



Background

- NVCB part of Tourism function of NCC
- Funding: 80%=NCC Members=20%
- NT Membership - 165 (MICE =20%)
- Assoc =40% ; Corp = 45%; Govt= 15%
- Conferences = 45%;Meetings=40%; Govt=15%
- FY 04/05 = \$12m

| STRENGTHS | WEAKNESSES/CHALLENGES |
|--|---|
| <ul style="list-style-type: none"> • NSW second largest city & Australia's 6th • Capital of the Hunter region • Accessibility - Road/Rail & Air • Good Regional airport - fastest growing in OZ • Serviced by Virgin, QF & Jetstar • Approx. 2000 rooms accommodation within 30mins of CBD • Wide variety of venues - largest seating 6500 • Close proximity to wide range of activity options eg vineyards, Port Stephens, Art Galleries, Museums, restaurants, beaches, etc etc • Have a supportive Local Council • Heritage Buildings & locations provide venues with a 'difference' & ambience • Particularly strong in Assoc & Corp markets • Affordable • University City • Major Industries = Health & Education | <ul style="list-style-type: none"> • Shortage of quality accommodation c/f with size & number of venues (only 700 within walking distance of main venues) • No purpose built conference centre • Limited locations for large gala dinners • Limited locations with large exhibition floor space • Poor image - "Steel City" • Regional politics • Membership system • Not an Incentive destination (yet!) |
| OPPORTUNITIES | THREATS |
| <ul style="list-style-type: none"> • Improving airlines access - bigger planes/ more direct destinations/ more frequent services • Pre/post tour market out of Sydney • Satellite conferences from Intl conferences in Sydney | <ul style="list-style-type: none"> • Other regional areas coming "up to speed" vis a vis the MICE market • More destinations with purpose built convention centres |

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Marketing Activities - the "usual"

- Lead referral service
- Bid preparation & presentation
- Trade Shows (AIME & SOS)
- Host Famils/Site Inspections
- Advertise
- Media Releases
- Roadshows
- Collateral
- Research
- Keep up to date - MEA/ AACB/ SCVB
- Networking

Marketing Activities - the "less" usual

- PCO role
 - no locally based PCO's in early days
 - source of income to support general tourism role
 - ensure that Ntl showcased in best possible light
 - gave us an opportunity to educate our operators

Marketing Activities - the "less" usual

Ntl Conference Ambassador Programme

- partnership with the University
- goal = to bring more state/national & intl conferences to Ntl
- NVCB targets Uni staff to become "Ambassadors" to help secure conferences
- benefits of being a "Newcastle Conference Ambassador"
 - increase profile/recognition for Uni/faculty/research prog
 - enhance reputation of faculty/department/self
 - earn recognition from professional colleagues
 - networking opportunities can lead to research partnerships &/or funding opportunities
 - access free & practical advice from NVCB
 - Economic benefits to City & Uni

Marketing Activities - the "less" usual

Ntl Conference Ambassador Programme (cont)

- results for Newcastle in first three years
 - 53 state, national & international conferences
 - 11,000 delegates
 - 40,000 delegate days
 - Estimated value = \$12.5m
- 2005: rolling out NCAP to corporate sector with assistance of the Hunter Business Chamber

Outcomes for Newcastle

- Increased investment = increased accommodation capacity, type & standard
- Upgrading of major facilities eg City Hall/Wests
- Improved air access
- 4 MEA accredited (AMM) PCO's
- A major A/V production company opened Ntle office
- 2 theming companies
- Enquiries: 93/94=62 03/04 =170 (+174%)
- Confirmations: 93/94 = 42 03/04 = 125 (+198%)
- NVCB = 2FTE's!!!

Tips for Regional destinations

- Do 'honest' product audit
- Be realistic about your destination's capabilities & target your marketing accordingly
- Think laterally re "non traditional" venues/locations
- Educate operators e.g.
 - How to host site Inspections
 - Special requirements of conferences
- Check dates don't conflict with other major events
- May need to wear many hats eg CVB/PCO/Educator
- Don't be afraid to educate your customer if required
- Commitment & Consistency
- Don't expect miracles overnight - it is a 'long haul'

**PROMISE WHAT YOU CAN DELIVER
BUT
DELIVER MORE THAN YOU PROMISE**


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