



Destination North Coast NSW

BUSINESS EVENTS BITES #65 October 2024

We hope you will join us in welcoming Belinda Iseppi (pictured below) to the DNC family. Belinda joins as Business Events Executive supporting our operators in the southern half of the region, covering from MidCoast through Coffs Harbour LGA's and including Lord Howe Island, and is excited to join the team. She has recently moved to the Mid North Coast and comes with extensive experience in the events industry including various levels of government.

October saw Heath attend the Event Organisers Summit in Melbourne where he secured new leads for the North Coast. We were encouraged with the opportunity to quote on 5 new leads for the North Coast representing more than 2000 delegate nights and \$880K in potential economic impact for the region.

We are looking forward to introducing Belinda to our partners throughout the region as we roll out the newly developed "Collaborating for Success in Business Events" sessions. Please read on for your regular update on all things Business Events related.

Warm regards
Heath & Belinda



October 2024 - Activity Summary

Oct-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	0	0	\$0
New Leads	5	2,118	\$881,088

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

Collaborating for Success in Business Events



REGISTRATION IS FREE - LIGHT REFRESHMENTS INCLUDED

Operators targeting the high yielding business events sector can see significant revenue growth through strategic collaboration within the industry. Collaboration takes on many different forms and sometimes there are key elements that can be overlooked. The symbiosis between operators can feel like competition but the benefits have proven to far outweigh the risks.

This two hour seminar aims to demystify the art of collaboration and provide practical guidance in developing a robust support mechanism along with useful case studies and helpful Q&As.

Date	Timing	Destination	Venue
Wed 27 Nov 2024	10:00 - 12:00	Ballina	Ramada Hotel & Suites Ballina
Thu 28 Nov 2024	10:00 - 12:00	Coffs Harbour	Aanuka Beach House
Fri 29 Nov 2024	10:00 - 12:00	Grafton	Crown Hotel Grafton
Wed 05 Feb 2025	10:00 - 12:00	Tweed	Tweed Eco Cruises
Thu 06 Feb 2025	10:00 - 12:00	Port Macquarie	Waters Edge Port Macquarie

To secure your place at this event, please click on the registration link below:

[Register here](#)



Event Organisers

Event Organisers Summit - Melbourne 31 October 2024

The Event Organisers Summit was held at the Amora Riverwalk Hotel in Melbourne on the 31st of October. It was attended by 30 pre-qualified professional event organisers, 16 exhibitors and 4 keynote speakers.

Your DNC team held pre-scheduled meetings with 8 event organisers and delivered two keynote presentations to the entire group highlighting the benefits of conferencing in regional NSW and supporting the return to pre-covid business event performance for industry professionals.

The event produced two new leads for the North Coast and generated strong interest in many of the region's unique venues, operators and activity providers.

[Click here](#)



Australian Business Events Association Conference 10-11 December 2024

****Full Program Announced****

The [full program](#) for the Australian Business Events Association Conference 2024 is now available! Join this dynamic two-day conference at ICC Sydney on **10-11 December**, featuring a stellar lineup of industry leaders, innovators, and rising stars who are helping to shape the future of Australia's business events sector.

The comprehensive schedule includes keynote presentations, pillar meetings, special interest group breakout sessions, and educational workshops, all complemented by our Exhibition Hall, ABEA Garden, Meeting Hub, and more!

Explore the full program on the website for details on speakers, exhibitors, and sponsors. Don't miss this opportunity to connect and engage with the best in the industry, purchase your tickets now!

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

[Click here](#)



New Partnership Supports First Nations Tourism Growth

A historic partnership has launched to support greater participation and economic opportunities for First Nations people and businesses in Australia's visitor economy. The First Nations Visitor Economy Partnership, comprising First Nations industry representatives from every state and territory, will provide leadership and guidance on respectfully embedding Australia's rich cultural heritage into visitor experiences. The partnership will also investigate and establish a permanent First Nations national tourism peak body to provide guidance and strategic support to grow the sector.

Click on the link below to explore the opportunities presented by this exciting new initiative:

[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.



Heath Batterham

Business Events Executive

E: heath.batterham@dncnsw.com

M: 0432 630 120



Belinda Iseppi

Business Events Executive

E: belinda.iseppi@dncnsw.com

M: 0418 111 927

