



Destination
North Coast NSW

BUSINESS EVENTS BITES #33 November 2021

Optimism in the business events sector has continued to rise in step with vaccination rates across Australia. November saw a healthy number of new leads hit the sales pipeline with estimated economic impact valued at \$1.8M. Even better, \$290K in business events revenue was secured for the North Coast.

The Regional Business Event Development Fund, administered by the Regional Conferencing Unit at Destination NSW has continued to drive demand for our region and we encourage you to review your pending business opportunities; reach out to Heath or Beck for guidance regarding eligibility and support for your clients.

Looking ahead, the first six months of 2022 is taking shape very quickly with a significant number of key industry tradeshows, North Coast focused roadshows and famils. Please note the following key dates in your diary to ensure you are ready for each opportunity as it arises:

Activity	Location	Date	Status
PCOA 22	Hobart	29-31 January 2022	Confirmed
Get Local	Sydney	15-16 February 2022	Confirmed
DNC Famil Program South	Coffs Harbour	21-23 February 2022	Planning
Executive PA Summit	Brisbane	22 February 2022	Confirmed
AIME	Melbourne	21-23 March 2022	Confirmed
DNC Famil Program South	Port Macquarie	4-6 April 2022	Planning
DNC Sydney Roadshow	Sydney – Taronga Zoo	5 May 2022	Planning
DNC Famil Program North	Byron Bay / Ballina	18-20 May 2022	Planning
DNC Famil Program North	Tweed	22 -24 June 2022	Planning
MEA Evolve Conference	Melbourne	TBC	TBA
DNC Brisbane Roadshow	Brisbane	21 July 2022	Planning

We acknowledge it has been unbelievably tough for our industry partners but we are confident there is a lot to look forward to!

We take this opportunity to wish you, your colleagues, friends and loved ones a delightful festive season.

Stay safe, happy and well!

Warm regards

DNC Business Events Activity Highlights - November 2021

Nov-21	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	4	816	\$ 290,496
New Leads	8	5226	\$ 1,860,456



Destination North Coast Famil Series - EOIs Now Open

Destination North Coast is pleased to announce Expressions of Interest have opened for the 2022 Famil series. Famils are a wonderful way to experience all that the North Coast has to offer and we encourage those Event Managers who are interested to apply via the below link, noting that EOIs close 31st January 2022.

The planned famils are taking place in Coffs Harbour (21 to 23 February), Port Macquarie (4 to 6 April), Byron Bay / Ballina (18 to 20 May) and The Tweed (22 to 24 June).

We can't wait to see you in region - if you have any questions please don't hesitate to contact Beck or Heath.

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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?

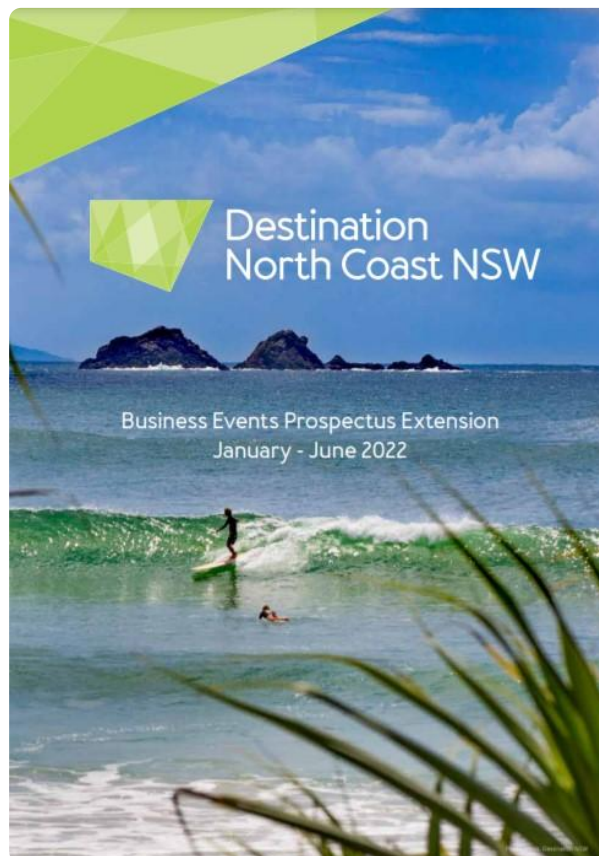
Applications will be assessed on a first-come-first-served basis until the funds have been expended. Funding must be matched dollar-for-dollar by applicants and is available on the following scale:

- 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.



2021 Business Events Prospectus - Extended

This is a reminder that 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.

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With opening borders and easing restrictions, Heath and Beck, joined by the delightful Jacquie Burnside, have finally managed to get back on the road with stops in The Tweed, Byron, Coffs Harbour and Port Macquarie prior to Christmas. In particular, we'd like to thank Coastal Harvest Catering and Dave Mansfield, pictured (whom we have affectionately nicknamed "The Rock") in hosting the Coffs Harbour event at The Jetty Beach House whilst the venue was still under construction!



Eventualities Podcast

Some of you may know of the delightful Belinda King of King Events who hosts the Eventualities podcast amongst her other roles. The podcast focuses on interesting conversations with the people behind the very best regional festivals and events. This podcast dives into the memorable experiences these festivals create, the unexpected challenges they overcome and what they have learned along the

way. Recently our very own Beck Morley talked to Belinda about regional Business Events and the value it brings to communities. We'd like to thank Belinda for showcasing the North Coast!

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Preparations for Get Local, 15-16 February 2022 are picking up pace with your DNC Business Events team. Following are instructions for the Get Local App and FAQs to help with your planning for this event.

Get Local attendees will need to

1. Download the App and upload your profile details. **Please note profiles are live as of 13 December 2021.**
2. Confirm your Privacy Settings. Otherwise you won't appear on the App and buyers won't be able to find you to make an appointment. Privacy Settings will automatically appear when you first open the App.

How do I appear in the app?

Make sure you mark your Privacy Settings to display your details in the App. Otherwise you won't be able to connect with exhibitors and attendees.

How do I receive notifications?

Make sure you select YES to allow push notifications. If you didn't, pop back into Settings on your phone and allow push notifications.

How do I connect with buyers?

If you would like to make contact prior to the show, head to the GET Connected section of the App. This is where you'll find the App's messaging service. First you 'connect', then you can message, live chat or set up a meeting. Meetings will appear in the My Schedule section of the App.

Important - on the day, make sure you scan the buyer badges when they visit your stand. Use the Scan Buyer Badge section of the App. To view the badges you have scanned use the View Scanned Buyers section of the App.

If you have set up Lead Management questions in the Online Exhibitor Portal, you will see these once you scan a badge. If you haven't set up Lead Management questions, you can [click here](#) to access your Portal.

How do I get help with the app?

If you require assistance, please GET in touch with our support team:

E: support@getlocalexpo.com.au

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NSW MEA-EEAA Christmas Party

The NSW MEA-EEAA Christmas Party was held at Watersedge at Campbell's Stores in Sydney on Monday 6th December. Beck attended on behalf of Destination North Coast and enjoyed catching up with many of our suppliers and clients after such a long hiatus.

A special mention to MEA Director and outgoing Chair of the MEA NSW Branch Megan Peters, Helen Mantellato from the EEAA Board, and Tina Eggers from The Venues Collection (linked below) for their involvement in the night's formalities.

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**KEEPING
AUSTRALIA
MEETING**
MEMBER 2020

PCOA21: 29-31 January 2022 (rescheduled)

The Destination North Coast Business Events Team will be attending this event and are looking forward to representing our region. For more information and to stay up to date with this tradeshow, please

click the link below:

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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:

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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.

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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.

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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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