



Destination North Coast NSW

BUSINESS EVENTS BITES #38 June 2022

June marked the completion of an extraordinary period where almost two years of trade activity was compressed into just six months. A successful, action packed Famil was hosted in the Tweed with nine attendees who have pending conferences and business events for the region, joining an action packed few days. As always our wonderful stakeholders provided exceptional service and a taste of what the Tweed has to offer.

The DNC team also represented the North Coast at the MEA Evolve Conference held in Melbourne. Meetings and Events Australia (MEA) represents the largest community of businesses and individuals across the Australian events industry. It was great to be back meeting with industry and looking to the future of conferencing and events.

The DNC BE team are currently finalizing participation in the Business Events Program for the 22/23 Financial Year and we look forward to continuing to grow business for our stakeholders as the industry continues its recovery.

Warmest regards
Heath and Kel

DNC Business Events Summary: 1 January 2021 - 30 June 2022

1 Jan 2021 - 30 Jun 2022	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	46	15,237	\$ 5,560,342
New Leads	148	53,099	\$ 18,739,979

NB: Figures have been updated with new business secured since the recording of data for the DNC Business Events Prospectus issued in May 2022. These figures now reflect the full eighteen months contained within the partnership period.

2022-23 Activity Calendar

Activity	Location	Date
North Coast Tourism Symposium	Grafton	28 July 2022
Event Organisers Summit	Sydney	11 August 2022
Q3/Q4 Roadshow - Rescheduled	Brisbane	18 August 2022
Event Organisers Summit	Melbourne	23 August 2022
PCOA	Hobart	11-13 December 2022
AIME	Melbourne	13-15 February 2023
Event Organizers Summit	Brisbane	16 March 2023
Executive PA Summit	Melbourne	11 May 2023
Get Local	Sydney	22-23 June 2023
MEA Evolve	TBA	TBA



Destination North Coast Symposium 2022 Thursday 28th July Grafton

The annual North Coast Tourism Symposium & Awards Gala Dinner provides a very important opportunity to bring the tourism industry together after such a tumultuous period.

Jointly hosted by Destination North Coast and Clarence Valley Council, the North Coast Tourism Symposium & Awards Gala Dinner is being held on **Thursday 28 July 2022 in two of Grafton's most iconic venues.**

The Tourism Symposium aims to:

- Stimulate a strategic outlook for tourism for the North Coast region
- Identify the issues, challenges and opportunities within the region
- Inspire passion, enthusiasm and resilience to invigorate tourism

If you have not already purchased your table or tickets please click the link below to secure your place at our annual event.

[Click Here](#)



Crystalbrook Collection Launches 'Meet Mindfully' Rethinking Conventional Meetings with a Sustainable, Conscious Way to Gather

On the 22nd of June, sustainably-led, independent hotel group Crystalbrook Collection launched *Meet Mindfully* - a cleaner, slower, more conscious way to travel and gather for meetings and events.

Tapping into the rising trend for work wellbeing, *Meet Mindfully* is designed to remove the stressors and environmental pressures of conventional corporate meetings, instead facilitating meetings of purpose and value.

"Crystalbrook's goal is to provide attendees with the space and culture that heroes the local environment, while also being empowering. We want guests to leave meetings at Crystalbrook feeling invigorated, both professional and personally," said Crystalbrook CEO, Geoff York.

Click below for more information on *Meet Mindfully*.

[Click Here](#)



Tweed Heads Famil: 22-24 June 2022

The DNC team with support from nineteen key stakeholders, were proud to present some of the highlights of The Tweed to nine business events professionals from Sydney, Newcastle and Brisbane. We thank our partners for their support and acknowledge we could not have done it without you!

Prospective attendees for this famil had completed EOIs which indicated opportunities totaling \$2.9M in estimated potential impact for the overnight visitor economy for The Tweed. These figures are encouraging and feedback from our guests was extremely positive.



MEA Evolve: 29-30 June 2022

DNC was delighted to attend the return of an in person MEA Conference at the Sofitel Hotel in Melbourne 30th June. It was great to see so many people from the industry again and look to the future of meetings and events within Australia.

Across nine sessions a line-up of talented speakers from within the events industry addressed effective ways for achieving a productive working environment and leveraging opportunities. From internal processes to people and business management to marketing and client relations it was an highly informative agenda and an excellent opportunity to reengage with people within the industry.

Please click below for an update from MEAs CEO, Peter McDonald:

[Click here](#)



Hyundai Surfing Australia High Performance Centre

A world leading training facility in the heart of the Tweed. The Hyundai Surfing Australia High Performance Centre (HPC) is an Olympic Training Centre located in Casuarina NSW, just 15 minutes south of the Gold Coast and 30 minutes north of Byron Bay.

In addition to supporting Australian athletes to become the world's best surfers and people, they offer bespoke packages for conferences, workshops, corporate events, leadership retreats, team building and incentive trips.

With onsite accommodation, conference rooms, in-house catering, team building activities and a fleet of Hyundai vehicles all under one roof, the HPC is the ideal base for any business to build a high performing team.

For further information about these world-class facilities made available to corporate clients, please click the link below:

[Click Here](#)



Regional NSW conference venues offer great meeting facilities, as well as social programs and tour opportunities, which are easily accessible by road, rail and air. With some of the world's best wines, quality restaurants, exciting events, World Heritage wilderness and spectacular ocean beaches, you will find the ideal event opportunity in regional NSW.

NSW is Australia's most geographically diverse State and its regional conference industry is worth an incredible \$145 million. Plan your next business event in regional NSW or get involved and grow your business in this exciting sector of the State's Visitor Economy.

Register to list your business on Meet in REGIONAL NSW for free by clicking the link below:

[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's 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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