

Western Sydney Meetings Fund fully subscribed, unlocking \$35 million in potential economic impact

Business Events Sydney (BESydney) has reached a major milestone with its Western Sydney Meetings Fund (WSMF) now fully allocated, unlocking an estimated \$35 million in direct expenditure for the region.

The inaugural fund attracted strong national interest, resulting in offers of funding support to 25 associations and corporates for 2027 and 2028 business events if they choose Western Sydney as host destination.

These events are expected to bring an estimated 11,250 delegates to Western Sydney, contributing to the region's growing role in Australia's business events landscape.

Minister for Jobs and Tourism Steve Kamper said: "Business events are a powerhouse of the NSW visitor economy, bringing high-value visitors and long-term growth. The Western Sydney Meetings Fund will help put the region on the map.

"With Western Sydney International Airport opening soon, it'll be even easier to choose Western Sydney for conferences and corporate events.

"World-class venues, unique experiences. That's what delivers real outcomes for delegates and the destination."

The outcome reflects increasing market confidence in Western Sydney's event infrastructure and accessibility, with major precincts, conference facilities and the upcoming Western Sydney International (Nancy-Bird Walton) Airport strengthening connections for national and interstate delegates.

Recent announcements confirming Qantas and Jetstar domestic services to the new airport from October 2026 are expected to further enhance ease of access for attendees and organisers, supporting continued growth in demand.

BESydney CEO Amanda Lampe said the response to the fund signals strong momentum for Western Sydney as a business events destination.

"The level of demand for the Western Sydney Meetings Fund demonstrates growing confidence in the region's capability to host national business events at scale," said Ms Lampe.

"With \$35 million in potential economic impact and over 11,000 delegates expected, this initiative

will contribute to Western Sydney's development as an important hub for business events over the next two years."

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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.