



Destination
North Coast NSW

Business Events Bites

February 2026



Image: Rydges, Port Macquarie

February Highlights

February marked a strong and strategically focused start to 2026, with a clear emphasis on maximising outcomes from AIME. The event generated 44 qualified business events leads for the North Coast, representing more than \$10 million in potential visitor spend now entering the pipeline and providing a substantial foundation for lead conversion activity in the months ahead.

Our efforts are now firmly centered on following up and progressing these AIME leads in close collaboration with our regional venues and industry partners. This next phase will be supported by a structured program of stakeholder engagement, with meetings scheduled across the North Coast to discuss our FY25/26 activity and collaboratively plan for the FY26/27 pipeline and market approach.

Alongside lead conversion activity, the team will deliver two targeted industry webinars over the next couple of months to support stakeholder capability, knowledge sharing and engagement with key markets. In parallel, work is underway to prepare for the release of the 2026/27 Business Events Prospectus in May, including content development, confirmation of participating partners and alignment of strategic messaging to ensure the North Coast's offering is presented clearly and competitively to the market.

With strong momentum from AIME and a clear focus on lead conversion, stakeholder collaboration and forward planning, the Business Events team is well positioned to build sustained growth and continue elevating the North Coast as a competitive and compelling destination for business events.

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

Feb-26	Enquiries	Delegate Nights	Visitor Spend
Converted Leads	1	600	\$257,400
New Leads	44	23,415	\$10,045,035

Sales Pipeline Growth

AIME delivers record lead generation

Our Business Events team has been working hard to follow up leads generated at AIME, and we sincerely thank everyone who has helped deliver proposals to clients. We are continuing to receive very positive feedback, with post-AIME communications being delivered more efficiently than at any time since 2019.

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

Join Destination North Coast's Business Events team - for an upcoming industry webinar designed to provide a clear update on our program performance, strategic direction and upcoming opportunities for stakeholders across the region:

Date: Wednesday 20 May

Time: 10am - 10:45am

Format: Online

This session will include:

- Preview of the 2026/27 Business Events Program
- FY2025/26 activity update, including key market engagement and lead outcomes
- Outlook for the year ahead, including planned activity, strategic lead development and alignment opportunities
- Stakeholder opportunities, including membership timelines and deadlines for inclusion in the 2026/27 North Coast Destination Guide for Business Events
- Practical guidance on how to maximise your involvement in the Business Events Program

[Register Here](#)

Industry News



Exciting New Updates from the Australian Business Events Association

New ABEA Membership Categories – Now Open

ABEA has introduced new Associate Membership options to better support emerging talent and professionals delivering events within organisations.

New categories include:

- Student Membership
- In-house Planner Membership

These new memberships aim to strengthen industry capability by engaging future talent and in-house event professionals as part of the broader business events community.

For enquiries, contact Membership Manager, Hayley Beveridge at hayley.beveridge@abea.org.au

Full details on eligibility, benefits and conditions available here:

ABEA Memberships

ABEA has also made two formal submissions to the Federal Government, advocating for:

- Expansion and long-term certainty of the Business Events Bid Fund Program
- Investment in a National Business Events Data Hub and Dashboard

These initiatives are designed to enhance Australia's ability to secure major international business events and more effectively demonstrate the full value of the sector, beyond visitor spend to include trade, research collaboration, talent attraction and innovation.

Destination North Coast have also advocated for pre and post touring opportunities associated with the Bid Fund Program, as well as dispersal throughout regional areas.

Read About It Here



Image Credit: Destination NSW

AIME 2026 Sets New Benchmarks for the Business Events Industry

The Asia Pacific Incentives and Meetings Event (AIME) 2026 delivered record growth, welcoming over **5,000 attendees**, **1,500+ vetted buyers** and **750+ exhibitors** from 36 countries across the three-day event in Melbourne.

Highlights included:

- More than **25,000 pre-scheduled buyer-exhibitor meetings**
- A focus on **industry leadership and sustainability**, with AIME advancing towards Net Zero Carbon Events commitments.
- Professional development through *Knowledge Monday*, featuring keynote sessions and breakout content under the theme “Expertise Matters.”

The strong attendance, expanded international participation and substantial business activity signal growing confidence and renewed momentum across the business events sector.

Find Out More Here



Image Credit: Destination NSW

Reminder: Business Events Program Prospectus FY26/27 | Coming May

We are preparing for the release of our FY2026/27 Business Events Program Prospectus in May, with membership confirmations targeted by the end of June to ensure partners receive a full year of benefits and exposure.

Over the coming months, the team will be meeting with partners to discuss participation and priorities for FY2026/27. If we have not yet been in touch and you would like to discuss the program or membership opportunities, we welcome you to contact our team to arrange a conversation.

Please contact:

Heath Batterham: heath.batterham@dncnsw.com

Belinda Iseppi: belinda.iseppi@dncnsw.com

We look forward to working closely with our partners to ensure the program continues to deliver strong outcomes and presents a compelling, market-ready 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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