



# Destination North Coast NSW

## **BUSINESS EVENTS BITES #49** **June 2023**

In June, Destination North Coast's Business Events team represented the North Coast, and our valued partners at Evolve 23, Meeting & Events Australia (MEA) annual conference for event professionals which was held at The Star, Gold Coast.

A reminder that this year's North Coast Tourism Symposium is being held in The Tweed on Thursday 27 July and we hope to see you all there!!

Warm regards  
Heath and Kerry

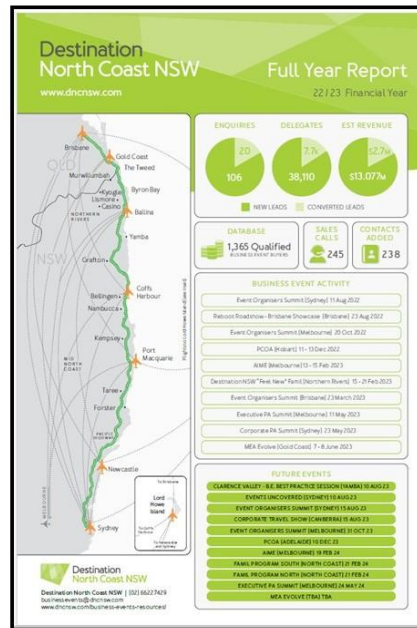
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### **DNC Business Events: Lead Activity Summary** **Financial Year 2022-23**

FY22/23 has proven to be another fruitful and positive year for the DNC Business Events Program and its stakeholders. The fantastic results highlighted below and through the end of year report demonstrate the current levels of demand, the value this sector delivers for our communities and what we achieve when we work together.

<b>22/23 Financial Year</b>	<b>Enquiries</b>	<b>Delegate Nights</b>	<b>Estimated Revenue</b>
Converted Leads	20	7,736	\$ 2,735,936
New Leads	106	38,110	\$ 13,076,880

For your copy of the full Financial Year report on the DNC Business Events program, please click on the image below.



## 2023-24 Activity Calendar

Activity	Location	Date	Attending
Clarence Valley Council - BE Stakeholder Workshop	Yamba	Thu 10 Aug 2023	HB + KB
Events Uncovered	Sydney	Thu 10 Aug 2023	KB
Event Organisers Summit	Sydney	Tue 15 Aug 2023	KB
Corporate Travel Show	Canberra	Tue 15 Aug 2023	HB
Event Organisers Summit	Melbourne	Tue 31 Oct 2023	HB
PCOA	Adelaide	Sun 10 Dec 2023	KB
AIME	Melbourne	Mon 19 Feb 2024	HB + KB
Famil #1	North Coast - South	Wed 21 Feb 2024	KB
Famil #2	North Coast - North	Wed 21 Feb 2024	HB
Executive PA Summit	Melbourne	Fri 24 May 2024	HB
MEA Evolve	TBA	TBA	HB + KB

## New Chair And Directors Appointed To Destination North Coast Board

Destination North Coast welcomes the appointment of new Board Directors John O'Neill, Dr Meredith Wray and Harry Barry, with John appointed Chair.

John brings a wealth of knowledge and experience as an entrepreneur, businessman and corporate adviser and was previously Managing Director of Tourism NSW, the state organisation that was the precursor to Destination NSW and he has also been a director on the Boards of the Australian Tourism Data Warehouse and Business Events Sydney. John is a Partner and Founder of Komosion management consulting firm.

Many of you will be familiar with Meredith Wray, a leading regional tourism expert who works with governments, industries and communities across Australia to influence tourism's sustainable development, management and marketing. Meredith has a deep knowledge of the North Coast visitor economy.

Rounding out the newly appointed Directors is Harry Barry, a well-known Coffs Coast identity who is the director of the North Coast Hotel Group, which owns seven pubs, employing upwards of 250 hospitality staff. Harry's industry perspective will be most welcome as a major regional employer.

John, Meredith and Harry join current directors Margaret Shannon, General Manager Tiona Holiday Park and Julie Stewart, Airport Manager, Ballina Byron Gateway Airport.

We welcome our new Board Directors and their diverse expertise and fresh perspective.

Sincere thanks and gratitude go to outgoing Chair Cameron Arnold and outgoing Directors Rod Barnaby and Michael Grieve, who have been with the organisation since its inception in 2017 and have made invaluable contributions to DNC and the North Coast region. We truly appreciate their expertise and contribution of knowledge and time to guiding DNC through the last six years and wish them the very best in their future endeavours.

Destination North Coast look forward to introducing the new look DNC Board to industry stakeholders at the North Coast Tourism Symposium and North Coast Tourism Awards on 27 July 2023 in the Tweed.



### **MEA Evolve 23**

MEA Evolve is the annual conference for Meeting and Events Australia (MEA), and this year it was held at The Star, Gold Coast. The 1½ day conference program of plenary and breakout sessions showcased a wide selection of keynote speakers and provided the opportunity to network with industry professionals. The conference closed with the MEA Awards Dinner.

In the context of topical discussion related to the merger of significant industry bodies into the newly formed [Australian Business Events Association](#), a plenary Q&A session with the MEA board clarified MEAs distinguished position as Australia's oldest and largest association of event professionals, focused on advocacy, education and professional development that embraces all types and styles of events with members on both the buying and selling sides of the industry.

Our special thanks goes out to Christian "Boo" Boucousis for his excellent keynote presentation and for posing with us for a photo. Our congratulations go out to all of the award winners and to the MEA team for a successful event.

[Click here](#)



### **The Brooklet Officially Opens**

The Brooklet team have officially opened six luxurious villas (3 x one-bedroom and 3 x two-bedroom) to support their beautifully renovated 3 bedroom dairy bails and collective spaces including The Barn, The Bar and a number of beautiful wellness assets including the magnificent 25 metre mineral pool.

Please click the link below for more information on this beautiful new venue in the Byron Hinterland.

[Click here](#)





## AIME 2024

The Asia-Pacific Incentives & Meetings Event (AIME) is the premier meetings and incentives exhibition in the Southern Hemisphere.

Taking place from **19 - 21 February 2024** at the Melbourne Convention & Exhibition Centre, AIME connects high-quality event planners (buyers) with exhibitors from across the world. The curated Hosted Buyer Program ensures that the buyers who attend AIME are ready to do business.

The pre-scheduled appointment system will align over 13,000 meetings; matching buyers needs with the destinations and services offered by over 400 exhibitors.

AIME is where the key stakeholders in the industry gather, transfer knowledge, foster learning and realise the power of connection and community.

The Regional Conferencing Team at DNSW are happy to confirm that stakeholder expressions of interest to co-exhibit with Destination NSW at AIME 2024 are now open. Applications do need to be submitted before COB Monday 14 August.

The full stakeholder prospectus and link to the EOI form are included on the webpage, and our team are happy to speak with you to discuss this in more detail.

[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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