

4 November 2024

BESydney Unveils Strong Annual Results as CEO Lewis-Smith Announces She Will be Stepping Down

Business Events Sydney (BESydney) held its Annual General Meeting (AGM) for financial year (FY) 2023/2024 where it announced strong results for the fiscal period and an even stronger forward events pipeline through to 2030. BESydney CEO and business events industry visionary, Lyn Lewis-Smith also announced that she had advised the Board of her decision not to renew her contract for another term, stepping down in July 2025.

At the AGM hosted in the Australian National Maritime Museum, BESydney reported:

- 69 global and national meetings **held** which attracted 51,000 delegates generating an estimated \$216 million in direct expenditure for the state.
- 69 new business events **secured** expected to attract 61,000 delegates generating an estimated \$217 million in direct expenditure
- And by 30 June 2024, the BESydney team had secured a **pipeline of confirmed business to 2030** comprising 58 global and national business events expected to attract 101,000 delegates to Sydney generating an estimated \$401 million in direct expenditure.

Chair Professor Mary O’Kane AC said, “Business events play a vital role in driving local and national visitor and knowledge economies and the numbers for this financial year attest to the success of BESydney’s work. Our Team Sydney partners’ collaboration contributes to these results as together we champion this incredible city.

“On behalf of the Board, I would like to thank the NSW Government and the City of Sydney for their support as well as the academic community who are at the heart of our work.

Professor O’Kane went on to add: “I would also like to take this opportunity to be the first to pay tribute to our CEO Lyn Lewis-Smith, and to thank her for her stewardship of this great organisation.”

“She has led BESydney with vision and integrity over the past 12 years and the business events industry globally, is better for it.”

CEO Lyn Lewis-Smith said, “While leading this organisation for more than a decade, I have always believed in this industry and the impact it has on the world. This role is one of the best jobs in the global visitor economy and I will be leaving my stewardship of BESydney while it is well-placed to accommodate the transition.

“The new Government funding for BESydney for FY25, responding to the significance of business events to the NSW Visitor Economy, as well as the upcoming strategy, present a strong outlook for the organisation in the coming year. The industry, stakeholders, my team and family have been the reason I have stayed for over 20 years, and I will continue to be a passionate advocate for Sydney,” she said.

During the Meeting new Board Member Nathan Cox, Vice President Operations NSW & ACT, Accor, was ratified and Michael Magafa, Commercial Director APAC, Encore Event Technologies was appointed. These appointments replaced Member Director, Emma Bowyer from ICMS Australasia, who concluded her three-

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year term, stepping down officially at the AGM, and Marcus Hannah from Sofitel, MGallery & Emblems who resigned from his position in August this year.

The Board will commence the global search for a new CEO shortly as part of a planned transition. Lyn Lewis-Smith will continue to serve as CEO until end of June 2025 to ensure an orderly progression.

Read all about BESydney's achievements throughout the year in their just released *Year in Review 2023-24* on the website here: <https://hello.besydney.com.au/l/315211/2024-10-16/n9qnt>

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