



THE ASSOCIATION
MAGAZINE

BUSINESS EVENTS SYDNEY

**SPECIAL MEETINGS
DESTINATION REPORT**





SYDNEY

UNLEASHING THE POTENTIAL OF EVENTS

Host destinations can help unlock the potential of their events by making a real difference to the way they unite people and institutions, inspire social change, and enhance their innovation ecosystems. It is on this axis between people, knowledge and business that Business Events Sydney (BESydney) has focused on organising unique meetings and events with the potential to transform the core of your professional sector. This potential goes far beyond numbers and stats, and Sydney, with its numerous innovation districts, universities, industrial hubs and business parks, is ready to mediate this conversation.

Tapping into the host city's unique destination assets, intellectual capital, networks and infrastructure can ensure that an event attracts an interested and engaged global cohort that will exceed revenue targets and contribute to the host destination's visitor economy, but BESydney's Change Starts Here vision also addresses the wider impact of business events, delivering results and benefits for local and global communities at large. How? By fostering innovation, providing immersive and meaningful experiences and lasting change, promoting diversity, equity and inclusion and meeting global sustainability goals.

Social Impact

Having been industry leaders in legacy research for the past decade, BESydney has taken the next step beyond measuring the knowledge economy, attracting world-class talent and investment of business events, towards formalising processes, resources and tools to more responsibly define the broader social impacts. Its Social Impact Programme includes training teams to be catalysts for social change; engaging with local social impact ecosystem; as well as formal planning, execution and measurement frameworks to maximise social impacts.

The DMO has collaborated with #MEET4IMPACT over the past 18 months to build and test a social legacy management methodology and framework and provide an early measurement of event impacts. As a result, in 2023, BESydney received

the first GDS-Movement Impact Award for its commitment to legacy and impact through business events. Partnering with a wide network of suppliers and consulting with Global Ambassadors and industry experts, BESydney is now working with interested associations to create a tailored impact journey that is aligned directly with their core values, global change ambitions and mission statements. The shared ambition is to 'lessen the footprint and increase the handprint' of business events to create lasting social impact for local and global communities.

The steps taken can start small, but still have considerable impact. Consider programming activities with a focus on giving back and providing a diverse, immersive and memorable experience:

- 'cook for a cause' with **OzHarvest**, donating food waste from corporate event to this food rescue charity;
- gain access to Australian thought leaders and innovators in culture, sustainability and social enterprise with **Saxton Speakers**;
- support a wildlife conservation project through the non-profit **Taronga Conservation Society Australia**;
- choose one of the many team-building activities that support community charities through **Team Building with Purpose**. Sydney has a robust social enterprise network that associations can engage with to add depth to their social procurement efforts.



Sustainability

Commitment to Sustainable Development Goals is key to Sydney's legacy-building strategy. Sydney's proactive and long-term approach to sustainability has helped the city rank in the top 30 of the *Global Destination Sustainability Index*, the result of efforts by all local stakeholders to increase the collective sustainability index by 33%. The city was certified as carbon neutral in 2007, reducing emissions by 70%, with the aim of achieving net zero by 2035. 'Sustainable Sydney 2030-2050' encompasses Sydney's vision for a green, global and connected city, with the conversion of more than 6,000 streetlights to LED, the installation of more than 7,000 solar



panels and the transition to 100% renewable energy. The **City of Sydney's Sustainable Destination Partnership** brings together BESydney, Destination NSW along with hotels, cultural institutions, venues and industry influencers to make Sydney a sustainable destination for visitors and improve the environmental performance of tourism and event suppliers. The blueprint for making Sydney a 'Sustainable Destination Project' sets standards and guarantees actions to improve the environmental performance of the city's accommodation, entertainment and business events suppliers.

BESydney is also a certified member of the **Active Climate Network**, an ongoing partnership between the Australian Government and businesses to drive voluntary climate action, reducing carbon emissions to near zero or neutral. To obtain this certification, the DMO developed a strategy to reduce emissions by 30% by 2030. This partnership also included investment in emissions projects, with BESydney purchasing 100% offsets through the **Aboriginal Carbon Foundation Company** for the **Karlantijpa North Savanna Burning Project**, which brings benefits to traditional owners. Finally, BESydney is also involved in the **Joint Meetings Industry Council's** global net zero carbon events pledge, launched at COP 26 in Glasgow, to support the goal of net zero greenhouse gas emissions by 2050.

Diversity Equity & Inclusion

Diversity and Inclusion are in Sydney's DNA. Here associations and corporate clients can include authentic Indigenous cultural experiences, whether on-site or off-site, drawing on the rich experiences of Australia's First Nations Peoples – the world's oldest living culture with continuous connection – for more than 65,000 years. Among the hundreds of nations, languages and beliefs spread across Australia, Sydney's traditional landowners are the Gadigal of the Eora Nation, and BESydney can be your first point of contact – with personalised advice, resources and links to services – to take your event on a journey through their cultures, rites and ancient wisdom.

Immerse your delegates and build their understanding of the world's oldest living culture by commissioning a dance performance with **Bangarra Dance Theatre** or requesting an art workshop with **Boomalli Aboriginal Artists Cooperative**; adding an exciting guided quad bike adventure through the Worimi Conservation Lands, and sampling

native wild foods at one of the many restaurants featuring indigenous cuisine; inspire your event audiences with a First Nations keynote speaker, or offer team building activities for corporate groups such as a sand painting experience. There are many ways to incorporate Aboriginal and Torres Strait Islander cultures into your conference or seminar.

You only have to walk around the city centre to see and hear an assortment of people from all backgrounds, races, and genders in a truly unique social tapestry. Almost a third of Sydney's 4.7 million residents were born overseas, making it one of the most multicultural cities in the world with 200 languages spoken daily.

In 2022, Sydney was named one of the 10 most accessible cities in the world for people with disabilities, protecting them through the Disability Discrimination Act, which guarantees access to public places, goods, services and facilities, such as inclusive public transport, accessible attractions for people with disabilities and a comprehensive network of braille road signs.

“ During the 2024 PCMA Convening Leaders, the PCMA Foundation and BESydney unveiled the findings of a new global study on the advancement of women in business events that addresses the issue of gender disparity in the leadership of the industry. In addressing these inequalities, the authors identified a set of actions to promote women in senior leadership positions and remove barriers to their personal, professional and social development.



Human Rights Congress
Koori Wirgul's Dancers @MajaBaska



Tech Central @Destination NSW



Barangaroo solar panels

UNLOCKING BOUNDLESS INDUSTRY POTENTIAL

Sydney's world-famous harbour setting, stunning venues like **International Convention Centre Sydney (ICC Sydney)**, and state-of-the-art facilities bring together thought leaders from around the world to cement lasting relationships and unleash serendipity and inventiveness.

To this end, the opportunity to attract business events in the main industrial sectors has a huge influence on the city's social legacy. If we want to solve the concrete problems that the world faces, they will be inevitably solved by people who do business together, by ground-breaking researchers, dedicated professionals and investors with social responsibility. Ultimately, it is the people who drive the innovation and the transformative growth that is taking place in Sydney. Discover some of the city's industry strengths:

Tech & Innovation

With an estimated value of US\$68 billion, Sydney has established itself as a strong player on the international technology scene, ranging from Software as a Service, deeptech and fintech to quantum and digital gaming. The city has fostered a dynamic sector that has sprouted three of the world's top 100 universities for computer science, the largest number of STEM graduates (Science, Technology, Engineering, and Mathematics), and emerging entrepreneurs developing Australia's largest innovation ecosystem.

Ranked as the 20th largest start-up ecosystem in the world, **Tech Central**, Australia's largest technology district, is proof of this spirit of innovation – six inner-city neighbourhoods that have become a breeding ground for unconventional thinking, creative impulse, cross-sector collaborations and inclusivity. In fact, Tech Central's vision is to become "the most inclusive, sustainable, and creative innovation district on the planet":

- *Leading Australia to AU\$167 billion tech sector to 80% growth in 5 years*
- *Home to 150+ research institutions*
- *A hub for 60% of Australia's fintechs*
- *160,000 active STEM students*

Health & Life Sciences

Health and life sciences is a priority sector in a city that is home to 55% of Australia's medical technology and biotech companies, more than 50 pharma companies and 500 medtech companies. But beyond these world-class research facilities, top clinical universities and pharma clusters, there is also a tireless community where experts, government and academia converge in the search for ground-breaking outcomes that cross healthcare, research and technology. This thriving ecosystem has set the agenda for global medical findings with crucial contributions such as the electronic pacemaker, pregnancy ultrasound, and the first HPV vaccine.

One such centre, which has pioneered solutions for new global health treatments, is the **Westmead Health and Innovation District**. A scientific complex of four major hospitals, five medical research institutes, two leading universities and the largest research-intensive pathology service in NSW.

To the east, the **Randwick Health and Innovation District**, a partnership between the NSW Government and the University of NSW, further contributes to the concentration of great minds for Health and Life Sciences conferences, in Sydney.

Finance & Professional Services

Accounting for a third of national economic output, Sydney is the world's first major financial market to open, every day operating within an interconnected financial services environment. The city is home to most of the country's financial services and consulting firms' offices, as well as major government and industrial infrastructure from the Australian Securities Exchange and the Reserve Bank of Australia to climate-responsible precincts and scale-up companies. The city boasts a diverse fintech ecosystem, with Tech Central providing a base for 60% of the country's fintechs – 24% of which were founded by women.

The heartland of this industry is called **Barangaroo**, a new and promising extension of Sydney's central business district (CBD) that houses several banks, financial institutions, regulators and private companies anchoring Sydney's financial community.

Barangaroo was redeveloped with sustainability in mind: the world's first climate-positive CBD district. The precinct aims to achieve carbon neutrality by treating its water sources and diverting 80% of operational waste from landfill:

- *The world's most sustainable city precinct*
- *Home to 80% of foreign banks operating in Australia*
- *Australia's fintech and regtech capital*
- *AU\$12 trillion financial services industry*

Science & Engineering

This area is another leading cluster with advanced production in emerging sectors ranging from robotics to agricultural, biomedical and environmental engineering. Sydney has Australia's first **Advanced Manufacturing Research Centre** and its innovation districts and education institutions provide a diverse and attractive environment for professionals and students from all over the world. For example, the cyber security industry is expected to contribute AU\$5.3 billion in gross value added to the NSW economy by 2030. In addition, NSW is home to 30% of Australia's researchers, more than any other state or territory. With strengths such as advanced manufacturing, digital and communications technologies and quantum computing.

NSW has the largest manufacturing sector and innovation ecosystems to lead the way in decarbonisation, energy transition and the circular economy. The State aims to attract \$32 billion in private investment in renewable energies by 2030, with Sydney playing a central role in the R&D of this process. NSW also benefits from the presence of the **Commonwealth Scientific and Industrial Research Organisation (CSIRO)** which includes its digital and data science division (Data61) based in Sydney:

- *50% of the NSW workforce has a tertiary qualification*
- *80% of Australian robotics funding is in Sydney*
- *60% of Australia's tech startups are based in Sydney*
- *41% of Australia's EdTech companies are based in NSW*

Aerospace & Defence

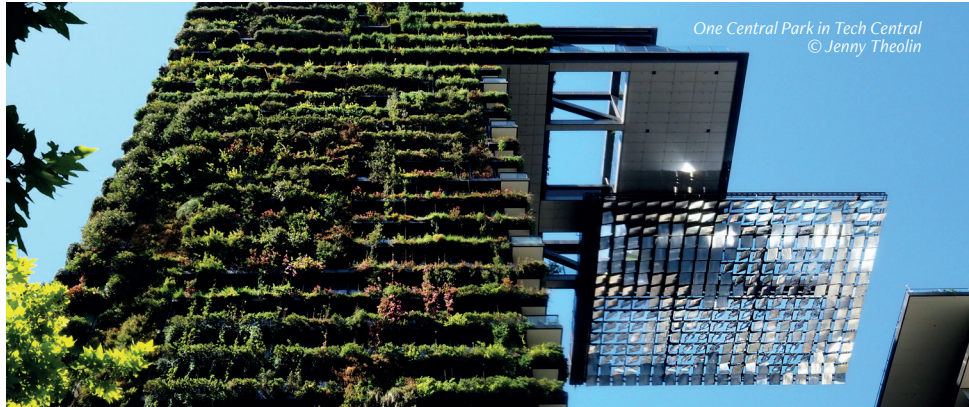
For thousands of years, Indigenous Australians have had to rely on the sky and the stars to predict the seasons and travel the vast continent, and today, the need to be close to the sky remains the same.

NSW has Australia's broadest and deepest space capabilities, which include advanced manufacturing, robotics, high-tech instrumentation, satellite systems, space medicine and biology, and commercialisation of space data. Innovation centres, such as the **National Space Industry Hub**, and five of the world's top 200 universities in physics and astronomy, help tell this story of success in space education and research and development. At Tech Central, professionals work on everything from quantum-enhanced navigation to ethical AI for use in space, while the top universities compete for new benchmarks in Space Engineering, Astrobiology, Field Robotics and Defence Innovation. Around 30% of people involved in space activities are based in NSW, holding 31% of Australian university

departments active in space. The State is also the headquarters for a quarter of Australia's military and civilian personnel, with critical industrial clusters specialising in acoustic technologies, cyber security, advanced materials and optics:

- *41% of all Australian space businesses in NSW*
- *50% of Australia's space export revenue is generated by NSW organisations*
- *NSW corporates generate up to 75% of Australia's space-related revenue*
- *NSW has 38% of all Australian space start-ups in Australia*

Headquarters





The Sydney WorldPride Human Rights Conference showcased how the ideas of diversity and inclusion are at the very roots of what brings us together and drives a successful event - one that not only informs but also transforms its participants.



SYDNEY CHANGEMAKERS: TO GATHER, DREAM AND AMPLIFY ALL VOICES

Associations are in a uniquely privileged position to effect change in the world. But with that privilege comes a responsibility to provide an open, inclusive and safe platform for diverse participants to be seen and heard. Only then can true innovation for the greater good be achieved.

BESydney is proud to represent a city full of illustrious changemakers and remarkable institutions, motivated by the potential to unlock lasting outcomes in local and global communities. They are now embarking on a new era of socio-economic connections, strategic investments, and long-range perspectives in order to catalyse these ethical social advances through mutually beneficial opportunities. At the same time, associations are the great unifiers in society and, as experts in their sectors, they have a strong say in the complex and multidisciplinary direction the world is taking. Leveraging major sectoral conferences in a destination means building beyond financial results and direct visitor impact, sensitively addressing cultural differences, unstable economic contexts, and urgent initiatives to combat an impending climate or social crisis.

Have you ever thought of including specific sessions on empowering social minorities, resonating with human rights or building consensus on climate change

in your official programme? The **Sydney WorldPride Human Rights Conference 2023**, exemplified the fact that it is possible to create wide-ranging impact and cooperation across multiple causes when different people are brought together in a shared space. The largest LGBTQIA+ human rights conference ever held in the Asia-Pacific region attracted more than 2,000 in-person delegates and featured a wide array of international speakers, who shared their perspectives on LGBTQIA+ rights.

This mega-event also offered a safe space for First Nations Peoples, people with disabilities and specific needs, inscribed in the slogan “**Gather, Dream and Amplify**”, which echoed the principles Sydney instinctively relies on to create welcoming, meaningful and impactful events. By committing to a truly responsive content delivery model, where core design and engagement with stakeholders were central, it allowed for an event that was truly community-led with a focus on delegate empowerment.

The legacy? To elevate Australia’s role in the defence and promotion of LGBTQIA+ rights by encouraging activism and raising cultural issues in delegates’ home communities and setting a new benchmark for future conferences.

Our network is your network

BESydney celebrates a circle of Global Ambassadors and changemakers who are among Australia’s intellectual leaders and whose professional networks can connect you to the right partners in the city, as well as greatly influence your on-site experiences. From business, industry and community leaders to innovative researchers and university vice-chancellors, there’s a range of influential people here who, beyond their passion for Sydney, understand the value and purpose of business events, working together to bid, inspire and deliver better results for local partners and international associations.



Come and meet some of them:

Professor Michelle Simmons AO



Professor Michelle Simmons AO is the founder and CEO of **Silicon Quantum Computing** and director of the **Centre of Excellence in Quantum Computing and Communications Technology**, as well as being a senior lecturer at the **University of NSW Scientia**. In 2018, she was named Australian of the Year and won the 2023 Prime Minister’s Award for Science for her work in creating the new field of atomic electronics. World-renowned in quantum computing, Prof Simmons is leading advances in atomic electronics with the aim of creating a scalable phosphor-silicon quantum processor, colloquially known as a “supercomputer”. This meticulous approach has yielded seminal new inventions aimed at developing all the functional elements needed for a scalable, error-correcting, spin-based quantum computer by 2033. Simmons’ leadership in this cutting-edge field not only positions her group at the forefront of international research, but also sets the stage for significant advances in quantum computing technology.

Professor Martin Green AM



Known as the “father of photovoltaics” (solar panels), Professor Martin Green AM has led the race to capture the sun’s energy and convert it into electricity for more than 30 years. He is Scientia Professor at the **University of NSW**, and Director of the **Australian Centre for Advanced Photovoltaics**, involving several other Australian universities and research groups. Since creating his first solar cell in 1975, Prof Green and his team have seen their tests and discoveries rival NASA and COMSAT in the race to create a cell with 20% efficiency, breaking multiple records. His group’s contributions include holding the silicon solar cell efficiency record for 30 of the last 39 years, described as one of the “top ten” milestones in the history of solar photovoltaics. Conferences have been essential to his achievements and, which has secured funding for an educational centre for photovoltaic technology in Asia-Pacific. Prof Green thus remains committed to tackling one of the biggest global problems we face today: climate change.

cell immortalisation. He is Director of **Children’s Medical Research Institute**, Westmead in Sydney, a Fellow of the **Australian Academy of Science**, and a Fellow of the **Australian Academy of Health and Medical Sciences**. His research career on the cellular and molecular biology of immortalisation commenced as a postdoctoral scientist (Fulbright Fellow) at the **National Cancer Institute**, Maryland, USA, where he improved techniques for immortalisation of human cells in vitro and made the key finding that immortalisation is necessary for malignant transformation of human cells. With ProCan, he has been leading a major international research programme aimed at documenting the human cancer proteome. By examining thousands of different proteins present in cancer samples, ProCan aims to gain unprecedented insights into cancer development, progression and personalised treatment strategies.

Dr Marlene Kanga AO



Chemical engineer Dr Marlene Kanga AO has paved the way for women in STEM and, throughout her career, has promoted a diversity agenda that champions careers in these four fields regardless of age, ethnicity and sexual orientation. She became president of the **World Federation of Engineering Organizations** (2017-19), spearheading a proposal at UNESCO to declare 4 March **World Engineering Day for Sustainability**. Highly influential in her pursuit of equity, Dr Kanga initiated the GREE Award, an international award for women engineers, and is co-chair of the Elevate programme to support female STEM careers in Australia. She collaborates with the UN International Science Council for a global voice for women in STEM, and was recently elected an **International Fellow of the Royal Academy of Engineering** – there are only four in Australia, and she is the first woman to be elected.

Professor Roger Reddel AO



Professor Roger Reddel AO is a medical oncologist, molecular geneticist and an internationally renowned expert on cancer

Sydney has a world-leading quantum industry thanks to the Sydney Quantum Academy (SQA), four top globally ranking universities and strong government financial support. With a potential quantum industry value of A\$2.2 billion and 8,700 jobs by 2030, the SQA integrates more than 100 experts for collaborative quantum breakthroughs and asserts itself as a critical bet on the country’s new technologies. Other notable quantum startups based in Sydney are Silicon Quantum Computing, Q-CTRL and Quantum Terminal.



SIX TRENDS SHAPING FUTURE EVENTS

International Convention Centre Sydney (ICC Sydney) is in tune with new trends taking place in the business events space, while acting as a barometer of modernity and an advocate for the community. Situated at the intersection of Sydney's academic, cultural and technological precincts, ICC Sydney offers delegates, exhibitors and visitors legacy prospects and convenient access to one of the world's most cosmopolitan cities. Managed by **ASM Global**, the Sydney venue now continues to be at the forefront of evolving global sentiment towards social equity, environmental sustainability and technological innovation. Partnerships with Sydney Water to reduce the consumption of bottled water, and with **OzHarvest** and **Mathew Talbot Hostel** to donate surplus meals to the most disadvantaged also help to bolster the commitment to both environmental and social sustainability.

Championing inclusive, socially impactful and sustainable events, ICC Sydney's strategic direction places great emphasis on health, human connection and economic impact. Since its inception in 2017, the venue's world-leading Legacy Program has been strengthening annually, deepening its ties and contribution to the communities of Sydney and surrounding regions. Through

its Reconciliation Action Plan, ICC Sydney ensures culturally sensitive corporate decisions around First Nations culture and has enhanced close collaboration with suppliers, cultural advisors and Aboriginal businesses to reconcile through trade, cultural celebration and community inclusion.

The recent launch of "RESPECT: Shaping Events for Success" report, developed in collaboration with **McCrimdell**, provides an update on the needs and requirements of modern events, highlighting six changing dynamics in the sector's landscape in Australia.

“ According to the report, 46% of Australians are actively involved in business events, with a notable presence from Generation Z, underscoring the importance of creating experiences that resonate with diverse audiences and converge with their preferences and values; socially impactful and sustainable events play a critical role in meeting the expectations of organisers and participants; and people of different age groups have come to place great value on events that foster inclusion, benefit the community and protect the environment.



1

Curated event experiences

Immersive experiences are enjoying high attendance at cultural and artistic conferences like **SXSW Sydney**, food and beverage exhibitions, and scientific symposiums like the **International Council on Monuments and Sites**, which included an Indigenous Heritage Program. Without a unifying purpose or captivating ideas, audiences may feel isolated or misguided, so thinking about curation means adapting the content and shaping the stream of your event through an evolving story.

2

Socially impactful events

Communities and niche groups are now at the heart of impactful events keen on broad participation and inclusivity – they emphasise the importance of Environmental, Social and corporate Governance (ESG). By activating the Legacy Program, organisers and planners can explore resources and partnerships with First Nations Peoples and other cultural organisations to ensure a welcoming event with the potential for social transformation. This could include First Nations groups for ceremonies, speakers and cultural performances, but also Supply Nation who have a database of verified First Nations businesses to provide services and products for your business events.

3

A sustainable means of gathering

The empirical application of sustainable planning throughout the event cycle reflects the increasing expectation of the general public requiring efficient and net zero environmental management. ICC Sydney is a signatory to #NetZeroCarbonEvents and provides organisational tools to help reduce the environmental impact of events.

ICC Sydney's photovoltaic solar array, green architectural design, and integrated Building Management System were designed to reduce energy consumption and consequently greenhouse gas emissions. Its waste management strategies have been devised with a landfill waste diversion target of 75% in mind.

4

Prioritise health and wellbeing

Creating welcoming and safe environments means taking a collective approach to each individual's physical and emotional needs. ICC Sydney has designed sensory-friendly spaces, outdoor spaces, first aid services and a collection of local and sustainable menus to support the health and wellbeing of those who walk through its doors. Further, delegates can rest assured of the venue's safe operating protocols in accordance with Safe Work Australia's Codes of Practice.

5

Promoting human connection

In an era dominated by digital communication and the rise of video conferencing, in-person business events still have a differentiating factor in fostering human interactions and facilitating genuine connections. ICC Sydney was born from this networking assumption and the conviction that the exchange of knowledge and physical communication are essential for high-end events. The "Inclusion and Belonging" stream of ICC Sydney's Legacy Program focuses directly on supporting organisers in creating inclusive, sustainable, and innovative events that leave a positive impact on future generations.

6

Seamless technology integration

One of the challenges planners face today is how to adapt virtual and hybrid formats to their in-house programs. By understanding the difference between depth of experience and breadth of engagement, and how each format relates, planners can decide the most strategic approach. From streamlined ticket sales to immersive virtual reality gatherings, ICC Sydney delivers end-to-end event solutions through its Connect Hub: a one-stop digital event solution featuring a dedicated media studio, digital concierge, video editing suite and digital signage management. Additionally, the venue's tailored digital events platform, ICC Sydney Connect, offers a comprehensive package for hybrid event management.

World Pride Rainbow Dress:
WorldPride Sydney





SYDNEY

Change Your World Here

Sydney wants to unite the world in a drive towards positive change at all levels of society, industry and government. With more than five million inhabitants, the city is a thriving metropolitan centre and one of the trendiest destinations in the world, as well as Australia's main financial, political and cultural hub. The capital of **New South Wales (NSW)**, Sydney is Australia's largest state economy and the country's leading destination for face-to-face meetings. In order to capitalise on these traits, **BESydney**, has focused on partnerships, aligning financial objectives with impact and leveraging business events to create social legacies.

Stepping ahead of several megatrends that currently setting the compass for global markets, Sydney has aligned its values – in sustainability, diversity, equity and inclusion, as well as other Corporate Social Responsibility targets – with international associations seeking to demonstrate how organising a meeting benefits both the membership organisation and local

communities. The land now called Sydney has been inhabited by Indigenous people for millennia, and there are many ways to immerse delegates in the culture and perspectives of local First Nations Peoples at a conference, sharing Aboriginal and Torres Strait Islander culture, history and customs. Australia's diversity is fundamental to its innovation, uniting the past with the future to make events accessible and inclusive.

Partnerships are also key to the success of this city. As bidding and engagement specialists, **BESydney** works with industry leaders, social ambassadors, policy makers and academic leaders to broker impact projects, build links with stakeholders and provide a greater understanding and clarity of its industry strengths and tailored experiences.

Supported by the NSW Government, the City of Sydney and the private sector, **BESydney** sees business events as catalysts for the knowledge economy, foreign direct

investment, community development and talent attraction. It also partners with other entities, including the city's world-class universities (**the University of Sydney, University of NSW, University of Technology Sydney, Macquarie University and Western Sydney University**), as well as research and innovation centres such as the **Westmead Health and Innovation District**, the **Australian Space Agency** and **Cicada Innovations**.

A smoking ceremony is a ritual of purification and unity which, for the delegates, can be a physical, emotional and spiritual experience. In Sydney, it is performed by a First Nations person with specialised cultural knowledge bringing the roots of Australia into your event.

After talking to local elders and traditional custodians, the NSW government announced Warrane (the area's original name in Gadigal) as a dual name to represent Sydney Cove, on the south shore of Sydney Harbour.

EXPERIENCE SYDNEY BEFORE, DURING AND AFTER YOUR EVENT

Sydney offers unique settings and exclusive experiences difficult to match anywhere else in the world. BESydney's local knowledge of operators and venues, will help guide you through its hotspots and the beautiful stories of its city. Cultural attractions include the **Art Gallery of New South Wales**, the **Hyde Park Barracks**, the **Australian Museum**, the **Museum of Contemporary Art** and the **Australian National Maritime Museum**. If you want to extend your networking in one of the city's many bars, try **Bar 83**, the **Ivy Penthouse Bar by Merivale**, the **Library Bar**, or a masterclass at the **Archie Rose Distilling Co**. This picture-postcard city manages to combine uplifting congresses with exciting incentive events that will reward the excellence and commitment of your teams and delegates.

Here are some suggestions for leisure activities on the sidelines of your conference:

Could you imagine surfing in Sydney?

Australia is synonymous with surfing, so why not try some beginner lessons in the crystal-clear tubes of Bondi Beach? A 20-minute drive from the city, you can test your skills in the water with **Let's Go Surfing** instructors, enjoying the relaxed lifestyle on one of Australia's most iconic beaches, before

taking part in the first plenary session of the conference. The school was born from an idea to encourage more women to surf by balancing the needs of the community with an environmental awareness of sea life.

Bird's eye views from atop the bridge

Enjoy stunning views of Sydney from the top of the Sydney Harbour Bridge. With the Opera House in the background, you can climb this iconic bridge with **BridgeClimb**, which offers guided tours of 2.5 to 3 hours between your conference schedule. You can also opt for a 'Climb and Dine' experience to end your activity with some aperitifs or dinner at one of the company's catering partners, such as the **Harbour View Hotel** or the **Opera Bar**.

BridgeClimb also invites you to learn from one of Sydney's First Nations storytellers who will take you on a journey explaining indigenous landmarks around the harbour such as Bennelong and Barangaroo.

See Sydney through First Nations eyes

By booking an exclusive tour with **Dreamtime Southern X**, your group will be able to incorporate the story of the saltwater heritage of the Aboriginal

people in Sydney Harbour during your conference program. The Rocks Aboriginal Dreaming Tour is a perfect introduction to Dreamtime's living Aboriginal cultural heritage of Sydney's natural landscape and seasons, drawing on ethnographic notions in ecology, astrology, climate, marine biology and wildlife support from the knowledge base passed down by the world's oldest living culture.

Walk the harbour and coastal trails

In Sydney, there are also several options for trails and walkways to unwind along the East Coast or around the city centre promenades. From King Street Wharf to Walsh Bay, you can follow the **Wulugul Walk**, a reclaimed scenic path that will take you to the sandstone reserves of Barangaroo facing the harbour islands. Don't forget your swimmers for a dip in the newly opened Marrinawi Cove.

If you prefer a quieter activity to surfing, consider taking the picturesque coastal path between Bondi and Bronte beaches with spectacular views of the Pacific. From the Bondi Icebergs to Mackenzies Point you can see some Aboriginal rock carvings and, if you're lucky, you might spot dolphins or whales along the way!

Contact

Business Events Sydney (BESydney)

Scan QR code below for more information about hosting your events in Sydney.



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