



THE REGIONAL TOURISM ORGANISATION REPRESENTING THE MID NORTH COAST OF NSW

Dear Mid North Coast Event Manager,

North Coast NSW Tourism is pleased to announce the launch of a new project which aims to research the needs of events throughout the Mid North Coast, and assist in developing the capacity for those events to deliver sustainable benefits for their organisers, communities and visitors.

The project aims to gain an understanding of ways to improve the viability of events and their contribution toward tourism growth by enhancing the skills of event managers, with a focus on the areas of marketing, resourcing, co-operation and collaboration.

The project is co-funded by North Coast NSW Tourism, Tourism NSW, the Department of State and Regional Development, and partnered by Arts Mid North Coast.

Evolve Network Australia has been engaged to provide consultancy services to develop the project. Throughout the next few months Evolve Network will coordinate forums throughout the region to ascertain an understanding of the needs of events in the area.

For any further information please contact Kerry Grace of Evolve Network Australia on 02-65648843 or 0404887473 or by e-mail kgrace@evolvenetwork.com.au.

Please find an initial survey attached. The survey has been developed to help gain an insight into events across the region. We would greatly appreciate you distributing this introductory letter and survey throughout your network of industry partners, and other stakeholders with an interest in events in your area.

We ask that those completed surveys be returned to Evolve Network above by Friday 12th May. Alternatively, interested parties can log onto the Mid North Coast Events Network website to download the form or contact the project at www.artsmidnorthcoast.org.

We look forward to working with you and your partners.

Kind regards,

Brian Stokes
Marketing Manager /
Executive Officer

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