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Sydney and New South Wales

Sydney, the capital of New South Wales, is Australia's global city and economic powerhouse.

The city is Australia's financial, business and lifestyle capital, a leading financial centre in the Asia Pacific and a proven host of the world's biggest events.

Home to 6.8 million people, New South Wales has a third of Australia's population and a multi-lingual, well-educated workforce of 3.3 million, the largest in the nation.

Accounting for over a third of national gross domestic product, the New South Wales economy is Australia's largest, most diversified state economy and the seventh largest economy in the Asia Pacific.

Sydney alone accounts for 25% of national GDP making it Australia's undisputed economic heavyweight.

Events New South Wales

Events New South Wales was established by the NSW Government to market Sydney and New South Wales as a leading global events destination. Creative and innovative strategies will revamp and revitalise event and tourism opportunities across the State.

The company will identify, attract and nurture events expected to provide significant economic and community benefits to Sydney and regional NSW, including sporting, cultural and lifestyle events. Strong attention is being given to the event needs of regional NSW, where events are often critical to tourism.

Events New South Wales' mandate includes:

- a revised focus on business events in conjunction with [Business Events Sydney](#)
- re-establishing Sydney as a preferred destination for national and international conferences
- regaining a stronger foothold in Asia
- development of a consistent master calendar
- working co-operatively with the Government, the private sector and other key stakeholders.

For more information

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