

14 August 2023

Sydney Scores FIFA Women's Football Convention 2023

Sydney has secured the second edition of the FIFA Women's Football Convention from 18 - 19 August 2023 to conclude the FIFA Women's World Cup 2023™ which ends with the final in Sydney.

Held at the International Convention Centre Sydney, the FIFA Women's Football Convention will host 1,000 delegates over two days in Sydney with an estimate value to the NSW economy of \$1.2 million. Together with leaders from the world of football, they will discuss the development of women's football, whilst showcasing best practices to further inspire the growth of the women's game around the world.

Commenting on the announcement, FIFA President Gianni Infantino said: "We are at a remarkable moment in the development of women's football. As we witness the greatest-ever FIFA Women's World Cup –with records being broken on a daily basis – it is essential that we also maintain this momentum across all aspects of our sport by staging the second FIFA Women's Football Convention at Sydney's iconic International Convention Centre on 18-19 August.

"This Convention follows the inaugural edition in France in 2019. But in four short years - and backed by FIFA's dedicated funding through a global pandemic - it is wonderful to see how quickly women's football has advanced. I look forward to joining friends and colleagues from across the world of women's football to ensure the momentous things we are achieving here in Australia and New Zealand are used to further boost the sport – and to ensure this tournament not only inspires a new generation of female footballers, but also empowers a new generation of leaders."

FIFA Secretary General Fatma Samoura said: "We can already say with confidence that this tournament is a gamechanger for women's football. The crowds, the atmosphere and the quality of football we have seen already has been exceptional. I look forward to reflecting on that success and taking another enormous step to building on it at the Second FIFA Women's Football Convention on the 18-19 August."

FIFA has invited 211 member associations, as well as key global stakeholders, to attend the second Women's Football Convention, the inaugural event held in 2019. The focus of the Convention will centre around the development of the women's game, the social benefits of football for women and girls, and the positive impact it can have on female empowerment.

The NSW Minister for Jobs and Tourism, the Hon John Graham said, "This is the biggest event in women's sport the world has ever seen. NSW locals and visitors have been turning out in unprecedented numbers to support their teams across the matches scheduled in Sydney.

"After hosting the Women's World Cup the city is ready to continue to celebrate women's sport by hosting the FIFA Women's Football Convention."

BESydney CEO Lyn Lewis-Smith said, "While the FIFA Women's World Cup has been an incredible event to entertain global audiences and showcase women's sporting excellence, the FIFA Women's Football Convention 2023 in Sydney is where advances in the business and the human sides of the world game will be made, creating a legacy to embrace, educate and empower women around the world through football. It also



provides Sydney with the opportunity to promote and profile NSW’s sporting excellence and capabilities in hosting the FIFA Women’s World Cup 2023 and the FIFA Women’s Football Convention.”

The FIFA Women’s Football Convention will feature a variety of international speakers who are influential and successful in their field, chosen because they are playing their part in giving women and girls the chance to fulfil their potential – whether that be in football, sport or society.

For more information go to [BESydney.com.au](https://besydney.com.au)

- Ends-

For media information contact BESydney, Sarah Stevenson – sstevenson@besydney.com.au / +61 9332 5213.

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.