

17 April 2025

## New BESydney CEO to commence in June 2025

Following a global search, the Chair of Business Events Sydney, Professor Mary O’Kane AC today announced the appointment of Amanda Lampe as the new Chief Executive Officer of BESydney commencing 16 June 2025.

Professor O’Kane said, Ms Lampe was an outstanding appointment from a strong field.

“Amanda’s unique combination of private and public sector experience and connectivity with industry and Government at all levels will be a great asset to BESydney as the NSW Government prepares to release its Visitor Economy Strategy vision to 2035.

“This organisation has a proud history of delivering strong economic and social impacts for Sydney and the state of New South Wales for 56 years, and the BESydney Board and team look forward to working with Amanda to capitalise on a new era of opportunity for BESydney.

“Once again, I would like to thank Lyn for leading this company and driving transformation globally over the past 12 years, passionately advocating for Australian business, scientific and cultural achievements on the world stage.”

Ms Lampe said she was excited to take on this new opportunity leading BESydney’s work generating economic and social outcomes for local and global communities.

“Sydney is one of the great global cities of the world, and we are ideally placed to continue to win more international business events”, she said.

“Business events are an important driver of economic activity, job creation, lasting partnerships and social impact. I am looking forward to building on the terrific work that Lyn and the BESydney team have achieved.”

Outgoing CEO, Lyn Lewis-Smith said, “I have always believed in this industry and the impact it has on the world.”

“It has been an absolute privilege to work with such a high performing team to secure a healthy pipeline of forward events in place, strong government and industry support, with the organisation enjoying a fiercely competitive reputation across the globe.

“I have full confidence in our Executive Team working together with Amanda to continue to grow Sydney’s reputation globally and to take the organisation forward into a new era.”

# Media Release

Professor O’Kane said a planned transition process was now underway leading up to Ms Lewis-Smith’s departure on 30 June 2025.

For more information on BESydney go to <https://www.besydney.com.au/about-us/>

Photograph of Ms Lampe: <https://www.besydney.com.au/media/bztbl0fq/amanda-lampe.jpg>

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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, industry and academia. [BESydney.com.au](https://www.besydney.com.au)