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Destination North Coast NSW

BUSINESS EVENTS BITES #44 December 2022 - January 2023

As expected, leisure business has been strong across the North Coast over the peak holiday season. The weather was great, borders were open and business events partners were busy taking care of holiday makers for what has been a successful summer period.

Business Events also continued to deliver in December and January, with the conversion of three leads representing 640 delegate nights and \$227,840 and another five new leads being generated that represent 1,914 delegate nights and \$681,384 in potential economic impact for the North Coast.

Your DNC team visited business events partners in the southern half of the region during the week of the 23rd of January and it was inspiring to receive updates from operators.

AIME and the *Destination NSW Feel New Northern Rivers Post AIME Famil* are only a week away and your BE team is working through the final preparation stages for these two valuable initiatives.

Please read on for your regular update on business events including some exciting funding news!

Warm regards
Heath

NSW Regional Business Event Development Fund

The NSW Regional Business Event Development Fund is designed to help stakeholders create, attract and support exciting business events for regional NSW and to support new business event initiatives.

The Fund aims to enrich these business events with opportunities offered by iconic towns and regions, while helping secure successful conferences and events for their future.

Managed by Destination NSW, the Fund is designed to assist stakeholders create, attract and deliver new business events and business event-related infrastructure projects in regional NSW.

Grant funding (from a pool of \$750,000 excluding GST) will be available as per individual event or business event project guidelines below:

- Up to \$15,000 (ex GST) for a business event with up to 150 delegates (projected attendance)
- Up to \$30,000 (ex GST) for a business event with over 150 delegates (projected attendance)
- Up to \$50,000 (ex GST) for a business event infrastructure project where the venue can accommodate up to 250 delegates
- Up to \$100,000 (ex GST) for a business event infrastructure project where the venue can accommodate more than 250 delegates

This fund was launched by the Minister for Tourism, the Hon. Ben Franklin MLC in Kingscliff in the Tweed demonstrating the growing reputation of the North Coast as a leading Business Events destination. Applications are open from Monday 13th February through to 31st March 2023.

[Click here](#)

DNC Business Events: Lead Activity Summary December 2022 - January 2023

Dec-22	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	1	300	\$ 106,800
New Leads	2	480	\$ 170,880

Jan-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	2	340	\$ 121,040
New Leads	3	1,434	\$ 510,504

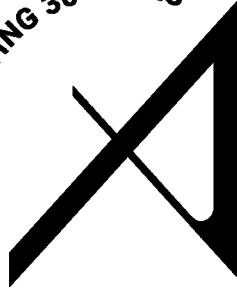
2022-23 Activity Calendar

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
North Coast - BE Partner Tour	North Coast - South	23-25 Jan 2023
AIME	Melbourne	13-15 February 2023
DNSW Post AIME Famil - North	Ballina - Tweed	15-19 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

CELEBRATING 30 YEARS



AIME

**ASIA PACIFIC
INCENTIVES AND
MEETINGS EVENT**

13 - 15 FEB 2023 • MELBOURNE

DNC will be attending AIME on behalf of the DNC Business Events Program 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.

Click on the link below for more information on AIME.

[Click here](#)

MEA NSW Branch 2023 Kick Off Event



DNC supported the MEA NSW Branch 2023 Kick Off event, held on The Jackson in Sydney Harbour on the 2nd of February. The weather was perfect and the event was well attended. It is encouraging to see the

continued rebound for the industry and we look forward to sharing more information from MEA as the year unfolds. For more information, please click the link below:

[Click here](#)

Single industry voice gets closer

Encouraging news shared this week by [micenet](#) as the industry moves closer to delivering a single voice with the Association of Australian Convention Bureaux (AACB) voting unanimously to join forces with Australian convention centres (ACCG) and Australia's exhibition association (EEAA).

[Read on for further information.](#)



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](#)

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.



Heath Batterham

Business Events Executive

E: heath.batterham@dncsw.com

M: 0432 630 120
