

# Business Events Prospectus

## July 2025 - June 2026



Photo credit: Destination NSW



## Business Events

The business events sector is thriving, delivering substantial economic, cultural, and entrepreneurial benefits. Recent data has recognised NSW as Australia's top destination for business events, with the North Coast emerging as a premier regional hub. With world-class facilities, seamless accessibility, and breathtaking natural beauty, our region is uniquely positioned to capitalise on this momentum.

In just the first nine months of this financial year, our program secured 23 business events, generating 10,820 delegate nights and an estimated economic impact of over \$4.46 million. We've also pursued a record 91 leads, collectively representing more than \$15 million in potential economic benefit. These achievements reflect our dedicated efforts to establish the North Coast as a leading business events destination.

Our proactive approach includes attending key industry trade shows, conducting strategic sales calls, and engaging a growing network of qualified buyers. Additionally, we've strengthened regional industry development by supporting competitive bids, hosting best-practice seminars, and providing stakeholders with valuable market insights.

Looking ahead, we remain committed to driving exceptional results through strategic collaboration, targeted promotion, and innovation. Together, we can elevate the North Coast's standing as a premier conferencing destination. Thank you for your continued support, we look forward to shaping the future of business events in our region.

Michael Thurston  
Destination North Coast, General Manager



# Key Performance Indicators

## July 2024 - June 2025

### Actual plus forecast

#### Sales & Industry Representation / Lead Generation

70%

Record Conversions: From 1 July 2024 – 31 March 2025 we have set a new record for both conversions and opportunities to bid on new leads: 23 events secured that will deliver 10.8K delegate nights and will generate \$4.46M in economic impact.

371 sales calls made via phone	1,500 qualified database
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91 leads generated	23 leads confirmed
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Represented the North Coast at seven industry trade shows / roadshows

4 dedicated destination specific promotional emails sent to client database

Two targeted familiarisation tours in the Northern and Southern parts of the region, plus familiarisation/site inspection visits for high yield, business event prospects

#### Industry Development

20%

Provided assistance and guidance to stakeholders on regional bids

Development of destination specific collateral including flyers, presentations and bid documentation

Five Collaborating For Success Workshops held in November 2024 in Ballina, Coffs Harbour and Grafton February – March 2025 in Tweed and Port Macquarie

Disseminated research, industry opportunities and trends through monthly industry e-newsletters

#### Advocacy

10%

Worked closely with the team at Destination NSW Regional Conferencing Unit to source and secure business

Provided dedicated voice for the North Coast and Business Event operators and suppliers with key membership and industry organisations including:

- Professional Conference Organisers Association (PCOA)
- Destination New South Wales (DNSW)
- Meeting & Events Australia (MEA) and MEA NSW Branch Sub-Committee

Proactive content development and support across industry media:

- Micenet
- CIM Business Events
- Spice Magazine
- Executive PA Magazine

# Key Activities & Anticipated Outcomes

## July 2025 - June 2026

### Sales & Industry Representation / Lead Generation [70%]

Based on current planning, our Business Events Executives will deliver the following activities between July 2025 and June 2026 providing a dedicated business events resource for North Coast industry stakeholders.

- Representing and presenting a 'whole of region approach' at industry tradeshows including:
  - Executive PA Summits: Sydney – 24 July 2025,
  - Event Organizers Summit: Melbourne – 30 Oct 2025
  - ABEA: Sydney – 4-5 December 2025
  - AIME: Melbourne – 9-11 Feb 2026
  - Destination New South Wales Showcase
- Proactively source qualified leads by building relationships with PCOs, attending conferences, approaching suitable corporations and associations, and conducting in-market visits.
- Coordinate bids for leads generated and initiated by the DNSW Regional Conferencing team
- Assist in compiling Business Event bid submissions and tenders
- Build networks / relationships to facilitate new regional business opportunities
- Coordinate and host domestic corporate roadshows and / or famils
- Support qualified Business Events media / press trips to region
- Establish quarterly promotional communication profiling the North Coast to business event clients and media
- Develop and deliver promotional communications to Business Event Buyer database and industry media

### Industry Development [20%]

- Working with industry, DNC will support the creation of destination specific collateral outlining the profile and character of the destination, venues and services available
- In conjunction with industry, DNC will support product and service development specific to Business Events and Conferencing
- Where applicable, DNC will support and mentor businesses/staff across the region sharing best practice knowledge and evolving trends
- Introduction of Quarterly Industry Development & Engagement Webinars
- DNC will also develop 'how-to' guides' specifically tailored to Business Events and Conferencing. The guides will offer insights into best practices, case studies, and checklists that can help elevate the professionalism and competitiveness of North Coast businesses in the business events sector.
- DNC will disseminate relevant industry research and data to support North Coast industry business developments
- DNC will organise and provide businesses with opportunities to host 'showcases' to strengthen local networks

### Advocacy [10%]

- DNC will be a dedicated voice for Business Events across our region, advocating for relevant depiction of product, services and destinations
- Your DNC team will ensure local product, service and infrastructure developments are communicated to the DNSW Regional Conferencing team along with other relevant agencies and organisations

# Future Events

## July 2025 - June 2026

For less than half the cost of attending AIME in 2025, partners in the Destination North Coast Business Events program are represented at almost \$40,000 worth of dedicated industry events during the course of the program.



### Destination New South Wales Showcase

The DNSW Showcase is an opportunity to bring to life Destination NSW's fresh approach to growing the business events sector in regional NSW, including Destination North Coast, please [CLICK HERE](#)



### Executive PA Summits Sydney – 24 July 2025

The Executive PA / Event Organisers Summits were designed specifically for senior and executive-level assistants who have busy schedules and seek solutions and updates on developments in their profession. For more information, please [CLICK HERE](#)



### North Coast Symposium - Byron Bay – 31 July 2025

The annual PCOA conference is an education program that provides practical learnings, takeaways, and solutions that go beyond buzzwords. This conference is the leading event for Professional Conference Organisers in Australia. For more information, please [CLICK HERE](#)



### ABEA Conference - Sydney, 4-5 December 2025

The Australian Business Events Association (ABEA) is the leading industry body responsible for representing and supporting the prosperity of the organisations and people that work in, or benefit from the Australian business events sector. As the inaugural conference for the newly formed ABEA, DNC will be in attendance to ensure the north coast is well represented within the sector. For more information, please [CLICK HERE](#)



### Event Organizers Summit - Melbourne – 30 October 2025

Evolve is the largest annual national conference for the Australian events industry where delegates engage, learn and network with peers across the community. It attracts approximately 700 event professionals from all sectors of the industry and from around Australia. The content of the program is designed to inform the industry on national and international trends in events. For more information, please [CLICK HERE](#)



### AIME - Melbourne, 9-11 February 2026

Melbourne will once again host the Asia Pacific Incentives and Meetings Event (AIME) in February 2025. This event is a significant gathering for the Business Events industry, bringing together buyers from all over the world to connect with exhibitors and access the latest offerings. It is a prime opportunity for both international and local buyers to network and explore the best that the industry has to offer. For more information, please [CLICK HERE](#)



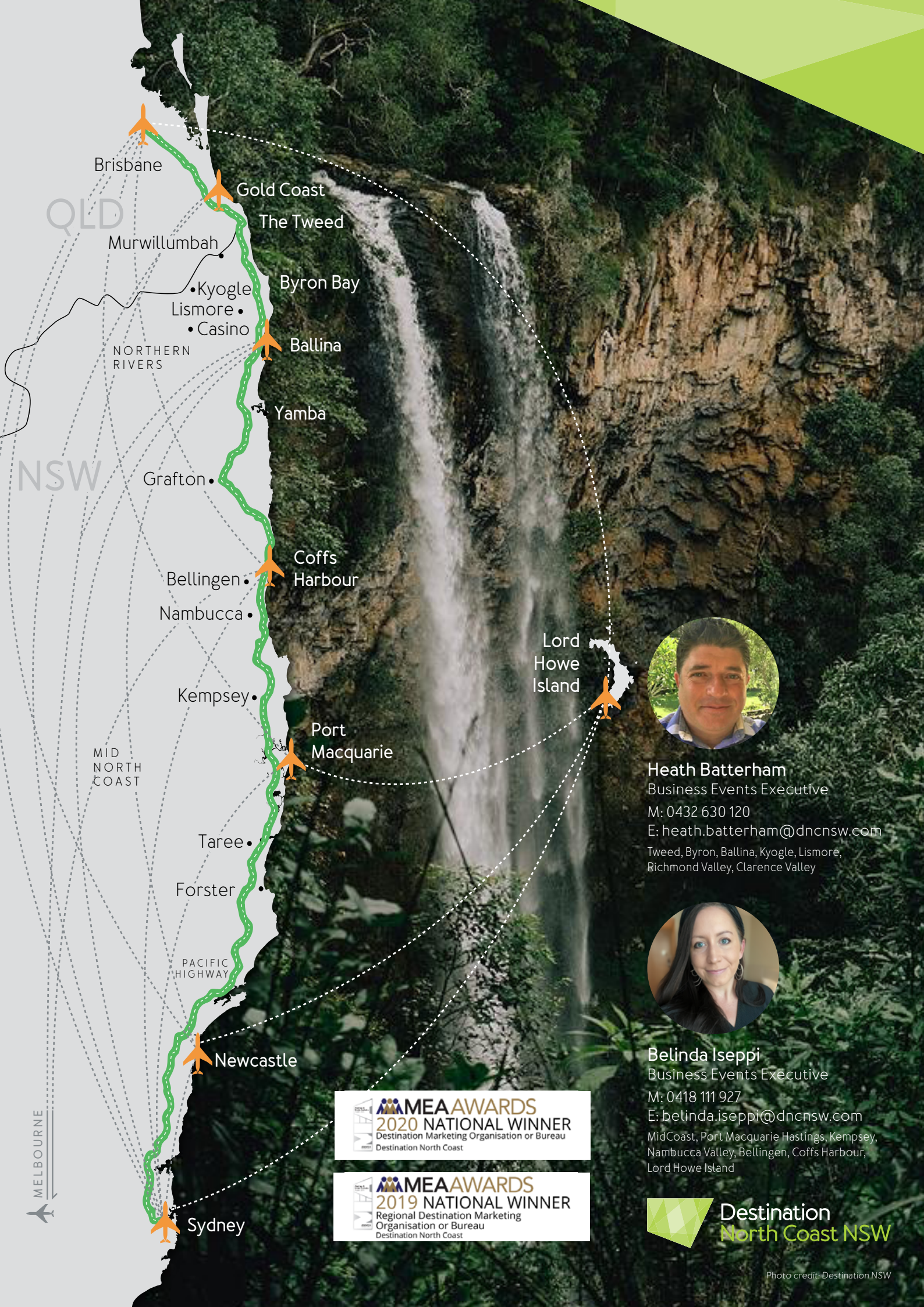
## SALES TRIPS

Utilising a database of 1,500 plus qualified business events clients, the Destination North Coast Business Events team, will facilitate stand alone sales trips, one each to Sydney, Melbourne and Brisbane. These destinations represent the head office locations for the majority of the North Coast client base ensuring the best possible return on investment for sales trips.

## FAMILIS

Following on from two years of successful, targeted familiarisation tours, the Destination North Coast Business Events team will conduct two tours in the 2025/26 financial year. One will incorporate the southern part of the region and a second will be focused on the Northern Rivers region as in previous years. The program will also actively support up to five, one off familiarisation/ site inspection visits for high yield, business event prospects.





QLD

Brisbane

Gold Coast

The Tweed

Murwillumbah

Byron Bay

•Kyogle

Lismore

•Casino

NORTHERN RIVERS

Ballina

Yamba

Grafton

Coffs Harbour

Bellingen

Nambucca

Kempsey

MID NORTH COAST

Port Macquarie

Taree

Forster

PACIFIC HIGHWAY

Newcastle

NSW

MELBOURNE

Sydney



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**MEAWARDS**  
 2020 NATIONAL WINNER  
 Destination Marketing Organisation or Bureau  
 Destination North Coast

**MEAWARDS**  
 2019 NATIONAL WINNER  
 Regional Destination Marketing  
 Organisation or Bureau  
 Destination North Coast

**Destination  
 North Coast NSW**

Photo credit: Destination NSW

# Program Contributions

## June 2025 - June 2026

### Venues, Accommodation, Associations, Activities & Experiences

Tier 1	<ul style="list-style-type: none"> <li>Established Conference Venues</li> <li>Established Accommodation with Conferencing Facilities [Accommodation with 60+ rooms and conferencing facilities for 100+ delegates]</li> </ul>	\$4,800 + GST
Tier 2	<ul style="list-style-type: none"> <li>Medium Conferencing Venues</li> <li>Medium to Large Accommodation Providers [Accommodation 30-59 rooms and max conferencing facilities between 40-99]</li> <li>Tourism Associations</li> </ul>	\$2,400 + GST
Tier 3	<ul style="list-style-type: none"> <li>Meeting Room Venues [only]</li> <li>New or Small Accommodation Provider</li> <li>Transport Operators</li> </ul>	\$1,200 + GST
Tier 4	<ul style="list-style-type: none"> <li>Support Supplier to Business Events Market</li> <li>Activities Providers [limited capacity]</li> <li>Offsite Dining Venues</li> </ul>	\$500 + GST

### Local Government Agencies, Regional Airports, Function Centres & Universities / TAFEs

Tier 1	<ul style="list-style-type: none"> <li>Local Government Area with established Business Conferencing Venue and established Aviation Access</li> <li>Regional Airports</li> </ul>	\$6,000 + GST
Tier 2	<ul style="list-style-type: none"> <li>Local Government Area with medium sized Conferencing Venues and Accommodation</li> <li>Local Universities and TAFEs</li> </ul>	\$3,000 + GST
Tier 3	<ul style="list-style-type: none"> <li>Local Government Area with limited sized Conferencing Venues and Accommodation</li> </ul>	\$1,200 + GST

### NORTH COAST BUSINESS EVENTS SUPPORTER BENEFITS

#### GENERAL BENEFITS

Receive assistance preparing proposals [preparing event budget, collateral development, submission writing]

Access event planning tools and templates

Receive regular industry updates - research & statistics, market trends, funding opportunities & general updates

LGA venue representation

Industry networking functions - connect, share knowledge, celebrate success and collaborate

Annual reporting - sales, sales activity, bid win ratio etc

The chance to present your business or product to the DNC Team

#### SALES & MARKETING BENEFITS

Receive all relevant sales leads from DNC Team Resources

Joint sales calls initiated by DNC team where applicable

Right to submit proposal for appropriate new business

First option for prospective client site inspections

Included on client site inspection when relevant to pitch

First option for prospective media famils

Included in media famil when relevant to pitch

Representation on regional stand at relevant business tradeshow

Showcase your product at domestic corporate roadshows

Opportunity to participate in domestic corporate roadshow

Additional sales & marketing activation by negotiation

Opportunities to promote your business in quarterly eDMs to PCOs, corporate and association event planners

# Business Events Campaign

## Participation Form

### June 2025 - June 2026

Business Name..... ABN.....

Name.....

Position/Title.....

Address.....

Phone..... Email.....

Level of Participation:

Venues, Accommodation, Associations Activities & Experiences	Tier 1	\$4,800 +GST
	Tier 2	\$2,400 +GST
	Tier 3	\$1,200 +GST
	Tier 4	\$500 +GST

LGAs, Regional Airports, Function Centres & Universities / TAFEs	Tier 1	\$6,000 +GST
	Tier 2	\$3,000 +GST
	Tier 3	\$1,200 +GST

Please tick here to indicate you interest in participating in the regional roadshow event once scheduled

Please provide the following to participate in the program:

50 words promotional text .....

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Please also indicate if you have completed these tasks:

- Updated your supplier / venue listing on [www.meetinns.com](http://www.meetinns.com)
- Provided digital sales collateral for DNC team to promote on your behalf
- Provide any promotional material or deals you would like DNC to promote on your behalf

Signature ..... Date.....

Please return a copy of your completed form to [admin@dncnsw.com](mailto:admin@dncnsw.com) by Friday 25 April 2025 to be included in the July 2025 - June 2026 North Coast Business Events program.