

BESydney Social Impact Strategy

Sydney. We bid. We Connect. We Inspire.
Change Starts Here.

business
events
sydney



Acknowledgement

Business Events Sydney acknowledge the Traditional Custodians of the Country throughout Australia and their continuing connection to land, culture, water, skies and community. We pay our respects to Elders past, present and emerging.

We acknowledge the Traditional Custodians of the land upon which we operate, the Gadigal people of the Eora Nation, the place we now call Sydney.





On behalf of Business Events Sydney (BESydney) I am delighted to present our Social Impact Strategy.

This Strategy was informed by three years of local and international consultation and testing by a team dedicated to finding an approach that responds to shifting global customer and delegate demands, in a way that is tailored to our unique Australian social impact ecosystem.

We see it as our responsibility to take up the baton for change and to inspire and spark action in the many economic and social spheres we operate.

BESydney's mission is to attract global business events that deliver economic and social impact for Sydney, the state of New South Wales and global communities. This strategy outlines how BESydney is taking a bigger stake in the creation of that impact before during and after each event.

After more than a decade tracking the 'Beyond Tourism' benefits of the global business events we attract to our city, this strategy takes that work to a new level, as it is backed by a Social Impact Measurement Framework through which we will report on longer-term impacts after delegates have returned to their day jobs back home.

BESydney is committed to working side-by-side with our impact partners to generate long lasting social change for good in local and global communities. We see it as our responsibility to capture value from each event we bring to our shores, and to pass on and share that value with future delegates and future host cities.

I would like to acknowledge and thank our BEImpactful team, and our international clients and Team Sydney Partners and Members who have played a critical role in the journey so far. And, a special call out to #Meet4Impact for their expert guidance and collaboration with us through this time, as they have done with so many destinations in their quest to make every event a catalyst for positive change.

– Lyn Lewis-Smith,
BESydney Chief Executive Officer



Our Theory of Change

By curating a shared purpose-aligned impact ecosystem with visiting events, guided by a robust social impact strategy and program, BESydney will spark action that creates measurable and lasting social, environmental, cultural and economic impacts that enrich the lives of citizens of Sydney, Australia and global communities.





About BESydney

We are a trusted, independent, not-for-profit company that targets and bids for hosting rights for global meetings to be held in Sydney, Australia.

Operating for more than 50 years, we are backed by the Australian, NSW and Local Government to bring business visitors to Sydney for conferences, corporate meetings and incentive events that deliver economic and social impact for the state of NSW, Australia, and global communities.

We are bidding, communications and engagement specialists. We work with local leaders and partners across government, industry, and academia to identify, bid for and promote global meetings in our city. We tell Sydney's stories and profile its strengths as a business destination. We also provide expert advice, support and funding to international associations, corporations and event planners who want to bring delegates to Sydney.

About our Social Impact Strategy

BESydney strives to consistently deliver real value to our investors, our clients and their delegates. We pride ourselves on being an inspirational and purposeful place to work and do business with.

As global markets continue to evolve, corporations and professional association communities are looking for business event host destinations that can tangibly demonstrate benefits for their organisation and their global membership or workforce as well as global communities.

With this evolution comes responsibility - in reporting - whether it's CSR, ESG or SDGs, regardless of the acronym, through this strategy BESydney will help with impact pathways to deliver for like-minded organisations.

Our Impact Vision

BESydney is dedicated to leading a Social Impact Program that enhances social capital and value from business events while providing exceptional service to our clients. Our vision is to establish ourselves in collaboration with the Sydney social impact ecosystem as a global hub for transformative business events that drive positive social change and sustainable economic growth.

We aim to empower and support clients and stakeholders to create purposeful events that drive positive change, enhance community wellbeing, and share insights with the global community and future host cities.

Setting a Global Agenda

Launched in 2023, BESydney's Change Starts Here agenda shares the depth of possibilities for powerful global change when hosting business events in Sydney. It shifts the business event narrative, with stories of the people, the places, and the shared purpose that comes to life in Sydney.

BESydney's social impact program is the mechanism that activates our Change Starts Here Agenda. Through it we connect global change agents with local priorities and community needs and apply our bespoke impact measurement framework to evidence the impacts created.

BESydney's Social Impact Strategy aims to align the global expertise coming to our destination with the local social impact ecosystem. The idea being that the change and connections we start in Sydney can then be taken on to the next host city destination for the event owner to grow the impact even further.

2010

RESEARCH & DEVELOPMENT

- Beyond Tourism Benefits
- Conferences: Catalysts for Thriving Economies
- The Power of Conferences: Stories of Serendipity, Innovation and Driving Social Change

2022

Stage 1

PROJECT INITIATION

- Engage #Meet4Impact
- Values assessment
- Desktop review

2022/2023

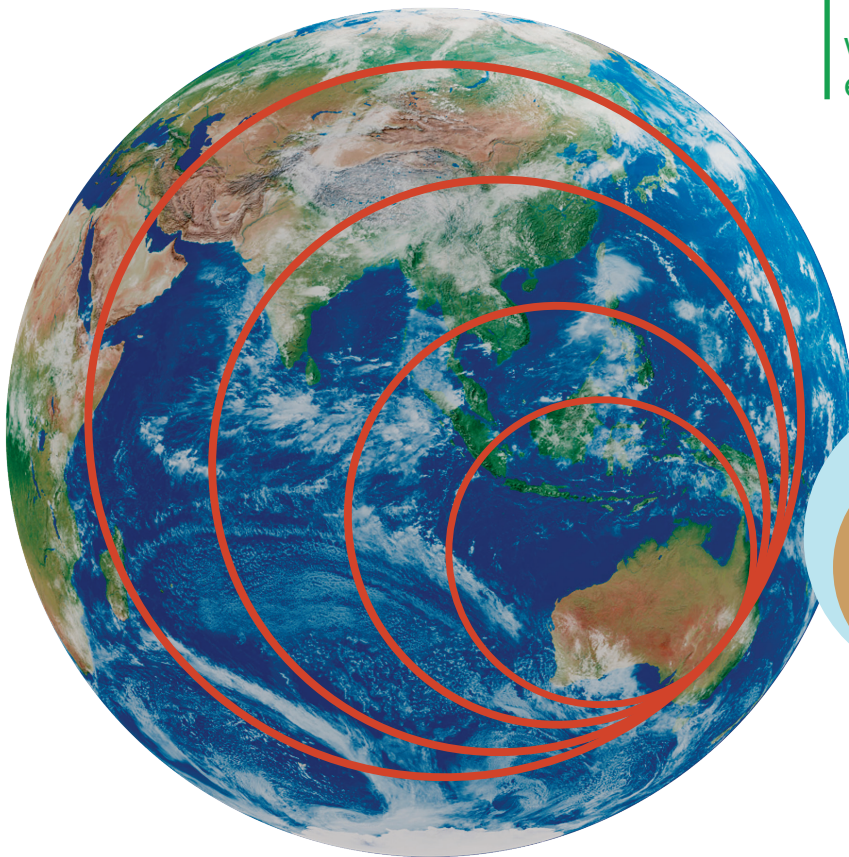
Stage 2

PROJECT DEVELOPMENT

- Structure, scope, goals, objectives
- Environment & policy scan
- Impact opportunities identified
- SDG alignment
- Theory of Change
- Change Starts Here Agenda

Our journey so far

The impact and connections we initiate in Sydney can be extended to the next host city.



2023 Stage 3

STAKEHOLDER ENGAGEMENT

- Capacity-building Masterclasses
- Stakeholder mapping
- Partner engagement
- Engage Social Impact Specialist
- Local social impact ecosystem mapped
- Pilot events – case study
- Engage Sustainable Destination Partnership (SDP)

2024 Stage 4

STRATEGY & MEASUREMENT FRAMEWORK

- Key strategy review
- BESydney Social Impact Strategy
- Measurement framework
- Communications Plan
- Client tools
- Website integration & customer journey

CLIENT & STAKEHOLDER ENGAGEMENT

- Internal processes
- Partnerships
- Client identification & capacity-building
- Client project development & activation

2025 & beyond

IMPLEMENT, MONITOR REVIEW, IMPROVE

- Client & stakeholder engagement
- Capacity-building initiatives
- Case studies
- Measurement framework continuous improvement
- Local priorities assessment
- Online content resources
- Communicate the stories
- Team Sydney collaboration

Evidence-based: Backed by Research

The growing interest from associations, corporations, conference delegates, state and local government and the broader business events sector provides a conducive environment for uniquely placed actors such as BESydney to activate a collective drive for positive community impact that can be repeated and scaled globally as each business event moves on to new host cities.

Our approach is underscored by various industry and local government plans, policies, and strategies that provide the framework for harnessing the business events sector's potential as a catalyst for positive social change. Insights from these strategies and plans is further detailed on page 22.

BESydney's decade of *Beyond Tourism Benefits* research offers a proven framework for deeper community engagement to create sustained economic, social, and environmental impacts through business events.

A framework for harnessing the business events sector's potential as a catalyst for positive social change.

This research, undertaken through an ongoing partnership with the University of Technology Sydney Business School (UTS) assesses and articulates the value of business events. It provides ample evidence demonstrating the ways the global meetings BESydney brings to Sydney attract delegates who contribute directly to our destination through the business visitor economy and the economy more broadly.

The knowledge economy benefits of gathering global professional communities in a destination are now well-accepted. They attract world-class talent that would not otherwise experience our city, spark research collaborations and innovative solutions to globally shared problems. And often, they prove pivotal moments that catalyse significant social change.

BESydney continues to conduct regular delegate surveys through event organisers in partnership with UTS. Additionally, we conduct client and partner research to assess BESydney's performance and our client and partner's changing needs.

Beyond Tourism Benefits

Measuring the
social legacies
of business events

Dr Deborah Edwards, Dr Carmel Foley, Dr Katie Schlemmer
University of Technology, Sydney

2011 Beyond Tourism Benefits

Measuring the social legacies
of business events

BESydney's Research and Reports

Global association meetings wield significant influence, serving as catalysts for addressing critical global challenges. Purpose-driven meetings not only deliver meaningful outcomes for attendees but also create lasting benefits for local communities. In collaboration with our research partner UTS, BESydney conducts ground-breaking primary research to quantify these impacts.



BEYOND TOURISM BENEFITS: BUILDING AN INTERNATIONAL PROFILE

Dr Carmel Foley, Dr Deborah Edwards, Dr Katie Schlenker, Ms Anja Hergesell,
University of Technology, Sydney

Report Commissioned by the Future Convention Cities Initiative (FCCI)

MAY 2014



Conferences: catalysts for thriving economies

Project Report - Business Events Sydney
Associate Professor Deborah Edwards
Associate Professor Carmel Foley
Ms Anja Hergesell
University of Technology Sydney

SYDNEYSHINES.COM.AU



THE POWER OF CONFERENCES

Stories of serendipity, innovation and driving social change

Deborah EDWARDS Carmel FOLEY Cheryl MALONE

2017 Research – Conferences catalysts for thriving economies

Conferences: Catalysts
for Thriving Economies –
Associations, Government &
Communities

2014 Beyond Tourism Benefits (BTB)– building an international profile

BTB extension – qualifies the benefits
of business events at an international
level

2019 The Power of Conferences

The Power of Conferences:
Stories of Serendipity,
Innovation and Driving Social
Change.

Beyond Tourism Impacts 2024

Community social impact perspective

BESydney continues to lead the field in research on the transformative benefits of business events. In 2024, we elevated our efforts with an in-depth exploration of the perceived and actual social impact potential of global events for clients and delegates.

Delegates were surveyed on how conferences advanced scientific progress, fostered industry innovation, stimulated trade and investment, influenced social policy, improved equity, and attracted global talent to enhance sector development. The findings speak volumes!

97%

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

88%

agreed conferences
enabled/contributed to
attraction of global talent
to Sydney

64%

agreed conferences
enabled/contributed to
support of vulnerable
communities

93%

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

75%

agreed conferences
enabled/contributed to
improved social policy

64%

agreed conferences
enabled/contributed to
trade and investment



Importance of sustainability

Delegates demand event organisers take into account the big issues when it comes to business events, stating these issues were moderately to extremely important:

86%

actively embracing equity, diversity and inclusion

82%

providing opportunities to engage with indigenous community

82%

reducing carbon footprints of events

81%

addressing social issues

Social Impact Measurement Network

BESydney became a member of Social Impact Measurement Network Australia (SIMNA) in 2024, joining a national network dedicated to embedding social and environmental impact into organisational decision-making. Membership enables BESydney to engage with a community of impact measurement collaborators, exchanging ideas and insights through online and in-person activities. This participation not only facilitates the integration of locally relevant knowledge but also enhances our ability to share valuable learnings with our sector, partners, members, and clients.

Our Approach



Collaborative leadership – Sydney's Sustainable Destination Partnership (SDP)

BESydney is delighted to be a founding member of the Sustainable Destination Partnership, hosted by the City of Sydney. Established in 2018, this collaborative initiative brings together local businesses, hotels, event venues, cultural institutions, and tourism bodies to position Sydney as a leading sustainable destination. The Partnership focuses on improving environmental performance by reducing single-use items and food waste, transitioning to renewable energy, enhancing water efficiency, and promoting sustainability throughout the supply chain.

In addition to environmental goals, the SDP has integrated social impact considerations into its planning discussions, recognising the growing importance of these issues within the Global Destination Sustainability (GDS) framework. By leveraging city-wide partnerships, the SDP supports its members in embedding social impact initiatives into their operations, fostering meaningful contributions to Sydney's sustainability efforts.

Early Achievements

BESydney's social impact program has already enjoyed early recognition taking out the inaugural Global Destination Sustainability Movement & #MEET4IMPACT Award for destination management organisations committed to legacy and impact through business events in 2023.

In July 2024 BESydney took out Destinations International's Destination Organisation Award for Global Impact.



Global Destination Sustainability Movement & #MEET4IMPACT Award

For destination management organisations committed to legacy and impact through business events | Oct 2023



Destinations International – Destination Organisation Award for Global Impact

In recognition and celebration of exceptional service, innovative practices and significant impact on the global destination industry | July 2024

Our Stakeholders

BESydney has identified key stakeholders relevant to the business events sector's contribution to the Sydney social impact ecosystem.





Value of our Stakeholders, Roles & Engagement

Stakeholders will play a vital role in the success of our social impact program by bringing diverse perspectives, resources, and expertise to the table. Collaboration with stakeholders—such as community members, clients, partners, and government bodies—ensures the program aligns with local needs, builds trust, and maximises its relevance and sustainability.

By working together, stakeholders can co-create solutions, amplify reach, and enhance the program's ability to address systemic challenges effectively. This collective approach fosters shared ownership, innovation, and resilience, ultimately leading to more meaningful and measurable social outcomes.

Our Stakeholders

BESydney

(staff, board, ambassadors)

Role

- Thought-leadership
- Connect and network
- Activate the BE Sector in social impact
- Collaborate with the Sydney social impact ecosystem
- Capacity-build
- Advocate

Overview

Change starts with us - we aim to create an organisation-side shift to embed social impact considerations into standard operating procedures, capacity-build and empower our team to autonomously integrate social impact considerations into all aspects of their roles.

Engagement

Staff training, capacity-building, planning co-creation, engagement in discussions with ambassadors, topic area experts, First Nations representatives, clients, and industry. Advocate on behalf of our sector, networking, and thought-leadership opportunities.

Government

(local, state, federal)

Role

- Guidance, leadership & partnership
- Collaborate and be a conduit for BESydney with the Sydney social impact ecosystem
- Co-create measurement framework and reporting
- Grant funding support

Overview

Key partner to identify and align priorities, potential funding/project partnerships, connection to understanding community needs/gaps and key contacts in Sydney's community social impact ecosystem.

Engagement

Strategic meetings regarding general policy alignment, partnership opportunities, sharing knowledge and contacts, Sustainable Destination Partnership (SDP) participation, and co-creation of strategic action planning.

Business Events Sector

(Strategic Partners, members, Professional Conference Organisers)

Role

- Co-create the social impact environment for business events in Sydney including through the Sustainable Destination Partnership (SDP)
- Collaborate on initiatives and contribute to potential subventions for clients
- Showcase CSR initiatives and offer CSR activities for delegates
- Advocate

Overview

Developing a unified approach within the business events sector in Sydney to leverage knowledge, skills, resources, insights, networks, and areas of interest to co-create actions and outcomes for the local community as well as our sector and destination.

Engagement

Capacity-building workshops, strategic meetings co-creation of strategic action planning, sharing insights, ideas and celebrations.

Clients

(associations, corporate & incentive)

Role

- Co-create actions for outcomes
- Add value from their sector to local social impact ecosystem
- Link local expertise with local needs
- Partnership
- Feedback & insights sharing

Overview

Our clients are a priority and by the very nature of Associations, all are in the business of 'social impact'. It is our aim to utilise our social impact methodology with clients that wish to amplify their impact intentions on a global stage. Simultaneously, clients will be in an ongoing evaluation loop for methodology which will ensure our approach is relevant, useful, and achievable.

Engagement

Co-create event-specific strategy, research & insights sharing, capacity-building workshops, develop social impact actions & ongoing evaluation, coordinate ecosystem inclusions & engagement strategy, co-create impact measurement framework.

Community

(groups, service-providers & NGOs)

Role

- Inform BESydney of needs/gaps
- Co-create actions for outcomes
- Validate and/or evaluate processes and actions
- Contribute to review and improvements
- Case study contribution
- Valuable feedback

Overview

We aim to bring the voices of the community to the table at all points of the journey. BESydney will leverage our broad network to bring new voices to the table that represent a diverse range of stakeholders. Our clients will innately connect to community that are the beneficiaries of their efforts and local and state government will be a conduit to many community groups, service-providers and individuals who can provide valuable insights.

Engagement

Led by client expertise and impact areas, community will be brought to the table for consultation relating to the impact intentions of global events. Where relevant, they will be involved end-to-end. Beyond the event it will be the clients through their stakeholders that they maintain communication with the community for ongoing measurement, evaluation, reporting and review of initiatives.

First Nations Engagement

For initiatives involving First Nations people, BESydney will work with First Nations consultants and community representatives to ensure their voices are included during all decision-making stages.

Corporate & other professionals

Role

- Partnership for local social impact initiatives
- Potential funding partners
- Potential measurement partners

Overview

The focus for corporate engagement is at the intersection of values and objectives. With the ever-increasing focus on ESG actions and reporting and the UN SDGs, there is an equally increasing move for corporates to take affirmative action towards positive social and environmental impact. Our aim is to match client, corporate and community with vision, objectives and needs/gaps and impact.

Engagement

Through BESydney's extensive network and Global Ambassador program we will consistently engage in communications from research, through bidding to bid win/event execution stage in order to build out a robust narrative for the potential social impact participation by corporates for global events hosted in Sydney.

Academic

(universities, secondary, other)

Role

- Knowledge partners
- Collaborators & capacity building
- Innovation hubs
- Talent pipeline providers
- Social impact initiative partners
- Impact measurement, research and development

Overview

Universities and other academic institutions bring together researchers, educators, students, and administrators with a shared goal of advancing knowledge and fostering societal development. They operate across disciplines, offering diverse expertise and networks that can amplify social impact initiatives.

Engagement

Regular communication with universities to identify potential collaborative research projects, internship & volunteer programs, co-hosting events and workshops, knowledge sharing and advocacy and potential grant funding applications.

Media

Role

- Communicate BESydney brand and reputation
- Share Sydney's position in the national and global impact ecosystem
- Promote client success stories
- Demonstrate reasons to host business events in Sydney

Overview

Media is a channel to share BESydney's thought leadership and success stories in social impact as part of our brand and reputation strategy.

Engagement

Regular outreach - media releases, editorial feature stories, announcements, interviews showcasing client and Sydney social impact messaging.

Our Stakeholders

Ecosystem Clusters

The Sydney social impact ecosystem for business events is designed as an interconnected network where all stakeholders are engaged and communicate at various points. Within this ecosystem, certain clusters of stakeholders will collaborate more intensively to address specific processes or needs. These focused clusters will generate valuable insights and outcomes that contribute to and enhance the broader ecosystem.

Over time, funding opportunities will be strategically explored to support the success and sustainability of initiatives and programs within this ecosystem.





Strategic Alignment with Government and Community Development Strategies



Our approach aims to leverage the business events sector to contribute to social equity and positive change and simultaneously promote economic growth and environmental sustainability.

This program is meticulously aligned with the local city strategies, ensuring that our efforts contribute directly to the city's long-term vision. Incorporating community needs will be a consistent, organic, and evolving process as we align client mission and objectives with community needs and priorities.

Our program strengthens the business events sector's ability to drive economic prosperity and community innovation. Through collaboration with

government agencies and community leaders, it aligns with and amplifies existing strategies, maximising positive local impact.

We will actively engage community-based stakeholders to understand the needs of front-line staff and beneficiaries, ensuring their perspectives are continuously integrated and aligned with the sector's initiatives.



The benefits of strategic alignment

The benefits of aligning the Strategy and measurement framework with local priorities of both government and community include:

1. Enhanced relevance and support
2. Increased legitimacy and credibility
3. Improved resource utilisation
4. Sustainability and long-term impact
5. Enhanced collaboration and partnerships
6. Better data and measurement
7. Risk mitigation
8. Scalability and replication
9. Positive social and economic outcomes

Aligning with priorities

Over 15 local, state, and national strategies, statements, plans and reports have been reviewed, from which a comprehensive framework of impact outcomes have been mapped out and will form an important component of our own Social Impact Measurement Framework.

Common themes emerging:

- Community capacity-building
- Partnerships & collaborations
- Diversity, equity & inclusion
- Housing
- Domestic violence
- First Nations
- Innovation & Industry Exposure
- Education & Advancement
- Health

Global Context

BESydney's Social Impact Strategy and Measurement Framework have been thoughtfully developed to align with leading global frameworks, including the Global Destination Sustainability Movement (GDS-Movement) and the United Nations Sustainable Development Goals (SDGs). These frameworks provide a robust foundation for fostering socio-economic and environmental transformation while offering practical guidance for organisations seeking to implement impactful and sustainable initiatives.

The GDS-Movement is a pioneering international agency dedicated to catalysing regeneration in cities and regions through tourism and events, creating thriving, resilient communities. Its GDS-Index is a comprehensive tool designed by destinations for destinations, supporting Destination Management Organisations (DMOs) with step-by-step strategies to advance sustainable tourism and drive measurable impact.

Similarly, the SDGs serve as a universal blueprint for addressing global challenges and achieving a more sustainable future. By aligning our strategy with the SDGs, we offer organisations a clear framework to guide their own programs, helping them define and achieve goals that contribute to broader societal and environmental wellbeing.



Federal Government Context

BESydney's Social Impact Strategy aligns with the Australian Government's Measuring What Matters Framework, focusing on advancing community health, security, sustainability, cohesion, culture, and belonging to foster a more inclusive and prosperous society that prioritises wellbeing.

Launched in July 2023, the Measuring What Matters Framework is Australia's first initiative to track progress toward a healthier, more secure, sustainable, and cohesive nation. It moves beyond traditional economic metrics like GDP to emphasise interconnected factors that impact human and planetary wellbeing. Reflecting international trends toward wellbeing economies, the framework seeks to strengthen community connections, regenerate natural ecosystems, and promote fairness and dignity for all while prioritising long-term sustainability.



State Government Context

BESydney's Social Impact Strategy is closely aligned with the NSW State Government's Human Services Outcomes Framework, which identifies seven key wellbeing outcomes for the NSW population: Safety, Home, Economic, Health, Education and Skills, Social and Community, and Empowerment.

To reflect this alignment, we will integrate a state-relevant perspective into our measurement framework, applying the lens of these state wellbeing outcomes wherever feasible. This approach not only highlights how impacts achieved in Sydney align with the state's model for wellbeing but also enhances the strategic value we provide to our clients. By considering potential future funding opportunities within this context, our framework positions us to deliver long-term benefits for both our stakeholders and the broader community.



Local Government Context

BESydney core operations have always aligned with the City's Economic Development Strategy through the tourism direct expenditure into the economy.

Our social impact strategy amplifies our alignment by acknowledging the role the City of Sydney plays in engaging, understanding, and supporting our community. Therefore, the City's Social Sustainability Policy and Action Plan 2018-2028 - A City for All, is a key reference to understanding the needs of our community and how the business events sector can contribute.

Additionally, there are several aspects of the City's Cultural Strategy and EORA Journey that are also complimented by our approach.



Our Impact Pathways

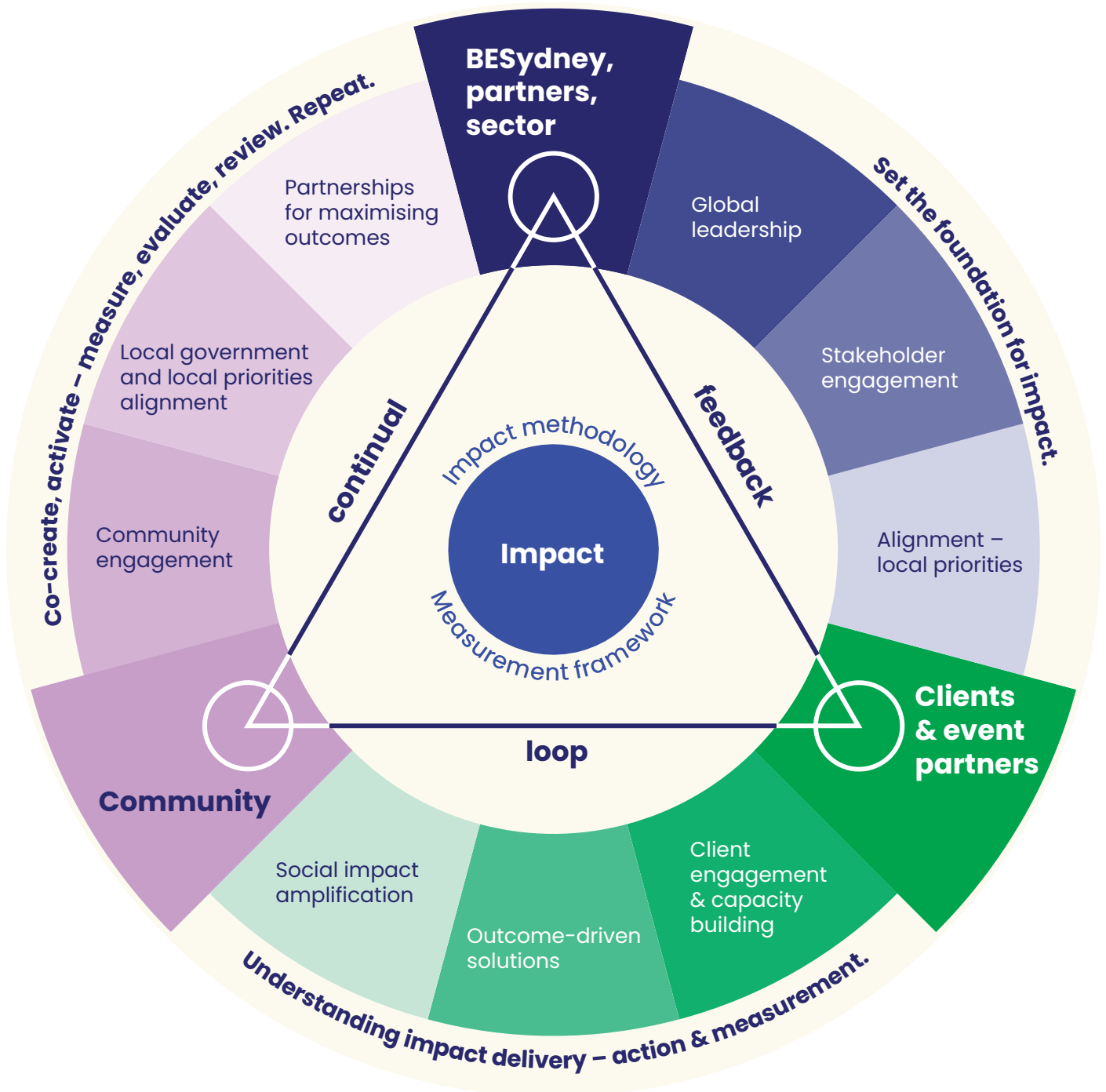
BESydney's social impact strategy is guided by three key impact pathways. These pathways delineate stakeholder groups to provide clear direction for engagement and action, while recognising that they are interconnected and may intersect at various points.



1.

Impact Pathway 1

BESydney Staff, Board, Ambassadors,
Sector & Strategic Partners & Members



3.

Impact Pathway 3

Community & community
representatives.

2.

Impact Pathway 2

Clients – Associations &
Corporate & Incentive




Impact Pathway 1:

BESydney Staff, Board, Ambassadors,
Sector & Strategic Partners & Members

To be a responsible corporate citizen and leader in the sector recognised for our contribution to sector-related social impact.

BESydney has created a strong social impact program, enhancing stakeholder engagement to unify the business events sector's approach to impact. By aligning with local priorities that serve both community and client needs, our methodology aims to be effective in creating maximum impact, strengthening our competitiveness globally and positioning Sydney as a leader in Australia and the Asia Pacific.

Key themes:

- Global leadership
 - Stakeholder engagement
 - Local priorities alignment
 - Capacity-building
 - Unified approach
 - Collaboration
 - Competitive advantage
 - Methodology development
 - Sector innovation
 - Community-driven impact
- 

1.



Impact Pathway 2:

Clients – Associations, Corporations and Academia

Our clients will expand their knowledge and skills, assisting them to convert that into a purpose-driven process that will result in social impact whilst simultaneously achieving their mission objectives.

BESydney has created a robust social impact program that helps clients develop and amplify initiatives during their Sydney conferences, ensuring a clear and supported impact pathway. We will document and share challenges, actions, solutions, and outcomes to inspire other associations to adopt similar approaches, while showcasing the efforts of our clients, members, and partners.

Key themes:

- Client engagement & capacity building
- Outcome-driven solutions
- Social impact amplification
- Impact methodology & measurement framework
- Collaborative initiatives
- Conference-driven impact
- Knowledge sharing
- Inspiring associations
- Showcasing success



2.

Impact Pathway 3: Community and Sydney as a Destination

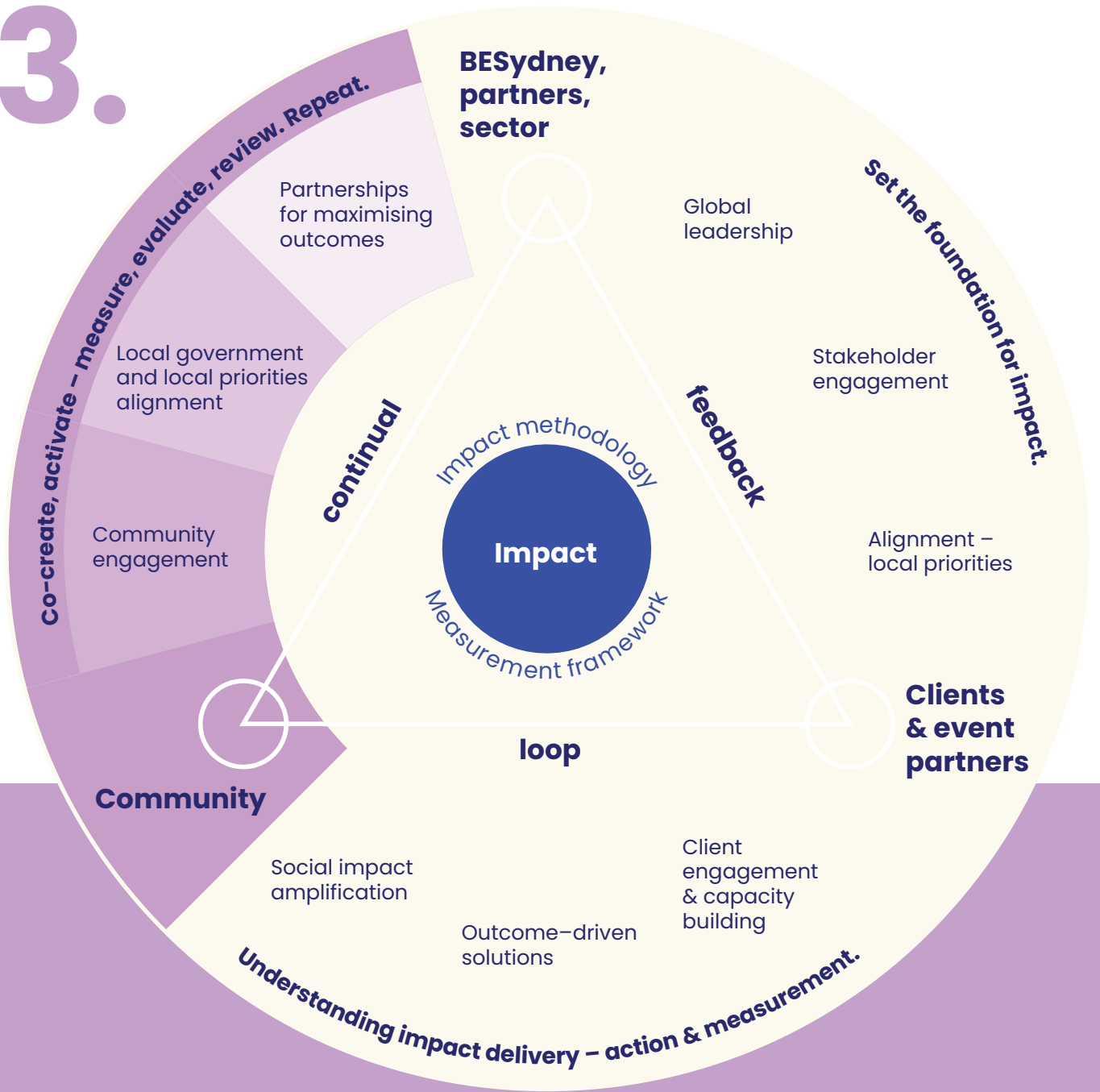
Societal needs and gaps in community are positively contributed to by the global business events sector.

BESydney can create a Sydney-specific community engagement plan aligned with local government priorities, community needs, and client missions. This will mobilize the business events sector as a change agent, supporting community service providers, benefiting Sydney citizens, and developing event blueprints that can be applied globally, including in the APAC and Pacific regions.

Key themes:

- Community engagement
- Local government/priorities alignment
- Partnerships for outcomes alignment
- Inclusion of under-represented groups
- Social equity
- Health and wellbeing
- Business events for impact
- Global community blueprints
- APAC and Pacific collaboration

3.



Our Impact Pillars

Evidence, Research & Development

Gather data and insights on the impact potential of business events.

Continuing BESydney's Beyond Tourism Research that provides evidence to drive the contents and direction of the social/ impact program; that relates to multiple stakeholders in our sector.

This research will identify potential areas for intervention and development and evaluate the potential positive outcomes for the business events sector, our clients, community and destination.

Partnerships & Stakeholder Engagement

To create strategic, purposeful and unified partnerships with key Sydney impact stakeholders.

BESydney is developing partnerships with key industry stakeholders, corporate partners and PCOs to leverage their strengths and resources to foster collaboration to address social and cultural needs of the Sydney community.

Client Engagement & Capacity Building

Creating opportunities and support mechanism to help our clients to amplify their mission and maximise outcomes for their organisation, their members and our community.

BESydney will create opportunities for our clients to develop and articulate the intersection of their core mission and impact on society through capacity building actions such as workshops, knowledge exchange, tools & guidelines and networking with the Sydney impact ecosystem.



Impact Measurement Framework

Deliver a measurement framework for impact delivered through the BE sector in Sydney.

BESydney's measurement framework is specific to the business events sector in Sydney and has scope to measure impact outcomes for both our client organisations and Sydney's community including alignment with government priorities.

A measurement framework for both internal (BESydney) & external (client & community) with evaluation and ongoing improvement.

Communicating the Story, Sharing & Inspiring

Tell the story of our impact journey, showcase client success & the benefits to community in a compelling & inspiring way.

BESydney's social impact communications plan profiles the positive social impact of business events and shares the BESydney Social Impact Program via global platforms.

The communications plan invites greater engagement with government agencies, corporate sector and precinct leaders in future impact initiatives with BESydney clients.

Change Starts Here Agenda

Building a narrative around the industry strengths in Sydney's DNA

- Who are the visionaries making change - **our people**
- Explore Sydney's districts where change is being created - **the place**
- Demonstrate what drives the city and its people - **its purpose**



Creating Immersive Experiences

Respond to client and delegate preferences shifting to a more immersive experience when in Sydney; one where they can connect with the local community, nature and Indigenous heritage.

Connecting Global Expertise with Local Needs

Connect global and local expertise with local community representatives to foster a strong and collaborative response to social priorities and share insights with global communities.



Meaningful Cultural Exchange

Present the opportunity for meaningful cultural exchange with diverse stakeholders, creating networks for ongoing growth and development including the focus on global collaborations.

Spark Global Impact

Creating change that starts here but can be transferred to other cities and communities to leverage from our efforts and learnings, to share the benefits of this knowledge and spark positive change across the globe.



Key Impact Domains

Through strategic global stakeholder engagement driven by our experienced Client Engagement Team, key industry and sector themes have emerged.

The key themes identified and integrated into our Social Impact Strategy include:

Talent attraction: upskilling, NSW student development, addressing skills shortages

Research & Development, Innovation

‘Women in’: engineering/STEM, health, science, leadership, entrepreneurship, tech/AI

First Nations Engagement: health, education, governance, leadership & cultural exchange

Pacific Engagement & engagement with Lower to Middle Income Countries (LMIC)

Policy Change: influencing or contributing to high-level policy change

Diversity, Equity & Inclusion

Our Impact Measurement Approach

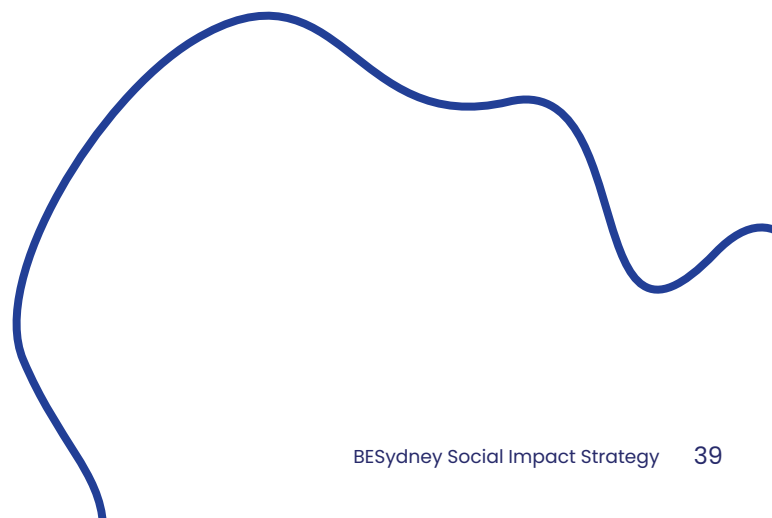
Impact measurement is an integral and important component of our social impact strategy. It is the process of identifying, collecting, and analysing data to understand and assess the positive or negative effects of activities on people, communities, and the environment. It will help our organisation, the business event sector and client organisations quantify and evaluate the outcomes and value created by their initiatives or programs.

Why impact measurement?

- monitor progress and outcomes
- refine strategies for initiatives & projects
- enhance the event's contribution to global communities
- build credibility and attract future support

Our impact measurement methodology

- State the impact vision and desired outcomes.
- Develop a Theory of Change & Logic Model
- Clarify the indicators and metrics
- Establish data collection and analysis process
- Report, communicate and celebrate



Our Strategic Impact Measurement Framework

Our measurement framework incorporates the potential impact of Sydney's business events sector, developed in collaboration with global event organisers, government, community and other key stakeholders.

The framework includes the outcomes, indicators and metrics that will define the success (or failure) in achieving the short-term, mid-term and long-term outcomes that will indicate actual impact.

Following global best practice, the BESydney framework uses #Meet4Impact's eight BE Impactful Framework Community Capitals to categorise the outcomes.



Potential Impact Outcomes & Categories

Social

Advancing Diversity, Equity, and Inclusion

- Promote diversity, equity, and inclusion by creating opportunities for participation and fostering a sense of belonging among diverse communities

Strengthening Community Engagement and Support

- Engage local communities through consultation, collaboration, and partnerships to address shared goals and support culturally and creatively driven initiatives.

Enhancing Social Cohesion and Belonging

- Foster social cohesion and a sense of belonging among culturally diverse communities, showcasing Sydney as a welcoming and inclusive city.

Showcasing Sydney as a Global Hub

- Enhance Sydney's reputation as a global study destination and business event leader by involving students and highlighting the city's social & cultural vibrancy.

Empowering Social Impact through Strategic Partnerships

- Advance local social impact initiatives that align with community priorities through partnerships with the City of Sydney, universities, NGOs, and community groups.

Fostering Growth in the Social Enterprise Sector

- Support and amplify the contributions of local social enterprises by incorporating them into event planning, programming, and partnerships.

Human

Enhancing Access to Education and Professional Development

- Maximise opportunities for education access for underrepresented groups, including low-income earners and Pacific nations, and foster workforce and professional development through the business events sector.

Advancing Human Rights and Social Justice

- Lead the global business events sector in promoting diversity, equity, inclusion (DEI), and social justice, while raising awareness and implementing practices to advance human rights locally.

Fostering Partnerships for Community Wellbeing

- Strengthen collaborations with government and non-government agencies to develop or support programs that enhance community health and wellbeing.

Contributing to Policy and Planning on Inequality

- Generate and share insights on inequality across various sectors, contributing valuable data to key stakeholders such as the City of Sydney and State government agencies for informed policy and planning decisions.

Showcasing and Supporting Local CSR and Social Enterprises

- Highlight Sydney's corporate social responsibility (CSR) offerings and social enterprise sector, driving greater awareness and engagement.

Enriching Connections and Shared Experiences

- Create opportunities for participants to build meaningful connections and enrich shared experiences through the event program and activities.

Social Capital Outcomes SDG alignment



Human Capital Outcomes SDG alignment



Our Strategic Impact Measurement Framework

Natural

Fostering Environmental Stewardship

- Promote sustainable resource consumption and practices among sector stakeholders, including Sustainable Destination Partnership (SDP) members, BESydney members, and service providers, to enhance environmental responsibility.

Preserving Biodiversity and Natural Ecosystems

- Support initiatives aimed at preserving biodiversity and protecting natural ecosystems as part of the sector's environmental commitment.

Advancing Climate Literacy and Action

- Enhance awareness of climate issues and foster action by integrating climate themes into programs and promoting leadership in sustainable practices within the sector.

Positioning Sydney as a Leader in Sustainability

- Strengthen Sydney's competitive edge as a global hub for sustainable investment, innovation in achieving net-zero targets, and the growth of green jobs.

Built

Enhancing Public Infrastructure and Urban Planning

- Contribute to the improvement of public infrastructure and urban planning, emphasizing accessibility and inclusivity for all users.

Advancing Accessibility in the Business Events Sector

- Improve accessibility standards across the business events sector, benefiting users and enhancing the city's performance in global indices (e.g., GDS-I, SDGs).

Promoting Technological Infrastructure and Digital Inclusion

- Showcase the sector's commitment to developing and improving accessibility to technological infrastructure and contribute to advancing digital literacy and inclusion policies for the broader community.

Demonstrating Leadership in Responsible Practices

- Highlight the business events sector's dedication to responsible production and manufacturing, setting a standard for sustainability within the industry.

Positioning the City as Accessible and Inclusive

- Showcase Sydney as a leading accessible destination by gathering and using client and delegate feedback to identify and address areas for improvement, providing actionable insights to the City of Sydney.

Natural Capital Outcomes SDG alignment



Built Capital Outcomes SDG alignment



Financial

Economic Growth and Innovation

- Drive innovation and productivity by connecting specialized industry clusters across the city.
- Promote areas with strong sector specializations and clusters of complementary economic activities to enhance competitiveness.

Support Job Creation and Local Economic Development

- Strengthen the local economy through promotion, engagement, and tailored guidance for global event organizers.
- Facilitate job creation and retention by supporting local industries and fostering long-term economic benefits.

Global Promotion of Sydney's Values and Strengths

- Invest in and leverage business conferences to showcase Sydney's values, culture, and strengths to global audiences.
- Position Sydney as a global leader in innovation, business, and cultural excellence.

Support and Promote Local Social and Indigenous Enterprises

- Promote and elevate the local social enterprise sector and Indigenous businesses through visibility and engagement in global conferences.
- Facilitate opportunities for collaboration and growth among social enterprises and Indigenous enterprises.

Political

Enhancing Government and Industry Collaboration

- Strengthen collaborations between government and industry stakeholders to drive shared goals and address sector-specific challenges.

Influencing Policy and Resource Allocation

- Leverage global events to influence policy development, increase lobbying efforts, and guide the strategic allocation of domestic resources and investments.

Promoting Ethical Governance and Practices

- Encourage the adoption of ethical practices across the business events sector that promote peace, justice, and inclusive governance.

Advancing Equity and Access

- Facilitate the development of blueprints for various sectors to increase access to services and global events for low-income earners, ensuring equitable participation and inclusion.

Financial Capital Outcomes SDG alignment



Political Capital Outcomes SDG alignment



Our Strategic Impact Measurement Framework

Intellectual

Advancement of Intellectual Capital and Innovation

- Foster the generation and sharing of intellectual capital across priority sectors in Sydney.
- Act as an innovation catalyst by driving knowledge-sharing and collaboration that stimulates research, development, and cross-sector innovation.

Sector and Cluster Development

- Promote sector and cluster growth by addressing skills gaps, fostering inclusive career pathways, and supporting workforce development in priority sectors.
- Enhance the competitiveness and sustainability of key industries through targeted knowledge and resource sharing.

Inclusive Decision-Making and Community Engagement

- Integrate insights from under-represented groups to inform broader destination and sectoral decision-making.
- Build a diverse and inclusive social impact ecosystem that reflects the community and engages a wide range of stakeholders.

Collective Solutions to Complex Issues

- Strengthen collaborative responses to address local social challenges through partnerships and coordinated efforts across sectors.

Cultural

Visitor Economy and Tourism Development

- Strengthen the visitor economy by promoting Sydney as a hub for cultural exploration and diverse experiences, attracting global audiences.

Cultural Exchange and Preservation

- Facilitate cultural exchange and support the preservation of heritage by showcasing local traditions, stories, and practices to international delegates.

Advancement of the Creative Sector and First Nations Artists

- Promote creative sector growth by engaging with and advancing the economic opportunities of First Nations artists.
- Support co-creative programs that highlight and celebrate Aboriginal and Torres Strait Islander culture, fostering global recognition and respect.

Catalysing First Nations Experiences in Business Events

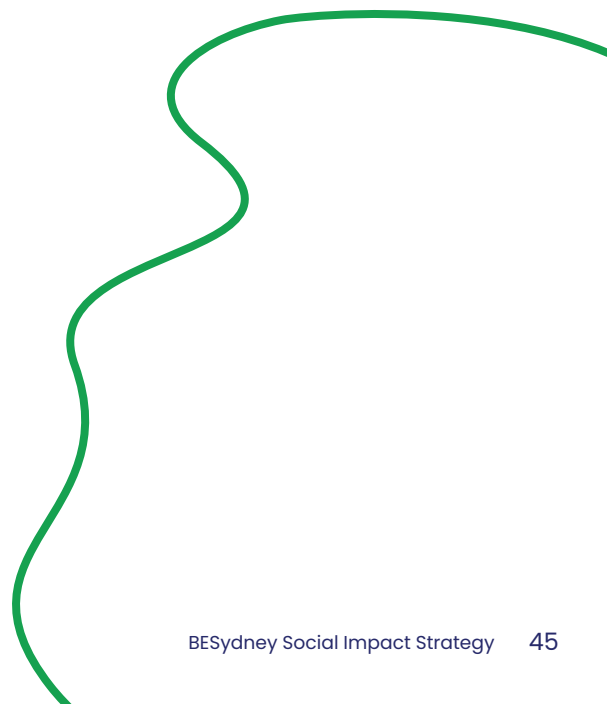
- Enable the business events sector to act as a catalyst for amplifying opportunities for First Nations cultural experiences, enriching international delegate engagement.

Intellectual Capital Outcomes SDG alignment



Cultural Capital Outcomes SDG alignment





Glossary of Terms

BESydney Social Impact Strategy

The BESydney Social Impact Strategy (the Strategy) gives a high-level perspective of how BESydney aims to achieve a range of short, medium and long-term impact goals under conditions of uncertainty. It includes our vision, goals, impact pathways, stakeholder engagement and a general and flexible framework.

BESydney Social Impact Program

Social Impact Program will outline a range of related projects or activities that when managed together will achieve unified benefits and outcomes aligned with the Strategy. Activity includes research, stakeholder & client engagement, an evolving impact measurement framework and a social impact communications plan.

BESydney Impact Measurement Framework

The BESydney Measurement Framework has been developed from the consolidation of several critical perspectives and identified priorities. It provides a template for our organisation, clients, community and stakeholders to develop the method of measuring the actual impact of our activities. In simple terms it is a spreadsheet that is pre-populated with critical information to consider for effective measurement of activity impact. As the name suggests, it is a framework, which can be customised by our clients & sector stakeholders to suit specific actions and needs, all the while being grounded in the needs and priorities of Sydney's social impact ecosystem.

Social Impact

The measurable effects that your activities have on society, including both positive & negative outcomes. It focuses on the actual changes or contributions that are made to address social issues or improve people's lives. Social impact is measured by several metrics and indicators. Social impact can only be identified from the perspective of the beneficiary.

Impact v Social Impact

Impact: Broad term for any effect or influence.

Social impact: Specific term for effects on society and community wellbeing.

BESydney's Social Impact Program is expected to deliver positive impact for our clients, partners, sector, stakeholder and the Sydney social impact ecosystem. Our clients who identify and deliver social impact intentions in conjunction with their global conference hosted in Sydney (and beyond) have the potential to provide positive social impact through the delivery of their activities; and this holds the potential for creating social impact for other global communities. BESydney is a catalyst for social impact in the business events sector.

Legacy Program

Programs that create lasting positive impacts that continue to benefit the community long after a specific conference, event or project has concluded. These programs often focus on workforce development, community engagement, environmental responsibility, and economic sustainability. The related benefits of a legacy program is always from the perspective of the organisation (legacy program owner).

Authenticity & Integrity

We are and always will be a work-in-progress, as is the very nature of life on this planet. We will differentiate between impact and social impact, we will consistently monitor, measure, evaluate, review, and improve all that we do, to remain in alignment with our stakeholders and our community.

	No Poverty End poverty in all its forms everywhere		Reduced Inequalities Reduce inequality within and among countries
	Zero Hunger End hunger, achieve food security and improved nutrition and promote sustainable agriculture		Sustainable Cities and Communities Make cities and human settlements inclusive, safe, resilient and sustainable
	Good Health and Well-being Ensure healthy lives and promote well-being for all at all ages		Responsible Consumption and Production Make cities and human settlements inclusive, safe, resilient and sustainable
	Quality Education Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all		Climate Action Take urgent action to combat climate change and its impacts
	Gender Equality Achieve gender equality and empower all women and girls		Life Below Water Conserve and sustainably use the oceans, seas and marine resources for sustainable development
	Clean Water and Sanitation Ensure availability and sustainable management of water and sanitation for all		Life on Land Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
	Affordable and Clean Energy Ensure access to affordable, reliable, sustainable and modern energy for all		Peace, Justice and Strong Institutions Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
	Decent Work and Economic Growth Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all		Partnerships for Goals Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development
	Industry, Innovation and Infrastructure Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation		

Level 20, 100 William Street
Sydney, NSW, 2011, Australia
Phone: +61 2 9332 5200
Email: info@besydney.com.au