



Destination North Coast NSW

BUSINESS EVENTS BITES #45 February 2023



The month of February contained a number of headline activities for the DNC Business Events team including the successful AIME 23 tradeshow followed by the Destination NSW Northern Rivers Post AIME Famil. Additionally, we are delighted to announce the addition of Kerry Bryant to the DNC Business Events team.

Kerry brings extensive experience in the tourism and business events sectors and a strong results-focused approach to the role. Living just outside of Grafton, Kerry has a long association with the North Coast and will be responsible for the southern part of our beautiful region stretching from Coffs Harbour City Council down to MidCoast Council and incorporating Lord Howe Island. We hope you will join us in welcoming Kerry to the team.

Please read on for your monthly Business Events update.

Warm regards
Heath and Kerry

****THERE'S STILL TIME****

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 is only open until the 31st of March and so we encourage you to review the opportunities for small to medium infrastructure projects and, for your clients and their regional business event requirements.

Please click the link below for full details of this excellent funding opportunity.

[Click here](#)

**DNC Business Events: Lead Activity Summary
February 2023**

Feb-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	0	0	\$ -
New Leads	4	970	\$ 341,870

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	23 March 2023
Executive PA Summit	Melbourne	11 May 2023
MEA Evolve	Gold Coast	7-8 June 2023

Completed Activity
Future Activity



**AIME 23 and the Destination NSW
Feel New Northern Rivers Famil**

More than 500 buyers attended AIME 23 and your DNC team secured 28 new leads with a potential value of \$2.8 million for our partners on the North Coast.

AIME 23 was followed by a 4 day Hosted Buyer famil to the Northern Rivers sponsored by Destination NSW. Eight pre-qualified hosted buyers with genuine business potential for the region were guided through The Tweed, Byron and Ballina. Famil participants have shared leads with economic impact for the North Coast estimated at \$600K.

We look forward to coordinating proposals with relevant partners over the coming weeks.
(Photography: Alex Baker - Kiff & Culture)

[More Famil Images](#)



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.



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