

**BUSINESS  
EVENTS  
VICTORIA**



# **STRATEGIC PLAN 2026**



# FOREWORD

We are pleased to present the Business Events Victoria (BEV) 2026 Strategic Plan, a roadmap for the next chapter of growth, collaboration and innovation in regional Victoria's business events sector.

Since its inception in 1996, BEV has proudly represented and championed the regional business events industry. Over nearly three decades, BEV has evolved into a trusted connector, linking regions, members and partners to opportunities that bring lasting economic and social value to our communities.

Looking ahead to 2030, this Strategy sets a clear direction to strengthen BEV's leadership, deepen partnerships, and enhance regional Victoria's visibility and competitiveness in the national business events landscape.

Business events are powerful catalysts for connection, innovation and regional prosperity. Through evidence-based advocacy, meaningful partnerships and a commitment to excellence, BEV will continue to position regional Victoria as a destination of choice for business events.

Together with our members, partners and the Victorian State Government, we look forward to delivering this Strategy, ensuring regional Victoria remains a leader in business events now and into the future.



**Damien Cerantonio**  
Chairperson



**Adeline Keh**  
Executive Officer



**Business Events Victoria acknowledges the Traditional Owners and Custodians of Country across Victoria and honours their enduring cultural, spiritual and community connections to land, sea and waterways. We pay our respects to Elders past and present, and extend that respect to all First Nations peoples.**

# ABOUT BUSINESS EVENTS VICTORIA

Business Events Victoria is an industry-led and membership organisation dedicated to promote regional Victoria as a premier business events destination. Since 1996, we've been connecting meeting planners with the people, places and ideas that make events extraordinary.

We operate as a collective group – conference venues and event spaces, accommodation, suppliers, Visitor Economy Partnerships and local councils. Our partnerships ensure that we lead a coordinated and cooperative industry approach to the marketing and promotion of business events for regional Victoria.

BEV is a not-for-profit membership-based, industry association, incorporated under the Incorporated Association Act 2012. It has an independent board of representatives for regional Victoria and a skills-based position. The BEV board provides strategic insight from the regions and informs BEV's activities to ensure the organisation meets the needs of its regional members. BEV is funded by the Victorian Government's Department of Jobs, Skills, Industry and Regions and membership fees. BEV is funded through industry contributions and delivers regional business event programmes supported by the Victorian Government.



## Our Vision

**To connect businesses and their events to  
the quality, diversity and authentic  
experiences throughout regional Victoria.**

# BEV CONTRIBUTION TO REGIONAL VICTORIA FY25



Leads  
Referred  
**237**



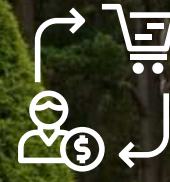
Leads  
Confirmed  
**144**



Delegate  
Days  
**23,088**



Room  
Nights  
**16,081**



Conversion  
Rate  
**61%**



Economic  
Value  
**\$11M**

## FY22 - FY25



Leads  
Confirmed  
**840**



Delegate  
Days  
**115,686**



Room  
Nights  
**74,068**



Economic  
Value  
**\$55.6M**

# WHY BUSINESS EVENTS MATTER TO VICTORIA

The business events sector presents significant untapped potential for Victoria and regional destinations. Business events are high-yield, midweek-filling, season-balancing and business-driving.

With 4.8m international and domestic business events visitors to Victoria in 2024 and domestic expenditure in regional Victoria exceeding \$837 million, Tourism Research Australia data demonstrates the scale and competitiveness of the national business events market. These statewide figures represent the broader national opportunity.

As the organisation dedicated to driving domestic business events into regional Victoria, BEV translates national demand into real economic activity for regional communities. Our work ensures that regional destinations convert opportunity into measurable outcomes.



# IMPACT OF INVESTING IN REGIONAL VICTORIAN BUSINESS EVENTS:



**Strengthen Victoria's  
Brand to Attract more  
Delegates, Investors &  
Visitors**



**Boost Off-Peak Tourism  
& Sustain Regional  
Economies Year-Round**



**Grow Knowledge &  
Business Exchange in  
Regional Industries**



**Foster Community  
Pride & Confidence**



**Build Education &  
Career Pathways to  
Strength Regional  
Workforce**

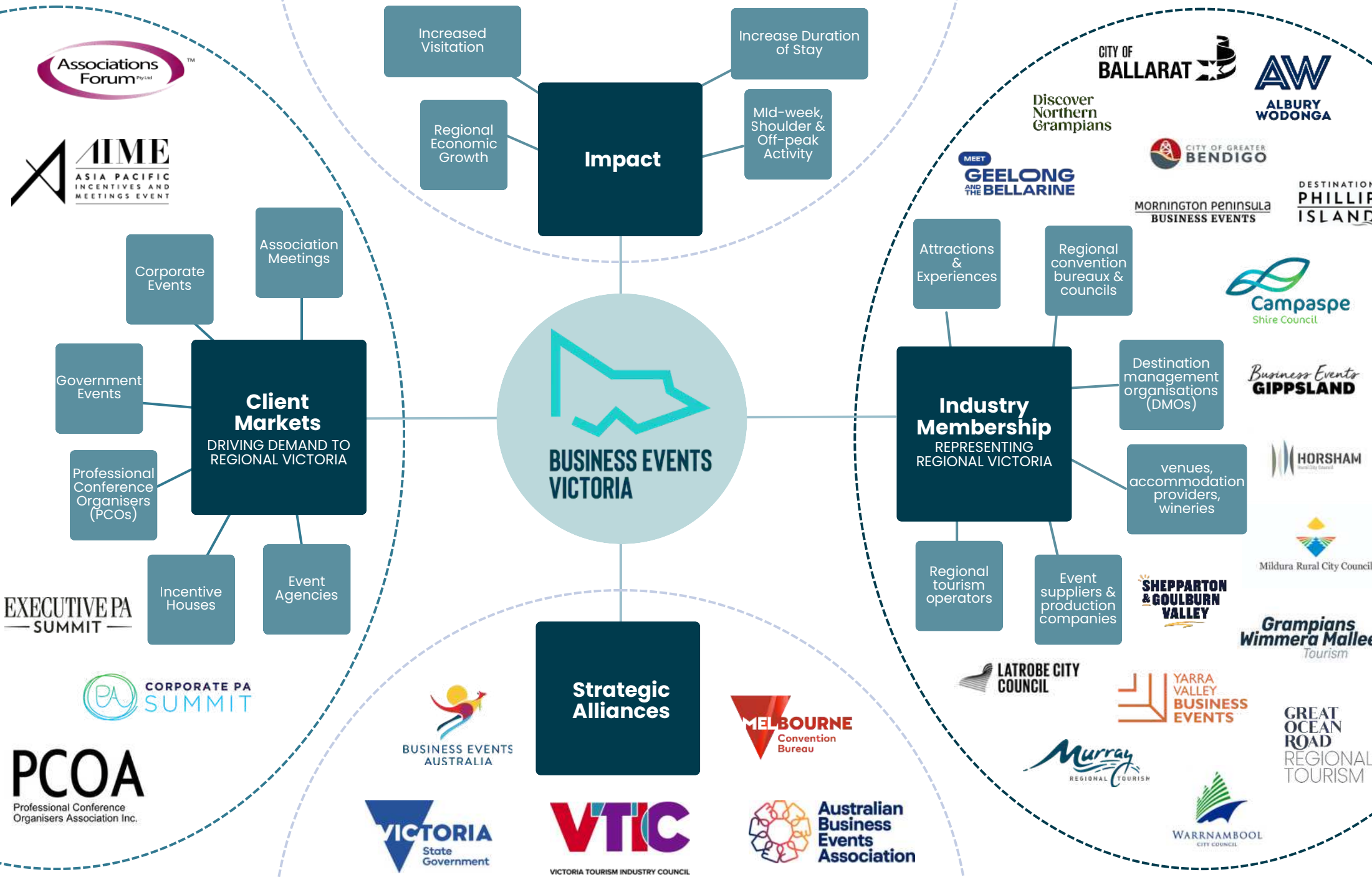


**Cultivate & Empower  
Regional Leadership**



**Strengthen Community  
and Business Bonds  
and Cohesion**

# DOMESTIC BUSINESS EVENTS ECOSYSTEM



Corporate Events

Association Meetings

Government Events

**Client Markets**  
DRIVING DEMAND TO REGIONAL VICTORIA

Professional Conference Organisers (PCOs)



Incentive Houses

Event Agencies



Increased Visitation

Regional Economic Growth

**Impact**

Increase Duration of Stay

Mid-week, Shoulder & Off-peak Activity



**Strategic Alliances**



Discover Northern Grampians



MORNINGTON PENINSULA BUSINESS EVENTS

DESTINATION PHILLIP ISLAND

Attractions & Experiences

Regional convention bureaux & councils

**Industry Membership**  
REPRESENTING REGIONAL VICTORIA

Destination management organisations (DMOs)

venues, accommodation providers, wineries

Regional tourism operators

Event suppliers & production companies



Business Events GIPPSLAND



Mildura Rural City Council



Grampians Wimmera Mallee Tourism



GREAT OCEAN ROAD REGIONAL TOURISM





## OUR PARTNERS

BEV is a collaborative, industry-led network that connects regional Victoria's business events sector with the national meetings marketplace. At the same time BEV is connected with the wider industry and visitor economy ecosystem. Our partnerships with industry bodies, government agencies, and regional convention bureaux are central to driving growth, visibility, and long-term impact for our members.

Together with our industry members, we create opportunities that drive economic impact to regions in Victoria through business events, build capability, strengthen networks, and deliver measurable outcomes.

We believe partnership is built on trust, transparency, and shared value. Our member community thrives through open communication, collaboration, and collective ambition — achieving results that go beyond transactions to foster long-term growth for Victoria's regional business events industry.

# OUR PRIORITIES

**1**

**FOCUS ON THE MARKET**

**2**

**BUILD HIGH-QUALITY PARTNERSHIPS**

**3**

**INVEST IN OUR PEOPLE AND OPERATIONS**





# PILLAR 1 FOCUS ON THE MARKET

**Promote Awareness, Grow Sales & Increase Market Share**

*Deepen client understanding and drive client confidence to ensure regional Victoria is consistently recognised, confidently chosen and competitively positioned for business events nationally.*

## Why This Matters

Increase value delivered to regional communities and support Victoria’s visitor economy.

## Our Priorities

Increase the number, scale and type of business events held across regional Victoria. Demonstrate the economic and social impact of business events and ensure members benefit from a stronger, more coordinated pipeline.

## Our Strategic Levers

Targeted lead generation, compelling marketing and stronger use of insights to raise market visibility from strength to strength, deepen client understanding and generate new demand.

**BUILD AWARENESS OF REGIONAL VICTORIA’S BUSINESS EVENTS OFFERINGS**  
Grounded in a robust and agile sales and marketing programme

**GENERATE LEAD OPPORTUNITIES**  
Drive, grow and disperse business events opportunities across regional Victoria  
Grow regional Victoria’s market share of national association meetings

**LEAD ADVOCACY FOR CONTEMPORARY RESEARCH**  
Advocate for Victorian Government-led contemporary research on the value of business events in regional Victoria.



## PILLAR 2 BUILD HIGH-QUALITY PARTNERSHIPS

*Build a capable, connected and collaborative sector that amplifies regional Victoria's business events offering, strengthens long-term member value and grow member prosperity.*

### Why This Matters

High-quality partnerships expand BEV's reach and impact, strengthen sector capability, enhances regional Victoria's business events value proposition and contribute to market growth.

### Our Priorities

Create a connected, collaborative network of partners who contribute to a high-performing regional business events sector and drive measurable outcomes for regional Victoria.

### Our Strategic Levers

Active engagement with members, coordinated advocacy, strategic alliances, capability building initiatives and targeted collaborative industry bodies and government to improve regional Victoria's competitiveness.

### BUILD STRONG MEMBER CONNECTIONS

Deepen engagement, capability and collaboration across the BEV member network.

### ENHANCE PARTNER AND MEMBER VALUE

Strengthen BEV's value position and amplify regional Victoria's industry reach and visibility.

### DEVELOP STRATEGIC ALLIANCES & DRIVE COLLABORATION

Build high impact partnerships that strengthen regional Victoria's competitiveness.

### SUPPORT INFRASTRUCTURE INVESTMENT

Advocate for public and private investment that strengthens future capacity and capability to service business events pipeline.



## PILLAR 3 INVESTING IN OUR PEOPLE AND OPERATIONS

*Strengthen internal capability, governance and operational sustainability to better support members and grow regional Victoria's business events sector.*

### Why This Matters

Strong internal capability and effective operations enable BEV to better serve members, maintain continuity for partners and deliver meaningful impact across regional Victoria.

### Our Priorities

Build organisational capability, strengthen governance and ensure internal systems, resources and processes are aligned to support long-term strategic delivery and service excellence.

### Our Strategic Levers

Team development, improved internal systems, sound governance and sustainable operational models that safeguard BEV's future, grow its standing and maximise value for members.

### BUILD INTERNAL CAPABILITY

Equip BEV with skills, tools and systems to deliver with excellence.

### STRENGTHEN BOARD GOVERNANCE AND CAPABILITY

Ensure board leadership has the skills, experience and insight required to guide BEV's growth and the strategy.

### SECURE OPERATIONAL SUSTAINABILITY

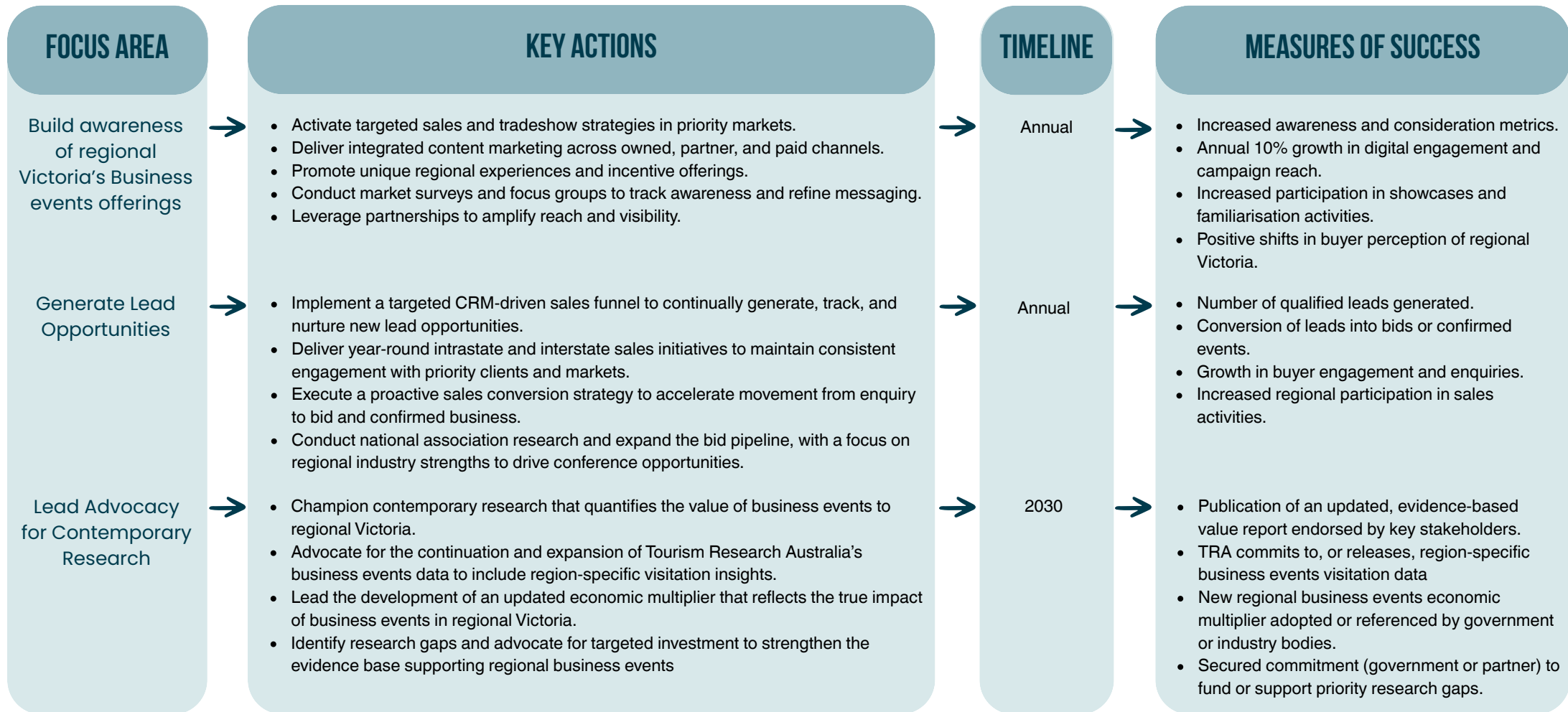
Build a resilient and future-ready organisation with robust systems and diversified revenue.

# Action Plan 2026 – 2030



## PILLAR 1: FOCUS ON THE MARKET

**Goal:** Promote awareness, grow sales and Increase market share.

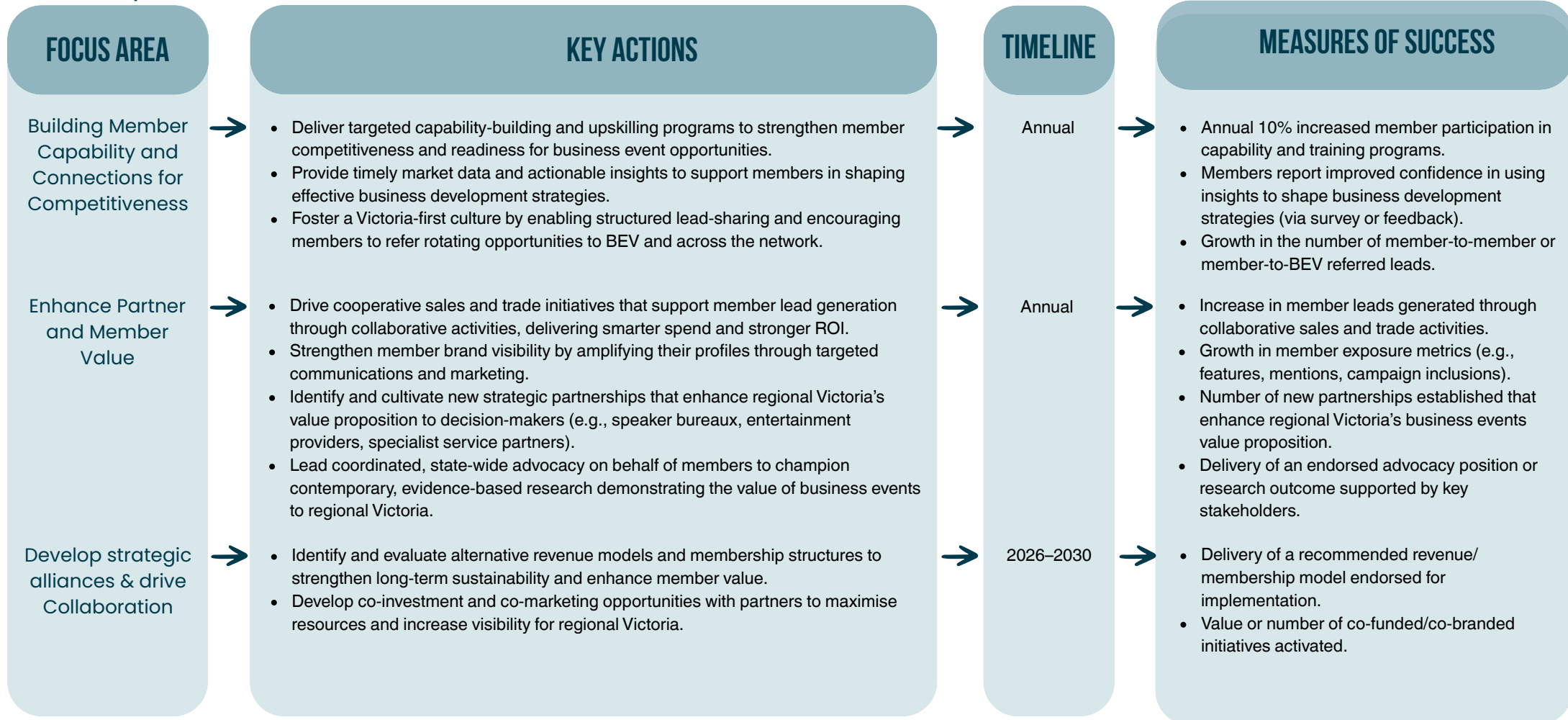


# Action Plan 2026 - 2030



## PILLAR 2: BUILD HIGH-QUALITY PARTNERSHIPS

**Goal:** Strengthen member, industry and government partnerships that drive collaboration and impact.



# Action Plan 2026 – 2030



## PILLAR 2: BUILD HIGH-QUALITY PARTNERSHIPS CONTINUED

**Goal:** Strengthen member, industry and government partnerships that drive collaboration and impact.

### FOCUS AREA

Leading  
Advocacy for  
Industry-Wide  
Investment

### KEY ACTIONS

- Identify and pursue funding opportunities that support sector-wide growth, capability building, and the development of competitive regional business event offerings
- Champion policy settings and programs that recognise the economic and social value of regional business events and drive sustained investment across the industry.
- Advocate for long-term investment in data, insights, and research to ensure evidence-based decision-making and stronger outcomes for regional Victoria.

### TIMELINE

2026–2030

### MEASURES OF SUCCESS

- Secured funding or support for at least one priority sector-wide initiative.
- Inclusion of regional business events priorities in relevant government policies or programs.
- Commitment from government or partners to fund or expand contemporary business events research.

# Action Plan 2026 – 2030



## PILLAR 3: INVEST IN OUR PEOPLE AND OPERATIONS

**Goal:** Build organisational capability, governance and financial sustainability.



# BUSINESS EVENTS VICTORIA



BUSINESS EVENTS VICTORIA  
Suite 201A, Level 2,  
360 Elizabeth St, Melbourne  
T: 03 7035 5720

E: [info@businesseventsvictoria.com](mailto:info@businesseventsvictoria.com)  
W: [businesseventsvictoria.com](http://businesseventsvictoria.com)

