



BUSINESS EVENTS SYDNEY

Sydney's story....

Business Events Sydney (BESydney) is a highly proactive organisation that has been successful in globally connecting Sydney through business meetings and events for nearly 40 years.

BESydney has also been successful in contributing to the development of Sydney through its newly established partnership with Events New South Wales (NSW), a dedicated events body created by the NSW Government that aims to develop Sydney and NSW as a centre for public, sporting and business events.

This partnership is the result of a comprehensive review into the events infrastructure in NSW which BESydney actively contributed to. It provides a fresh commercial framework for creating government and industry cooperation and sees business and political leaders unite behind a common vision for the city's events sector. It also allows BESydney to sustainably increase the number of business events targeted. And the more events BESydney can win, the greater the economic impact for the events industry and the wider NSW community.



The review also led to the organisation's recent name change. Originally known as the Sydney Convention and Visitors Bureau (SCVB), the organisation was renamed to Business Events Sydney to better align the organisation with its core role of delivering business outcomes and economic benefits to Sydney and NSW. Since renaming to BESydney, the organisation has secured a significant increase in State Government funds, allowing for a further increase in bidding activities.

Testament to the success of these partnerships and strategies, BESydney has already achieved its targets for 2009 and has created a solid pipeline of upcoming business. 2010 will be the biggest year ever for business events held in Sydney, with BESydney responsible for bidding and winning 33 confirmed events valued at an estimated \$224 million.

BESydney's collaborative approach with government and industry continues to make Sydney an even more attractive destination for business events.



Each of these partner organisations supports BESydney in different ways, often financially and logistically, allowing us to tap into their expertise and resources to better support events and win further business for Sydney.

The formalisation of these partnerships has led to a string of major bid wins for Sydney including the World Congress on Lung Cancer in 2013 for more than 8,000 delegates, and worth over **\$19 million** to the Australian economy.