

BUSINESS EVENTS BITES
November 2024

The last quarter of the year has been a busy one. Belinda joined the team last month and 'hit the ground running' visiting stakeholders and venues across the southern half of our region in her second week and plans to continue site visits in the new year. Heath ran three 'Collaborating for Success' Workshops in Grafton, Coffs Harbour and Ballina. These were a huge success, and we look forward to seeing the collaborative efforts of each destination. Don't forget to sign up for the final two workshops in the new year at Port Macquarie and Tweed.

As we move into the 'Silly Season', we were excited to join our Board and team in the first week of December in hosting a stakeholder networking event in the fantastic conferencing venue - Angourie Resort. The week prior Heath attended the Professional Conference Organisers Association Conference, which is always the perfect opportunity to connect with Industry and Organisers looking for their next destination! This past week both Heath and Belinda also attended the inaugural Australian Business Events Association (ABEA) Conference in Sydney. The team were excited to represent the North Coast at this national industry event.

We are excited for a busy few months ahead and look forward with optimism for a successful 2025. Wishing each and every one of you a very Merry Christmas and a Happy New Year!

Please read on for your regular update on all things Business Events related.

Warm regards
Heath & Belinda



Nov-24	Enquiries	Delegate Nights	Estimated Revenue
Converted Leads	3	1,800	\$ 748,800
New Leads	6	3,105	\$ 1,291,680

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.

Three successful workshops have already been held in Grafton, Coffs Harbour and Ballina. Registrations are open for the final two workshops, don't miss out!

Date	Timing	Destination	Venue
Wed 05 Feb 2025	10:00 - 12:00	Port Macquarie	Waters Edge Port Macquarie
Thu 06 Feb 2025	10:00 - 12:00	Tweed	Tweed Eco Cruises

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

[Register here](#)



PCOA CONFERENCE AND EXHIBITION 1-3 December 2024

Where conference and event managers, coordinators, producers, corporate, government, association, in-house event managers, event management students, and suppliers to the industry come together to network, exchange information, ideas and collaborate.

The three-day program, "Accelerate," was designed to lead participants on a dynamic journey through three core pillars: People, Technology, and Experience. Heath attended this year's conference and gained invaluable insights and actionable knowledge along with a number of new leads to explore for the North Coast.

Artificial Intelligence was addressed in detail by the inspiring Adam Spencer, highlighting the necessity to capitalise on the extraordinary capabilities it brings to often small operations and to shift away from fear in engaging and this is expected to remain high on the industry's agenda throughout 2025.

Challenges with staffing shortages and expertise gaps were also raised as ongoing concerns that PCOA will continue to address.

PCOA24 attracted a record attendance of 560 delegates from throughout Australia and New Zealand and was complemented by 60 exhibition stands representing 87 suppliers, services and destinations and it was with much excitement that Christchurch was announced as the destination for PCOA25



AUSTRALIAN BUSINESS EVENTS ASSOCIATION CONFERENCE 10-11 December 2024

This dynamic two-day conference was held 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.

Heath and Belinda were proud to represent the North Coast, soaking up the comprehensive schedule of keynote presentations, pillar meetings, special interest group breakout sessions, and educational workshops.

The four pillars of the business events industry were defined as Organisers, Suppliers, Bureaux and Venues with sector issues unpacked, discussed and best practice, challenges and opportunities sought. The DNC team played an active role within the Bureaux sessions along with the Destination NSW team and we are confident ABEA will champion a prioritised list of initiatives to support the industry as a whole in 2025 and beyond.

The ABEA Conference for 2025 will be held in November with the destination announced as Melbourne.



In front of the ABEA photo wall: Abbey Lees, Destination NSW & Belinda Iseppi, Destination North Coast



THE AUSTRALIAN EVENT AWARDS AND SYMPOSIUM TO GO TO COFFS HARBOUR

Organisers of this events industry gathering have inked a three-year deal with Coffs Harbour which will see the Australian Event Awards and Symposium hosted on the NSW Mid-North Coast until 2027. The partnership to bring the Australian Event Awards and Symposium to Coffs Harbour also has support from Destination NSW.

Winners of the Australian Event Awards in 2024 included some of Australia's most significant public and business events, alongside small and large industry businesses. The Event Symposium also attracts major industry figures and speakers, from both business events and major events.

The exact dates and venue for the conference and awards ceremony in 2025 will be announced in the new year. To read the announcement in full, visit MICENET:

[Click me](#)



NSW NUMBER ONE FOR BUSINESS EVENTS

New data shows NSW is Australia's number one destination for business events. According to Tourism Research Australia, business events contributed \$6.06 billion to the NSW visitor economy in the year ending June 2024. This represented 11.5 per cent of total visitor expenditure in the state and 31 per cent of the national total business events expenditure of \$19.8 billion.

It is also exciting to see that business events delivered an estimated \$6 million in direct expenditure to regional NSW in the year ending June 2024. Destination NSW's Business Events NSW program secured 62 new events for regional NSW during the period. Their program aims to raise awareness and consideration for regional NSW as a premier business event destination and drive new event sales enquiries directly to stakeholders. We look forward to a continued strong working relationship with the Destination NSW Business Events team.

To read the report for year ending June 2024, visit the Destination NSW Insights page:

[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

This email was sent to Sara.Allen@Accor.com by admin@dncnsw.com.
Click [here](#) to unsubscribe.