

# Impact Insights

business  
events  
**sydney**

## IUSTI World Congress incorporating the Australasian Sexual & Reproductive Health Conference 2024

### Introduction

Conferences contribute to knowledge economies and industry innovation, are catalysts for social policy development and bring a range of benefits to local and global communities.

Business Events Sydney (BESydney) in collaboration with the University of Technology Sydney, Business School surveyed delegates attending the IUSTI World Congress incorporating the Australasian Sexual & Reproductive Health Conference 2024 (IUSTI) held in Sydney in September 2024, to measure these broader impacts on delegates and understand potential legacies.

Overall, respondents reported that the conference was inclusive, advanced science through networking and the sharing of knowledge, equipped delegates with new knowledge, ideas and techniques which drove workplace innovation and social policy, benefitting vulnerable communities in Australia and around the world.

## BEYOND TOURISM IMPACTS

**167**  
survey responses

50% practitioners  
38% academics  
12% other

29% international  
42% interstate  
29% NSW

**97%**

agreed that IUSTI enabled/contributed to scientific advancement (new knowledge / ideas / technology / collaboration)

**95%**

agreed that IUSTI enabled/contributed to industry innovation (new knowledge / ideas / technology / practice)

**92%**

agreed that IUSTI enabled/contributed to improved social policy

**91%**

agreed that IUSTI enabled/contributed to support of vulnerable communities

**89%**

agreed that IUSTI enabled/contributed to attraction of global talent to Sydney

**60%**

agreed that IUSTI enabled/contributed to trade and investment

Percentage of respondents rating 3 or more out of 5

## What IUSTI delegates had to say...

"The event brought pre-eminent scientists and researchers in the sexual health fields providing information on new treatment and research approaches. The event heavily platformed those from marginalised communities including First Nations, LGBTQIA+ and people living with HIV, emphasising the importance of lived experience in medical and policy approaches to sexual health."

### About scientific advancement

"Many new collaborations were formed that will lead to scientific advancements. For these collaborations to be fruitful, it is important to meet face-to-face."

"The conference highlighted some advancement in HIV and STI diagnosis and care and presented the latest epidemiology data."

"This conference was an excellent melding of innovative science and networking with the stakeholder communities."

"Presentation of cutting-edge research i.e. latest findings on STI transmission, treatment, and prevention."

### About industry innovation

"Showcased advancements in diagnostic tools and medical devices for STI detection."

"Heard about new methodologies, technology, research protocol from interstate and overseas researchers."

"Exhibitors showed point of care tests and that's precisely what we need more of in Australia."

### About improved social policy

"It was a conference on sexually transmitted infections and increased knowledge and led debate on changes in policies."

"Gave special attention to the needs of LGBTQ+ populations, sex workers, and young people."

"Provided data for shaping STI prevention and treatment policies."

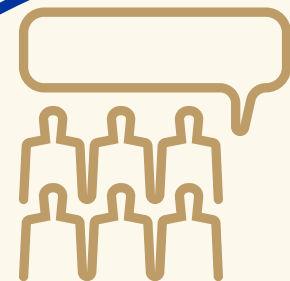
### About support of vulnerable communities

"Given the focus of the conference was HIV and STIs, we are actively embracing equity, diversity, and inclusion strategies for communities affected by these issues. With HIV in particular, this often includes marginalised and stigmatised populations."

"This was the first conference I have attended where indigenous communities were discussed and considered so heavily. It was fascinating and a very welcomed part of the conference."

"I didn't know about HTLV-1 in indigenous communities and am now exploring that in Western Australia."

"The event attracted people globally. This event improves knowledge and skill development, strengthens and develops new partnerships and networking within industry. All of this together helps clinicians support vulnerable populations with better more efficient and effective healthcare closer to home."



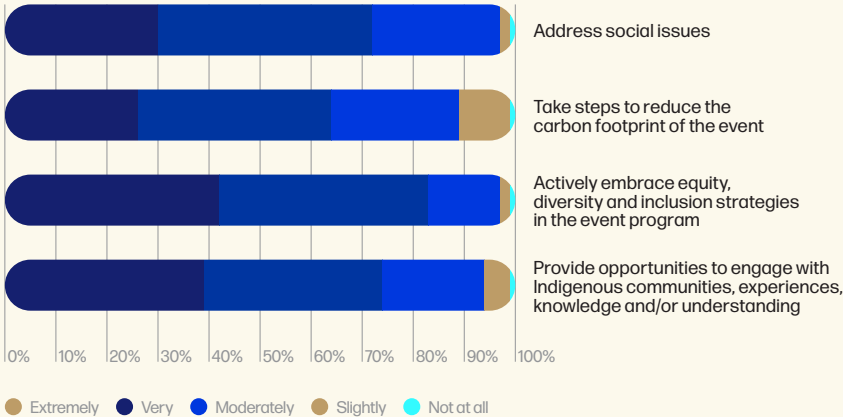
## What IUSTI delegates think...

Respondents reported that the conference was inclusive, advanced science through networking and the sharing of knowledge, equipped delegates with new knowledge, ideas and techniques which drove workplace innovation, benefitting vulnerable communities in Australia and around the world, and leading to societal change.

“The scientific advances presented and discussions contributed significantly to reducing stigma and increasing awareness of vulnerable groups and clinical conditions.”

### About the importance of Social and Environmental Sustainability

Over 89% of delegates rated sustainability as moderately to extremely important, with more than 64% saying it is very to extremely important to them:



## TOURISM IMPACTS

**Top 3 flight booking leadtimes**

13%	6+ months
44%	3-6 months
25%	1-3 months

**Top 3 types of accommodation used**

43%	4-5 star
17%	3 star
10%	Serviced apartment

**Top 3 booking channels used**

22%	Conference website
14%	Booking engine
14%	Hotel website

**Did you duty free shop at Sydney Airport?**

41%	Yes
59%	No

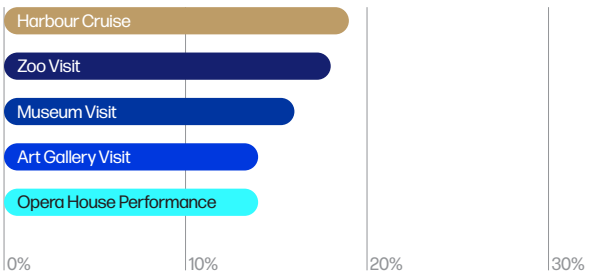
**Did you buy carbon offsets for your flight?**

16%	Yes
84%	No

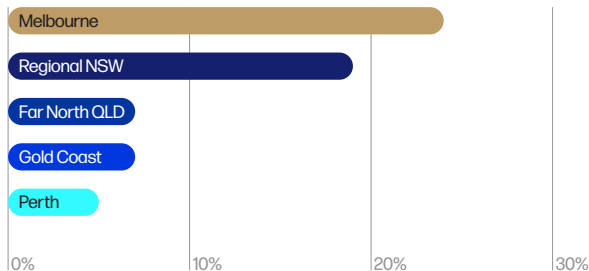
**Happy with the Australian visa application process?**

91%	Rated 4 or 5 out of 5
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### Percentage of delegates visiting top 5 tourist attractions



### Percentage of international delegates visiting top 5 areas outside Sydney



94% think they will visit Sydney again in the future

84% would highly recommend Sydney as both a conference and tourist destination (based on scores of 8+ out of 10)