

Media release

23 October 2012

Two new directors appointed to the BESydney Board

Business Events Sydney (BESydney), Australia's leading convention bureau, yesterday welcomed two new directors to its Board.

Beverley Parker, Executive Director, Sales and Marketing, Dockside Group and Shelley Roberts, Executive Director, Aviation Services, Sydney Airport were elected to the positions of Members' Directors by their peers.

BESydney Chairman, Col Hughes, announced the appointments at the company's Annual General Meeting yesterday.

"We are delighted to welcome Shelley and Beverley to our Board. Our nine directors bring unique energy and perspectives, along with diverse industry and commercial knowledge, to the table. Together they will actively contribute to the strategy and direction of the company and we look forward to working with them, now and into the future.

"BESydney also thanks the contribution, guidance and support provided by the outgoing directors, Kate Smith and Gary Daly. We also must acknowledge the extraordinary contribution of Ton van Amerongen who has served on the BESydney Board for the past 20 years, either as a Director or Special Advisor. The Board has been the beneficiary of Ton's exceptional understanding of the business events industry and his sage counsel throughout this period."

BESydney CEO, Lyn Lewis-Smith echoed Col's endorsement of the new-look Board, highlighting the importance of strong industry leaders to guide the company's future success.

"The business events market both globally and locally is changing. We need to evolve to ensure we are best placed to tackle the challenges, and opportunities, that lie ahead. Under the guidance of our highly-respected and connected Board of Directors, both past and present, BESydney is leading the way as a global destination of choice for business events.

"Our future is positive and promising and we owe much of our success to the dedication and passion of our Board, which has been strengthened by yesterday's appointments."

For further information, images or to request an interview with CEO Lyn Lewis-Smith:

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Beverley Parker – Dockside Group

Beverley Parker has diverse, senior executive experience in tourism, corporate events, associations and hospitality, along with an outstanding track record of achieving commercial success across her 25-year career.

Beverley brings valuable insights to the table developed via global exposure to the corporate, conference, incentive, inbound and exhibition sectors. She brings sharp business acumen, a deep understanding of multiple industry perspectives, and disciplines including sales, brand marketing, public relations and strategic thinking; vital characteristics for managing through challenging times.

Having held Director of Sales and marketing positions since 1999, Beverley has had successful appointments at Accor Asia Pacific, Sydney Convention and Exhibition Centre, Four Seasons Hotels & Resorts, and currently Dockside Group.

Shelley Roberts – Sydney Airport

Shelley Roberts is the Executive Director Aviation Services at Sydney Airport and has over 12 years' experience in the tourism industry in both airline and airport management.

Shelley leads Sydney Airport's aviation business, driving significant increases in capacity from international markets and improving the customer experience for visitors to Sydney. Under her leadership, international arrivals to Sydney have increased by more than 8.5 per cent, with the key markets of Malaysia and Singapore recording 60 per cent and 47 per cent increases respectively. Most recently she has been instrumental in securing direct services from India.

Prior to joining Sydney Airport, Shelley was Managing Director of Tiger Airways Australia, playing a pivotal role in the foundation and early years of this domestic airline. Previously, Shelley held a number of senior executive roles for Macquarie Airports and easyJet in Europe.

Shelley began her career in London at KPMG as a qualified Chartered Accountant and holds a Bachelor of Business Science from the University of Cape Town, South Africa.