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SYDNEY MEETINGS FUND LAUNCHES IN NORTH AMERICA

Sydney's specialist business events bidding company, Business Events Sydney (BESydney) has launched its Sydney Meetings Fund (SMF) offer for North America. BESydney is encouraging travel agents and meeting planners to apply for funding which covers on-the-ground expenses for small group meetings and incentives held in Sydney through to 31 December 2025.

The Sydney Meetings Fund is designed to offset Sydney event costs to support travel agents and meeting planners of smaller international events held in the harbour city.

- The minimum delegate size is 75, and the SMF will provide US\$40 per delegate.
- The event should be three nights minimum and not yet be confirmed in Sydney.
- Applications close 31 December 2024.
- To apply for the SMF go here <https://hello.besydney.com.au/1/315211/2024-09-06/n72z8>.

"Sydney welcomes smaller bespoke corporate and incentive meetings and will support these events by contributing to items such as venue hire, transportation or welcome dinners," said BESydney's Director for North America, Rahul Shah. "Now is a great time to organise that bucket-list event in Australia and the SMF can make that strong US dollar go even further. Sydney is constantly evolving with new developments and attractions adding to the ever-changing landscape".

The highly anticipated Sydney Fish Markets are due for completion in 2025, don't miss the recently opened wildlife experience at Taronga Zoo – Nura Diya, an Australian First Nations restaurant at the Sydney Opera House *Midden by Mark Olive* or URBNSURF Sydney – the city's first wave park – to name but a few.

BESydney's new Event Planning Portal offers expert advice from years of knowledge, including comprehensive tools to research, plan, pitch, and promote your events. You'll also find funding opportunities and a sophisticated supplier search tool that can create a personalised supplier list by delegate numbers and unique requirements. The portal also offers tips for organising events in Sydney and itinerary suggestions. Go to www.besydney.com.au/account/register/

Find out the latest Sydney news on the BESydney website: besydney.com.au.

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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.