

Business Events Prospectus

July 2024 - June 2025



Photo credit: Destination NSW



Business Events

In the past year, the business events market has experienced a remarkable resurgence, signalling a robust rebound within the sector. With remote workforces remaining prevalent, and a palpable desire to reconnect among colleagues and associates, business events have reclaimed their significance on the corporate agenda.

The Destination North Coast, Business Events program has been able to capitalise from the increased demand achieving record results over this period. We look forward with great confidence that we can build on these outstanding results and the catalogue of qualified leads that have been generated over this period and that we will continue to generate moving forward.

During the first six months of this financial year and the program has already secured 19 business events that will generate 8,350 delegate nights and deliver an estimated economic impact in excess of \$3.3M. These results have been achieved with a high conversion rate of 46% and beat the annual record of results for the program that has been running since 2019.

This success is the fruit of dedicated efforts by our team, who tirelessly represented the region across various platforms, converting leads into confirmed events for the North Coast. They participated in seven industry trade shows, made 245 sales calls, and consistently disseminated newsletters to both program stakeholders and our growing consumer database, now encompassing 1,586 qualified buyers.

Furthermore, our team has actively supported the North Coast's industry development by providing guidance on regional bids, hosting five best practice seminars, and furnishing stakeholders with valuable research and intelligence. They've also crafted a suite of collateral to enhance the professionalism of tenders and the quality of destination information provided to prospective clients.

Participation fees have remained frozen since the launch of the program in 2019 as the sector was severely impacted by COVID restrictions and the challenging recovery period. Due to increased costs of operation, we have had to increase the cost of participation fees to ensure the sustainability of the program.

Looking ahead, our commitment to achieving stellar results remains unwavering. Through collaborative efforts, consistent promotion, and the implementation of innovative strategies, we aim to amplify awareness and conversion, solidifying the North Coast as the premier destination for regional conferencing. We extend our gratitude for your continued support and eagerly anticipate further collaboration in shaping the North Coast's prominence in the business events landscape.

A handwritten signature in black ink, appearing to read 'MTH'.

Michael Thurston
Destination North Coast, General Manager



Key Performance Indicators

July 2023 - June 2024

Actual plus forecast

Sales & Industry Representation / Lead Generation

70%

Record Conversions: During Jul - Dec 2024 – 19 events secured, that will deliver 8,350 delegate nights and generate \$3.3M in economic impact which beats the programs previous annual record. Due to high level of targeted leads secured we anticipate a similar trajectory for the program across Jan - Jun 2024

245 sales calls made via phone

1,586 qualified database

33 leads generated

19 events confirmed

Represented the North Coast at seven industry trade shows / roadshows

Destination specific direct mails sent to client database

Industry Development

20%

Provided assistance and guidance to stakeholders on regional bids

Mentored staff and encouraged Meetings & Events Australia scholarship recipients

Development of destination specific collateral including flyers, presentations and bid documentation

Five Business Events Best Practice Seminars scheduled for March 2024: Yamba [completed], Tweed, Ballina/Byron, Coffs Harbour and Port Macquarie

Disseminated research, industry opportunities and trends through monthly industry e-newsletters

Advocacy

10%

Worked closely with the team at Destination NSW Regional Conferencing Unit to source and secure business

Provided dedicated voice for the North Coast and Business Event operators and suppliers with key membership and industry organisations including:

- Professional Conference Organisers Association (PCOA)
- Meeting & Events Australia (MEA)
- Destination New South Wales (DNSW)

Proactive content development and support across industry media:

- Micenet
- CIM Business Events
- Spice Magazine
- Executive PA Magazine

Key Activities & Anticipated Outcomes

July 2024 - June 2025

Sales & Industry Representation / Lead Generation (70%)

Based on current planning, our Business Events Executives will deliver the following activities between July 2024 and June 2025 providing a dedicated business events resource for North Coast industry stakeholders.

- Representing and presenting a ‘whole of region approach’ at industry tradeshows including:
Events Uncovered, Sydney – 23 July 2024
Event Organisers / PA Summits: Sydney – 15 Aug 2024, Melbourne – 31 Oct 2024, Brisbane – Mar 2025
PCOA, Brisbane – 1-3 Dec 2024
ABEA, Sydney – 10-11 Dec 2024
AIME 25, Melbourne – 10-12 Feb 2025
MEA Evolve 25 – Destination and dates TBA
- Proactively source qualified leads through fostering relationships with PCOs, attendance at conferences, approaching corporations and associations identified as having a propensity to meet in regional NSW and in market visits to key event organisers
- Coordinate bids for leads generated and initiated by the DNSW Regional Conferencing team
- Assist in compiling Business Event bid submissions and tenders
- Build networks / relationships to facilitate new regional business opportunities
- Coordinate and host domestic corporate roadshows and / or famils
- Support qualified Business Events media / press trips to region
- Establish quarterly promotional communication profiling the North Coast to business event clients and media
- Develop and deliver promotional communications to Business Event Buyer database and industry media

Industry Development (20%)

- Working with industry, DNC will support the creation of destination specific collateral outlining the profile and character of the destination, venues and services available
- In conjunction with industry, DNC will support product and service development specific to Business Events and Conferencing
- Where applicable, DNC will support and mentor businesses/staff across the region sharing best practice knowledge and evolving trends
- DNC will disseminate relevant industry research and data to support North Coast industry business developments
- DNC will organise and provide businesses with opportunities to host ‘showcases’ to strengthen local networks

Advocacy (10%)

- DNC will be a dedicated voice for Business Events across our region, advocating for relevant depiction of product, services and destinations
- Your DNC team will ensure local product, service and infrastructure developments are communicated to the DNSW Regional Conferencing team along with other relevant agencies and organisations



Future Events July 2024 - June 2025

For less than half the cost of attending AIME in 2024, partners in the Destination North Coast Business Events program are represented at almost \$40,000 worth of dedicated industry events during the course of the program.



Events Uncovered - Sydney, 23 July 2024

Events Uncovered, the annual must-attend showcase for event planners, provides an exclusive opportunity to go behind the scenes of events, and discover the hottest trends in theming, venues, catering, audio visual, photography and much more. For more information on this tradeshow, please [CLICK HERE](#)



Executive PA / Event Organisers Summits National Series Sydney – 15 Aug 2024, Melbourne – 31 Oct 2024, Brisbane – Mar 2025

The Executive PA / Event Organisers Summits were designed specifically for senior and executive-level assistants who have busy schedules and seek solutions and updates on developments in their profession. For more information, please [CLICK HERE](#)



PCOA - Brisbane, 1-3 December 2024

The annual PCOA conference is an education program that provides practical learnings, takeaways, and solutions that go beyond buzzwords. This conference is the leading event for Professional Conference Organisers in Australia. For more information, please [CLICK HERE](#)



ABEA Inaugural Conference - Sydney, 10-11 December 2024

The Australian Business Events Association (ABEA) is the leading industry body responsible for representing and supporting the prosperity of the organisations and people that work in, or benefit from the Australian business events sector. As the inaugural conference for the newly formed ABEA, DNC will be in attendance to ensure the north coast is well represented within the sector. For more information, please [CLICK HERE](#)



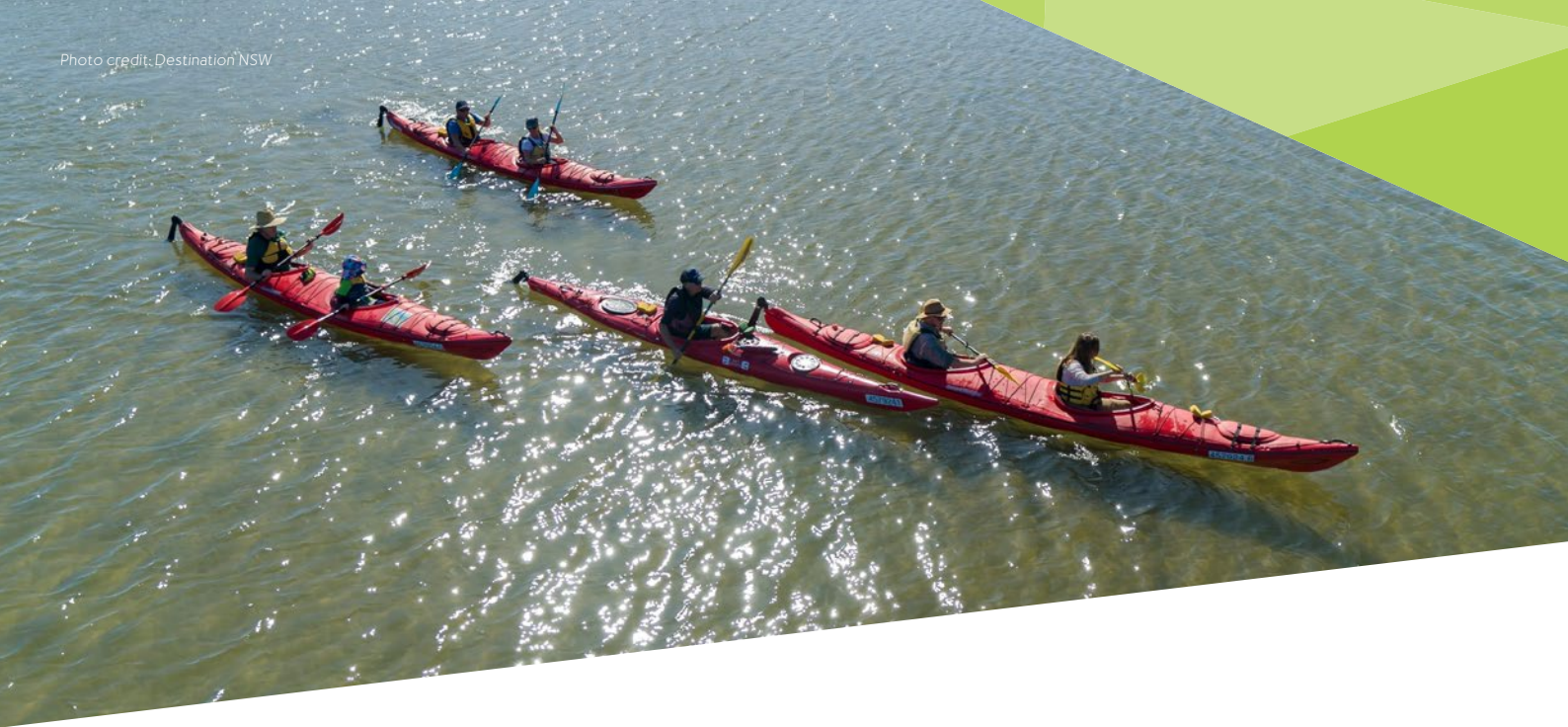
AIME - Melbourne, 10-12 February 2025

Melbourne will once again host the Asia Pacific Incentives and Meetings Event (AIME) in February 2025. This event is a significant gathering for the Business Events industry, bringing together buyers from all over the world to connect with exhibitors and access the latest offerings. It is a prime opportunity for both international and local buyers to network and explore the best that the industry has to offer. For more information, please [CLICK HERE](#)



MEA Evolve 2025 - Destination and dates to be advised

Evolve is the largest annual national conference for the Australian events industry where delegates engage, learn and network with peers across the community. It attracts approximately 700 event professionals from all sectors of the industry and from around Australia. The content of the program is designed to inform the industry on national and international trends in events. For more information, please [CLICK HERE](#)



SALES TRIPS

Utilising a database of 1,500 plus qualified business events clients, the Destination North Coast Business Events team, will facilitate stand alone sales trips, one each to Sydney, Melbourne and Brisbane. These destinations represent the head office locations for the majority of the North Coast client base ensuring the best possible return on investment for sales trips.

FAMILIS

Following on from two years of successful, targeted familiarisation tours, the Destination North Coast Business Events team will conduct two tours in the 2024/25 financial year. One will incorporate the southern part of the region and a second will be focused on the Northern Rivers region as in previous years. The program will also actively support up to five, one off familiarisation/site inspection visits for high yield, business event prospects.





QLD

NSW

Brisbane

Gold Coast

The Tweed

Murwillumbah

Byron Bay

- Kyogle
- Lismore
- Casino

NORTHERN RIVERS

Ballina

Yamba

Grafton

Coffs Harbour

Bellingen

Nambucca

Lord Howe Island

Kempsey

Port Macquarie

MID NORTH COAST

Taree

Forster

PACIFIC HIGHWAY

Newcastle

MELBOURNE

Sydney



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 Tweed, Byron, Ballina, Kyogle, Lismore,
 Richmond Valley, Clarence Valley



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 MidCoast, Port Macquarie Hastings, Kempsey,
 Nambucca Valley, Bellingen, Coffs Harbour,
 Lord Howe Island



Destination North Coast NSW

Photo credit: Destination NSW

Program Contributions

June 2024 - June 2025

Venues, Accommodation, Associations, Activities & Experiences

Tier 1	<ul style="list-style-type: none"> Established Conference Venues Established Accommodation with Conferencing Facilities [Accommodation with 60+ rooms and conferencing facilities for 100+ delegates] 	\$4,800 + GST
Tier 2	<ul style="list-style-type: none"> Medium Conferencing Venues Medium to Large Accommodation Providers [Accommodation 30-59 rooms and max conferencing facilities between 40-99] Tourism Associations 	\$2,400 + GST
Tier 3	<ul style="list-style-type: none"> Meeting Room Venues [only] New or Small Accommodation Provider Transport Operators 	\$1,200 + GST
Tier 4	<ul style="list-style-type: none"> Support Supplier to Business Events Market Activities Providers [limited capacity] Offsite Dining Venues 	\$500 + GST

Local Government Agencies, Regional Airports, Function Centres & Universities / TAFEs

Tier 1	<ul style="list-style-type: none"> Local Government Area with established Business Conferencing Venue and established Aviation Access Regional Airports 	\$6,000 + GST
Tier 2	<ul style="list-style-type: none"> Local Government Area with medium sized Conferencing Venues and Accommodation Local Universities and TAFEs 	\$3,000 + GST
Tier 3	<ul style="list-style-type: none"> Local Government Area with limited sized Conferencing Venues and Accommodation 	\$1,200 + GST

NORTH COAST BUSINESS EVENTS SUPPORTER BENEFITS

GENERAL BENEFITS

Receive assistance preparing proposals [preparing event budget, collateral development, submission writing]

Access event planning tools and templates

Receive regular industry updates - research & statistics, market trends, funding opportunities & general updates

LGA venue representation

Industry networking functions - connect, share knowledge, celebrate success and collaborate

Annual reporting - sales, sales activity, bid win ratio etc

The chance to present your business or product to the DNC Team

SALES & MARKETING BENEFITS

Receive all relevant sales leads from DNC Team Resources

Joint sales calls initiated by DNC team where applicable

Right to submit proposal for appropriate new business

First option for prospective client site inspections

Included on client site inspection when relevant to pitch

First option for prospective media famils

Included in media famil when relevant to pitch

Representation on regional stand at relevant business tradeshows

Showcase your product at domestic corporate roadshows

Opportunity to participate in domestic corporate roadshow

Additional sales & marketing activation by negotiation

Opportunities to promote your business in quarterly eDMs to PCOs, corporate and association event planners

Business Events Campaign Participation Form June 2024 - June 2025

Business Name..... ABN.....

Name.....

Position/Title.....

Address.....

Phone..... Email.....

Level of Participation:

Venues, Accommodation, Associations Activities & Experiences	Tier 1	\$4,800 +GST
	Tier 2	\$2,400 +GST
	Tier 3	\$1,200 +GST
	Tier 4	\$500 +GST

LGAs, Regional Airports, Function Centres & Universities / TAFEs	Tier 1	\$6,000 +GST
	Tier 2	\$3,000 +GST
	Tier 3	\$1,200 +GST

Please tick here to indicate you interest in participating in the regional roadshow event once scheduled

Please provide the following to participate in the program:

50 words promotional text

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Please also indicate if you have completed these tasks:

- Updated your supplier / venue listing on www.meetinnsw.com
- Provided digital sales collateral for DNC team to promote on your behalf
- Provide any promotional material or deals you would like DNC to promote on your behalf

Signature Date.....

Please return a copy of your completed form to admin@dncnsw.com by Friday 12 April 2024 to be included in the July 2024 - June 2025 North Coast Business Events program.