

## Business Events Sydney launch new national conference funding program for Western Sydney

Business Events Sydney (BESydney) has launched a new funding program aimed at delivering more national business events to Western Sydney. The **Western Sydney Meetings Fund (WSMF) – National** is designed to drive economic impact, strengthen the business event supply chain and build awareness of Western Sydney as a competitive business event destination.

The program positions Western Sydney as a destination for national business events, helping spread economic benefits across the city and supporting local venues and suppliers.

The Minister for Jobs and Tourism, The Hon. Stephen Kamper MP, said: “The launch of the **Western Sydney Meetings Fund – National** delivers for the NSW Visitor Economy Strategy 2035.

“Western Sydney’s tourism and business events infrastructure continues to grow. The excellent conference and accommodation facilities in areas such as Penrith, Parramatta and Liverpool, combined with the opening of the Western Sydney International Airport later this year means that Western Sydney is building a compelling offering.

“Incentives to attract national business events to Western Sydney will help the region continue to build its tourism and conference infrastructure and skilled workforce to a world-class international standard.

BESydney CEO, Amanda Lampe, said: “BESydney is deeply committed to supporting the long-term economic growth and development of Western Sydney through business events, and we are proud to be strengthening the region’s position in the national conference market.

“Western Sydney is undergoing extraordinary growth, and this fund is about ensuring business events play a meaningful role in that journey. We want the economic benefits of meetings to be shared across Greater Sydney, and we believe this fund will create new business opportunities and boost the visitor economy. We look forward to working with partners as this programme rolls out.”

The **WSMF – National** is open to organisers of national association or corporate meetings, conferences or conventions and will operate through an Expression of Interest process that begins today (9 April) and closes on 12 June 2026.

Eligible events may receive \$50 (excl. GST) per registered in-person delegate, capped at \$50,000 per event. BESydney will review and assess all applications against the program objectives and the following eligibility criteria:

- Minimum two (2) day duration
- Be at bidding stage (i.e. host destination not yet confirmed), with confirmation required by 31 December 2026.
- Minimum of 300 in-person delegates, with at least 40% originating from interstate / international destinations.
- Hosted within the 13 eligible Western Sydney Local Government Areas.
- Funded events must be held between 1 January 2027 and 31 December 2028.

To find out more about the WSMF – National, visit

<https://www.besydney.com.au/campaigns/western-sydney-meetings-fund-national/>

The **WSMF – National** is a complimentary program to BESydney's **Sydney Meetings Fund – International** an established international program, designed to support the attraction of business events across Greater Sydney. Together, these programs enable BESydney to work with partners to secure business events that deliver long-term economic impact while strengthening Sydney's position as a leading business events destination.

To find out more about the Sydney Meetings Fund - International, visit

<https://www.besydney.com.au/campaigns/sydney-meetings-fund-associations/>

**- 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.