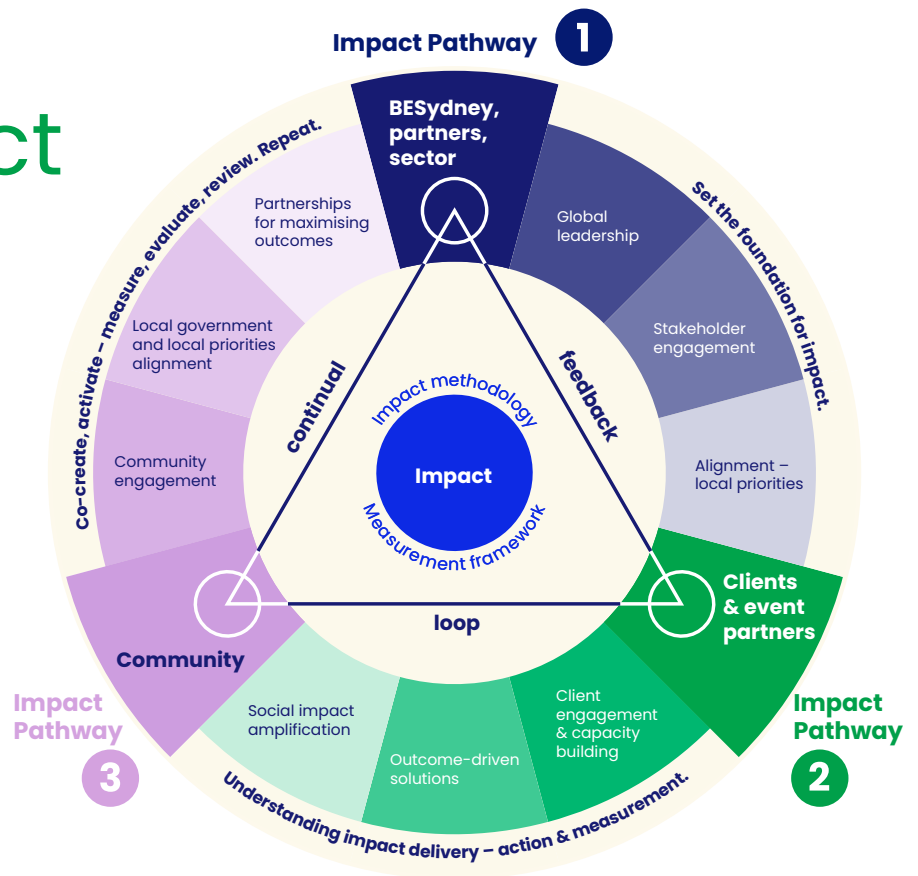


Social Impact Report

BESydney has been working on measuring its own social impact since 2022.

Our key results, stemming directly from our Social Impact Strategy, are shared below.



Impact Pathway 1: BESydney, partners & sector

Global leadership



2 global awards



5 BESydney Executive
speaking engagements
on SI at conferences

Stakeholder engagement



8 stakeholder workshops
(2022-2024)



27 participants



2 Sustainable Destination
Partnership presentations



18 Partners identified
with SI initiatives

Alignment – local priorities



[Social Impact Strategy](#)



Measurement framework for:
BESydney, Events and Sectors



7 impact domains identified
with local and client priority

Impact Pathway 2: Clients & Event Partners

Client engagement & capacity building



2 capacity building
workshops (2025)



12 client/stakeholder
participants



[Published Client Guidebook](#)

Outcome-driven solutions



[Beyond Tourism Impacts](#)
research series



28 conferences



2742 delegates surveyed



8 indepth event reports
available on our [website](#)

Social impact amplification



SI Strategy Campaign
launched



8 social media posts



3 case studies
2 press releases

Impact Pathway 3: Community

Community engagement



5 strategic engagements with
community organisations
to provide opportunities
supporting clients, including
Communteer, OzHarvest,
First Nations Suppliers and
Universities

Local government & priorities alignment



15 policies and plans aligned
including City of Sydney
strategy alignment



Sustainable Destination
Partnership Social Impact
work group established, and
chaired by BESydney Executive

Partnerships for maximising outcomes



2 Event partnerships with
community impact outcomes



[Read our case studies here](#)