



Image: The Link, Coffs Harbour

January Highlights

January has marked a highly productive and strategically focused start to 2026 for the Business Events team on the North Coast. We are excited to share some early results, with 3 converted events delivering 1,848 delegate nights and an estimated \$769K in visitor spend. We also generated 8 new leads in January alone, representing a further 3,690 delegate nights and \$1.576M in potential visitor spend now in the pipeline.

Our activity has been centred on strategically chasing qualified leads, establishing and strengthening relationships ahead of AIME, and ensuring we are in a strong position for the year ahead. Planning and preparation for AIME has been a key focus for Heath and Belinda, and the results speak for themselves. In addition to the 33 meetings held, both attended the Knowledge Conference Program and the Welcome Event on Monday 9 February, providing valuable opportunities for networking, industry engagement, and relationship development with key buyers and partners.

Concurrently, the team is progressing preparations for the release of the 2026/27 Business Events Prospectus in May. This includes early planning, content development, and the scheduling of meetings with our valued stakeholders over the coming months to ensure strong alignment, collaboration, and representation of the region's Business Events offering.

With strong momentum and a clear strategic focus, the team is well positioned to continue elevating the North Coast as a competitive and compelling Business Events destination throughout 2026.

Heath and Belinda

Activity Calendar

Upcoming Business Events Program Activity

Our upcoming Business Events activity calendar outlines a focused program of lead development, stakeholder engagement and industry education across FY25/26, including webinars, prospectus development and partner content initiatives. We encourage partners to review the key dates ahead and participate in the activities designed to support business events growth across the North Coast.

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
Webinar for Venues: EventFlow Platform	Online	31 March 26	10am – 10:45am
Annual Stakeholder Meetings	Various	March-May 26	Various
Industry Webinar	Online	20 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	Webinars / Workshops
Other Activity	Other Business Events Program activity

Dates and times are subject to change

Contact Us

Activity Summary

Jan-26	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	3	1,848	\$769,392
New Leads	8	3,690	\$1,575,990

Industry Webinars



Exclusive Webinar Opportunity: EventFlow Platform Showcase for North Coast Venues

Join us for an exclusive webinar showcasing [EventFlow](#) - the platform everyone in the events industry is talking about:

Date: Tuesday 31 March

Time: 10am - 10:45am

Format: Online

This session is a valuable opportunity for venues to see how EventFlow helps streamline event planning and improve client collaboration through a fully interactive customer portal that integrates with many existing venue management platforms.

You'll also hear directly from the founders about the vision behind the technology and join a live demonstration for practical insight into how EventFlow supports your venue by reducing admin tasks, driving revenue through upsells, and enhancing the overall client experience.

Whether you're already familiar with EventFlow or curious to see what sets it apart, this webinar will provide a clear and practical overview of how the platform can add value to your business.

[Register Here](#)



Image: DNSW - AIME 2025

Your Invitation: Upcoming Industry Webinar

We have updated the date of our next Business Events Program webinar to align better with stakeholder calendars:

Date: Wednesday 20 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

Industry News



AIME 2026 Wrapped

AIME 2026 has officially wrapped following three productive days at the Melbourne Convention and Exhibition Centre from **9–11 February 2026**, and it was a strong result for Business Events on the North Coast.

Across the two meeting days, the team delivered **33 one-to-one buyer meetings**, connecting with decision-makers from across Australia, India and New Zealand. In addition, we participated in the AIME Knowledge Program and Welcome Event, joining industry colleagues for valuable networking.

The quality of conversations and level of interest in the North Coast was extremely encouraging, bringing home **39 new leads** with the potential of over **9,000 delegates** and **\$10m in visitor spend**. We are now excited to progress these leads and opportunities through to our valued stakeholders. We look forward to working closely with partners over the coming weeks as we convert momentum from AIME into tangible business outcomes for the region.

[More About AIME](#)



Image Credit: Destination NSW

Business Events Program Prospectus FY26/27 | Coming May

We are working towards the release of our **Business Events Program Prospectus for the 26/27 financial year, in May**, with a clear focus on confirming program membership by the end of June. This timing ensures all members receive a full year of benefits and are well positioned to maximise exposure and opportunities across the year ahead.

Over the coming months, the team will be scheduling annual catch-ups with partners to discuss participation, priorities and opportunities for the year ahead. We will also be reaching out to confirmed members to request updated imagery and collateral in preparation for the release of our **FY26/27 Destination Guide in July**.

We look forward to working closely with our partners to ensure the program continues to deliver strong outcomes and a compelling offering for business event planners considering the North Coast.

25/26 Prospectus

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](#)

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