



Destination North Coast NSW

BUSINESS EVENTS BITES #64 September 2024

September marks completion of the first quarter of the 2024-2025 DNC Business Events program and the results are very positive. See Q1 Report below showing results that look to ensure the program is well on track for year-on-year growth.

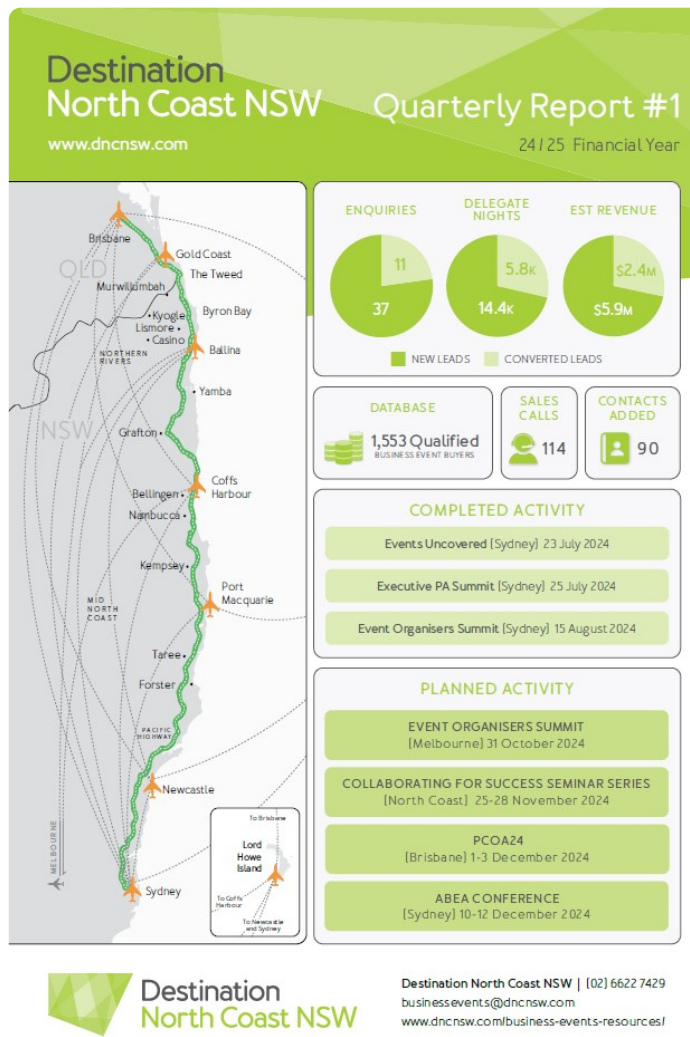
The month included a visit to Yamba and Grafton that further confirmed what we already knew of the Clarence Valley; that operators are very much ready to take on more business events. Looking ahead to November, your DNC team are piloting a professional development series, specifically focused on "Collaborating for Success." Watch this space for more information.

The Australian Business Events Association has released it's first Annual State of the Business Events Industry Report which also makes for encouraging reading as it points to continued growth and improvement for our industry.

Looking ahead, DNC will be exhibiting at the Event Organisers Summit in Melbourne on the 31st of October where we expect to grow our database and secure more leads for the North Coast.

Please read on for your regular update on all things "business events" related.

Warm regards
Heath



2024-25 DNC Business Events Program - Q1 Report

With the support of our partners, the start to the new program has been very strong with eleven new leads secured representing 5,800 potential delegate nights and estimated economic impact of \$2.4M for the North Coast.

A further 37 new leads were sourced representing 14,400 delegate nights and \$5.9M in estimated economic impact and your DNC team is working hard to convert these for the benefit of our partners.

Please click on the link below for your copy of the Q1 Report.

[Click here](#)

September 2024 - Activity Summary

Sep-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	2	1,150	\$478,400
New Leads	5	2,720	\$1,103,920

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
DNSW Showcase Event	Sydney	TBA
MEA Evolve	TBA	Tue 03 Jun 25

Completed Activity
Future Activity



Annual State of the Business Events Industry Report

A core objective of ABEA is to provide its members, government and the broader business events community with information and insights as to how the business events industry is faring. This first edition of the [Annual State of the Business Events Industry Report](#) provides essential insights to support optimal outcomes for operators.

Australian Business Events Association Conference 10-11 December 2024 - ICC Sydney

Early bird tickets to the inaugural ABEA Conference are available until **25 October 2024**. If you are able to attend, we certainly encourage you to take advantage of these savings.

Please click on the link below for more information and to register if you would like to attend:

[Click here](#)

bensw.com.au

Keep Your BENSX 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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