



*Image: Jetty Dive, Coffs Harbour, Courtesy of Destination NSW*

## July Highlights

As we turn the page on July, we're pleased to share highlights from another productive month for Business Events on the North Coast. The start of the new financial year has been marked by renewed connections, valuable conversations, and strong representation of our region across key industry touchpoints.

We kicked off the month by reconnecting with industry contacts made at the Destination NSW Business Events Showcase held at the end of June, reigniting interest in the North Coast's unique event offerings. We also had the pleasure of meeting with several of our passionate North Coast stakeholders to discuss opportunities and priorities for the year ahead.

Belinda represented Destination North Coast at the Executive PA Summit in Parramatta, engaging with a range of corporate event planners and potential buyers with a keen interest in regional New South Wales. The month concluded on a high with the North Coast Tourism Symposium and Awards, a celebration of regional excellence and collaboration.

We now look forward to actioning the promising leads and enquiries generated, while also preparing for our upcoming industry development workshops and webinars to support capability building across the sector.

- Heath and Belinda

## Industry Webinar

### You're Invited - Business Events Industry Webinar

Join Destination North Coast for a 45-minute industry update designed to keep our Business Events stakeholders informed and engaged as we head into the second half of the year. In this concise session, we will cover:

- Upcoming Trade Activity
- In-Region Famils
- Funding Opportunities
- Industry Workshops Overview

We'll wrap up with a brief **Q&A session**, providing an opportunity for you to ask questions, share insights, and connect directly with our Business Events team.

**Duration:** 45 minutes

**Format:** Online via Microsoft Teams

We encourage all Business Event operators and industry partners to attend.

[Register Here](#)

## Activity Calendar

### Upcoming Business Events Program Activity

Activity	Location	Date	Time
Industry Webinar	Online	10 September 25	10:00am – 10:45am
Industry Workshop	Lismore	22 October 25	10:00am – 12:00pm
Industry Workshop	Forster Civic Centre	23 October 25	10:00am – 12:00pm
Event Organisers Summit	Melbourne	30 October 25	
Industry Workshop	Richmond Valley	12 November 25	10:00am – 12:00pm
Industry Workshop	Kempsey	13 November 25	10:00am – 12:00pm
Industry Workshop	Byron Bay	19 November 25	10:00am – 12:00pm
Industry Workshop	Bellingen	20 November 25	10:00am – 12:00pm
Industry Workshop	Tweed	25 November 25	10:00am – 12:00pm
Industry Webinar	Online	26 November 25	10:00am – 10:45am
ABEA Conference	Melbourne	4-5 December 25	
Industry Workshop	Grafton	10 December 25	10:00am – 12:00pm
AIME	Melbourne	9-11 February 26	

Dates and times are subject to change. We welcome and value any feedback regarding the proposed industry workshops, including your thoughts on the suggested dates:

[Contact Us](#)

## Activity Summary

Jul-25	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	1	600	\$234,000
New Leads	11	2,386	\$942,474

## Activity Summary July 2025

July was a strong month for business events activity across Destination North Coast, with continued high levels of client engagement and a clear focus on converting opportunities into confirmed bookings.

We secured one converted lead representing 600 delegate nights and an estimated \$234,000 in visitor spend. In addition, 11 new leads were generated—totaling 2,386 delegate nights and an estimated \$942,474 in visitor spend.

Despite this typically being a slower period for new business, interest remained strong. Attendance at the Executive PA Summit in Sydney was particularly successful, directly generating the 11 new leads now moving through our sales pipeline, supported by tailored proposals and proactive stakeholder engagement.

## Industry News



Image: AIME 2025, Courtesy of Destination NSW

## Last chance to submit your AIME 2026 EOI!

The Asia Pacific Incentives and Meetings Event (AIME) is the leading annual trade event for the business event industry. Taking place from 9-11 February 2026 at the Melbourne Convention & Exhibition Centre, AIME will connect event planners (buyers) with exhibitors from across the world.



Expressions of interest to co-exhibit with Destination NSW at AIME 2026 *close tomorrow - COB 20 August 2025*.

For more information regarding the AIME 2026 exhibitor opportunity and the EOI process, please read the Destination NSW Partnership Prospectus.

### More Info



**North Coast Symposium and Awards wrapped up for another year**

The 2025 North Coast Tourism Symposium and Awards brought together the region's leading tourism professionals for a day of insight, inspiration and celebration on Thursday 31 July in Byron Bay. Co-presented by Destination North Coast and the NSW Tourism Association, this flagship event highlighted the strength and innovation of our visitor economy.

Held at the Byron Theatre, the Symposium delivered a forward-focused program under the theme *Inspire! Shaping Tomorrow's Visitor Economy*, with delegates exploring key trends, innovation and industry opportunities. The Business Events Team was proud to support the event and enjoyed connecting with industry colleagues throughout the day.

The day concluded with the 2025 North Coast Awards evening at Elements of Byron, recognising excellence across eleven categories. **Congratulations to our Business Events program members** who took out awards on the night:

#### **GOLD**

Festivals & Events – Savour The Tweed

Tourism Retail, Hire and Services – My Clarence Valley

Business Event Venues – Invercauld House

Tourism Restaurants and Catering Services – Pipit Restaurant

[Read More](#)



*Image: Coffs Harbour Marina, Coffs Harbour, Courtesy of Destination NSW*

## **North Coast Symposium Destination Announced**

We're pleased to announce that **Coffs Harbour** has been selected as the host destination for the **2026 North Coast Symposium and Awards**. Recognised for its vibrant event infrastructure, stunning natural surrounds and strong community of tourism operators, Coffs Harbour offers the ideal backdrop to bring together industry leaders from across the region.

The annual Symposium and Awards celebrate excellence, collaboration and innovation in the visitor economy, while providing a valuable forum for knowledge exchange, networking and regional promotion. We look forward to working closely with local stakeholders to deliver a memorable and impactful event that showcases all that Coffs Harbour has to offer.

[Read More](#)



*Image: Oaks Casuarina Santai Resort, Oaks Hotels and Resorts*

## **Congratulations to Oaks Casuarina Santai Resort - Regional Superior Hotel of the Year**

We're delighted to congratulate **Oaks Casuarina Santai Resort** on being awarded **Regional Superior Hotel of the Year** at the **New South Wales Awards for Excellence**. This well-deserved recognition celebrates the resort's commitment to excellence in service, guest experience and accommodation quality within the regional hospitality sector.

Set in the relaxed coastal surrounds of Casuarina, the property continues to impress both leisure and business travellers with its Balinese-inspired design, premium facilities and warm, professional hospitality. A fantastic achievement for the team and a proud moment for the North Coast.

[Read More](#)





*Image: Dorrigo National Park, Bellingen Shire Council*

## Destination NSW Targets Wellness Tourism Growth

Destination NSW offers resources through its NSW First program to support accommodation, visitor attractions and tour providers to create wellness experiences.

Watch the Creating Wellness Experiences on-demand webinar [here](#) and view the 'Quick Tips for Creating Wellness Experiences' guide [here](#).

Destination NSW is also supporting the 2025 Wellness Tourism Summit, which will be held in Byron Bay from 4-5 September 2025. The summit will bring together leaders in the wellness tourism space from around the globe, alongside operators and suppliers looking to grow their businesses or join the industry.

[Read More](#)

## Industry Development



# Australian Business Events Association

## The Australian Business Events Association (ABEA) Industry Events, Programs and Resources

ABEA are Australia's leading Business Event representative, united for real impact. They represent the people and organisations of the \$36 billion Australian Business Events

Industry.

They deliver a range of national events and programs, open to all professionals within the Business Events community. Currently, two opportunities are available for Non-Members:

**Destination North Coast Stakeholder Webinar with ABEA**

*More information to come*

*26 November 2025*

**NSW | Social Connect: Insights from the 24-Hour Economy Taskforce**

*18 September 2025*

*3:00pm - 6:00pm*

*Venue: Cruise Bar, Sydney*

[Register Here](#)

**ABEA Conference 2025**

*4-5 December 2025*

*Melbourne Convention and Exhibition Centre*

*Registrations not yet open*

For the latest updates on ABEA's events, initiatives, and industry resources, visit their official website.

[Visit ABEA's Site](#)

## Industry Resources

### Keep Your Listing Up to Date

**Business Events NSW** (formerly Meeting NSW) is a free marketing resource for venues, accommodation providers, and operators servicing the business events industry.

Destination NSW's extensive digital distribution strategies support the site. All partners are encouraged to keep listings current and relevant for business event industry organisers.

If you have not done so already, register to list your business on [bensw.com.au](https://bensw.com.au) for free by clicking the link below:

[Click Here](#)

### Tourism Australia News

Tourism Australia produces a range of industry, media and special interest newsletters.

[Subscribe](#)

### Business Events News

Business Events News (BEN) is the Travel Daily group's publication dedicated to the business events industry.



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**Heath Batterham**  
Business Events Executive  
E: [heath.batterham@dncnsw.com](mailto:heath.batterham@dncnsw.com)  
M: 0432 630 120

**Belinda Iseppi**  
Business Events Executive  
E: [belinda.iseppi@dncnsw.com](mailto:belinda.iseppi@dncnsw.com)  
M: 0418 111 927

Visit our site

Destination North Coast NSW, The  
Professional Centre Park Avenue, Level  
1/9 Park Avenue, Coffs Harbour, New  
South Wales 2450, Australia  
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