

Marketing That Moves You: The Journey of Change Starts Here

Where inspiration begins...

The inspiration for the “Change Starts Here” campaign is deeply embedded in BESydney’s DNA and shaped by our long-standing commitment to uncovering the broader value of business events. It builds on insights from our 2011 landmark study, *The Beyond Tourism Benefits of Conferences*, which revealed that delegates and associations are increasingly driven by purpose — seeking events that connect them to meaningful outcomes and lasting impact. This campaign is an evolution of this message: a bold storytelling initiative that reimagined Sydney not just as a destination, but as a city of ideas, innovation, and influence. It served a dual purpose — not only engaging our global audience, but advocating the benefits of business events to local government, innovators and influencers.

By showcasing the work happening across Sydney’s innovation districts, we elevated the city’s intellectual and industrial capabilities, featuring our people, our place, and our purpose. Developed through extensive interviews with leading changemakers and supported by close collaboration with Placemaking NSW and Investment NSW, the campaign became a platform for strategic alignment and shared ambition. Through targeted content — including videos, ebooks, articles, and personalised email journeys — we demonstrated how delegates and associations could find *their* purpose in Sydney, while reinforcing the city’s position as a global hub for purposeful business events.

From belief to blueprint

With that belief, we set out to build a campaign that would move hearts and minds. We collaborated with government, academia, and industry to craft a storytelling crusade — one that would showcase Sydney’s innovation districts, its changemakers, and its culture of collaboration. Our mission: to inspire associations to see Sydney not just as a venue, but as a partner in global progress.

The creative process: building worlds of influence

We built five immersive content ecosystems — each a world of its own — centred on Technology & Innovation, Finance & Professional Services, Health & Life Sciences, Science & Engineering and Aerospace & Defence. Each ecosystem included a hero video, a gated ebook, a landing page, and three editorial features. These weren’t just assets — they were invitations to step into Sydney’s story.

We interviewed quantum physicists, fintech founders, medtech pioneers. We walked the precincts of Tech Central, Barangaroo, and Westmead. We listened, we learned, and we translated their passion into narratives that pulsed with purpose. Every word, every frame, every page was crafted to move — to stir curiosity, ignite ambition, and spark action.

From the Sydney Quantum Academy and UNSW's atomic electronics breakthroughs to the pioneering work of Professor Martin Green in solar technology. In Tech Central, we've spotlighted unicorns like Atlassian and Canva, deep tech incubators like Cicada Innovations, and startups like SpeedX and Rux Energy that are solving global challenges in diagnostics and hydrogen storage. These stories have not only inspired and influenced international Associations but positioned Sydney as a city where ideas are born, scaled, and shared with the world.

Making the magic happen

The magic wasn't just in the message — it was in the method. We wove DEI and sustainability into every storyline. We spotlighted First Nations voices and carbon-neutral precincts. We didn't just tell stories — we told truths. And we told them with heart.

We didn't stop at three ecosystems. Inspired by the campaign's momentum, we launched two more in 2025 — in Science & Engineering and Defence & Aerospace — uncovering even more stories of Sydney's global impact. Conferences began including tours of these districts in their programs. Organisers began embedding purpose into their agendas. The ripple effect had begun.

From influence to impact

By February 2025, the campaign had reached 3.5 million people. Web traffic grew 43% year-over-year. We generated over 150 qualified leads and built a pipeline of 120 business events through to 2030, expected to bring 140,000 delegates to Sydney. But the real impact? It was in the shift we saw — in how people talked about Sydney, in how they imagined their events, in how they saw themselves as part of something bigger.

From an advocacy perspective, the impact of the campaign has been profound. In August 2025, the NSW Government released its [Destination NSW 2035 Visitor Economy Strategy](#) — and for the first time, business events were recognised as a strategic pillar. This milestone reflects the strength of whole-of-government collaboration in supporting our growth ambition. For over a decade, our *Beyond Tourism Research* with the UTS Business School has demonstrated how the business events we attract to Sydney bring global experts together, spark innovation, and drive investment and talent attraction. The campaign has helped amplify these outcomes, reinforcing the value of business events as a catalyst for economic and social progress.

The journey continues

We shared our story on the global stage — at IMEX Frankfurt 2024 and Destinations International — after winning the GDSI Impact Award. We spoke not just about what we did, but why we did it. Because we believe every event should leave a place better than it was found. That knowledge should be passed on. That impact should be shared. These content ecosystems can be replicated for every destination, no matter their size or budget.

And now, we're taking that belief even further. In September 2025, BESydney will launch its new Social Impact Strategy — a bold framework designed to embed long-term legacy into every business event we host. It's a commitment to turning influence into action, and action into lasting change — locally, nationally, and globally. The new Social Impact Strategy will build on the momentum of Change Starts here campaign, ensuring every Sydney conference contributes to a legacy of knowledge, equity, and global progress.

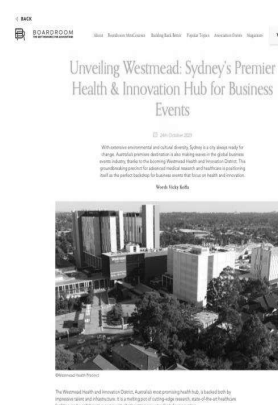
And they all moved forward...

The "Change Starts Here" campaign is more than marketing. It's a movement. It's a belief that when you tell the right story, you don't just attract attention — you inspire action. You don't just influence — you create impact. And that's the kind of marketing that moves you.

Campaign Assets

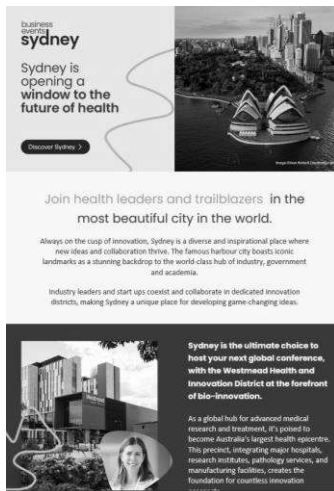
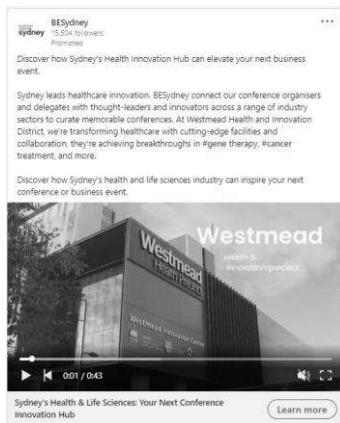
1) Finance & Professional services:

- Video: <https://vimeo.com/866669978>
- Ebook: https://drive.google.com/file/d/1vqsK08hAr89idP7XEviAkmlGpkqp-Lif/view?usp=drive_link
- Articles:
<https://www.besydney.com.au/news-insights/barangaroo-sustainability-trailblazer/>
<https://www.besydney.com.au/news-insights/barangaroo-sydney-s-financial-hub-is-a-placemaking-success/>
<https://www.besydney.com.au/news-insights/a-focus-on-the-financial-and-professional-services/>



2) Health & Life Sciences

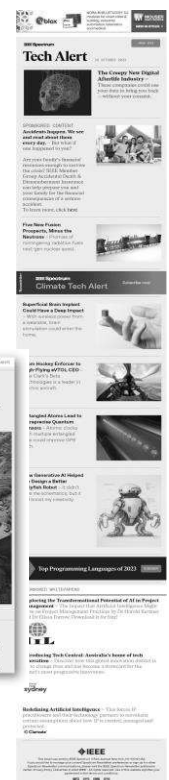
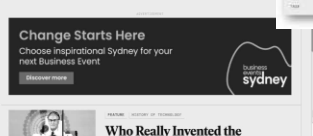
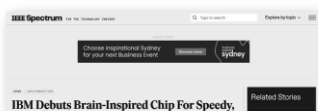
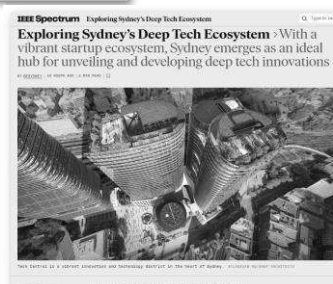
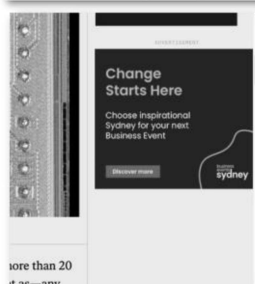
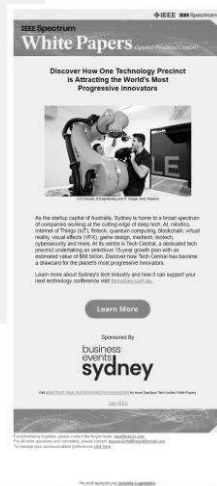
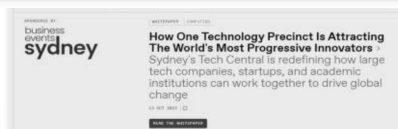
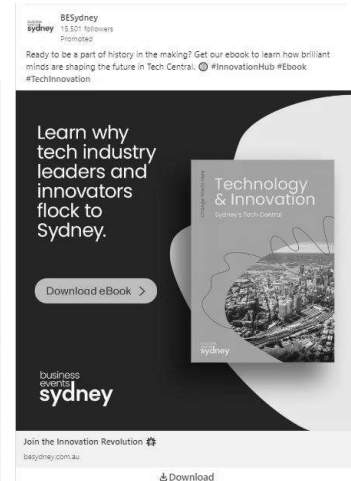
- Video: <https://vimeo.com/846824321>
- Ebook:
https://drive.google.com/file/d/1m1Mvo_SupXgW4930kTj9SOV8JmeF8CMr/view?usp=drive_link
- Articles:
<https://www.besydney.com.au/news-insights/the-top-five-innovative-medical-opportunities-happening-at-westmead/>
<https://www.besydney.com.au/news-insights/sydney-leads-medtech-in-australia-with-groundbreaking-health-and-innovation-districts/>
<https://www.besydney.com.au/news-insights/westmead-health-and-innovation-district-a-snapshot/>



3) Technology & Innovation

- Video: <https://vimeo.com/866669978>
- Ebook: https://drive.google.com/file/d/1gxDrhXkADS4QVnJaSw88qygORCmqAZzf/view?usp=drive_link
- Articles:
 - <https://www.besydney.com.au/news-insights/tech-central-fertile-ground-for-world-changing-innovation/>
 - <https://www.besydney.com.au/news-insights/fintech-innovator-sydney-makes-major-strides/>
 - <https://www.besydney.com.au/news-insights/fostering-diversity-in-tech-tech-central-s-trailblazing-approach-to-inclusivity-and-innovation/>

<https://www.besydney.com.au/news-insights/lifting-the-veil-on-sydney-s-deep-tech-ecosystem/>



4) Science & Engineering

- Ebook

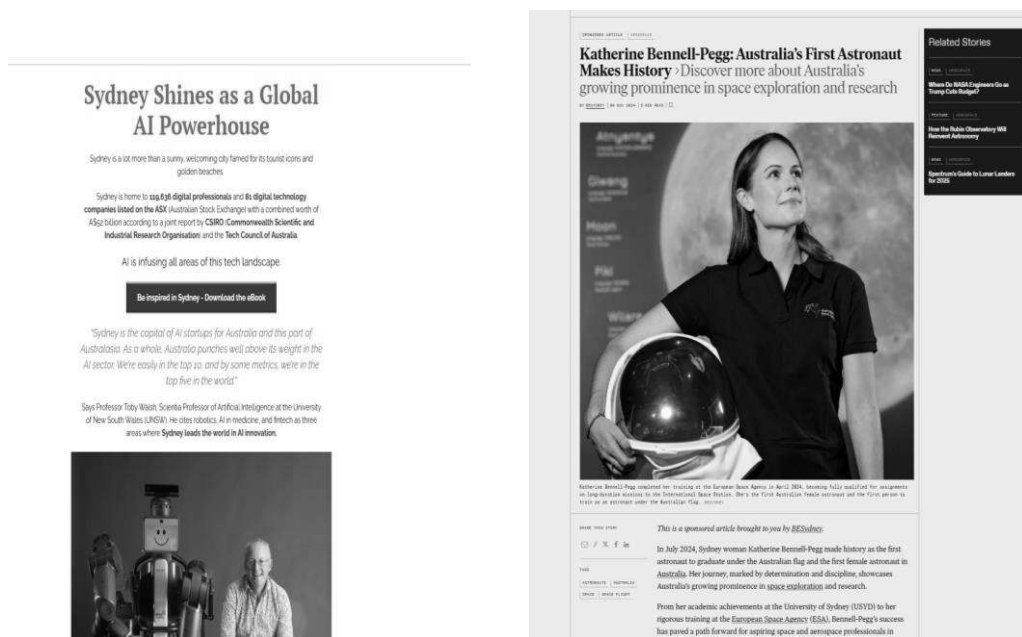
https://drive.google.com/file/d/1NQiuoNolusWYfeibiGmWX4otPn_xl9TW/view?usp=drive_link

- Articles:

<https://www.besydney.com.au/news-insights/sydney-s-tech-super-cluster-propels-australia-s-ai-industry-forward/>

<https://www.besydney.com.au/news-insights/sydney-s-tech-super-cluster-propels-australia-s-ai-industry-forward/>

<https://www.besydney.com.au/news-insights/trailblazing-women-in-engineering/>



5) Aerospace & Defence

- Ebook https://drive.google.com/file/d/1fOAWBZnspIPyL0de3-fRs_RoAN6kfaGc/view?usp=drive_link

- Articles

<https://www.besydney.com.au/news-insights/katherine-bennell-pegg-australia-s-first-astronaut-makes-history/>

<https://www.besydney.com.au/news-insights/a-focus-on-defence-aerospace/>

<https://www.besydney.com.au/news-insights/australian-defence-industries/>

Sydney's prominence in science and engineering is demonstrated by its world-class universities and research institutions. The University of Sydney, the University of New South Wales (UNSW), the University of Technology (Sydney UTS) and Macquarie University are at the forefront of advancements in various fields, from quantum

The Quantum Network

The authors are committed to improve your experience. We'll monitor you at all times, but you are right to feel you can't. Thanks, authors.