



MEDIA RELEASE

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NSW BUSINESS EVENTS THRIVE

New South Wales has had one of its most successful business events years ever, hosting 91 events worth almost \$220 million to the State's economy, Minister for Tourism and Major Events, George Souris, announced today.

"I am particularly buoyed to see that regional areas of NSW are also major beneficiaries of business events last year and I am encouraged by Business Events Sydney (BESydney) reporting that NSW's regions were enjoying increased opportunities for hosting national and international business delegates.

Business Events Sydney is a not-for-profit, independent proprietary company.

"The NSW Government is committed to expanding the benefits of business events to the regions by enacting a recommendation of the Visitor Economy Taskforce which will see the development this year of an integrated Regional Conferencing Strategy led by Destination NSW and Business Events Sydney.

"Destinations such as the Hunter Valley, Blue Mountains and Wollongong have traditionally been key markets for incentive and reward trips, but the growing sophistication of regional facilities and the cultivation of specialised knowledge hubs are making these destinations more and more appealing to the conference and association market.

"Whether it's rural health in Newcastle, organic horticulture at Bathurst or fisheries at Port Stephens, association clients embrace the opportunity to take visiting delegates to the coal face to engage and collaborate at regional research centres and knowledge hubs and undertake technical tours of these specialty areas," Mr Souris said.

Mr Souris pointed out that last year saw 60,237 delegates come to Sydney for a total of 244,453 delegate days, many visiting regional areas and spending time there...and this year is looking even more promising.

"2013 has only just begun, but already BESydney has secured a strong line-up of events for the city, drawing thousands of visitors that are keen to experience one of the world's most unforgettable destinations first hand.

"So far, 64 events will attract more than 50,000 business visitors to NSW with an estimated economic impact of \$167.1 million to the state.

“Among the secured events for 2013 is the LG Group’s annual incentive program, which will be held in Sydney for the third time. 930 selected LG staff from Korea will travel to Sydney in waves of 50 – 70 delegates at a time to enjoy a fun-filled itinerary, including visits to the Blue Mountains, sand boarding in Port Stephens and, of course, tours of Sydney’s famous landmarks.

“Wollongong and the Illawarra have also reaped the benefits of the Government’s efforts, together with BE Sydney and Destination NSW. Wollongong played host to the 15th International Conference on Advances in Materials and Processing Technologies (AMPT) for 300 delegates in September 2012 and will host 400 delegates for the IEEE/ASME International Conference on Advanced Intelligent Mechatronics in July 2013.

“The intellectual capital of the award-winning University of Wollongong has helped to attract a diverse array of leading business events and that momentum is set to continue.

“The Hunter Valley is another destination to benefit with the Perfect China Leadership Seminar bringing more than 3,000 delegates to the region in July adding millions of dollars to the local economy.

“Many of the regions of NSW have their own unique products, expert suppliers and natural assets to offer the business events market. BESydney and Destination NSW will develop strategies to enrich and enhance the opportunities for regional business, institutes and universities to tap into the business event market. The future for business events in Sydney and NSW is bright,” Mr Souris said.

Mr Souris congratulated BE Sydney for its success in helping to continue to attract a record number business events to NSW.

Lyn Lewis-Smith, CEO of BESydney, said last year’s success could be attributed to BESydney’s expert team and long-term client relationships.

“Critical to this success is the dynamic business environment and innovative researchers based in our state,” she said.