



BUSINESS EVENTS
SYDNEY

Our Year in Review

FY2021-2022

Acknowledgement of Country

BESydney acknowledges the Gadigal people of the Eora Nation as the Traditional Custodians of our local area. We acknowledge the Traditional Custodians of Country throughout Australia and their continuing connection to land, waters and community. We pay our respects to their cultures and their Elders past, present and emerging.



CONTENTS

The word 'CONTENTS' is rendered in a large, bold, sans-serif font. The letters are filled with various scenic images: the 'C' and 'O' show a dense green forest; the 'N' and 'T' show a bright blue body of water; the 'E' shows a sandy beach and turquoise water; the 'N' and 'T' show a deep green forest; and the 'S' shows a dark blue body of water.

Video: Destination NSW

CEO's Message / Our Purpose / Our Value / Our Work / Our People / Director's Report and Financial Statements

CEO's message



“We have big ambitions, and this is just the start. We bring the world to Sydney to make change for the better.”

Lyn Lewis-Smith, CEO of BESydney

CEO's message

At BESydney we challenge ourselves to be bold and daring every day. In FY2021-2022, our rally call was dare to rise to build back best, which both states our intent and invites others to work with us as we build back best, not just better.

For all its challenges, the pandemic moved us to reconsider what we do and how we do it. This spurred us to embrace change and reimagine the role of business events as we rebuild, to showcase our industries, innovation and visitor experiences to the world. With more than 10 years of research behind us – developed with our partners at the University of Technology Sydney (UTS) Business School – we know that business events contribute to economic strategy and attract talent and capital that empower cities to lead globally.

This gives us clear purpose as we build back post-pandemic, and we approach our work *on purpose, with purpose*. This is how our team – working with expert partners across government, industry and academia – wins more than 70% of the bids it targets. Among our achievements in FY2021-2022, the team retained 50+

percent of previously secured events affected by the pandemic; secured new events that will generate an estimated \$159 million in direct expenditure; and developed international and domestic campaigns for Sydney's innovation and business brand. By 30 June 2022, we had confirmed business to 2029 that includes 72 global and national events that will generate an estimated \$450 million in direct expenditure and attract 109,000 delegates to our city.

People are the key to these achievements and in FY2021-2022, we were pleased to grow our talented team, which continues to successfully make the case for our city, to push boundaries and creatively tell Sydney's many stories. I was also delighted to welcome nine new leaders to our Global Ambassador Program; and to continue our work with partners across the NSW Government, which backs us to bring business visitors to Sydney and New South Wales.

We have big ambitions, and this is just the start. We bring the world to Sydney to make change for the better. Here we reflect on the Financial Year that was, as we enter the next year with optimism for the legacies and social impact that will be created by the events we have won – and those we will win – for Sydney, Australia and global communities.

Lyn Lewis-Smith, CEO of BESydney

Aboriginal Cultural Tours, Barangaroo
Aboriginal educator Tim Gray leading guests on an
Aboriginal Cultural Tour in Barangaroo, Sydney.
Image: Destination NSW

OUR PURPOSE

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, New South Wales and global communities.

**BUILD
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OUR VALUE

Video: Destination NSW

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Our value: tourism

\$823

Average spend per international association delegate, per conference day



Average stay beyond business event

For more than 10 years, we have worked to assess and articulate the value of business events, including through our ongoing research partnership with the University of Technology Sydney (UTS) Business School. We know that the global meetings we secure attract delegates who contribute directly to our destination and economy, with a higher average direct spend than leisure-only visitors; they drive repeat visitation to our city; and they provide business to venues, hotels and other organisations across the hospitality and tourism sector.

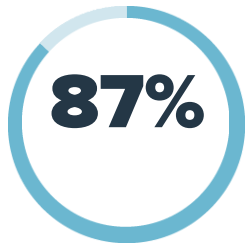
*The 'Sydney Infinity' liquid and light show at Darling Harbour during Vivid Sydney 2022.
Image: Destination NSW*



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Our value: beyond tourism

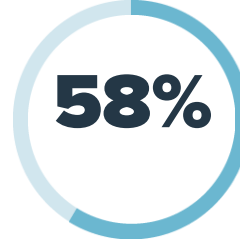
Beyond the tourism benefits, we know that global meetings also drive the knowledge economy. They attract world-class talent that would not otherwise experience our city; and that these experiences lead people to want to live, work or study in our city. We also know that global meetings held in Sydney raise the profile of our destination, its experts, research and industry strengths; and they often prove pivotal moments from which significant global collaborations and research grow.



were exposed to new ideas and knowledge



would not have come to Sydney if it were not for the conference



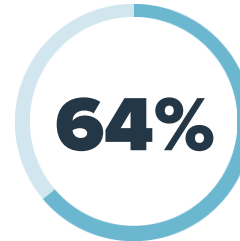
want to live, work or study in Sydney as a result



agree that global meetings raise the profile of Sydney



agree that global meetings showcase local expertise



agree that global meetings help develop global research and collaboration

OUR WORK

Video: Destination NSW

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We bring business to Sydney

We have a strong track record. In the two years prior to the pandemic, international events we had secured delivered an average direct expenditure of \$214 million per year for New South Wales. In FY2021-2022, our bidding specialists continued to retain and secure significant events for Sydney and welcomed the return of in-person international business events; while our Corporate Services team successfully administered two funding programs in conjunction with Destination NSW, as part of the NSW Government's COVID-19 response and Economic Recovery Strategy.

FY2021-2022
BIDS WON

31
bid wins

\$132m
est. Direct
Expenditure

47k
delegates

We bring business to Sydney

FY2021-2022

EVENTS HELD

8

global/national
events held

\$18m

est. Direct
Expenditure

4.5k

delegates

FUTURE PIPELINE AT EOFY

72

global/national
events to 2029

>\$450m

est. Direct
Expenditure

109k

delegates

We bring business to Sydney

FY2021-2022

FUNDING PROGRAMS: EVENTS SECURED

161

domestic events
supported via
funding programs

\$27m

est. Direct
Expenditure

48.6k

delegates

FUNDING PROGRAMS: EVENTS HELD

94

domestic events
supported via
funding programs

\$7m

est. Direct
Expenditure

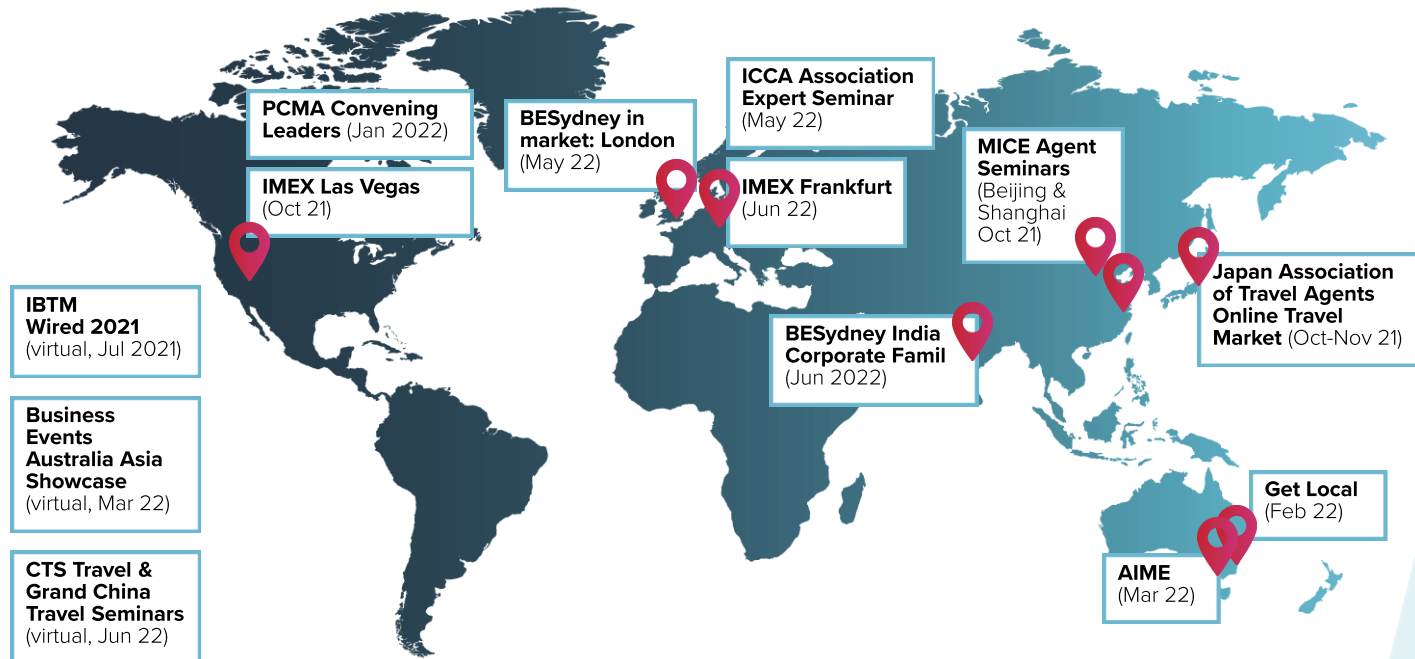
14.8k

delegates

We put Sydney on the map

In FY2021-2022, we launched an international brand campaign; hosted international in-market activities; resumed in-person international and domestic briefings, hosted programs and trade show attendance; and continued our domestic campaigns for the *Accelerate Sydney Business Events Fund*.

TRADE SHOWS, BRIEFINGS & HOSTED PROGRAMS



3.8m

people reached in target audiences across North America, Europe and Asia, via international brand campaign

25k

people visited our domestic campaign landing page

We rally Team Sydney

We work in close collaboration with our Strategic Partners and Members to make the case for business event owners to bring their global meetings to Sydney; to inform, advance and promote our city and state; and deliver on the promise that Sydney offers.



IN FY2021-2022, THIS INCLUDED HOSTING:

A virtual briefing for Strategic Partners on the domestic business events market, our initiatives, and work to retain and secure global meetings (August)

An in-person industry engagement event for Strategic Partners, Members and industry partners which gathered the business events community to reconnect and network, as lockdown restrictions eased (December)

A hybrid international market update event for Strategic Partners, during which our team provided updates from global markets and shared information on our market re-entry plans for Asia, Europe and North America (March).

We create and share knowledge

Our work is central to the knowledge economy: the global meetings we secure bring people together to share information, expertise and skills; provide platforms for interrogation and dissemination; and are made possible by our global networks of leaders across industry, higher education and research.

We also generate knowledge and insights on the work that we do, its effects and the value it creates. As leaders in the international destination management and business events community, we are proud to share this knowledge, experience, and our insights with our local community and international peers.

In FY2021-2022, we actively participated and shared insights at national and international forums, in countries across Asia, Europe, North America and the Pacific; and delivered four research programs:

DIMENSIONING THE DOMESTIC BUSINESS EVENTS MARKET

In this longitudinal study we collected and analysed data from 2019-2021 to scope the domestic market, our work in which reactivated during the pandemic. This supplier-focussed market intelligence was developed with our research partner The Market Intelligence Co. and has since informed domestic business event strategy. We have published six-monthly updates on our findings to date and the study will run until the end of 2022.

[VIEW](#)

QUALITY ASSURANCE SURVEY 2022

Our annual quality assurance surveys help us measure and understand what matters most to our clients and partners, and how we have performed against their expectations. Developed with our research partner The Market Intelligence Co., the survey captures quantitative and qualitative data. In FY2021-2022, our Recommendation Mean Score was 85.

INTERNATIONAL ASSOCIATION DELEGATE SENTIMENT LITERATURE REVIEW

This extensive literature review draws on research conducted by associations on delegate experiences of virtual conferences during the pandemic, reflects on lessons learned, and offers insights into how organisers might best plan for future events. The review was conducted in partnership with the University of Technology Sydney (UTS) Business School.

[VIEW](#)

DOMESTIC EVENT ORGANISER AND DELEGATE ESTIMATED SPEND SURVEY

We use a robust methodology to estimate the direct spend of organisers and delegates who attend global meetings in Sydney. In our domestic spend survey, we adapted this for domestic events supported via the funding programs we administer as part of the NSW Government's COVID-19 Economic Recovery Strategy. This work was developed in partnership with the University of Technology Sydney (UTS) Business School and will run to the end of 2022.



We collaborate to create economic and social impact

We work with partners across government, industry and academia to secure global meetings that deliver economic and social impact for Sydney, New South Wales (NSW) and global communities.

NSW GOVERNMENT

Our organisation was first established in 1969 and for more than 30 of our 50+ years in operation, the NSW Government has backed us to bring business visitors to Sydney and NSW. As leaders for the business visitor economy, we work with our funding partners Destination NSW and Place Management NSW (which owns ICC Sydney); and we work with Ministers and departments across portfolios at state and federal levels relevant to our bidding activities, the strategy behind which is purposefully aligned to government industry, trade and policy priorities to accelerate outcomes. In FY2021-2022, we have delivered, secured and developed bids for business events aligned to NSW Government priority sectors across Tech, Health, Finance and Professional Services, Defence and Aerospace and Construction and Manufacturing.

CITY OF SYDNEY

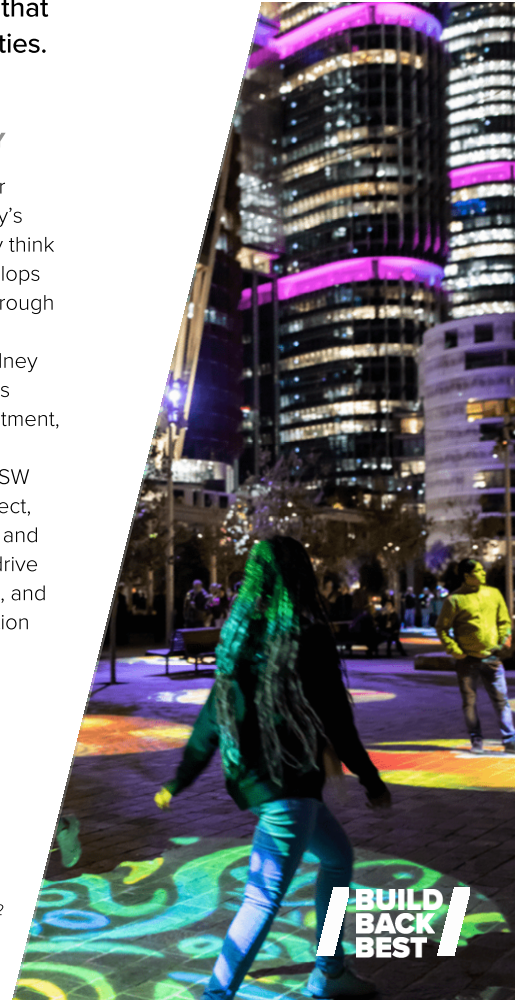
We work closely with our local government partner the City of Sydney. In FY2021-2022, the City of Sydney recognised the strength of our partnership with new investment to support events, and we continued to work together to:

- report into the Global Destination Sustainability Index (GDSI), which in 2021 found that our city's sustainability performance ranked in the top 15 worldwide
- actively participate in the Sustainable Destination Partnership. Led by the City of Sydney, the partnership brings together hotels, event centres, cultural institutions and tourism bodies to improve the energy, water and waste efficiency of buildings in the local area; increase the uptake of renewable energy; and engage with regulators on major environmental policy and regulatory issues.

COMMITTEE FOR SYDNEY

We are a Global Pathway Partner to Committee for Sydney, the city's peak advocacy and urban policy think tank, which advocates and develops solutions for Greater Sydney. Through this partnership, we support the Committee's work to ensure Sydney stays a leading global city, across critical areas of innovation, investment, talent and education. In FY2021-2022, we collaborated on the NSW Priority Sector Engagement project, to connect with industry leaders and identify key global meetings to drive our national profile, attract talent, and enhance international collaboration and trade.

'The Gallery' light projection outside Crown Sydney along Exchange Place and Wulugul Walk, Barangaroo during Vivid Sydney 2022
Image: Destination NSW



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BESydney Global Ambassadors

Our network of 80+ Global Ambassadors comprises international leaders, innovators and visionaries, from university vice-chancellors and ground-breaking researchers to leaders of industry, business and communities.

Our Global Ambassadors share our passion for Sydney and understand the value of our work for the city; they work with us to access networks, share intelligence and insights, and secure global meetings for Sydney.



IN FY2021-2022, WE

- welcomed The Hon Dominic Perrottet MP, Premier of NSW as our new Program Patron
- brought together 280 members of our extended community for our 11th BESydney Global Ambassador Gala Dinner, to celebrate and recognise our Ambassadors' achievements and contributions to NSW and Australia
- welcomed nine new Global Ambassadors:

Richard Alcock AO

Vice Chairman Bank of America and
Chairman Western Sydney Local Health District

Martin Green AM FRS FAA

Scientia Professor at the UNSW and Director of
the Australian Centre for Advance Photovoltaics

Tan Le

Founder and CEO EMOTIV (USA)

Ming Long AM

Non-Executive Director

Sam Mostyn AO

President of Chief Executive Women
and Non-Executive Director

Paul O'Sullivan

Chair Western Sydney Airport

Professor Andrew Parfitt

Vice-Chancellor and President of
the University of Technology Sydney

Professor Mark Scott AO

Vice-Chancellor and President
of the University of Sydney

Sally-Ann Williams

CEO Cicada Innovations.



In FY2021-2022, the BESydney team comprised 36 talented people, working with agile methodologies in our Sydney head office as well offices across Asia, Europe and North America. Our people bring specialist expertise from a range of sectors, hail from different places – with more than 10 languages spoken across the team – and share a common commitment to securing business events that deliver economic and social impact for Sydney, NSW and global communities.



Meet the team

Our Board

The BESydney Board oversees our company in its important decisions, from strategies and goals to values and culture. At the end of FY2021-2022, the Directors of the Board comprised the following individuals, whose professional experience and personal qualities help us achieve the best for Sydney:



The Hon Bruce Baird AM (Chair)



Mr Steve Cox



Mr James Granter



Dr Marlene Kanga AO



Ms Emma Bowyer



Mr Jason Collins



The Hon George Souris AM



Mr Greg Brady



Financial Report 2021-2022

The Directors present their report on
Business Events Sydney Limited (BESydney)
for the financial year ended 30 June 2022.

[Download the Director's Report and Financial
Statement here](#)

Learn more

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AND MEMBERS](#)

[OUR GLOBAL AMBASSADORS](#)

[OUR STAFF](#)

[OUR BOARD](#)

ELEVATE Sydney, 2022
Image: Destination NSW

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Thank you

BESYDNEY.COM.AU



@BESydney