



*Image: Sea Sea Hotel, Crescent Head*

## October Highlights

October has been another productive month of connection, collaboration, and meaningful engagement for Business Events on the North Coast. Throughout the month, we continued to build momentum by meeting with key stakeholders, releasing our quarterly client EDM which featured Barrington Coast and Port Macquarie, as well as a special highlight on increased aviation access into the region via Newcastle and Coffs Harbour.

Belinda took some time off to celebrate her wedding, while Heath focused on preparing for our upcoming industry workshops, responding to client enquiries, and planned for our next trade show – the Event Organisers Summit in Melbourne, held on 30 October, where Heath connected with several new clients and generated some promising leads for the North Coast.

Operationally, our team has continued to engage with strong leads, respond to enquiries, refine proposals, and support planners as they explore the North Coast for upcoming events.

Looking ahead, we are busy delivering further industry workshops across the North Coast, preparing for our Industry Webinar on 26 November as well as for the Australian Business Events Association Conference on 3-5 December. An exciting but promising couple of months ahead!

– Heath and Belinda

## Industry Workshops

### Momentum Builds Across the North Coast with Successful Industry Workshops



Throughout October and into early November, Destination North Coast's Business Events team delivered the first Industry Workshops across the region — engaging with passionate local operators in the **Mid Coast, Lismore, Byron Bay, Macleay Valley, and Richmond Valley Regions**.

These sessions provided valuable insights into the business events sector, highlighting opportunities for regional venues and suppliers to attract and host conferences, meetings, and incentive events. Attendees learned about current market trends, the benefits of becoming event-ready, and how to leverage Destination North Coast's Business Events Program to grow their business events potential.

Each workshop also encouraged meaningful discussion and collaboration, showcasing the region's diverse product offering and reinforcing our shared goal - to strengthen the North Coast's position as a leading business events destination in New South Wales.

## Final chance to register - Business Events Industry Workshops

Join us for our final Industry Workshops in **Bellingen, Ballina and Grafton** - 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

We're excited to wrap up the year with a series of engaging industry workshops and the ABEA Conference and Awards. With the momentum from the ABEA Conference, we will turn our focus on preparing for AIME in February, where we'll continue to showcase the North Coast's exceptional business event offerings.

Activity	Location	Date	Time
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

## Event Organisers Summit - Melbourne



Heath attended the Event Organisers Summit in Melbourne on the 30th of October and was delighted to see Chrissie Thomas from Twin Towns Conference and Function Centre also

flying the flag for The Tweed!

The Event brought together professional event planners for a focused, one day program at Queen & Collins, GPT Space&Co. The day featured keynote sessions from award winning journalist and author Mimi Kwa, AI and digital specialist Tracy Sheen, and innovation and change facilitator Jason Clarke, each offering fresh ideas on storytelling, technology and creative thinking in events. Delegates also completed 12 pre scheduled one to one appointments with matched suppliers, creating targeted networking opportunities and practical outcomes alongside the education program.

We are following up on a number of interesting leads for the North Coast and look forward to sharing the briefs as we receive them from our newly met business event buyers from Melbourne.

## Activity Summary

Oct-25	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	2	220	\$86,580
New Leads	5	1,534	\$634,686

### Activity Summary October 2025

October sales activity saw the conversion of two events, representing 220 delegate nights and \$86K in visitor spend and the opportunity to quote on 5 new events representing 1,534 delegate nights and \$634K in estimated visitor spend for the North Coast.

## Industry News



Image: ABEA Conference 2024, Courtesy of ABEA

## Registrations Still 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](#)



*Image: City of Coffs Harbour Mayor Nikki Williams, Courtesy of EventPix*

## Australian Event Awards & Symposium 2025: A Celebration of Excellence and Regional Opportunity

The 2025 Australian Event Awards & Symposium, held from **13–15 October** at **Pacific Bay Resort in Coffs Harbour**, brought together more than **230 event professionals** from across the country for three days of learning, collaboration, and celebration.

This year's Symposium featured a dynamic program exploring current trends and challenges in the events industry, including regional destination strategy, sustainability, security, and evolving delegate behaviours. The conference provided a platform for our tourism industry to share valuable insights for organisers, venues, and destination marketers alike.

The event concluded with the **Australian Event Awards Ceremony**, honouring excellence across 38 categories. Congratulations to all the winner!

Hosting the event in **Coffs Harbour** showcased the strength of regional Australia as a destination for large-scale business events. Delegates experienced the region's infrastructure, venues, and coastal charm firsthand, reinforcing the Coffs Coast's capacity to deliver exceptional event experiences.

The 2025 Australian Event Awards & Symposium celebrated the innovation, collaboration, and resilience of Australia's event community while underscoring the growing significance of regional destinations in the national events landscape.

## 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](http://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.

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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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