

Our Year in Review

Igniting Growth

business
events
sydney

FY2025–2026



BESydney acknowledges the traditional custodians of the land on which we gather and work, the Gadigal people of the Eora Nation. We acknowledge the Traditional Owners of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to Elders past and present.

Vivid Sydney 2026. Credit: Destination NSW

Floating Realm and ANMM projection Cosmic Chase, by Torres Strait artist Brian Robinson. [Read more.](#)

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Reflecting on the year

Message from our Chair, Professor Mary O'Kane AC

On behalf of Business Events Sydney's Board, I am pleased to present the FY2025-2026 Year in Review Report.

The BESydney Board guides the organisation with strategic oversight, stewardship, and works to uphold the long-term business outcomes that align with the priorities of state and federal governments.

The NSW Government Visitor Economy Strategy 2035 articulates the importance of business events as a major driver of economic growth. BESydney continues to secure events that put Australian innovation on the map, delivering social and economic impact for Sydney and NSW.

As Board Chair, I am proud of the work conducted by our team in securing a rich pipeline of 108 global and national confirmed business events through to 2030, generating an estimated \$611 million in direct expenditure and attracting 144,000 delegates to Sydney and NSW.

Business events are more than visitor economy activity: they are platforms for investment, talent attraction, research collaboration, diplomacy and industry development.

The continued support of the NSW and Australian governments, and industry and academic partners, ensures we can continue to secure business events that deliver meaningful returns for our institutions, industries and communities.

The FY2025-2026 Year in Review demonstrates the skill, determination and continued effort of the BESydney team, and under the CEO's leadership, the organisation can continue to secure impactful conferences and maintain a strong pipeline of events for years to come.



Message from our CEO, Amanda Lampe

Collaboration is shaping the future, and business events remain one of the most powerful engines for making that happen.

As industries navigate the rapid rise of artificial intelligence, shifting geopolitical conditions and increasing competition for talent and investment, Sydney has an opportunity to lead. Business events are central to that future by connecting global expertise with local ambition.

In 2025, business events generated US\$1.8 trillion in total global GDP*, a figure comparable to the global pharmaceutical industry. Governments and industries are responding by treating business events as strategic economic infrastructure rather than tourism activity, because the returns show up in investment, skills and industry capability.

FY2025-2026 was a record year for BESydney. The team secured 104 global and national business events, which will attract 77,000 delegates and deliver an estimated \$345 million in direct economic impact for NSW.

Our work continues to align with NSW Government priorities by accelerating innovation across growing industries. This year we helped secure a series of the world's leading artificial intelligence and robotics conferences, reinforcing Sydney's growing reputation as a destination for innovation and future industries.

Looking ahead, my ambition is for BESydney to be recognised as the leading organisation in the APAC region for securing world-class business events and, more importantly, as a trusted partner in shaping the future economy of Sydney and NSW. That means being judged on what these events leave behind: stronger industry alignment, deeper stakeholder partnerships, and a growing body of evidence that demonstrates the long-term value of business events to the state.

None of this is possible without strong collaboration. Our government, industry, academic and community partners continue to work alongside us to attract opportunities that create lasting value for NSW. Their support reflects a shared belief in the role global meetings play in driving innovation, investment and long-term growth.

The events we secure today will ignite growth for our city and state, while shaping the industries, research breakthroughs and business opportunities of tomorrow.

*2026 EIC Global Economic Significance of Business Events (Executive Summary), page 12



We Bid, We Connect, We Inspire

Our purpose

Powering global change through business events

We exist to power global change through business events. As a trusted, independent, not-for-profit backed by the NSW Government, we bid for and win the world's most significant conferences, meetings and incentive programs for Sydney and NSW.

Behind our **purpose**, we connect government, academia, industry and community with global opportunities by bringing business events to Sydney and NSW.

Our **value** extends beyond tourism, creating opportunities for investment, innovation and collaboration that deliver long-term benefits for NSW.

Our **mission** is to connect Sydney and NSW with the world's ideas, industries and opportunities through the business events that create lasting value for future generations.



Our impact in FY2025–2026

In FY2025–2026, **80 global and national business events** secured by BESydney were held in Sydney and NSW, attracting **53,000 delegates** and generating an estimated **\$257 million** in direct expenditure for the state.

These events deliver value beyond delegate spend. They bring global expertise, industry leaders and new perspectives to NSW, supporting local businesses while creating opportunities for investment and collaboration that contribute to long-term growth across industries and communities.



*BESydney Quality Assurance Survey 2026 for events held in FY2025–2026.
*These NPS results show that both event organisers and industry stakeholders see genuine value in Sydney's business events ecosystem and would actively recommend Sydney and BESydney to others. This advocacy helps strengthen Sydney's reputation, attract future events and create opportunities for investment, collaboration and industry growth across NSW.

Events secured in FY2025-2026

104

Events secured

\$345m

Estimated direct
expenditure

77,000

Estimated number
of delegates



The 104 events secured during FY2025–2026 will deliver \$345 million in future direct expenditure and attract 77,000 delegates to Sydney and NSW. This impact comes from a mix of global conferences, meetings and incentive programs secured across a diverse range of industries and markets.

Among these events, 43 association bid wins were secured in sectors where Sydney and NSW have established competitive strengths, including health and life sciences, advanced technologies, aerospace and defence, and professional services.

Health and life sciences accounted for 28% of future direct expenditure from conference bid wins, the largest share of future direct expenditure from any single association sector, reflecting Sydney's globally recognised strengths in medical research, healthcare innovation and clinical excellence.

Technology-related conferences accounted for a further 29% of the year's total estimated direct expenditure from association bid wins, spanning multiple sectors including artificial intelligence, robotics, data science, digital platforms and future connectivity.

Future direct expenditure by sector

Of the 104 events secured, 61 were global incentive programs. The 43 conference bid wins (including 41 global and 2 national) spanned key NSW sectors, as listed.



29%

Technology, AI and Digital Systems



28%

Health and Life Sciences



23%

Science, Engineering & Infrastructure



8%

Finance and Professional Services



7%

Aerospace and Defence



5%

Other sectors

Event highlights

The year in events

IAC 2025. Credit: IAC 2025

Business events that shape what comes next



Space Day 2025. Credit: NSW Department of Education

International Astronautical Congress 2025

The International Astronautical Congress (IAC) 2025 brought the global space sector together, positioning Sydney at the centre of global conversations about space exploration, satellite technology and international collaboration.

Thousands of delegates, including astronauts, engineers, governments and industry pioneers, gathered to explore the future of one of the world's fastest-growing industries.

Australian universities, research institutions and space sector organisations were able to connect directly with global decision-makers, strengthening Australia's position within the international space economy.

Public engagement programs like Space Week and Space Day powered by LEGO® connected the broader community with space science and innovation, while industry partnerships and research collaborations formed during the congress will continue to deliver value for years to come.

The Australian Government formed new partnerships, including signing a landmark treaty-level Space Framework Agreement with the United States and initiating the mandate of a Cooperative Agreement with the European Space Agency.

Sydney demonstrated its ability to convene global expertise around emerging industries and complex global challenges, reinforcing the city's reputation as a destination where innovation, research and international collaboration thrive.

[Read the full story online.](#)

5th World Conference of Women's Shelters

In September 2025, Sydney became a global platform for change when the city hosted the 5th World Conference of Women's Shelters.

The conference united frontline workers, advocates, researchers, policymakers and victim-survivors to share knowledge, strengthen international partnerships and accelerate action to end gender-based violence.

Sydney was selected to host the conference because of the city's strong network of researchers, policymakers, community organisations and advocates working to address violence against women and children. The event created opportunities to connect local expertise with international experience, strengthening collaboration on a global scale.

By bringing together global voices, the event helped shape future conversations around policy, prevention and support services. It also reinforced the role business events can play in creating meaningful social outcomes, like the creation of a new Oceania Women's Shelter Network, by connecting global expertise with communities who tackle local challenges.

[Read the full story online.](#)



Credit: WCWS



Credit: WCWS

ISPNO 2026

International Symposium on Paediatric Neuro-Oncology (ISPNO 2026) brought international clinicians, researchers and healthcare professionals to Sydney for the leading scientific meeting focused on childhood brain and central nervous system tumours.

The Symposium created a global platform for scientific exchange to improve outcomes for children and adolescents with brain cancers, while showcasing Sydney's childhood cancer research ecosystem, including Children's Cancer Institute Australia and the Kids Cancer Centre at Sydney Children's Hospital, Randwick.

It also strengthened Sydney's reputation for advanced health and life sciences, supporting new collaborations and future patient outcomes.

[Read the full story online.](#)

70th UICH Les Clefs d'Or International Congress 2026

The 70th UICH Les Clefs d'Or International Congress brought professional hotel concierges from around the world to Sydney, the first time the congress was held in Australia.

The program paired education with incentive experiences, giving delegates first-hand knowledge of Sydney's venues, hotels and attractions, knowledge they can share with guests long after returning home.

The congress also celebrated emerging talent through the Les Clefs d'Or Young Concierge Award, recognising future leaders of the profession.

[Read the full story online.](#)



Credit: UICH Les Clefs d'Or

What opportunities are created when global delegates experience Sydney?

Business events create value long after delegates return home. Beyond direct economic impact, they shape international perceptions of Sydney, foster collaboration and strengthen connections between global expertise and local industry.

Research conducted with delegates attending BESydney-secured events found that many participants recognised Sydney as a city of innovation, research excellence and global connectivity. Many delegates reported developing new professional relationships, identifying future collaboration opportunities and gaining a deeper understanding of Sydney's industry capabilities.

These outcomes demonstrate the broader role business events play in supporting trade, talent attraction, knowledge exchange and investment, helping position NSW as a globally connected destination for business, research and innovation.

What delegates take home

Innovation

Sydney is recognised as a centre for innovation and expertise.

97%

of delegates agreed the conference contributed to scientific advancement; 88% to industry innovation.

Collaboration

Delegates formed new professional and research connections.

88%

agreed the conference contributed to attracting global talent to Sydney.

Future opportunity

Delegates identified future opportunities to return, invest or collaborate.

81%

would highly recommend Sydney as a conference and tourist destination; (56% would like to work or study in Sydney) 5% applied immediately after the conference.



Source: BESydney / University of Technology Sydney, Beyond Tourism Impacts research. Online survey responses from 1,060 delegates attending 11 international association conferences.

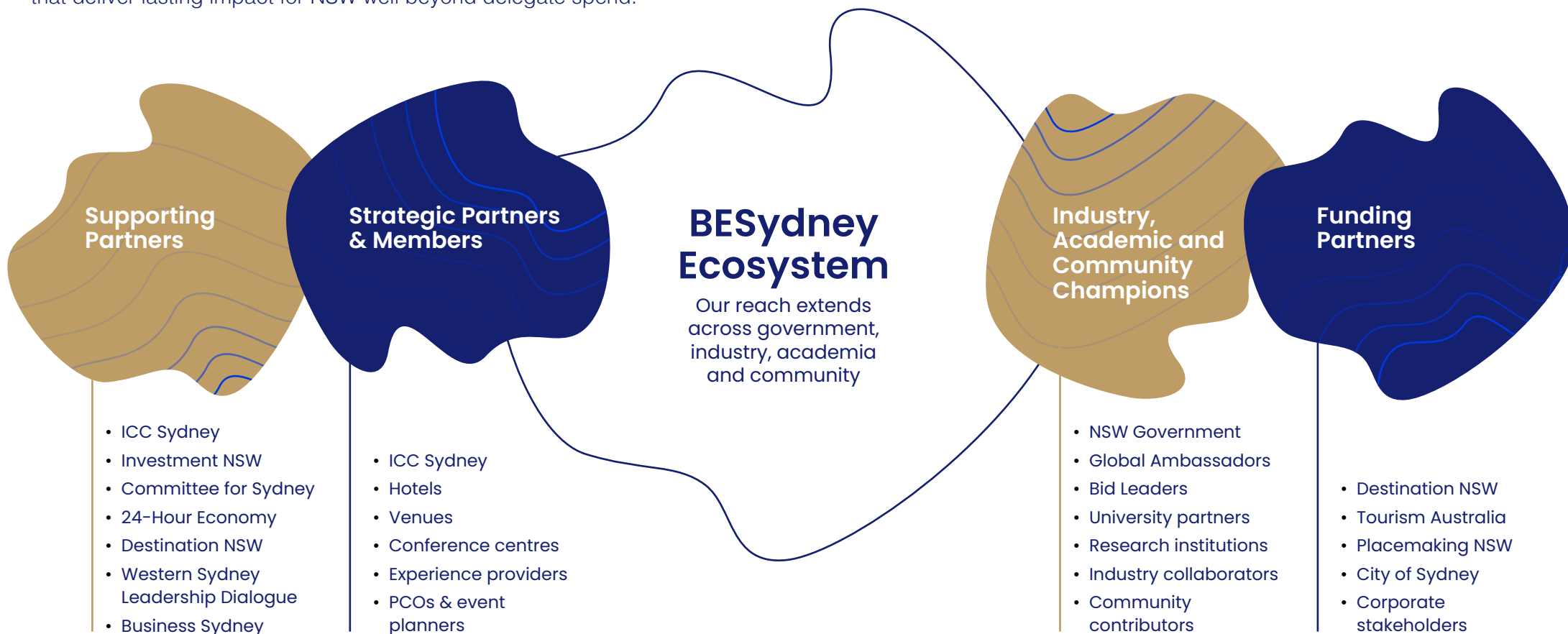
A city built to convene

Business events create opportunities to connect global expertise with Sydney's network of researchers, industry leaders, government agencies, universities and community organisations.

Together, these partnerships form the Sydney ecosystem, creating pathways for collaboration, knowledge exchange, investment and innovation. For delegates and event organisers, choosing Sydney means gaining access to the people, institutions and industries helping shape the future of NSW.

The BESydney Ecosystem

The Sydney ecosystem is the city's connected network of government, universities, researchers, industry, venues, members and community partners. BESydney connects event organisers and delegates with local expertise, institutions and experience providers, creating pathways for knowledge exchange, collaboration, immersive incentives and investment that deliver lasting impact for NSW well beyond delegate spend.



Government & city

We continue to strengthen engagement with government, industry and key stakeholders to advance Sydney's position as a leading global destination for business events and reinforce the sector's contribution to NSW's economic growth and global competitiveness.

The NSW Government's Visitor Economy Strategy 2035 reinforces this contribution, identifying business events as a strategic driver of visitor economy growth and highlighting their value in attracting global experts, business opportunities, investment and international engagement to the state.

During the International Astronautical Congress 2025, we convened a strategic roundtable with the Premier of NSW the Hon. Chris Minns MP, bringing together members of the BESydney Global Ambassador Program, bid leaders and representatives from government, industry and academia.



The discussion explored how NSW can further leverage business events to support innovation, attract investment and deliver long-term benefits by connecting global expertise with local priorities and fostering collaboration across sectors.

We also strengthened our partnership with the Committee for Sydney through the Sydney Global Program, a multi-year initiative bringing together business, government and academia to elevate Sydney's global profile and better communicate the city's strengths to international audiences.

A key milestone during the year was the launch of Beyond the Postcard: Unlocking the Economic Power of Sydney's Brand, a research project examining how Sydney can build on its globally recognised reputation and tell a more complete story about its leadership in innovation, research, education, culture and investment. The research findings aligned closely with BESydney's efforts to attract business events that showcase Sydney's expertise, strengthen international connections and support the city's long-term economic growth.

Strategic partners & members

Our strategic partner and member network brings together organisations from across the business events ecosystem, including hotels, venues, experience providers, and professional conference organisers. Together, these organisations form Team Sydney, a collaborative network that supports the attraction and delivery of business events to Sydney and NSW.

Membership with BESydney provides organisations with access to industry intelligence, strategic relationships and future business opportunities that can be seamlessly formed through the BESydney network. Strategic partners and members attract business events that generate economic impact for NSW while creating commercial opportunities across the wider network.



29%

Accommodation



28%

Venues



18%

Services



13%

Attractions and Restaurants



12%

Event Organisers

What membership delivered in FY2025–2026

Access to market intelligence

Strategic Partner briefings provided insights across C&I and associations bidding activity, as well as future event pipeline, international market trends and emerging business opportunities.

Access to decision-makers

Direct engagement with government stakeholders, industry leaders and prospective event organisers through executive forums, networking events and site visits.

Access to future business opportunities

Five international familiarisation programs and more than 20 client site inspections connected members with corporate buyers, event organisers and business events intermediaries actively considering Sydney for future events.

Brand profile and platforming

Partners and members were featured across BESydney's broad marketing and communications activities. These opportunities helped highlight member expertise, services and capabilities as part of Sydney's business events offering.



University engagement

Sydney's universities are a critical part of the city's business events ecosystem, helping attract international conferences that align with NSW's research strengths and economic priorities.

During FY2025-2026, universities were involved in over half of BESydney's global association bid wins, reflecting the important role academic expertise, global networks and research capability play in securing major business events.

We continued to work closely with the University of Sydney, the University of New South Wales (UNSW), University of Technology Sydney (UTS), Macquarie University, Western Sydney University and the Australian National University to identify future conference opportunities, align bidding activity with priority sectors and strengthen Sydney's competitive position in the global meetings market.

For universities, the value of international conferences extends well beyond hosting delegates. These events create opportunities to showcase research excellence, elevate academic leaders, strengthen international partnerships and connect researchers with industry, government and global collaborators.

Together, these partnerships help secure a long-term pipeline of conferences that contribute to investment and industry development for the communities of NSW.



Industry participation

We hosted 19 site inspection visits for international clients across multiple sectors. These visits allow clients to meet local bid partners and experience Sydney's research and industrial facilities, academic institutions, venues and hospitality first-hand, an important factor in converting bids.

BESydney maintained a consistent presence across the association sector, participating in the Associations Forum Conference, the AuSAE ACE Conference, AIME and Tech Council events, among others. Hosting activity with strategic partner ICC Sydney provided further opportunities to connect with clients and stakeholders through events, including appearances by Oprah Winfrey, Michelle Obama and Mel Robbins.

Interstate visits to Canberra, Melbourne and Brisbane combined client entertainment with business meetings involving clients, academics and nationally based associations, supporting continued growth of the events pipeline.



Global Ambassador Program

Since 2009, our Global Ambassador Program has played a vital role in attracting business events that align with NSW's strengths and future growth opportunities. The program brings together influential leaders from across business, academia, research, technology and culture to help elevate Sydney's global profile and strengthen the state's connections with international industries and organisations.

Through their expertise, networks and international influence, Global Ambassadors identify opportunities, support bids and advocate for Sydney within their sectors. Their leadership helps showcase NSW's capabilities to global decision-makers and strengthens Sydney's ability to attract business events of strategic value.



Global Ambassador Program

Established: 2009

Network of 84 leading academics, researchers, business and industry leaders

Supports bids that deliver economic, strategic and social benefits to NSW

Ambassadors based across Australia, Canada, China, Japan, Taiwan, the UK and the USA

2026 Global Ambassador Dinner highlights

The 2026 Global Ambassador Dinner brought together leaders from government, industry, academia and business to celebrate the contribution of Sydney's Global Ambassadors.

The event marked the inaugural business event to be held at The Cutaway, Barangaroo, welcoming 402 guests for the celebrations. The evening highlights included MC Holly Ransom and the Australian Oration, delivered by Danielle Wood, Chair of the Productivity Commission.

Premier of NSW, the Hon. Chris Minns MP, Patron of the Global Ambassador Program, welcomed the six new Ambassadors to the 2026 cohort.

The program was supported by Deloitte, Gilbert + Tobin, Hilton, Optus, Thales, Western Sydney International Airport and Western Sydney Leadership Dialogue, with event support from Diageo and Harry the Hirer.

[Learn more about the Global Ambassador Dinner here.](#)



A growing city

Western Sydney

Western Sydney is one of Australia's most dynamic and fastest growing regions, and a rising business district where industry, education and infrastructure are expanding rapidly. Made up of 13 Local Government Areas, the region is home to 65% of Greater Sydney's population, with residents from more than 170 countries.

Major government investment* is transforming the region's capacity to host and attract business events:

\$5.3 billion investment
in the new 24/7 Western Sydney International Airport

\$11 billion investment
in a new metro rail line and \$2 billion for the new M12 motorway, connecting the airport and surrounds to Greater Sydney

Over \$1 billion
to build Bradfield City Centre, Australia's newest city, unlocking \$20 billion of industry investment

*NSW Government, 'Growing Western Sydney'



Western Sydney International (Nancy Bird-Walton) Airport. Credit: WSI

A growing city

Our commitment to the region

We work with regional partners to bring more business events to Western Sydney, recognising the region's growth opportunities for NSW.

In FY2025-2026, we strengthened engagement with venues, government agencies, cultural institutions and local leaders across Western Sydney, including Sydney Showground, Western Sydney Convention Centre, Powerhouse Parramatta and the City of Parramatta.

Our CEO was the keynote speaker at the Western Sydney Tourism Taskforce's Forum on Business Events and BESydney sponsored the Western Sydney Leadership Dialogue's Boomtown! Project of the Year Awards. The BESydney Board and Executive also visited Western Sydney International Airport, including a briefing with Bradfield Development Authority.

Western Sydney Meetings Fund

In April 2026, BESydney launched the pilot Western Sydney Meetings Fund to attract national association and corporate events to Western Sydney and support regional economic development.

The pilot was fully allocated to 25 associations and corporates considering Western Sydney. If secured, these events could attract 11,250 delegates and generate \$35 million in direct expenditure.



Parramatta Eat Street. Credit: City of Parramatta

In-market activity

One of our greatest strengths is having in-market specialists strategically positioned around the world to deliver activity across Asia, Europe and North America.

Being present in our source markets lets us build relationships face-to-face, keep Sydney front of mind in a competitive global landscape, uncover new opportunities and progress live bids.

During FY2025-2026, the team delivered 66 in-market activities across China, Taiwan, Hong Kong, Macau, Japan, Korea, India, Southeast Asia, Europe and North America.



Business Events Australia Partner Seminar, Taipei. Credit: BEA

Asian team | China, India and Singapore

Led by Sinead Yeo, Director, Global C&I

The C&I team delivered 40 in-market activities across Asian and Western markets, reinforcing Sydney's position as a leading destination for corporate meetings and incentive travel.

Activity included key tradeshow (IMEX, ITB and MILT), as well as Tourism Australia Best Partner events hosted across strategic Asian markets. Throughout the year, the team engaged in sales calls, destination updates, targeted awareness campaigns and thought leadership initiatives.

These sustained relationships with corporate decision-makers, travel intermediaries and industry stakeholders are critical to building market confidence, uncovering new opportunities and progressing bids to deliver high-value corporate and incentive programs to Sydney.

European team | Germany and United Kingdom

Led by Jamie Ades, Director, Client Engagement – Europe

In FY2025-2026, BESydney strengthened its European engagement strategy, focusing on high-quality opportunities, deeper client relationships and Sydney's positioning as a leading destination for international conferences.

A key initiative was the Sydney Leadership Circle, hosted in Brussels ahead of IMEX Frankfurt 2026, which brought senior association decision-makers together for targeted, insight-led conversations facilitated by industry experts Patrick Delaney and Avinash Chandarana.

Supported by sales missions across the UK, France, Switzerland and Belgium, and participation in IMEX Frankfurt, The Meetings Show and IBTM, this activity progressed opportunities aligned with NSW priority sectors and built a strong foundation for future growth.

North American team | Canada

Led by Rahul Shah, Director, Client Engagement – North America

The North American team maintained targeted engagement across key cities including Toronto, Ottawa, Montreal, Chicago, Milwaukee, Salt Lake City, San Francisco and New York City. Activity included industry tradeshows, conferences, roadshows, sales missions and a bespoke event with a leading industry association to connect with association, corporate and incentive clients.

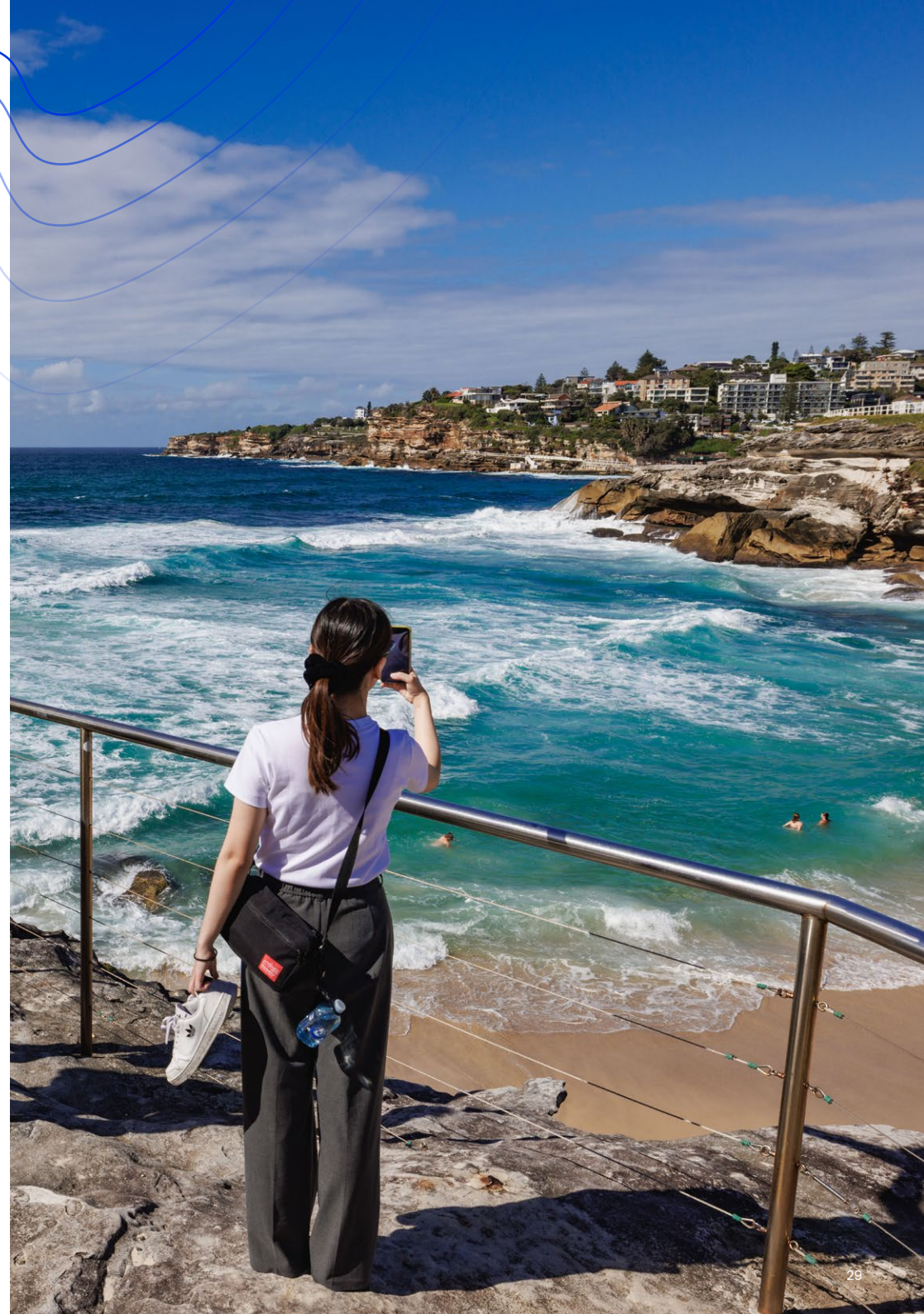
These engagements helped progress existing bids, strengthen stakeholder relationships and identify new opportunities for Sydney. With Ashley Ash joining the team in December 2025, BESydney expanded its capacity to develop regional leads and support partners in converting future business from North America.



What our marketing delivered for Sydney

Marketing is how Sydney reaches the people who decide where the world's conferences, congresses and incentive programs are held. Across FY2025-2026, our campaigns and communications targeted those decision-makers in key international markets, building awareness of the destination, generating leads for the bidding teams and reinforcing Sydney's position as a leading business events destination.

Campaigns were designed around in-market activity across both association and corporate audiences. The IMEX Frankfurt campaign elevated Sydney's profile among global association decision-makers, and BESydney's award-winning Change Starts Here campaign was shortlisted for the ICCA Best Marketing Award 2025. Across Asia, integrated campaigns in China and India, such as the Sydney Series video campaign, WeChat content, media partnerships and Sydney Meetings Fund promotion, increased Sydney's visibility among business event buyers and generated new opportunities in both markets.



Digital channels delivered exceptional growth throughout the year

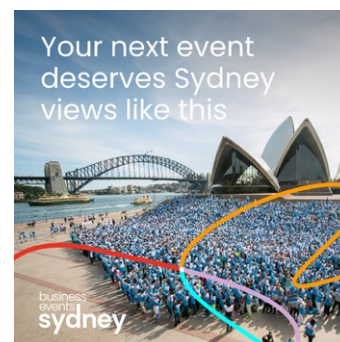
Website visitation increased 126% year-on-year to more than 124,000 visitors, reflecting growing international interest in Sydney and the effectiveness of BESydney's campaign activity. LinkedIn continued to grow as a key channel for thought leadership and industry engagement, reaching more than 19,000 followers, while email marketing and automation programs expanded BESydney's opt-in database and strengthened lead nurture activity across priority markets.

For NSW, this activity keeps Sydney visible in markets where host cities are chosen years in advance. For BESydney's partners and members, it feeds the pipeline of opportunities that flows through to the venues, hotels and operators across the city, supporting future business events growth for Sydney.

Turning awareness into opportunity

Campaign activity is designed to generate awareness and lead to qualified enquiries that the bidding and client engagement teams then pursue, turning international interest in Sydney into confirmed events, delegates and direct expenditure for NSW.

The Sydney Meetings Fund International remained a key demand-generation platform. Campaign activity targeted an international audience of event planners, corporates and associations across India, SEA and China. The International Sydney Meetings Fund program secured 37 events for the year worth \$29.7 million in direct expenditure for the Sydney economy. While the Western Sydney Meetings Fund campaign activity resulted in funding offers to 25 national meetings and association events worth \$35 million in direct expenditure.



Our reach

FY2025–2026 reach & performance

15M

people reached via earned media*

124,225

unique visitors to the BESydney website in FY2025-2026

120,423

people reached via owned channels

94,453

people reached via paid media

*FY2025–2026 introduced enhanced media monitoring and audience measurement processes, creating a new reporting baseline. As a result, figures are not directly comparable with prior periods.

Sustainability in practice



Wolgan Valley, Greater Blue Mountains, credit: Tourism Australia

Business events have a role to play in Sydney's transition to a more sustainable visitor economy. In FY2025–2026, BESydney worked with industry, government and research partners to reduce emissions, strengthen environmental, social and governance reporting, and improve how the long-term impact of events is measured.

Sydney ranked #3 in Australia and #25 globally in the Global Destination Sustainability Index. As an Associate Partner in the City of Sydney's Sustainable Destination Partnership, BESydney supports collective action across tourism and hospitality to reduce single-use items, halve food waste and encourage more sustainable procurement.

Measuring and reporting impact

This year, BESydney formed a knowledge partnership with ICCA to deliver on their Global Impact Measurement Tool, the world's first framework for measuring the economic, social and scientific impact of association conferences. It builds on more than 15 years of BESydney-led research with UTS.

BESydney also published its second ESG Report and Sustainability Policy, strengthening transparency and accountability across its environmental, social and governance commitments.

Climate action

BESydney is Climate Active certified, measuring, reducing and offsetting emissions in line with the NSW Government's Net Zero Plan target of a 35% reduction by 2030. This year's carbon credits supported Indigenous-led land management through the Olkola Ajin Savanna Burning Project in Cape York and renewable energy through the Ghani Solar Project in India.

Our First Nations commitment

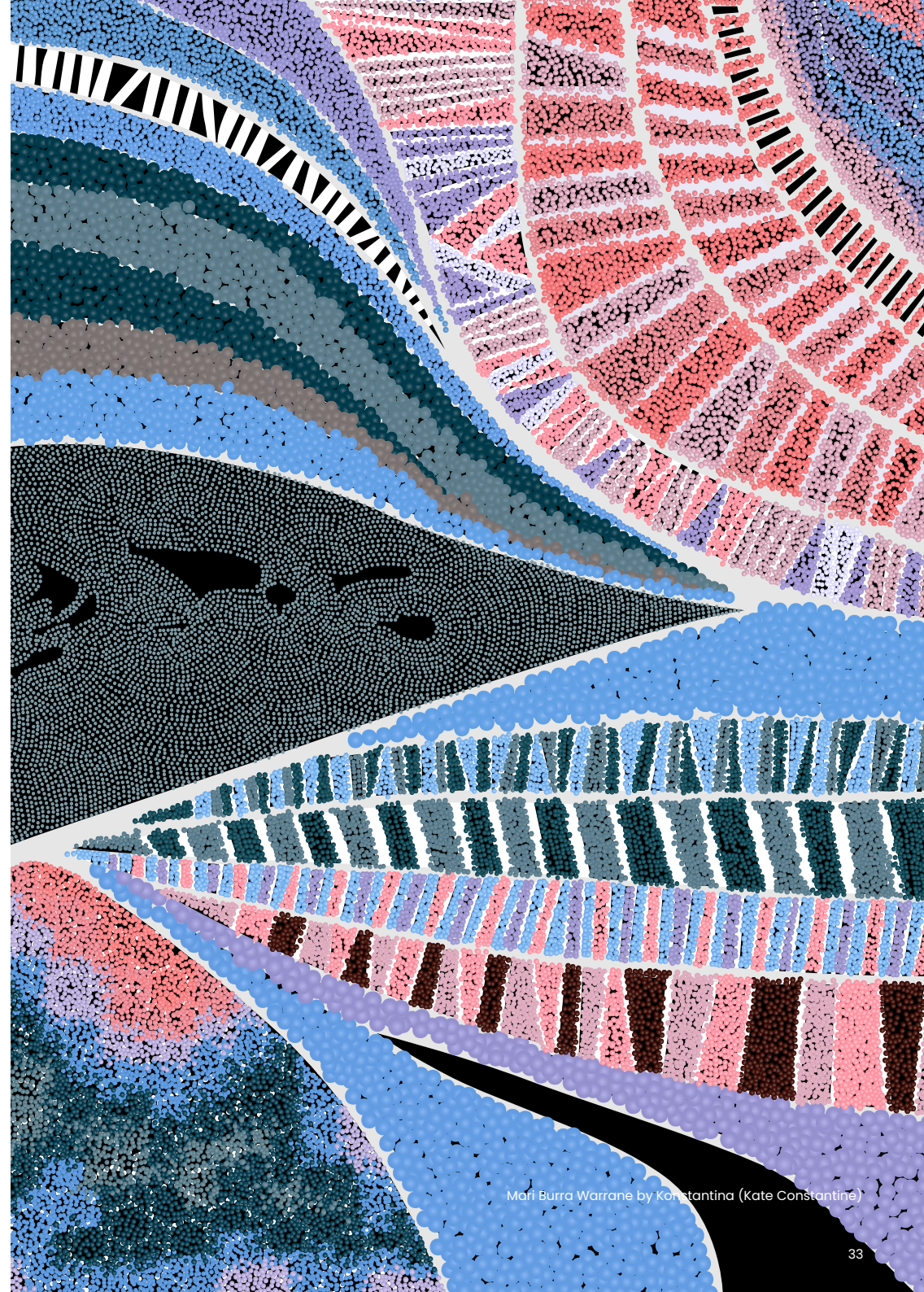
This year, BESydney refreshed its **First Nations Strategy**, reaffirming our commitment to meaningful engagement with First Nations peoples, communities and businesses.

Building on the strong foundations established through our inaugural 2024–2025 Strategy, the refreshed framework provides a clear roadmap for deepening relationships, strengthening cultural understanding, and embedding First Nations perspectives across our organisation and industry engagement. Guided by three strategic pillars: **Culture, Partnerships and Empowerment**, the Strategy outlines measurable commitments and actions.

During the year, BESydney established new relationships with First Nations businesses, developed supplier partnerships, recognised Key Dates of Significance through our communications, and created educational resources on First Nations engagement.

We also invested in learning and capability development across the organisation, delivering cultural awareness training and providing three cultural awareness and immersion opportunities for staff.

As we look ahead, we remain focused on bringing the Strategy to life through meaningful action, continuing to foster understanding, strengthen partnerships, and create opportunities for First Nations peoples and businesses through the work we do.



Muri Burra Warrane by Konstantina (Kate Constantine)

Our people

Behind every bid, campaign and client relationship is a team connected by purpose, trust and a shared belief in Sydney's potential.

business
events
sydney



In FY2025-2026, BESydney's 53 people worked across Sydney, Asia, Europe and North America, bringing cultural insight, sector expertise and more than 15 languages to our work.

Our annual engagement score of 92 reflects a culture where people understand the organisation's direction, feel supported by their managers and are clear on how their contribution matters. This culture is strengthened through team connection, professional growth and shared experiences, including our Annual Staff Conference and volunteer days supporting environmental and community initiatives across NSW.

Together, these moments help build the capability, confidence and connection that power BESydney's impact.

Our board

Board members FY2025–2026



Professor Mary O'Kane
AC, Independent
Director and Chair



Jason Collins,
Independent Director



Judith Compton,
Independent Director



Nathan Cox,
Member Director



Michael Magafa,
Member Director



Karen Jones,
Destination NSW Chief
Executive Officer



Kirsten Andrews,
Destination NSW
Nominated Director
(non-independent)



Titus Rosier,
Member Director



John Lydon,
Independent Director



Jodi McKay,
Destination NSW
Director
(non-independent)



Amy Glancey,
Independent Director



Deborah Zimmer,
Member Director

The Directors present their report on Business Events Sydney Limited (BESydney) for the financial year ended 30 June 2026.

[Download the Directors' Report
and Financial Statements here.](#)



New Year's Eve on Sydney Harbour. Credit: Tourism Australia

Our partners

Thank you

Thank you to our major partners for their continued support:

NSW Government
ICC Sydney
Tourism Australia
Destination NSW
Accor
City of Sydney

Keep up to date with the latest news:



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