



Destination
North Coast NSW

Business Events: Collaborating for Success

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DNC Business Events Program



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

Business Events Industry Landscape

FY19 high level update of EY's 2015 report
on the value of the business events industry in Australia

Attendance

43.7 million



An estimated 43.7 million people attended a business event in Australia in FY19 compared to 37 million in FY14.

Direct contribution

\$35.7 billion



Value of business events: The *direct industry expenditure* is estimated to have increased by over \$7.7 billion, from \$28.0 billion in FY14 to \$35.7 billion in FY19.

Direct value added

\$17.2 billion



Value of business events: The *direct industry value added* generated by business events increased by \$3.7 billion, from \$13.5 billion (FY14) to \$17.2 billion (FY19).

Number of business events

484,000



Approximately 484,000 business events (meetings/ conventions, exhibitions and incentive events) were stage in Australia in FY19

Direct employment

229,000



An estimated 229,000 people are directly employed by the business events industry in FY19.

Direct wages

\$11.1 billion



Based on the average wage in the business events industry (*source: ABS*), the estimated annual expenditure on wages for FY19 for the above mentioned industry direct employment is approximately \$11.1 billion.

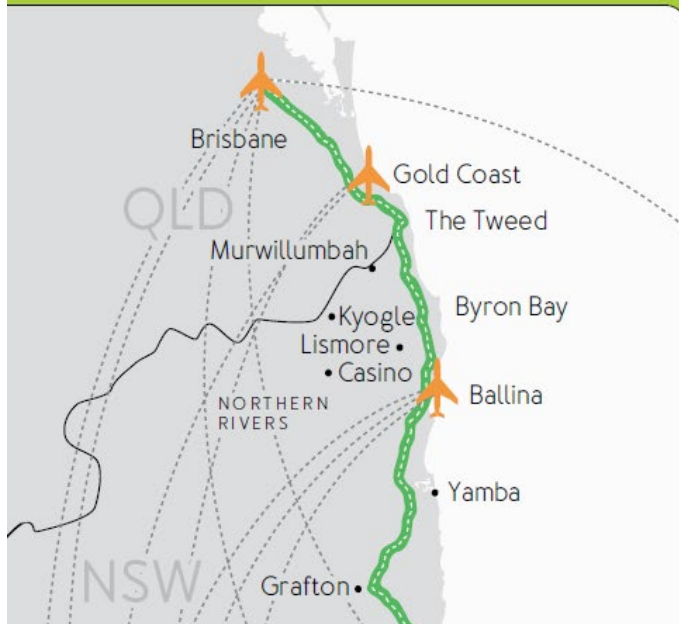
Benefits of Collaboration

Destination North Coast NSW

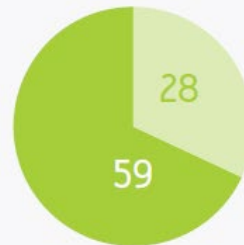
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Full Year Report

23/24 Financial Year



ENQUIRIES



DELEGATES



EST REVENUE



NEW LEADS CONVERTED LEADS

DATABASE



1,365 Qualified
BUSINESS EVENT BUYERS

SALES
CALLS



248

CONTACTS
ADDED



186

Stakeholders - Operators

1. Sellers

1. Venues
2. Accommodation
3. Activities
4. Theming
5. Transport
6. Experiences
7. Producers

2. Buyers

1. Corporate
2. Government
3. Association
4. PCOs

Stakeholders - Government

bensw.com.au

1. Federal - Tourism Australia
2. State - Destination NSW
3. Regional - Destination North Coast
4. Local - Council



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North Coast NSW



TOURISM AUSTRALIA



THE TWEED
TOURISM CO.

Stakeholders - Media

micenet
IT'S ALL ABOUT BUSINESS EVENTS

Spice

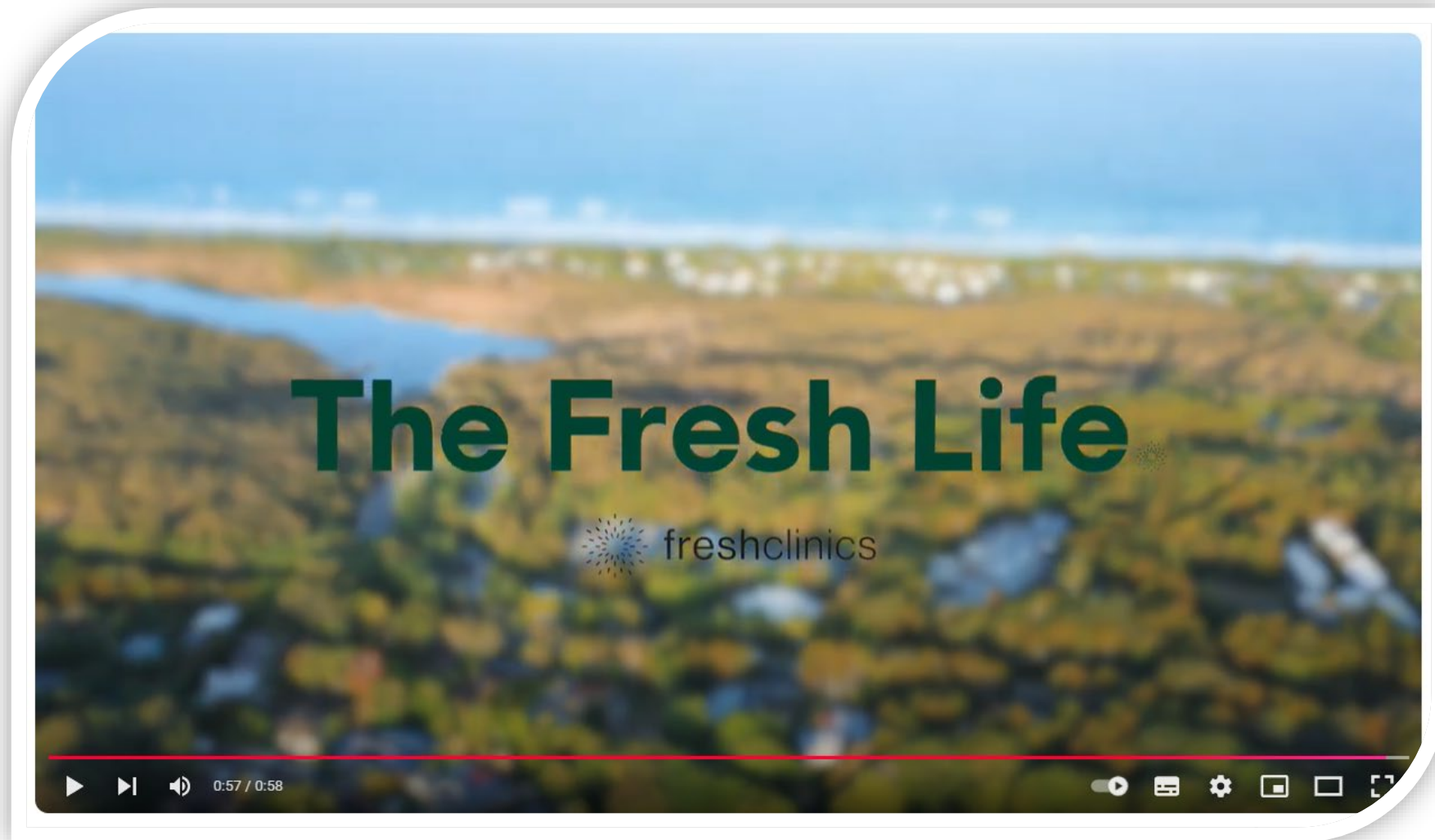


EXECUTIVE PA
— MEDIA —

Stakeholders - Industry Bodies



The Fresh Life 2023 - Crystalbrook Byron



Case Study Elements of Byron - Partners

— PARTNERS —



Outdoor Structures
SamiKata



Audio Visual
North Coast Events



EXPERIENCE
Entertainment & Styling
Byron Bay Experience

— CREATIVES —



Florist
Beautiflora



Photography
Tashi & Co



Photography
Crudo Creative



REST YOUR EYES
PRODUCTIONS

Videography
Rest Your Eyes Productions

Hamish & Andy - Con Con



Challenges to Effective Collaboration

1. Clear Communication
2. Defined Roles & Responsibilities
3. Mutual Goals and Objectives
4. Conflict Resolution
5. Maintaining Engagement



Proposal Workings

Day 1	Numbers	Per Item	Totals
Welcome Event Food	50	\$ 45.00	\$ 2,250.00
Welcome Event Beverage	50	\$ 45.00	\$ 2,250.00
Accommodation	50	\$ 210.00	\$ 10,500.00
Theming	50	\$ 45.00	\$ 2,250.00
Audio Visual	50	\$ 45.00	\$ 2,250.00
Photography	50	\$ 12.00	\$ 600.00
Transport	50	\$ 12.00	\$ 600.00
Gifts	50	\$ 12.00	\$ 600.00
Day 2			
Breakfast	50	\$ 20.00	\$ 1,000.00
Day Delegate Package Day 1	50	\$ 65.00	\$ 3,250.00
Room Hire	1	\$ 550.00	\$ 550.00
Audio Visual	1	\$ 850.00	\$ 850.00
Awards Dinner Food	50	\$ 80.00	\$ 4,000.00
Awards Dinner Beverages	50	\$ 60.00	\$ 3,000.00
Accommodation	50	\$ 210.00	\$ 10,500.00
Day 3			
Breakfast	50	\$ 20.00	\$ 1,000.00
Half Day Delegate Package	50	\$ 45.00	\$ 2,250.00

Total Revenue \$ **47,700.00**
Rev Per Person \$ **954.00**
Daily Economic Impact \$ **414.78**

Negotiations

Day 1	Numbers	Per Item	Totals
Welcome Event Food	50	\$ 40.00	\$ 2,000.00
Welcome Event Beverage	50	\$ 40.00	\$ 2,000.00
Accommodation	50	\$ 210.00	\$ 10,500.00
Day 2			
Breakfast	50	\$ 20.00	\$ 1,000.00
Day Delegate Package Day 1	50	\$ 65.00	\$ 3,250.00
Room Hire	1	\$ 550.00	\$ 550.00
Audio Visual	1	\$ 850.00	\$ 850.00
Awards Dinner Food	50	\$ 80.00	\$ 4,000.00
Awards Dinner Beverages	50	\$ 60.00	\$ 3,000.00
Accommodation	50	\$ 210.00	\$ 10,500.00
Day 3			
Breakfast	50	\$ 20.00	\$ 1,000.00
Half Day Delegate Package	50	\$ 45.00	\$ 2,250.00

Total Revenue \$ **40,900.00**
Rev Per Person \$ **818.00**
Daily Economic Impact \$ **355.65**



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Q&A

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