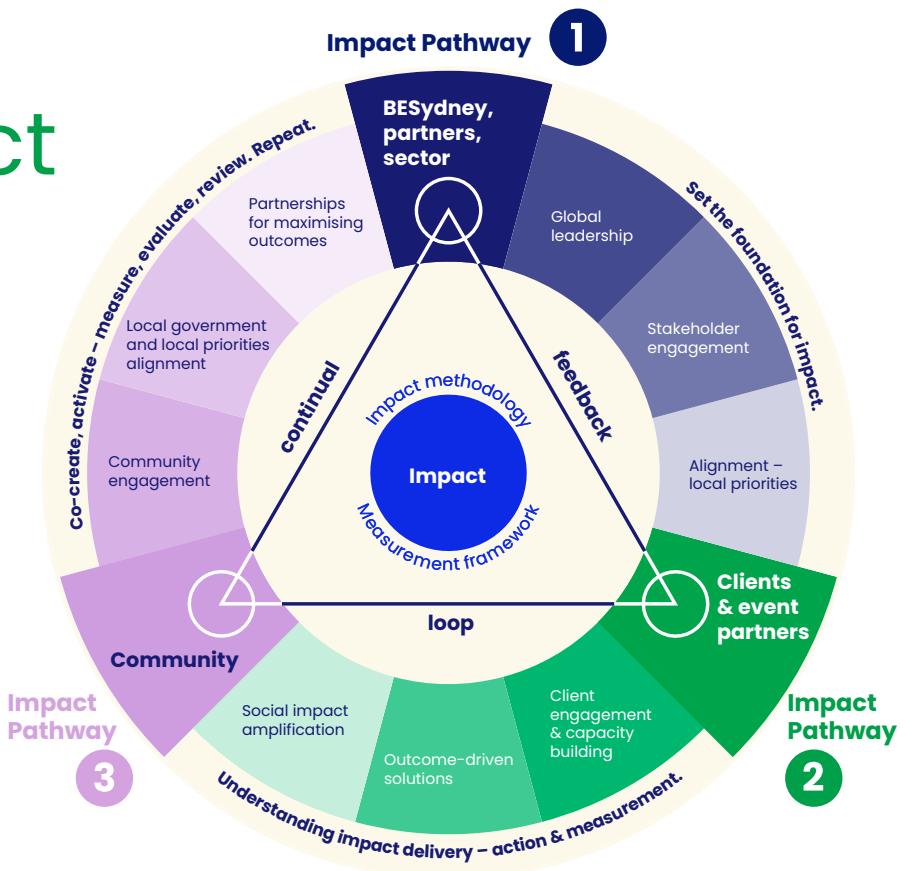


Social Impact Report

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

Impact Pathway 2: Clients & Event Partners

Client engagement & capacity building
2 capacity building workshops (2025)
12 client/stakeholder participants
Published Client Guidebook

Impact Pathway 3: Community

Community engagement
5 strategic engagements with community organisations to provide opportunities supporting clients, including Communeer, 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
Social impact amplification
SI Strategy Campaign launched
8 social media posts
3 case studies 2 press releases
Partnerships for maximising outcomes
2 Event partnerships with community impact outcomes
Read our case studies here