



Destination North Coast NSW

BUSINESS EVENTS BITES #60 May 2024

Your DNC Business Events team have just had a fantastic month, converting 8 leads, delivering an estimated economic impact of \$1.5M to the North Coast visitor economy. Additionally, the team secured the opportunity to bid on an additional \$765K of business.

The estimate used to measure this performance is based on \$433 per delegate per night in region and consists of expenses including, accommodation, food and beverages, venue hire, audio visual, entertainment, theming, activities, experiences and leisure spend and this is why the business events sector is so important for regional economy. (source Tourism Research Australia data [report](#))

Thanks go out to all of those partners who have re-joined the DNC Business Events program for the 2024-2025 season. We are striving to reach sustainability with our activity and operations for this valuable program and your support is absolutely invaluable. If you would like to discuss the prospectus or invoice which you have received from DNC for next year's program, please don't hesitate to reach out to one of the team.

This edition of BE Bites is coming to you from MEA Evolve in the Hunter Valley, representing the last of our tradeshow activities for the current financial year. The schedule of activities for 24-25 will be issued in our next edition and we look forward to continuing to grow the business events sector for the north coast with your help.

Warm regards
Heath & Kerry

Lead Activity Summary - May 2024

May-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	8	3,990	\$1,520,260
New Leads	5	1,840	\$765,440

2023-24 Activity Calendar

Activity	Location	Date
Crystalbrook PCO Famil	Byron Bay	2-Jul-23
Clarence Council – BE Stakeholder Workshop	Yamba	10-Aug-23
Events Uncovered	Sydney	10-Aug-23
Event Organisers Summit	Sydney	15-Aug-23
Corporate Travel Show	Canberra	15-Aug-23
BE Planning Day – Re-assess around Board	Evans Head	5-Sep-23
Event Organisers Summit	Melbourne	31-Oct-23
PCOA	Adelaide	10-Dec-23
AIME	Melbourne	19-Feb-24
Famil North	North Coast	17-18-Mar-24

Famil – North	North Coast	17-19 Mar 24
Famil – South	North Coast	21-24 Mar 24
Best Practice Seminar – Coffs Harbour	Coffs Harbour	25-Mar-24
Best Practice Seminar – Tweed	Tweed	27-Mar-24
Best Practice Seminar – Ballina	Ballina	26 Mar 24
MEA Awards - NSW	Sydney	6-May-24
Business Events NSW - Showcase Event	Sydney	15-May-24
Executive PA Summit	Melbourne	23-May-24
MEA Evolve	Hunter Valley	12-13 Jun 24

Completed Activity
Future Activity



North Coast Tourism Symposium and Tourism Awards 1 August 2024 - Port Macquarie

With only 7 weeks to go until our annual North Coast Tourism Symposium and Tourism Awards Ceremony are upon us, planning is ramping up along with ticket sales.

This year's events are being held in Port Macquarie's stand-out venues; **Glasshouse** for our Symposium conference and **Sails by Rydges** for the Awards Ceremony. You do not want to miss the opportunity of professional development, learning, networking and the celebration of our industry's shining stars.

Early bird/event combo tickets are currently ON SALE so SAVE when you purchase both event tickets together.

And if you are looking for accommodation at the same time, Sails Resort have a special event offer of 20% off their best available rate when you quote **STAYNORTHCOAST2024** when making your direct booking.

[Click here](#)

EXECUTIVE PA
— **SUMMIT** —

Executive PA Summit - 23 May 2024 - Melbourne

Your DNC team represented the North Coast at the Executive PA Summit in Melbourne, securing the opportunity to quote on three new leads representing \$335K in potential economic impact and 800 delegate nights. The event also adds an additional 40 contacts to the database of qualified clients with potential to deliver business events to the region.

This event continues to provide opportunities to meet Personal and Executive Assistants across the full breadth of business in Australia. The influence of these people can not be overstated as they conduct the research and make recommendations to their organisations.

For more information on these and the full range of events facilitated by the Executive PA Team, please click on the link below:

[Click here](#)



Business Events NSW Showcase

Destination North Coast were pleased to represent the region and our Business Event stakeholders in Sydney at the inaugural Destination NSW Business Events Showcase where DNSW highlighted immersive visitor experiences throughout regional NSW to more than 100 event planners and buyers.

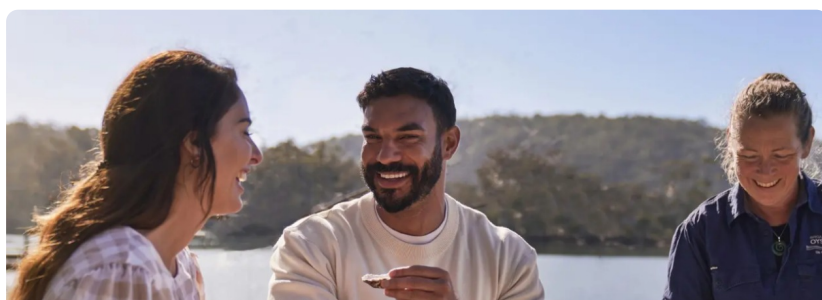
Held at Sydney's Collider event space, the showcase was an opportunity to bring to life Destination NSW's fresh approach to growing the business events sector in regional NSW.

New messaging aligned to the 'Feel New' visitor brand - 'Corporate events that feel anything but' - aims to present an engaging alternative to the traditional business event experience.

Event planners and buyers were invited to enjoy a taste of experiences in regional NSW that ensure a corporate event feels like a celebration, not a convention.

The North Coast was well represented by Tim Jack Adams, Melissa Parisi and Sharon Caldwell alongside Heath and Kerry.

[Click here](#)





NSW Choose Tourism Program

The NSW Choose Tourism Program is a \$1.4 million campaign to encourage those pursuing a career in tourism. It is being rolled out across regional NSW.

Funded by the Albanese Government and delivered by Destination NSW, the program will address industry workforce shortages by encouraging Australians to pursue a career in the visitor economy while helping operators to attract, retain and upskill staff.

The initiatives include a school's program, targeted career promotion, vocational webinars, mentoring by industry leaders and professional development events.

The North Coast will be hosting two school's programs:

- Coffs Harbour - 13 June 2024
- Byron Bay - 26 June 2024

"The Choose Tourism Program is about inspiring Australians to work in a sector that's not only exciting and rewarding, but is also vital to the economic prosperity of so many regional communities."

Click on the link below for more information.

[Click here](#)

Become an employer of choice
Byron Bay
Elements, Byron Bay
26 June 2024, 9am – 5pm

Byron Bay

Australian Government

THRIVE 2030

NSW GOVERNMENT

Destination NSW

NSW Choose Tourism Professional Development Day

The NSW Choose Tourism Program's **Professional Development Day** is an exciting opportunity for Business Owners and Managers to attend a free one-day seminar in Byron Bay to discover the benefits of positioning your business as an employer of choice.

The full day program includes presentations from expert speakers and local operators who will speak on strategies which can be adopted to retain employees, to onboard new recruits and the innovative approaches to implement to achieve a high performing team.

Connect with a network of support agencies, access valuable, practical resources and develop new skills and strategies that can be implemented straight away.

Attendees will benefit from hearing from industry experts in HR (hiring and retaining staff), Team and Customer Success, AI tech (how to use, refine and the benefits to your business) and working with First Nations people.

Seminar details

Elements | Byron Bay

26 June 2024 | 9.00am to 4.00pm - followed by networking to 5.00pm

Book now, invite a friend! Don't miss out on this fully catered and free development day!

[Click here](#)



ADVANCE PROGRAM FY25

Applications are now open for Business Events Australia's Advance FY2024/25 Program.

The program provides Australian industry the opportunity to access financial support to deliver industry-led projects, which either increase consideration of Australia for new international business events, via distribution activity (such as site inspections or in market activity); or to increase international delegate attendance at events already secured for Australia.

Supported activity must be delivered by 30 June 2025. For more information including eligibility, how to apply online, and information on what kind of projects the Advance Program supports, visit the Business Events Australia website. Applications close at **5pm AEST on Friday 5 July 2024**.

[Click here](#)

bensw.com.au

Keep Your BENSW Listing Up To Date

Business Events NSW (formerly MeetinNSW) is a free marketing resource for venues, accommodation providers, and operators servicing the business events industry. Destination NSW's extensive digital distribution strategies support the site. All partners are encouraged to keep listings current and relevant for business event industry organisers.

If you have not done so already, register to list your business on bensw.com.au for free by clicking the link below:

[Click here](#)

Industry Resources

Business Events E-newsletters: Due to popular demand, we have archived our Industry newsletters on the website for your perusal. Click [here](#) to check out recent additions.

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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