



**KEEPING
ASIA PACIFIC
MEETING**



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NEW ZEALAND
MEETING**

17 August 2021

The Honourable Stuart Ayres
Minister for Jobs, Investment, Tourism and Western Sydney
Level 33 Governor Macquarie Tower
1 Farrer Place
SYDNEY NSW 2000

I am writing to urge you to assist the embattled Business Events Industry as it faces another catastrophic 6-12 months of cancellations, uncertainty and minimal income.

The Business Events Industry in 2019 contributed 35 billion dollars to the Australian economy. NSW represented approx. 30% of that figure, ie around 9.5 billion dollars of direct benefit to the NSW economy.

We recognise the need for venue closures and density restrictions when they re-open for health reasons, but it has crippled our industry. There is no consumer confidence to initiate planning for conferences, leaving many SME businesses in NSW without an income to sustain their business and their personal livelihood.

We implore the NSW Government to provide ongoing financial assistance directly to the coalface of the business events industry as without support, this vital piece of Australia's knowledge economy will not survive 2021.

Yours Sincerely

Karen Sainsbury
NSW Councillor Professional Conference Organisers Association
Managing Director Cornerstone Events