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# Destination North Coast NSW

## **BUSINESS EVENTS BITES #43 November 2022**

November has been a busy month for the business events partnership with final reporting completed for the Recovery for Regional Tourism Grant projects, the announcement of dates for the 2023 MEA Evolve conference and preparations underway for PCOA 2022 and AIME 2023.

November is also traditionally a high demand month for business events. It was encouraging to hear from so many of our partners that they were busy with the delivery of events and it is noted the natural demand is holding up well into the first half of 2023.

With the holiday season upon us, we take this opportunity to wish you all the very best with the transition into leisure operations and hope you have planned some quality time with family and loved ones as well.

The team at DNC have been energised by the great results achieved throughout the year and look forward to achieving even more together with our business events stakeholders in the new year.

Please read on for your monthly installment of BE Bites.

Warm regards  
Heath

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### **DNC Business Events: Lead Activity Summary November 2022**

<b>Nov-22</b>	<b>Enquiries</b>	<b>Delegate Nights</b>	<b>Estimated Revenue</b>
Converted Leads	1	200	\$ 71,200
New Leads	1	240	\$ 85,440

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### **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	23 August 2022
Event Organisers Summit	Melbourne	20 October 2022
PCOA	Hobart	11-13 December 2022
AIME	Melbourne	13-15 February 2023
DNSW Post AIME Famil - South	Port Macquarie - Coffs Harbour	15-18 Feb 2023
DNSW Post AIME Famil - North	Ballina - Tweed	15-18 Feb 2023
Event Organizers Summit	Brisbane	16 March 2023
Executive PA Summit	Melbourne	11 May 2023
MEA Evolve	Gold Coast	7-8 June 2023
Get Local	Sydney	22-23 June 2023

Completed Activity
Future Activity



We hope you will join us in congratulating the delightful **Jumana Schriefer** (Events Officer (Graduations) Southern Cross University) for the successful completion of her MEA Diploma of Event Management. Jumana is a credit to the business events community of the North Coast and we are proud to count her as one of our best!

### **MEA Diploma of Event Management - Scholarship Program 2023**

**\*\*OPEN FOR APPLICATIONS\*\***

Calling all aspiring event professionals! You can now apply for a scholarship to undertake a Diploma of Event Management thanks to a partnership between the NSW Government and Meetings and Events Australia (MEA).

Applications are now open, with seven scholarships available across the state. The industry designed and delivered program includes training in project and budget management, customer service and operational planning.

NSW Minister for Tourism Ben Franklin said the scholarships would support the recovery and future growth of the state's visitor economy.

"The NSW Government is committed to making NSW the premier visitor economy of the Asia Pacific, and building capability and sustainability in our workforce is critical to achieve that," Mr Franklin said.

To apply or find out more about the eligibility criteria please visit the link below:

[Click me](#)

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14<sup>TH</sup> ANNUAL  
PCOA Conference & Exhibition



11 - 13 December 2022  
Hotel Grand Chancellor Hobart

Tasmania

### **PCOA22 Conference & Exhibition 11-13 December 2022**

The DNC team attended PCOA last week on behalf of our partners. The conference was a wonderful success.

It was well attended and yielded a number of leads for the north coast and we look forward to working with our partners to secure these bookings together.

Adelaide has also been announced as the PCOA23 conference destination. Click on the link below for more information on PCOA.

[Click here](#)

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CELEBRATING 30 YEARS



**AIME**

**ASIA PACIFIC  
INCENTIVES AND  
MEETINGS EVENT**

**13 - 15 FEB 2023 • MELBOURNE**

DNC will be attending AIME on behalf of the Business Events Partnership again in 2023 and the program is expected to be bigger and better than ever before as the conference celebrates 30 years as one of the highlights of the business events calendar.

DNC will exhibit, and is proudly supported by the wider Destination NSW presence at AIME, with a pre-scheduled appointment stream dedicated to generating direct sales for business events partners across the north coast.

AIME will be immediately followed by an exciting post AIME Hosted Buyers famil to the Ballina, Byron and the Tweed region for pre-qualified clients of the show. This initiative is proudly sponsored by, and will be co-hosted with Destination NSW. We will be in touch closer to this event to engage operators in its delivery.

Click on the link below for more information on AIME.

[Click here](#)

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The highly anticipated announcement for Australia's leading conference for event professionals, Evolve 2023 will see the event held on the Gold Coast on 7-8 June 2023.

Following a successful comeback conference earlier this year in Melbourne, MEA looks forward to fostering the Australian events sector's resurgence by bringing it together to enable its workforce members to consolidate their professional networks at social functions, to enhance their skillsets over a one and a half day conference program and recognise outstanding performance over 2021 and 2022 as the National MEA Awards Gala Dinner makes its long-awaited return.

We would encourage partners to join the DNC team at this event as an effective opportunity for professional development. For more information and to save the date, please click on the link below:

[Click here](#)

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**PARKS & LEISURE**   
**AUSTRALIA**  
(NSW/ACT)

Proudly supported by DNCs Reboot Incentive Fund, Parks and Leisure Australia NSW/ACT were pleased to conduct their regional conference in Lismore last month. The event was held over two and a half days and attracted over 100 delegates who were provided with an opportunity to experience the region through a series of technical tours.

One of the exciting outcomes from this conference was the establishment of the ***Lismore Legacy Project***. This is a project designed to utilise the skills and expertise of Parks & Leisure Australia's members to give back to the Lismore community. The project focuses on restoring and revitalising Wade Park in East Lismore.

Click on the link below for more information on this exciting legacy.

[Click here](#)



### **Recovery for Regional Tourism Grant - Business Events Project**

As part of the \$1.25M awarded to Destination North Coast through the Federal Government's [Recovery for Regional Tourism Program](#) the Business Events Project was designed to support growth and development of North Coast tourism businesses with the aim of increasing jobs and driving interstate visitation to the region.

The combined activity included

1. ***Business Event Roadshows*** to Sydney and Brisbane
2. ***Business Event Familiarisations*** in Coffs Harbour and Port Macquarie
3. ***Reboot Incentive Fund*** - providing financial support to secure eight new Business Events for the north coast.

The combined activity generated the following results:

- 1,704 total visitors
- 3,919 visitor nights
- \$1,328,364 estimated economic impact

Additionally, 21 live leads were generated through this activity with the potential to generate the following impacts:

- 3,236 visitors
- 7,442 nights
- \$2,649,352 potential estimated economic impact

Click on the link below for more information on Destination North Coast's Recovery for Regional Tourism projects.

[Click here](#)

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### **Keep Your MeetinNSW Listing Up To Date**

MeetinNSW is a free marketing resource for venues, accommodation providers and operators servicing the business events industry. The site is supported by the extensive digital distribution strategies of Destination NSW and all partners are encouraged to keep listings up to date and relevant for business event industry bookers..

If you have not done so already, register to list your business on MeetinNSW for free by clicking 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'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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