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Destination
North Coast NSW

BUSINESS EVENTS BITES #34
January 2022

With the arrival of 2022 comes new challenges and new opportunities. The Get Local tradeshow is forging ahead with a solid COVID Safe plan including the use of Rapid Antigen Testing for exhibitors and buyers on arrival. What a brilliant way to bring confidence back to the industry! The Destination North Coast team are looking forward to representing our partners at this event.

Close on the heels of Get Local is the commencement of the 2022 Famil Series. Kicking off in Coffs Harbour, EOIs for this series have been strong with more than 100 submissions received prior to the cut off at the end of January.

February also includes the first Executive PA Summit of 2022 being held in Brisbane. Our thanks goes out to Sally Scott of Tweed Tourism Co. for supporting team DNC at this event which is expected to deliver strong leads for the North Coast.

Many of you will now be aware our very own, Beck Morley is leaving us for a wonderful opportunity closer to her home and whilst we are truly sorry to see her go, we wish her every success in her new role. I know you will all join us in thanking her for her tireless and enthusiastic advocacy of the whole of the North Coast. Beck will be with us until the close of Get Local and so we hope you will feel free to get in touch to wish her well.

The first six months of 2022 is packed with activity, please read on for your monthly Business Events update!

Warm regards
Heath and Beck

DNC Business Events Summary
FULL YEAR 2021

2021 Full Year	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	30	8,525	\$ 3,139,370
New Leads	90	25,602	\$ 8,949,427

2022 Activity Calendar

Activity	Location	Date	Status
Get Local	Sydney	15-16 February 2022	Confirmed
DNC Famil Program South	Coffs Harbour	21-23 February 2022	Confirmed
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	Confirmed
DNC Sydney Roadshow	Sydney – Taronga Zoo	5 May 2022	Confirmed
DNC Famil Program North	Byron Bay / Ballina	18-20 May 2022	Confirmed
DNC Famil Program North	Tweed	22 -24 June 2022	Confirmed
MEA Evolve Conference	Melbourne	29-30 June 2022	Confirmed
DNC Brisbane Roadshow	Brisbane	21 July 2022	Confirmed
PCOA Conference	Hobart	11-13 Dec 2022	Confirmed

Join Our Team - DNC Business Events Business Development Executive

The lovely Beck Morley who has been DNC's Business Development Executive in the Business Events space looking after our regions from Coffs Harbour to the south for the past three years, is moving into a new job that is closer to her home and is full-time. There'll be time to acknowledge her vast contribution before she finishes up on 17 February but meanwhile, DNC is actively recruiting for this role.

The primary aim of the [Business Events Business Development Executive](#) is securing Business Events for the North Coast. In addition, they will increase collaboration within sub-regions, improve the bid success ratio, represent the region and deliver initiatives that will lead to upskilling of industry.

Working with professional conference organisers, corporate organisations, meeting planners and directly with business clients, they will assist in bidding for and delivering these events.

The Business Development Executive will be employed on a 12-month contract based on 20 hours per week. The role is suitable for a 'work from home' candidate who can travel throughout the Mid North Coast Region on a regular basis.

Applications close 14 February 2022.

For more information or to apply, please click the following link.



[Click here](#)

NSW Regional Business Event Development Fund - Extended

The Regional Business Event Development Fund application deadline has been extended until Sunday 6 March, 2022 (or until funding has been fully committed). 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.

For further information and support please contact your DNC Business Events team.

[Click here](#)



Get Local is now only a couple of short weeks away and the Destination North Coast presence is going to be very strong. To maximize our representation footprint for the whole of the North Coast, Destination North Coast will be featured on six stands:

- Mid North Coast
- Port Macquarie
- Coffs Harbour
- Northern Rivers

- Ballina/Byron
- The Tweed

Up to 500 qualified Business Events Buyers are expected to attend the event which runs over two days from 15-16 February and with twelve regional specialists in attendance, we are confident there will be a steady flow of leads generated for the North Coast.

Please view further details of the event on 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 - 1 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](#)



Special Promotional Offers sought

Goodstart Early Learning are seeking offers and incentives from tourist attractions on the North Coast to share with their 15,000 staff across 675 early learning centres. Offers will be shared across the dedicated company intranet site that has a proven track record for guiding staff and their families to great holiday destinations and activities.

Please click on the link below and fill in the form to take advantage of this opportunity.

[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.



As Business Events begin to return, well established businesses are reporting ongoing challenges with both staffing and experience levels. Team DNC supported the Port Macquarie Council's Humankind consumer awareness campaign because of its positive messaging and practical communication designed to assist with establishing realistic expectations for consumers. We encourage operators in the business events space to develop similar suitable programs to help ease businesses back into regular routines.

[Click here](#)



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