



**Business Events
Market
*Strategy***

GOAL

Develop & position the Southern Highlands as:

“NSW Regional Premier Boutique Conference & Meetings Destination of Choice”

HOW?

- 1. Develop a Southern Highlands Conference Strategy*
- 2. Establish a ‘Concierge’ Business Events Resource within DSH*
- 3. Create a new Southern Highlands Conference Website portal via DNSW ‘Meet in Regional NSW’*
- 4. Create a Southern Highlands Conference Toolkit for Industry Operators*

HOW?

1. SOUTHERN HIGHLANDS CONFERENCING STRATEGY & ACTION PLAN 2020-2023

The Conferencing Strategy & Action Plan aims to build capability, improve Southern Highlands competitive position, stimulate demand and grow mid week visitor economy.

> DSH will produce a DRAFT Strategy by January 2020 with an a joint Government & Industry ACTION PLAN

2. ESTABLISH A 'CONCIERGE' BUSINESS EVENTS UNIT

A new DSH Conferencing Resource 'Business Development Officer' will lead the implementation of the strategy and support Industry in effectively targeting opportunities for business events creation and attraction, sector capability building and undertaking promotional activities to grow the market.

3. CREATE A NEW CONFERENCE WEBSITE PORTAL

Develop a Destination Category for the Southern Highlands on the Meet in Regional NSW website which is designed to be a one-stop shop for business events, organisers looking for a suitable location and/or venue as well as an education and support resource for venues and industry operators offering tips and tools of the trade to assist them in creating and attracting new business. Visit meetinnsw.com.au

HOW?

4. CREATE A CONFERENCING TOOLKIT

The toolkit will be developed for Industry to assist them in:

- > Better understanding the business events markets and current trends
- > Identifying and developing their own target markets
- > Providing ideas on how to build marketing networks
- > Providing advice on how to respond to event bids and requests for proposals
- > Adding value to bids, tenders or proposals
- > Developing ways to measure success and set goals and targets.

The toolkit will be available at shcorporate.com.au



WHAT HAVE WE DONE SO FAR?

- **SHKSG** – Created Visitor Economy Sector (Susie Shelley & Mark Bourne & DSH)
 - > Identified Conferencing as a key priority to grow mid week tourism
 - > Created a Task List to develop sector
- Conducted an **AUDIT** of local venues with/without Accommodation + Offsite Experiences & Suppliers
- Created a Conference **Database**
- Conducted an AUDIT of **Meet in Regional NSW website** for Southern Highlands content
- Secured representation at **AIME 2020** – Melbourne 17/19 February
 - > Meet in Regional DNSW Stand
 - > 3x3 Booth & 2 Reps
 - > 32 Appointments with key Conference & Incentive Buyers/Planners
 - > Funded by DNSW, DSH, DSSS & Industry Partners x 6 = \$16k
 - > Created a brand Sydney's Southern Highlands
 - > Created marketing materials



WHAT NEXT?

Helen Parker Manager Regional Conferencing Destination NSW

&

Susie Shelley General Manager Peppers Craigieburn

(To highlight what they see as our Industry Priorities)