



Image: BAGO Maze and Wine

December Highlights

The close of the year and the start of the new one has been both productive and strategically focused for Business Events on the North Coast. The team concluded 2025 with strong results converting 4 events representing 1,644 delegate nights and \$705K in visitor spend. In addition, they had extensive industry engagement, including attendance at the Australian Business Events Association Conference and Awards, the delivery of our final Business Events Industry Workshop, and a series of valuable end-of-year catch ups with stakeholders across the region. These activities ensured we closed the year with momentum, clarity, and strong alignment with our partners.

Looking ahead, our attention is firmly on preparation for AIME 2026. Planning is well underway as we finalise Buyer Meetings, refine our messaging, and prepare the team for the event in early February. With a solid foundation established at the end of last year, we are well positioned to start 2026 with purpose and confidence, continuing to elevate the North Coast as a competitive and compelling Business Events destination.

— Heath and Belinda

Activity Calendar

Upcoming Business Events Program Activity

Our Business Events activity for early 2026 is well underway, with a strong focus on refined targeting, lead development and buyer engagement from January onwards. Key initiatives include attendance at AIME, the continued delivery of the Famil Program in partnership with local operators, and proactive nurturing of qualified business events leads. Annual stakeholder meetings will take place between March and May, followed by an online Industry Webinar on 27 May. Partner content collection and promotional activities will continue through May and June, to prepare for next financial year's release of the Business Events Program Destination Guide.

Activity	Location	Date	Time
Famil Program Delivery	Various: Famil activity continues, with partners encouraged to proactively submit and support qualified business events leads	Ongoing	Ongoing
Launch Refreshed Lead Development Activity	Various: Refined targeting, buyer engagement and enquiry nurturing	January onwards	NR
AIME	Melbourne	9-11 February 26	NR
Annual Stakeholder Meetings	Various	March-May 26	Various
Industry Webinar	Online	27 May 26	10am – 10:45am
Prospectus Release	Online	May 26	NR
Partner Content Collection	Various	May-June 26	NR
FY26/27 Destination Guide Released	Online	July 26	NR
KEY			
Green Activity	Trade Show / Conference Attendance		
Other Activity	Other Business Events Program activity		

Dates and times are subject to change

Contact Us

Industry Webinar



Image: DNSW - AIME 2025

Your Invitation: Upcoming Industry Webinar

We are pleased to announce the date of our next industry webinar:

Date: Wednesday 27 May

Time: 10am - 10:45am

Format: Online

This session reaffirms our ongoing commitment to keeping our members informed, connected, and supported. This session will be held around the release of our 2026/27 Business Events Program Prospectus, providing valuable insights into the year ahead. As we approach the close of the 2025/26 financial year, the webinar will offer an ideal opportunity to ask questions, gain clarity on upcoming opportunities, and ensure you are well prepared for the next financial cycle.

A registration link will be made available over the next couple of months

Activity Summary

Dec-25	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	4	1,644	\$705,276
New Leads	1	200	\$85,800

Activity Summary December 2025

December sales activity saw the conversion of 4 events, representing 1,644 delegate nights and \$705K in visitor spend, with the opportunity to quote on 1 new event representing 200 delegate nights and \$86K in estimated visitor spend for the North Coast.

Industry News



Image: DNSW - AIME 2025

AIME Planning Kicks Off

Planning for the Asia Pacific Incentives and Meetings Event (AIME) 2026 is well underway, reflecting the high strategic importance of this event, which on average delivers 32 qualified leads annually, with last year's pipeline alone representing more than 13,000 delegate nights and in excess of \$5 million in potential visitor expenditure.

A key priority is confirming that our Business Event Clients will have access to up-to-date information, including current product offerings, capacities, experiences and key points of differentiation. This ensures accurate representation in Buyer Meetings, consistent messaging across the stand, and meaningful conversations with planners. Through early engagement and information sharing, we are positioning our stakeholders to maximise opportunities at AIME and strengthen the North Coast's presence as a competitive and compelling Business Events destination.

AIME 2026 is being held from 9-11 February 2026 at Melbourne Convention and Exhibition Centre. We encourage all Members to be prepared. Leads will be directed to Stakeholders the weeks that follow the event.

[More About AIME](#)



Image: Tanya Watts and Nicole McLennan from Coffs Harbour hosting our Famil Guest at Aanuka Beach House

Testimonial From Natural Light Venues

We are proud to share a testimonial from Ines at Natural Light Venues and Conferences. Ines participated in a familiarisation hosted in the southern half of our region last year, during a period that was significantly impacted by flooding. Despite the challenging circumstances, Ines expressed sincere gratitude for the opportunity to experience the region and acknowledged the professionalism, resilience and generosity shown by our operators in hosting her during such unprecedented conditions.

[Read The Testimonial Here](#)



Image: Byron Bay Incentive Group

Event Case Studies That Make The North Coast Shine

DNC is sharing a series of case studies that showcase the depth, diversity and capability of the Business Events sector across our destinations. We hope you find these stories inspiring and join us in celebrating our North Coast colleagues for their innovative, professional delivery of events and their compelling representation of our region.

Byron Bay Case Study

This case study showcases how a bespoke incentive event in Byron Bay delivered significant value with tailored experiences and strong local partnerships, exceeding client expectations and highlighting the region's unique appeal as a premium business events destination.

[Read more](#)

Coffs Harbour Case Study

The Australian Children's Content Summit case study highlights how the Coffs Coast successfully hosted this global industry event, showcasing the region's capacity to attract and deliver high-impact business events, driving networking, collaboration and economic benefit

[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. Opportunities will be announced for 2026 soon.

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

[Visit ABEA's Site](#)

Industry Resources

Destination North Coast Business Event Resources

The **Business Events Resources** page on the Destination North Coast website offers a suite of tools and support materials designed specifically for Business Event Operators to strengthen their capability, visibility and success in the market. The page includes access to **post-workshop collateral and best practice guides** from regional industry development events, including practical presentations and templates that support sales, collaboration and operational readiness. It also features **case studies and examples of successful events** that showcase the North Coast's event delivery strengths, providing inspiration and insights for future planning.

[Find Out More](#)

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](#)

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.

[Subscribe](#)



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
[Manage preferences](#)

Have you been forwarded this update? [Subscribe here.](#)