



# Destination North Coast NSW

## BUSINESS EVENTS BITES #62 July 2024

The DNC Business Events Program has started the 2024/25 financial year with a bang replicating last years amazing results. The year launched strongly with Events Uncovered and Executive PA Summit both held in Sydney delivering a record 17 new leads for our partners representing a combined 4,688 delegate nights and potential economic impact of almost \$2 million.

The month of August also started with fanfare as we celebrated all of the finalists and winners at the North Coast Tourism Awards in Port Macquarie.

We look forward to securing even more opportunities for you at the Event Organisers Summit in Sydney on the 15th of August and we thank you for your wonderful support for the business events program. Read on for your latest update!

Warm regards  
Heath & Kerry

### July 2024 - Activity Summary

Jul-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	2	750	\$312,000
New Leads	17	4,688	\$1,950,208

### 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 Evolve	TBA	Tue 03 Jun 25

Completed Activity
Future Activity





## **Events Uncovered - Sydney**

23 July 2024

Events Uncovered took place at the Museum of Contemporary Art (MCA) at Sydney's stunning Circular Quay on Tuesday 23 July 2024 - a day filled with fresh and innovative trends, suppliers, and venue offerings.

Your business events team attended representing the North Coast along with the the fabulous crew from the Regional Conferencing Unit at Destination NSW. The event provided a brilliant opportunity to connect with some of the newest innovators in the events industry and to source potential leads for our partners.

Click on the link below for your access to the galleries and video content from the event.

[Click here](#)

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# EXECUTIVE PA — SUMMIT —

## **Executive PA Summit - Sydney**

25 July 2024

The Executive PA Summit was held at Parliament House in Sydney, attended by twenty exhibitors and 44 qualified Personal/ Executive Assistants, each with significant influence on all levels of event planning for their respective organisations.

Your DNC team secured opportunities to bid on a record thirteen potential events for the North Coast ranging from national conferences to leadership and executive retreats so now the real work begins.

[Click here](#)





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

First of all, CONGRATULATIONS to the [finalists](#) for the 2024 North Coast Tourism Awards! We appreciate the huge effort it takes to shine at this level, and we applaud your efforts as stars of our region's visitor economy!

Thanks also to the beautiful city of Port Macquarie who hosted the event this year, providing a wonderful showcase of just how well regional destinations run business events!

Finally, in our very own award category, **Event Venue of the Year**. We offer our congratulations to the three finalists who consistently deliver best practices to all clients of the North Coast:

- GOLD: Lennox Head Cultural Centre
- SILVER: Osteria Weddings
- BRONZE: Pacific Bay Resort Coffs Harbour

We hope all of our partners will join us again next year to celebrate at the awards, and take advantage of the professional development opportunities inherent in the 2025 North Coast Symposium. Click the link below for the complete list of finalists and winners!

[Click here](#)

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# 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](#)

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## 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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