



Destination North Coast NSW

BUSINESS EVENTS BITES #61 **June 2024**

The 2023/24 Financial Year finished with our Business Events Program in very good shape having surpassed all budget expectations. The year saw 28 events secured and over \$5.3 million in estimated revenue ensuring the most successful year by far for the North Coast Business Events Program.

FY23/24 has seen a strong rebound in the sector and a very healthy level of leads generated and events secured for the region. Demand for Business Events is robust and the ongoing collaboration between our industry partners and the DNC Business Events program has delivered outstanding results and a strong pipeline of future high value events and anticipated visitor spend.

During FY23/24, the program achieved the following fantastic results;

- Secured 28 Business Events that will deliver over 13K delegate nights and an economic impact of over \$5.3M for the North Coast
- Generated 59 additional new leads that have the potential to deliver over 38K delegate nights and an economic impact in excess of \$15.5M
- Attended, seven industry trade shows and conferences representing all North Coast destinations and generating future leads
- Delivered three industry development 'Business Events Best Practice' seminars aimed at building capacity for the sector across the North Coast
- Conducted 248 sales calls
- Engaged with a data base of 1,365 qualified buyers

Please see your full copy of the report attached.

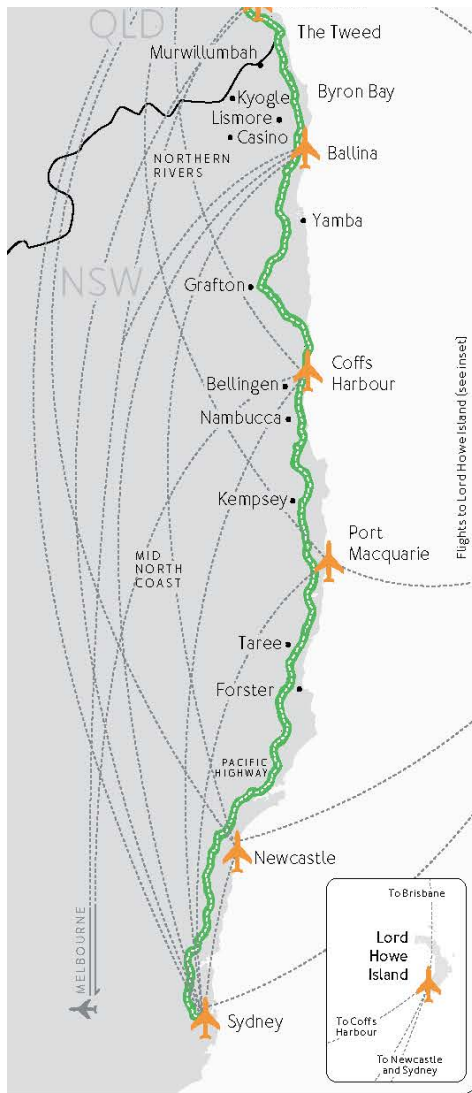
As we begin the new Financial Year, your DNC BE team will continue their work on your behalf to attract business events and conferences to the North Coast and to highlight your region and its products and services to conference organisers and corporate clients.

The results detailed above and in the report attached are a great reflection of the collaboration between all stakeholders involved. In a highly competitive market, the need for strong collaboration and adherence to response timeliness is prized more than ever.

As always, we achieve more together so we value your support of the program and the North Coast Business Events sector. Please read on for your regular copy of Business Events Bites.

Warm regards
Heath & Kerry





- BUSINESS EVENT ACTIVITY**
- Business Events Best Practice Seminar (Yamba) 10 Aug 2023
 - Events Uncovered (Sydney) 10 Aug 2023
 - Event Organisers Summit (Sydney) 15 Aug 2023
 - Corporate Travel Show (Canberra) 15 Aug 2023
 - BE Planning Day – Re-assess around Board (Evans Head) 5 Sept 2023
 - Event Organisers Summit (Melbourne) 31 Oct 23
 - PCOA (Adelaide) 10 Dec 23
 - AIME (Melbourne) 19 Feb 24
 - Familiarisation Tour – North (North Coast) 17-19 Mar 24
 - Familiarisation Tour – South (North Coast) 21-24 Mar 24
 - Business Events Best Practice Seminar (Coffs Harbour) 25 Mar 24
 - Business Events Best Practice Seminar (Ballina) 26 Mar 24
 - Business Events Best Practice Seminar (Tweed) 27 Mar 24
 - MEA Awards – NSW (Sydney) 6 May 24
 - BENSW Regional Showcase Event (Sydney) 15 May 24
 - MEA Evolve (Hunter Valley) 12-13 June 24

- FUTURE EVENTS**
- EVENTS UNCOVERED (SYDNEY) TUE 23 JUL 24
 - EXECUTIVE PA SUMMIT (SYDNEY) THU 25 JUL 24
 - NORTH COAST SYMPOSIUM (PORT MACQUARIE) THU 01 AUG 24
 - EVENT ORGANISERS SUMMIT (SYDNEY) THU 15 AUG 24
 - EVENT ORGANISERS SUMMIT (MELBOURNE) THU 31 OCT 24
 - PCOA (BRISBANE) SUN 01 DEC 24
 - AIME (MELBOURNE) MON 10 FEB 25
 - MEA EVOLVE (TBA) TUE 03 JUNE 25

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AWARDS
 Meetings & Events Australia – 2023 National Awards
 Destination Marketing Organisation or Bureau

2024-25 Activity Calendar

Activity	Location	Date
Events Uncovered	Sydney	Tue 23 Jul 24
Executive PA Summit	Sydney	Thu 25 Jul 24
North Coast Tourism Symposium	Port Macquarie	Thu 01 Aug 24
Event Organisers Summit	Sydney	Thu 15 Aug 24
Event Organisers Summit	Melbourne	Thu 31 Oct 24
PCOA	Brisbane	Sun 01 Dec 24
ABEA Conference	Sydney	Tue 10 Dec 24
AIME	Melbourne	Mon 10 Feb 25
Familiarisation Tour - South	Coffs / Port	TBA
Familiarisation Tour - North	Ballina/ Byron / Tweed	TBA



MEA 2023 National Award Destination Marketing Business

The DNC Business Events team was thrilled to accept the 2023 National Award for a Destination Marketing Business in the Excellence in Industry category at the Meetings & Events Australia (MEA) Evolve Conference, held in the Hunter Valley in June. This prestigious award recognises organisations whose primary functions include increasing customer awareness of and promoting a destination, with the objective of inspiring event owners, operators, and decision-makers to select it as their event location based on its unique selling points.

This award is a testament to the success of DNC's Business Events Program. We proudly share this achievement with all our program partners, as we could not have accomplished this without your support. This marks our third national-level win from three award submissions, highlighting our consistent excellence in the industry.

The conference welcomed more than 200 national events industry delegates, providing an ideal platform to gain exposure to the latest industry trends, listen to brilliant keynote speakers, and celebrate success together.

[Click here](#)





****LAST CHANCE TO REGISTER****

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

It's just a couple of weeks until our annual North Coast Tourism Symposium and Tourism Awards Ceremony.

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 for professional development, learning, networking and the celebration of our industry's shining stars.

[View the day's Program](#) and check out the [amazing line-up of Speakers](#).

The theme, **Creating World Class Experiences**, will be woven into stimulating presentations throughout the day. You don't want to miss our stellar line-up of industry experts

Tourism Awards: Destination North Coast in partnership with **Business NSW**, is delighted to again be offering our industry stakeholders the opportunity to participate in the North Coast Tourism Awards. Our industry's best and brightest will shine at the **North Coast Tourism Awards**. The Awards present an opportunity to publicly recognise and applaud success and join friends and colleagues for a great night of celebration and entertainment.

Event Sustainability: Destination North Coast are again keen to implement sustainable practices into our events as we continue our sustainability journey. Working in partnership with Earthcheck, we ask you to support our commitment to continued improvement of our environmental performance in delivering our annual events.

In attending our events, please carpool where possible and practical and please fill in this [quick survey](#) so we can measure the carbon footprint of attendance at our events.

Post-event Site Inspection: For those stakeholders extending their stay in Port Macquarie, we invite you to join us at [Guulabaa Place of Koala](#), to view and experience this soon-to-be completed new attraction and cluster of products that looks set to be a benchmark for industry collaboration and partnership.

We'll be there 10.00am - 11.30am, Friday 2 August (no RSVP necessary).

Click below for more information on tickets, accommodation and the event.

[Click here](#)



**Australian
Business
Events**

Australian Business Events Australia (ABEA) has just turned 1!! ABEA represent the people and organisations of the \$36 billion Australian business events industry and are united in their quest to make real and lasting impact for this dynamic sector.

For their year in review click the link below.

[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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