industry is currently faced with a skills gap in the Business Events sector and have set about to help. Launched in October, Destination North Coast have produced a number of free video tutorials for BE operators and staff to easily access on YouTube. These videos are not designed to replace traditional hospitality training rather to educate on best practice expectations and service standards.

Each month we will be releasing 2 videos for your perusal. This month features [Episode #1 Best Practice for Site Inspections](#) and [Episode #2 Taking a Brief](#). We encourage you to click the links, share with your teams and don't forget to tell us what you think in the YouTube comments links.

Don't forget to "like" and subscribe too.  
Enjoy!



## 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.

The Destination North Coast Business Events Team will be attending this event and are looking forward to representing our 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!

In 2022, AIME has partnered with GRIP to harness their powerful AI platform supporting better quality meetings for both buyers and exhibitors. This partnership concrete's AIME's place amongst an elite majority of Top 20 global trade show organizers utilizing this new and exciting technology and we look forward to sharing our experience.

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

[Click Here](#)

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### **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](#)

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### **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](#)

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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.



**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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