



Image: Glasshouse, Port Macquarie

September Highlights

September has been another month of momentum and meaningful engagement for Business Events on the North Coast. We hosted an **industry webinar** to share insights and connect with local operators, began **planning for the 2026 North Coast Symposium and Awards**, and undertook **site visits to new and upgraded venues and operators**, showcasing the evolving capabilities of the region and uncovering exciting opportunities for event planners.

We've also been actively **connecting with strong leads**, responding to enquiries, refining proposals, and supporting planners as they explore the North Coast for upcoming events. This quarter we have seen some steady but exciting results including 27 new leads representing 7,500 delegate nights and more than \$3M in potential direct expenditure and four conversions representing 2,000 delegate nights and \$811K in direct expenditure for the North Coast.

Looking ahead, we are preparing for our industry workshops starting in October to build capability and share best practice with our stakeholders. In addition, we are planning our participation at key trade shows and conferences in October, December, and February, providing further opportunities to showcase the North Coast's world-class business events offerings.

September has been about connection, collaboration, and preparation, and we're excited to carry this energy into the months ahead as we continue to showcase the North Coast as a premier destination for business events.

— Heath and Belinda

Industry Workshops

Don't forget to register - 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](#)

Industry Webinar

Register Now for our next 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**
- **AIME 2026**
- **Industry Workshops**

You will also hear from Guest Speaker **Hayley Beveridge** from the **Australian Business Events Association**.

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.

Date: 26 November 2025

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 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

Q1 25-26	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	4	2,000	\$811,200
New Leads	27	7,549	\$3,134,001

Activity Summary Quarter 1 2025-26

The first quarter (July–September) focused on lead generation and early-year engagement, with steady database growth and strong buyer activity setting up the year ahead. As we move into the current quarter, the program shifts gears into its most intensive professional development period, delivering a comprehensive series of workshops, webinars, and industry events along with attendance at key trade and industry events. Click on the link below for your full copy of the Q1 Report:

[Q1 Report - FY 25-26](#)

Industry News



Image: ABEA Conference 2024, Courtesy of ABEA

Registrations Open for the 2025 ABEA Conference

The Australian Business Events Association (ABEA) Conference 2025 will bring together business events professionals to connect, exchange insights, and celebrate Impact and Excellence at the Australian Business Events Awards.

This annual gathering of the business events community focuses on industry-specific education sessions, the value of partnership, and smarter ways of working – from harnessing AI in everyday operations to navigating the opportunities and challenges of multi-generational workforces. It is a space for collaboration, inspiration and shared purpose, a chance to strengthen connections and drive prosperity across the sector.

Date: Wednesday 3 December - Friday 5 December 2025

Location: Melbourne Convention and Exhibition Centre

[Register Here](#)



Byron Bay Incentive Group Shines a Light on DNC's Business Events Power

This month Byron Bay welcomed a stand-out incentive group that perfectly showcases the strength of our region and the DNC Business Events network.

Brought to us by Carlene Staines of OneNineFive, the New Zealand client invested \$380K to host 95 incentive delegates for four nights, booking out Basq House and Hotel Marvell.

Their program was a model of regional dispersal and premium experiences: a Basq House lobby welcome event, seamless group transport with Combi Vans and Magic Buses, Better By Bike adventures along the Tweed section of the Rail Trail, surf lessons and dolphin kayaking, and exceptional dining including Ember Byron Bay. Delegates also discovered local flavour with Brookie's Gin and Whiskey tastings and a curated mix of hinterland and coastal touring.

Carlene's long-standing connection with DNC—she joined one of our early famils—clearly paid dividends. Her deep knowledge of Byron and surrounds enabled her to craft an itinerary that thrilled delegates and maximised local economic impact.

Why it matters:

- Demonstrates the high yield of incentive business ($\approx$ \$4,000 spend per delegate).
- Highlights the value of DNC's famil program in converting opportunities.
- Proves the North Coast can deliver seamless, high-end, multi-day incentive experiences.

Congratulations to Carlene and all the DNC Business Events members involved. This is incentive travel at its best and a perfect example to share with prospective clients.

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

26 November 2025

[Register here](#)

ABEA Conference 2025

4-5 December 2025

Melbourne Convention and Exhibition Centre

[Register here](#)

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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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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