

15 November 2021

Business events worth \$503M to deliver economic and social returns for New South Wales

Business Events Sydney (BESydney) has today released its Annual Financial Report, which shows that in Financial Year 2020-2021, the company secured 18 meetings worth an estimated A\$70 million in direct expenditure to the New South Wales economy.*

Speaking at the company's Annual General Meeting the Chair of the BESydney Board, The Hon. Bruce Baird AM, recognised the resilience of the business events industry and looked to positive future prospects for the industry, as domestic and international markets reactivate.

"In 2020-21, BESydney secured new global and national meetings that will attract significant talent and direct expenditure to the State's economy; and rescheduled 62% of meetings affected by COVID-19 into future years. We now have a pipeline of events for Sydney for 2022-2029 that includes 95 events, due to attract 127,000 delegates, staying 540,000 delegate days, worth an estimated \$503 million in direct expenditure," said Mr Baird. "Conditions were tough this year and winning these events – and delivering inspiring experiences for the delegates who attend them – requires a huge Team Sydney effort, now more than ever."

BESydney CEO Lyn Lewis-Smith highlighted the work done by the State of New South Wales and its residents, celebrating high vaccination rates and the country's strong health system, which will ensure Sydney provides a safe and reliable destination for international event owners.

"In-person meetings are vital to personal and professional development, company culture, innovation, and business outcomes. Moreover, the meetings we bring to Sydney promise to deliver significant strategic, economic and social impact for Sydney, New South Wales, and Australia" said Ms Lewis-Smith.

"As we look to 2022 and beyond, we are confident that the business events industry will play a major role in rebuilding the economy. This confidence is buoyed by the NSW Government's recently announced tourism stimulus package – which includes A\$6m in funding to support business events – and we have ambitious plans to build back best with the full support of government and industry."

During the meeting, Ms Emma Bowyer, Managing Director of ICMS Australasia was elected as a Member Director to the BESydney Board for a three-year term. Ms Bowyer has worked extensively in the business events industry for almost 20 years, which has included managing some of Australia's largest and most prestigious conferences; and winning Event of the Year on three separate occasions. Emma is the Owner and Managing Director of ICMS Australasia, a specialist consultancy that works with clients to deliver large

international events Australia-wide.

Incoming Director Ms Bowyer said, "I look forward to making a meaningful contribution to the BESydney vision and strategy as we work together in a post-pandemic environment. I'm keen to represent a diverse group of members and to utilise this collective effort to ensure Sydney's profile is enhanced for the benefit of all stakeholders."

* Estimates adjusted and current as at 10 November 2021 and subject to change due to COVID-19 travel restrictions.

Related Information:

- [View a summary of Financial Report](#)
- [Image of Ms Bowyer](#)
- [Biography of Ms Bowyer](#)

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About BESydney

BESydney is a specialist not-for-profit organisation backed by government, industry and academia. We promote Sydney as the pre-eminent Asia Pacific business visitor destination; we support Australian business events; and we bring global meetings to Australia that deliver economic and social impact for Sydney, NSW and global communities.