

5 November 2025

Business Events Sydney delivers \$162M and a pipeline of \$236M in future events for NSW

Sydney's business events bidding specialists Business Events Sydney (BESydney) released results for FY2024-2025 at its Annual General Meeting (AGM) in Sydney, hosted in the new Saltbox venue within Redfern's Wunderlich Lane precinct.

FY2024-2025 was a good year for BESydney with a solid calendar of business events held, and a series of significant bid wins in key industry sectors providing the foundations for a strong forward pipeline.

BESydney Board Chair, Professor Mary O'Kane AC, noted while the city's global destination appeal was always a strong factor, the not-for-profit company's success was due its ability to tap into Sydney's deep and broad base in the industries crucial to Australia's future, backed up by strong and continued close partnerships across Government, industry and academia.

"Business events continue to play a vital role in driving local and global visitor and knowledge economies. And the numbers from this financial year attest to the success of BESydney's work," Professor O'Kane said.

For the FY2024-2025, BESydney reported:

- 66 global and national meetings **held** which attracted 40,000 delegates generating an estimated \$162 million in direct expenditure for the state;
- 73 new business events **secured** expected to attract 56,000 delegates generating an estimated \$236 million in direct expenditure;
- And by 30 June 2025, the BESydney team had secured a **pipeline of confirmed business to 2030** comprising 62 global and national business events expected to attract 98,000 delegates to Sydney generating an estimated \$400 million in direct expenditure.

Professor O'Kane extended the Board's thanks to Lyn Lewis-Smith OAM for her leadership of BESydney over the 13 years to the end of the reporting period, and also Team Sydney Partners and Members for their continued investment and collaboration: "Our world-

class venues, hotels, attractions and services deliver on the 'Sydney promise' time and time again."

Commencing as CEO from June 2025, Amanda Lampe remarked on the dynamism of the business events industry: "In my first few months, I've been struck by the pace, energy, and sheer professionalism of this industry – all working collaboratively to create memorable experiences for those who visit Sydney."

"Then there is the sheer scale of the value that business events bring, and their role in shaping the future of New South Wales", Ms Lampe added. "Not only do we attract tens of thousands of visitors each year who spend with local businesses and support local jobs. The reach and resonance of what we do is extraordinary. Foundations for future industries are made here, with innovation springing from connections formed, research commercialised, and partnerships forged that endure long after delegates return home.

"None of this would happen without BESydney and the partners we bring together across industry, government and academia."

During the meeting, Titus Rosier, General Manager at W Sydney, was elected as Member Director, replacing BridgeClimb CEO Deborah Zimmer.

Professor O'Kane acknowledged the contributions of Ms Zimmer, and of Board members who had departed since the last AGM – former Destination NSW CEO Steve Cox, and former Tourism Minister The Hon. George Souris AM. She also welcomed current Destination NSW CEO Karen Jones, and former NSW Labor Leader The Hon. Jodi McKay who commenced with the Board in January and June 2025 respectively.

- Ends -

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About Business Events Sydney (BESydney)

BESydney promotes Sydney as the pre-eminent Asia-Pacific business visitor destination and acquires strategic business events that deliver economic and social impact for Sydney, NSW and global communities. We are independent and not for profit, supported by the NSW Government, City of Sydney and industry. [BESydney.com.au](https://besydney.com.au)