



Destination North Coast NSW

BUSINESS EVENTS BITES #46 March 2023

March has seen the DNC Business Events team busy with the follow-up from both AIME and the Event Organiser's Summit.

On 17 March, your DNC Business Events team visited the Coffs Harbour region and met with business event partners. It was an excellent opportunity to introduce Kerry our new Mid North Coast, Business Events representative, and discuss and update on current and future business events. The team held an equally successful series of meetings in Port Macquarie and other Mid North Coast destinations during the first week of April.

On 23 March, your DNC Business Events team attended the first Event Organiser's Summit for the year in Brisbane. The positive meetings generated six leads with a potential economic impact of \$255,078 for the North Coast.

March saw the conversion of 2 leads representing 1,110 delegate nights and \$377,910 in estimated economic impact to the overnight visitor economy of the North Coast.

It was a busy end to the month, with the team supporting the finalisation and submission of 15 Regional Business Events Development Fund applications for the North Coast region.

Warm regards
Heath and Kerry

DNC Business Events: Lead Activity Summary March 2023

| Mar-23 | Enquiries | Delegate Nights | Estimated Revenue |
|-----------------|------------------|------------------------|--------------------------|
| Converted Leads | 2 | 1,110 | \$ 377,910 |
| New Leads | 23 | 9,386 | \$ 3,125,538 |

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 |
| DNSW Showcase Event | Sydney | TBA |
| MEA Evolve | Gold Coast | 7-8 June 2023 |

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|--------------------|
| Completed Activity |
| Future Activity |

\$2 Million For Business Event Data

The Federal Government has confirmed a \$2 million allocation to measure the impact and benefit of business events. The Government will work closely with the Business Events Council of Australia to roll out "bespoke data collection points including venues, organisers, delegates and exhibitors" across the country.

Tourism Minister, Don Farrell, noted that business events are vital drivers of the wider economy and contribute around \$36 billion annually in industry expenditure. "They encourage high-yield travel, build networks, support the development of commercial concepts and expand business opportunities," he said. "The new business events data project is a critical part of the Government's support for the ongoing recovery of Australia's business events sector. "Better data means better decisions, better decisions mean better events, and better events mean a bigger boost for Australia's visitor economy."

Leo Jago, Chair of the Business Events Council of Australia, said the \$2m allocation is the country's largest ever single investment in business events research, and will help establish a long-term framework to measure the sector's contribution. He urged industry to provide data in a timely fashion.

New Tourism Minister Announced

Premier Chris Minns has announced his government's first full ministry, with The Honourable John Graham MLC sworn in by Governor Margaret Beazley AC KC as NSW Minister for Jobs and Tourism.

Mr Graham will also be Minister for Roads, Minister for the Arts and Minister for Music and the Night-time Economy.

A full list of ministerial appointments can be found on the link below:

[Click here](#)



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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