



Western Sydney
Business Connection



8 July 2020

The Hon Stuart Ayres MP
Minister for Jobs, Investment, Tourism and Western Sydney
52 Martin Place
Sydney NSW 2000

Re: Business Events Western Sydney

Dear Minister,

The Western Sydney Business Chamber and the Western Sydney Business Connection write in support of establishing a Business Events Western Sydney resource to assist the region with positioning itself as a destination for domestic conferences and major events in the post COVID-19 economic recovery.

The business community have previously raised the concept of Business Events Western Sydney before the 2019 State Election and continue to advocate for its creation. We have attached our research paper for your information and interest.

As you know very well, the visitor economy has been one of the hardest hit sectors during the lock-down response to the COVID-19 global pandemic. We applaud the NSW Government's response to the health crisis to date. We believe that now is the appropriate time to be actively planning for the recovery of the visitor economy in Western Sydney and for a future when major events and conferences will be able to be held once again. The establishment of a Business Events Western Sydney resource now would allow the development of partnerships, marketing and collateral with major venues, hotels, tourism operators and local government in Western Sydney to be readied in anticipation of the resumption of more normal activities in the coming months.

We understand that there may be consideration of creating such a resource in Business Events Sydney and we believe this would be an acceptable location for the dedicated Western Sydney resource within government.

We commend the Business Events Western Sydney concept and we look forward to working with the NSW Government to put it into place.

Yours sincerely,

David Borger
Executive Director
Western Sydney Business Chamber

Amanda Brisot
General Manager
Western Sydney Business Connection