



# Destination North Coast NSW

## **BUSINESS EVENTS BITES #47**

**April 2023**

Welcome to the latest edition of Destination North Coast's Business Events Bites newsletter.

The North Coast Tourism Symposium has been confirmed for July. This event provides an opportunity for attendees to network, share knowledge and experiences, and gain insights into how to grow and develop the tourism industry in the region. We look forward to seeing many of you at Symposium in July.

Destination NSW is currently reviewing the submissions for the Regional Business Events Development Fund (RBEDF), and we look forward to securing several new business events for our region when this process is finalised - (RBEDF is a great opportunity for event organisers to receive financial assistance to help grow and develop business events in regional areas of New South Wales).

April saw the arrival of the inaugural Bonza flights to both Port Macquarie and Coffs Harbour from the Sunshine Coast, with more routes planned.

In May your Business Events team will attend the Executive PA Summit in Melbourne and the Corporate PA Summit in Sydney and share the unique offerings and opportunities that the North Coast provides for delegates and organisers.

Warm regards  
Heath and Kerry

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### **DNC Business Events: Lead Activity Summary** **April 2023**

| <b>Apr-23</b>   | <b>Enquiries</b> | <b>Delegate Nights</b> | <b>Estimated Revenue</b> |
|-----------------|------------------|------------------------|--------------------------|
| Converted Leads | 2                | 290                    | \$ 96,570                |
| New Leads       | 3                | 1,000                  | \$ 342,200               |

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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 |
| 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         |
| Corporate PA Summit           | Sydney              | 23 May 2023         |
| MEA Evolve                    | Gold Coast          | 7-8 June 2023       |

Completed Activity

Future Activity



**NORTH COAST**  
TOURISM AWARDS



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### 2023 North Coast Tourism Symposium and Tourism Awards

Destination North Coast is pleased to confirm the **2023 North Coast Tourism Symposium** will be held at **Peppers at Salt Beach, Kingscliff, Thursday 27 July, 2023.**

The day-time industry conference will once again bring forth a jam-packed program of thought-leaders and trend analysts, topic experts and tourism trailblazers.

The theme of this year's Symposium is '**Redefining Normal**' with the draft program to be released in the coming weeks. Buckle up as it is going to be a cracker!

**Please put this must-attend event in your diary.**

A return of the **North Coast Tourism Awards** (and festive gala event) will follow and presents a highly anticipated opportunity for celebrating and rewarding success. Details to follow shortly regarding the application and judging process so watch this space.

Tickets will go on sale soon and we look forward to reigniting our collective passion for North Coast tourism, sharing insights and experiences, and celebrating returned confidence of our industry and the North Coast visitor economy.

**Find more information please click the link below.**

[Click here](#)



### **Inaugural Bonza Flights to Mid North Coast**

Tim Jordan, CEO at Bonza, greeted customers as they landed to a warm welcome from members of the community and local tourism industry from across the Mid North Coast. The new service will see more than 38,000 seats available between the two destinations.

As an airline committed to sustainability, Bonza proudly supports local conservation efforts and promotes eco-tourism which aligns nicely with the Mid North Coast.

[Click here](#)

[Click here](#)

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### **Australian Business Events Association to launch in July**

Starting July 3, the business events sector in Australia will benefit from a newly formed association. Three industry organizations have joined forces with the aim of providing a unified voice to Australian business event stakeholders, as well as a platform to offer comprehensive services to the industry.

The Australian Business Events Association (ABEA) represents a coming together of the Association of Australian Convention Bureaux (AACB), the Australian Convention Centres Group (ACCG) and the Exhibition and Event Association of Australasia (EEAA).

For more information see the link below.

[Click here](#)

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### **MEA NSW 2023 State Awards Night**

Join the industry in celebrating the excellence and achievements of New South Wales MEA Awards State Finalists during 2021 & 2022, at one of Sydney's most unique spaces - Doltone House Jones Bay Wharf "Loft". Enjoy delicious canapes and drinks while taking in the waterfront location with Harbour Bridge and city views.

If you can make it to Sydney for the MEA Awards Night please book your tickets before registrations close on Thursday 11 May!

[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](#)

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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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