

BUSINESS EVENTS BITES #50 July 2023

July marked the beginning of the new Destination North Coast (DNC) Business Events program with a new year of trade activity, professional development and advocacy planned. The team look forward to collaborating with program partners for another successful year targeting business events for the North Coast.

Bonza have announced Gold Coast Airport as their third base in regional Australia - consolidating what is already a strong access point for business events clients considering the North Coast for their events.

The Australian Business Events Association (ABEA) have confirmed Melissa Brown as their new CEO. ABEA will be working closely with Tourism Research Australia to develop and distribute up to date business events data that will be helpful for business events operators in preparing strategies to capitalize on opportunities for this sector.

July finished on a high note with the North Coast Tourism Symposium and North Coast Tourism Awards ceremony and gala dinner. It was great to see so many of our key stakeholders at both events.

Please read on for more information on all things Business Events!

Warm regards
Heath and Kerry

Lead Activity Summary - July 2023

Jul-23	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	0	0	\$ -
New Leads	2	1,300	\$ 432,900

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

The new activity calendar above outlines the trade events your DNC business events team are committed to attend on behalf of all program partners. We encourage you to share relevant updates with DNC on a regular basis to ensure your business is represented to the best advantage.



North Coast Tourism Symposium and Tourism Awards

The 2023 North Coast Tourism Symposium and North Coast Tourism Awards were a great success. Proudly supported by the Tweed, these events showcased the first-class facilities on offer with the Tourism Symposium held at Peppers Salt Resort & Spa, Kingscliff, and the Gala Awards Dinner held at the stunning Plantation House at Tropical Fruit World.

Please join us in congratulating all winners including the team at Pacific Bay Resort in Coffs Harbour (pictured above) for their Gold Award as **Business Events Venue of the Year**.

Please click on the link below for the complete list of this year's winners.

[Click here](#)



Bonza has revealed its third base will be Gold Coast Airport* with two aircraft confirmed to operate from the iconic holiday spot to 11 existing Bonza destinations.

This next phase of Bonza's growth will see 70 new flights per week and almost 700,000 additional passenger seats a year into and out of Gold Coast Airport.



Bonza currently offers direct flights between Port Macquarie and Melbourne twice a week, and from 17 September 2023, will offer a third weekly flight between Port Macquarie and Melbourne.

[Click here](#)



Australian Business Events Association CEO

Melissa Brown has been named as the inaugural CEO of the newly formed Australian Business Events Association (ABEA). Melissa will step into the role from September 2023, bringing a wealth of experience across the travel, telecom, recruitment and cybersecurity sectors.

We encourage you to sign up for newsletter communications from ABEA by clicking on the link below:

[Click here](#)

Tourism Research Australia to Report Business Events Data

Australia's long-term strategy for the visitor economy, [THRIVE 2030](#), notes that having relevant, robust and timely data is critical for growth. It underpins good decision-making, business growth and investor confidence.

In the October 2022 Budget, the Australian Government announced \$2 million in funding for Tourism Research Australia (TRA) to include business events measurements in national and international datasets. TRA will engage with ABEA to source data from venues, organisers, delegates and exhibitors and your DNC business events team will disseminate relevant information as it becomes available.

For more information on this positive initiative for the business events industry, please click 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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