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Power of 8: BESydney's new Global Ambassadors unveiled -Premier of NSW Delivers Australia Oration -

The Premier of NSW, The Hon Chris Minns MP, has delivered the Australia Oration at Business Event Sydney's 12th Global Ambassador dinner overnight, sharing his vision for our city and our state as BESydney invested eight new global ambassadors.

The eight global ambassadors were selected based on their purposeful work, outstanding leadership and commitment to Sydney:

1. **Distinguished Professor Larissa Behrendt AO**, Laureate Fellow at the Jumbunna Institute at the University of Technology Sydney
2. **Kylie Hargreaves**, Chair Australian Alliance for Energy Productivity
3. **Professor Jason Kovacic**, Director & CEO, Victor Chang Cardiac Research Institute
4. **Sarah Liu**, Founder & Managing Director TDC Global
5. **Mani Thiru**, Founder, DeepTech Ventures Australia
6. **Scientia Professor Toby Walsh**, Professor of Artificial Intelligence, Department of Computer Science and Engineering University of NSW Sydney
7. **Professor Jennifer Westacott AO**, Chancellor, Western Sydney University
8. **Professor Jon Whittle**, Director of CSIRO's Data61

"Tourism is one of our biggest exports, driving more jobs for NSW locals, Premier Minns said. "Visitors spent more than \$50 billion in NSW last year. That's a record injection into our state's economy.

"Hosting global meetings is an important way to attract tourists, who might come for a conference and then stay to relax in our beautiful state. I welcome and thank these ambassadors, from a range of industries, who will help bring events to Sydney.

"The BESydney Ambassadors announced tonight bring the network that will build on this pipeline and generate more economic activity. Business events will be an important focus in the Visitor Economy Strategy 2030 Review to be published later this year".

Chair of the BESydney Board, Professor Mary O'Kane AC said, "Our Ambassadors are key to us securing major business events and top scientific conferences. As such, they play a pivotal role in powering the State's knowledge economy".

BESydney CEO, Lyn Lewis-Smith said, "The Ambassadors and those attending the dinner are our network that underpin BESydney's success, they are the giants' shoulders we stand upon – their success is what we take to the world."

"We continue to see the greater impact business events contribute: knowledge sharing, foreign direct investment, talent attraction and global social impact. We thank our Ambassadors - the changemakers of Sydney and NSW - for their incredible work and achievements driving global change for the better.

“Our people, places and purpose are the things that make Sydney what it is today, they are also the things that uniquely position us to help shape what comes tomorrow for both local and global communities. We believe Sydney has the intellectual capital the world needs to meet global challenges. Our purpose is to bring the world to Sydney to find solutions and effect a ripple of change around the globe”.

The Hon John Graham Minister for Jobs and Tourism said, “Business events are a critical part of the visitor economy and Sydney is the capital of business events in Australia. The scale of the forward pipeline out to 2030 illustrates this perfectly: 115 business events delivering more than \$562 million in direct expenditure and attracting 140,000 global delegates to Sydney and NSW.

Major Partner and venue International Convention Centre Sydney (ICC Sydney) hosted 380 members of the BESydney community, with journalist and broadcaster Kumi Taguchi as MC. Gadigal Elder Uncle Ray Davison provided a moving Welcome to Country accompanied by artist and composer William Barton.

Lewis-Smith thanked retiring ICC Sydney Chief Executive Geoff Donaghy for his impactful contribution to the business events industry, building and leading an incredible team to create a world-leading asset for the State’s visitor economy with a deep sense of place and connections with local community.

This year’s theme was ‘Change Starts Here’, a nod to BESydney’s Agenda for purposeful business events and its economic and social impact efforts for which the organisation has been globally awarded.

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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. BESydney.com.au

About BESydney Global Ambassadors

BESydney Ambassadors are thought leaders in their fields, recognised for their professional, social, and humanitarian achievements, acknowledged for their contributions, and passionate in their support for Sydney and NSW as a business events destination. They are drawn from across academia, professional bodies, government, industry, and the arts and creative industries. The strongest feature of this group is their willingness to go above and beyond to assist BESydney to not only raise the profile of Sydney and NSW internationally, but to assist with securing bids, and assist the organisation with business intelligence, to ensure that Sydney and NSW have the competitive advantage over other destinations.

The Ambassador Dinner and Investiture is the premier event on Sydney’s business event calendar. The event celebrates the diversity of thought leaders that make up the BESydney Global Ambassadors Program.