

GOING BEYOND ON THE GOLD COAST

Steadfast Convention
22 - 24 March 2026

gold | convention and
coast | exhibition centre

CASE
STUDY





Going Beyond on the Gold Coast

Australia's insurance industry converges once a year - and in 2026, the Gold Coast was the place. Steadfast Convention brought together the industry's leading voices for a multi-day event that went beyond the agenda, sparking the connections and conversations that move the industry forward.

Hosted at the Gold Coast Convention and Exhibition Centre, the program wove together plenary sessions, breakout content, marketplace networking and a Greek Island Escape-themed gala dinner into one high impact experience.

With a clear vision to elevate every aspect of the event, the Steadfast event management team embraced a collaborative planning process, working closely with GCCEC to explore new ideas and deliver an experience that exceeded expectations. That collaborative approach set the tone from day one, carrying through every stage of planning and delivery.



2,000
DELEGATES



20+
SPEAKERS



ONE
CONNECTED
VENUE EXPERIENCE



BIGGEST
BROKER-FOCUSED
INSURANCE EVENT



3 DAY
CONVENTION



THEMED
GALA DINNER





Partners in a vision

Christine McGregor, Events and Sponsorship Manager at Steadfast Group, says working with a team that can find solutions made a real difference from the very beginning.

“The major factor is working with a team that can do. Every time we had conversations with the convention centre, they were amazing in being a partner with us, in helping us to find solutions.”

That partnership played a central role in the event’s success. With multiple moving parts, varied audience experiences and significant production requirements, everything needed to align under one clear vision.

The approach also made a difference when it came to balancing ideas with investment, as McGregor explains:

“Together we worked on a vision and found solutions to make it happen, while still delivering value for money... so everything was well thought out, and we were able to achieve the best we could for our convention.”

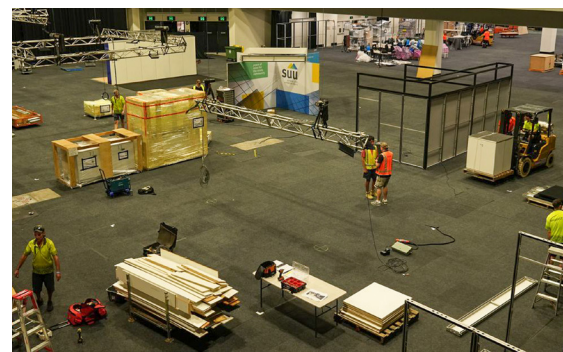
“Working side by side made it easier to explore ideas while still keeping value in focus.”

A balance of responsiveness, commercial understanding and creative problem solving created a planning environment built on confidence.

Belinda Crofts, Senior Event Manager at GCCEC, says every event starts with a clear understanding of the client’s goals.

“With any event, it’s about working with the client to understand what outcomes they’re trying to achieve, to understand their goals and expectations and to deliver the best event experience possible.”

That client first mindset shaped every decision, from room use and delegate flow through to production, catering and logistics.





One venue, many experiences

A defining feature of this event was the way multiple experiences were brought effortlessly together within one connected footprint.

The format called for spaces that could support plenary content, exhibition and sponsor engagement, networking and an immersive gala dinner, all while maintaining a strong sense of flow for delegates. GCCEC's flexible layout made that possible.

"GCCEC is a blank canvas, our spaces are very flexible and can be utilised for many different purposes," says Crofts.

The Centre's flexible spaces made it possible to deliver multiple experiences within one connected footprint. The arena hosted plenary sessions, exhibition areas supported Steadfast's signature marketplace, shared spaces became networking zones, and the halls transformed for the gala dinner.

The marketplace became more than a functional exhibition area. It was an active part of the event atmosphere, helping to maintain energy throughout the program and encouraging conversation across the convention.



Event design

At the centre of the event was a clear focus on the delegate experience.

Every element, from program flow to room design, contributed to an atmosphere that encouraged learning, connection and energy. The result was an experience that felt not only well organised, but genuinely enjoyable to be part of.

That was reflected in delegate feedback:

"The highlight is definitely the camaraderie between participants, the buzz in the room, people coming together and exchanging ideas. It's really positive."

The benefit of having key elements brought together in one location also stood out:

"It's great having everything in one place, with the plenary and marketplace all together. It's modern, it's clean and it suits our purposes."

This kind of feedback reflects the impact of thoughtful event design. When the environment feels open, movement is intuitive and the space supports interaction, delegates engage more fully with the experience.



Technology that elevates experience

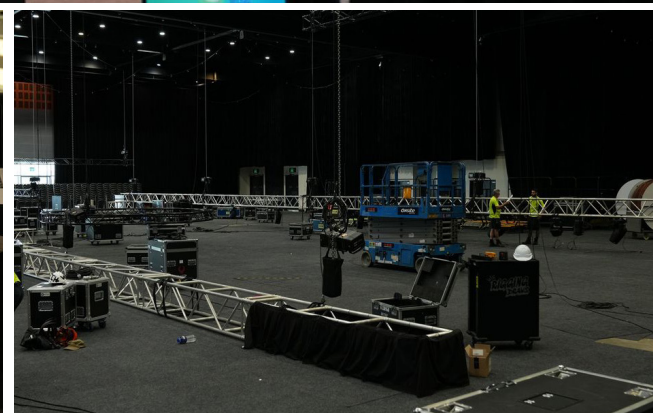
The venue's technical capability played a major role in shaping the overall impact of the event, both as a creative and immersive element of the experience.

That strength was particularly evident in the gala dinner, which was designed to deliver more than a traditional end-of-conference celebration. It was an immersive experience, with complex production, lighting, staging and entertainment all working together to create a stronger sense of atmosphere and occasion.

For Chris Davey, Executive Manager of Technology at GCCEC, that result came down to understanding not just the event brief, but the story the client wanted to tell.

"It's not always about how theming can complement a gala dinner. It's how our technology can complement the theming. We look at how lighting can bring the set to life and bring the whole experience together."

This approach reflects GCCEC's broader in-house capability, where venue knowledge and technical expertise come together to shape the event. Lighting, AV and staging are not just supporting elements, they are part of how the experience is delivered.





Flexibility that fuels creativity

A major advantage is the team's ability to create around a vision, rather than forcing the brief into a fixed format.

This flexibility gives the team greater freedom to think creatively about how a space is configured and how a concept is brought to life, as Davey explains:

“What sets us apart is our flexible event spaces. Nearly none of our equipment is installed in the roof. So that gives us the ability to shape the room in just about any configuration the client wants.”

This approach allows the team to build from the ground up and respond to each event as a unique opportunity rather than a standard format.

“We really enjoy working with our clients here to bring their events to life. There is no concept that's out of the realm for us.”

For clients, it means ideas can be explored with confidence. For delegates, it creates a more immersive and engaging experience. And ultimately, it means the space can be shaped around the brief, not the other way around.



Delivered through expertise

Perhaps the strongest theme to emerge was the quality of the team behind the event.

Across GCCEC, that expertise showed in a team that was reliable, solutions focused and aligned around one shared vision.

That consistency showed throughout delivery, with Steadfast recognising a team that was reliable, solutions focused and working toward one shared vision. With everyone aligned and contributing to the same outcome, the team's expertise and approach helped ensure a seamless delivery from start to finish.

That sense of alignment is supported by a disciplined planning process and strong communication across client, suppliers and internal teams, as Crofts puts it:

“Communication is key for any event here at the Centre.”

This is what holds the event together.



A lasting impression

Steadfast Convention 2026 shows what's possible when strong event design is backed by venue flexibility and in house expertise.

From planning through to delivery, GCCEC provided the expertise, creativity and support needed to shape an event that felt polished, immersive and highly connected. Every element, from the plenary experience to the gala dinner, contributed to a convention that delivered for both the client and delegates.

The result speaks for itself, as Steadfast puts it:

“Our experience has been absolutely phenomenal. It's been amazing to work with people that have expertise in their field, everyone giving the best that they can has been absolutely phenomenal. Love working with this team and can't wait to do it all again soon.”

It's the kind of outcome every client looks for, and the kind of partnership GCCEC is proud to deliver.




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