



ACCS 2025

The Destination North Coast Business Events Program supported ACCS through a letter of endorsement, helping to demonstrate regional alignment and enable government funding opportunities.



ACCS 2025 PARTNERS

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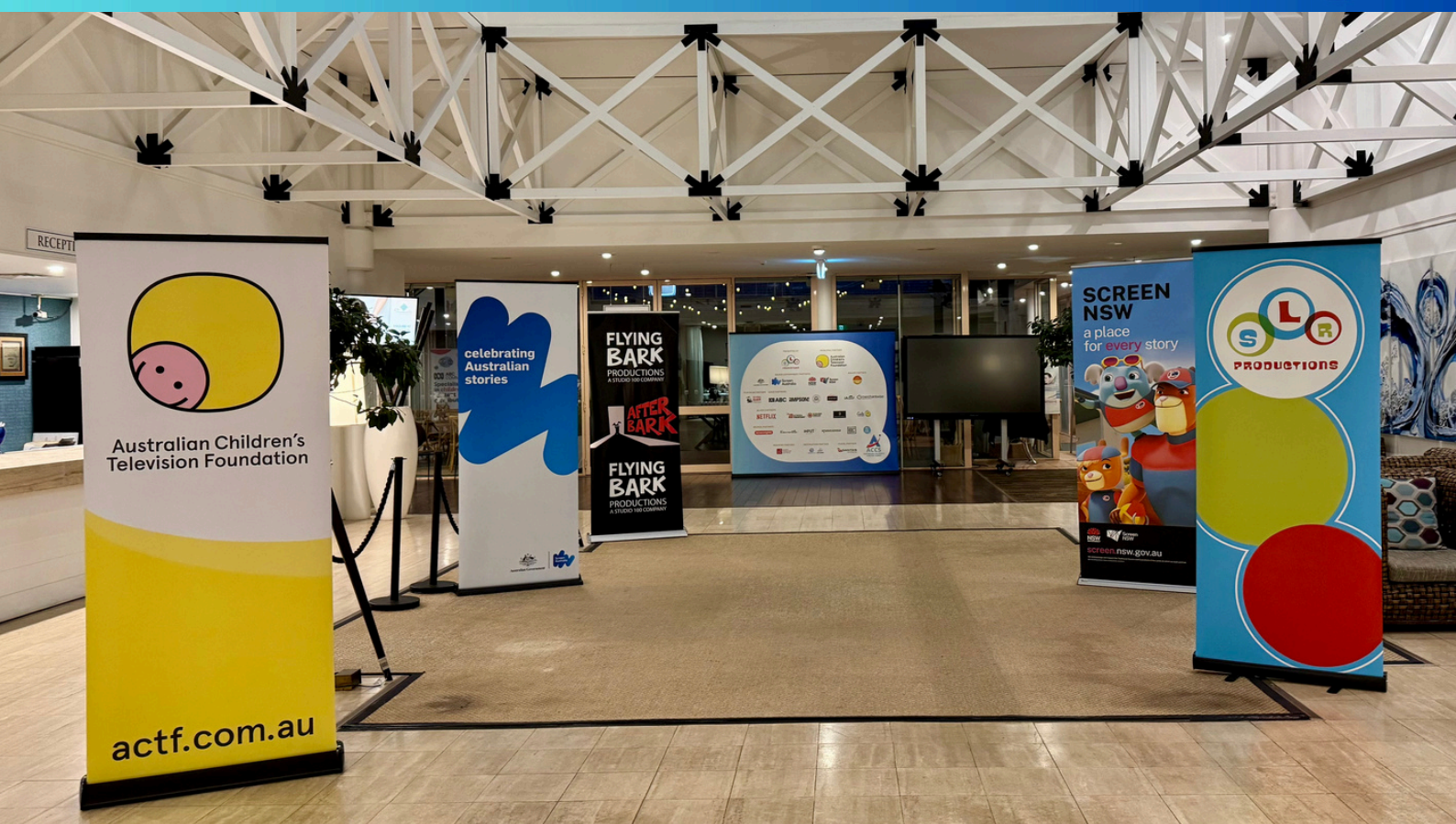
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ABOUT ACCS

Now in its third year, the **Australian Children's Content Summit** convened by Suzanne Ryan, CEO of SLR Productions, has become **Australia's leading platform for the children's and family screen industry**. Delegates attended from **every Australian state and territory**, as well as the **United States, United Kingdom, Canada, Europe, India, China, Indonesia, and Singapore**.

The Summit continues to **strengthen Australia's reputation for high-quality storytelling**, highlighting the value of **creator collaboration, industry innovation, and creative exchange**.

Hosted annually on **Gumbaynggirr Country in Coffs Harbour**, ACCS serves as **Australia's only dedicated national marketplace and meeting place** for the children's content sector, connecting **writers, creators, producers, publishers, authors, game developers, broadcasters, buyers, digital platforms, distributors, agents, educators, investors, consumer products partners, policymakers, government agencies, and industry leaders** as part of one **interconnected creative ecosystem**.

Reflecting the evolving nature of storytelling across screens, ACCS celebrates the **creator economy as an integral part of this landscape**, fostering collaboration between traditional screen practitioners and digital-first innovators. By uniting all facets of the industry, from emerging creators to established studios, ACCS drives creative and commercial outcomes that ensure **Australian stories continue to engage children and families everywhere**.



Gurmesh Singh, Kyas Hepworth, Suzanne Ryan, Mayor Nikki Williams

REGIONAL IMPACT

\$1 million+ Direct Regional Impact and Global Promotion for Coffs Harbour

ACCS 2025 positioned the Coffs Coast and Pacific Bay Resort on the international stage for children's and family screen content, for the third consecutive year.

The 2025 Australian Children's Content Summit delivered significant economic and promotional benefits to the Coffs Coast region, generating over \$1 million in direct local expenditure. Accommodation, catering, and hospitality venues, including the Pacific Bay Resort, Aanuka Beach Resort, and numerous local restaurants, reported strong delegate activity and full capacity throughout the week.

Beyond its financial contribution, the Summit showcased the region's creative and cultural excellence through partnerships with local suppliers, inclusive employment via Bus Stop Films, and authentic First Nations engagement led by Bularri Muurlay Nyanggan Aboriginal Corporation. The event also achieved extensive international visibility, positioning Coffs Harbour and the Pacific Bay Resort as leading destinations for world-class screen and creative industry events.



Minister for the Arts, the Hon. John Graham MLC

REGIONAL IMPACT

Key Outcomes

- 1,000 room nights generated across the Coffs Harbour region
- Estimated overnight visitation spend: \$500,000+ (delegate accommodation and local expenditure)
- Estimated total local economic impact: \$1 million+ in direct regional spend
- 15+ local suppliers engaged, including accommodation, catering, transport, printing, AV, and website services
- 10+ local people employed across event delivery and production support
- Inclusive employment achieved through Bus Stop Films, with two local members engaged in event delivery roles



Mayor Nikki Williams & Clarke Webb - BMNAC

REGIONAL IMPACT

Venue & Community Engagement

- Pacific Bay Resort served as the Summit's primary venue, hosting main conference sessions, networking morning teas and lunches, the Screen NSW Opening Night Drinks, and the City of Coffs Harbour closing night drinks
- Aanuka Beach Resort hosted the ACTF Beach Party, a signature social event for an evening of networking and celebration
- Latitude 30 provided a 30 person cocktail and dining experience for a private networking event
- Park Beach Bowling Club hosted the Netflix Buddy Up! Lawn Bowls, one of the most popular informal networking events of the Summit, promoting local sport, hospitality, and community connection

Together, these venues contributed to strong bar and restaurant turnover and high visitor spending across the city. Coffs Harbour and the Pacific Bay Resort were promoted worldwide through international media coverage, industry press releases, and delegate communications, positioning the region as a premier destination for creative and screen industry events.



City of Coffs Harbour - Victoria Harper & Nicole McLennan