



Image: Sea Eagle Point, Whoota, Barrington Coast

August Highlights

Energising Connections and Elevating Capability on the North Coast

August has been a month of momentum and meaningful engagement for Business Events on the North Coast. With the new financial year now in full swing, our focus has been on strengthening relationships, progressing active leads, and preparing the region for a busy season of industry development.

We've held a series of stakeholder meetings across the coast, reconnecting with local operators and tourism partners to align on shared goals and uncover new opportunities. These conversations have been instrumental in shaping our strategic priorities and ensuring our region remains front-of-mind for event planners.

Our team has also been actively working with current leads—responding to buyer enquiries, refining proposals, and supporting planners as they explore the North Coast for upcoming events. We secured **two converted leads** this month, representing an estimated **\$405,600 in visitor spend**, as well as **12 new leads** for the region. The interest in regional destinations continues to grow, and we're proud to showcase the diversity and professionalism of our local offerings.

Looking ahead, we're gearing up for a suite of industry workshops and webinars designed to build capability, foster innovation, and support our stakeholders in delivering world-class business events.

August has been all about connection, collaboration, and preparation—and we're ready to carry this energy into the months ahead.

— Heath and Belinda

Industry Workshops

You're Invited - Business Events Industry Workshops

Join us for our Industry Workshops - Shaping Success Trends, Strategies & Bold Ideas for North Coast Business Events, an interactive session for North Coast Business Events stakeholders.

- Discover current trends, innovative event concepts, and practical strategies to boost destination appeal and event success.
- Gain insights into sales best practice, client expectations, and how bold ideas can deliver results.
- Network, share ideas, and align on approaches that position our region as a competitive national player.

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 and other operators.

Our Collaboration for Success workshops delivered outstanding results last year, with operators actively building connections and forming valuable partnerships across the region. A great example of this spirit of collaboration is the Wine Trail, created through the joint efforts of Cassegrain Wines, Bago Winery, Long Point Vineyard, and Douglas Vale Homestead and Vineyard.

Duration: 2 hours

Format: In-person - various locations

Registration is free - Light refreshments included

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 Workshop	Forster Civic Centre, Forster	23 October 25	10:00am – 12:00pm
Event Organisers Summit	Melbourne	30 October 25	
Industry Workshop	Gordon Pavilion, Oakes Oval, Lismore	5 November 25	10:00am – 12:00pm
Industry Workshop	Crystalbrook Byron, Byron Bay	10 November 25	10:00am – 12:00pm
Industry Workshop	The Garden Bar & Kitchen, Frederickton	13 November 25	10:00am – 12:00pm
Industry Workshop	Casino Community and Cultural Centre, Casino	14 November 25	10:00am – 12:00pm
Industry Workshop	Bellingen Memorial Hall, Bellingen	20 November 25	10:00am – 12:00pm
Industry Workshop	Spinnakers Room, Ballina RSL, Ballina	20 November 25	10:00am – 12:00pm
Industry Workshop	Cudgen Headland Surf Life Saving Club, Kingscliff	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	BrewHouse Village, Grafton	10 December 25	10:00am – 12:00pm
AIME	Melbourne	9-11 February 26	
KEY			
Green Activity	Trade Show / Conference Attendance		
Other Activity	Industry focused workshops and webinars		

Dates and times are subject to change

Contact Us

Activity Summary

Aug-25	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	2	1,000	\$405,600
New Leads	12	2,803	\$1,202,487

Activity Summary August 2025

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

We secured **two converted leads**, representing **1,000 delegate nights** and an estimated **\$405,600 in visitor spend**. In addition, **12 new leads** were generated - totaling **2,803 delegate nights** and an estimated **\$1,202,487 in visitor spend**.

This performance highlights sustained interest in the region, even during traditionally slower periods. Ongoing proactive engagement and tailored proposals are ensuring momentum in the sales pipeline and positioning the North Coast as a leading regional business events destination.

Industry News



Image: Port Macquarie, Destination NSW

North Coast Business Events Guide Now Live

We're excited to announce the 2025-26 **North Coast Business Events Guide** is now live. A powerful tool designed to spotlight the incredible venues, suppliers, and experiences that make our region a standout destination for business events. We thank our Program Members for their contribution and involvement.

This guide is more than a directory—it's a strategic resource to help **venues, tourism operators, and event professionals** connect with planners seeking memorable, high-impact events across the North Coast. From boutique conference spaces to immersive team-building experiences, we're showcasing the best our region has to offer.

Why it matters to you:

- Increased visibility to event planners
- An important piece of collateral that highlights your unique offerings and capabilities
- A collective push to position the North Coast as a premier business events destination

We invite all stakeholders to reference the guide, share it with your networks, and leverage it to attract new opportunities.

[View Guide](#)



Image: ABEA Conference 2024, Courtesy of ABEA

ABEA Award Nominations - Now Open

Awards nominations are now open for the highly anticipated **Australia Business Events Association (ABEA) Conference and Awards**.

The Australian Business Events Awards is an opportunity to acknowledge the exceptional work of our members and to highlight the events, products, services, initiatives, teams and individuals that are setting the standards of excellence in the industry.

This is your opportunity to showcase your achievements, connect with industry leaders, and be recognised for your contributions.

[More Info](#)



Increased Aviation Access to the North Coast

QantasLink is expanding its use of the modern A220-300 in Coffs Harbour, with a second route to see the new jet in the coming months. The regional jet will serve Coffs Harbour on Sydney services starting in late October, having launched on the Melbourne route in October last year. At the same time, QantasLink will also increase its Sydney-Coffs Harbour return flights from 24-26 per week.

This expansion is a major win for Coffs Harbour and the wider North Coast region. For the local economy, this means more opportunities for tourism, business events, and investment, supporting local businesses and event venues.

[Read More](#)



Image: The Lodge, Bellingen, Bellingen Shire Council

NSW Government launches Visitor Economy Strategy

Destination NSW is proud to lead the delivery of this bold new roadmap for visitor economy growth through to 2035.

Following a comprehensive review and consultation with more than 500 NSW stakeholders, the NSW Visitor Economy Strategy 2035 will guide collaboration between government and industry over the next decade. It has a clear target of \$91 billion in annual visitor expenditure, 40,000 hotel rooms, 8.5 million new airline seats and an additional 150,000 jobs by 2035.

The strategy will unlock new growth opportunities across Sydney, Western Sydney and regional NSW.

[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:

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

18 September 2025

3:00pm - 6:00pm

Venue: Cruise Bar, Sydney

[Register Here](#)

Destination North Coast Stakeholder Webinar with ABEA

26 November 2025

More information to come

ABEA Conference 2025

4-5 December 2025

Melbourne Convention and Exhibition Centre

Registrations Opening Soon

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 for free by clicking the link below:

[Click Here](#)

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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

M: 0432 630 120

Belinda Iseppi

Business Events Executive

E: 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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