

Impact Insights

business
events
sydney

World Organisation of Family Doctors WONCA World Conference 2023

Introduction

Conferences are known for their contribution to knowledge economies and industry innovation, as well as catalysing a range of benefits to local and global communities. Business Events Sydney (BESydney) in conjunction with the University of Technology Sydney, Business School surveyed delegates attending the World Organisation of Family Doctors WONCA World Conference 2023 (WONCA 2023), to qualify and quantify some of these impacts from business events on their beneficiaries.

Overall, respondents reported that the conference equipped delegates with new knowledge, ideas and techniques which drove workplace innovation, benefiting communities around the world, and provided advocacy and strategies for care of vulnerable communities.

180
survey responses

78% practitioners
19% academics
3% other

5% Sydneysiders
4% regional NSW
41% interstate
50% international

BEYOND TOURISM IMPACTS

96%

agreed that WONCA 2023 enabled/contributed to scientific advancement (new knowledge / ideas / technology / collaboration)

94%

agreed that WONCA 2023 enabled/contributed to industry innovation (new knowledge / ideas / technology / practice)

91%

agreed that WONCA 2023 enabled/contributed to improved social policy

89%

agreed that WONCA 2023 enabled/contributed to attraction of global talent to Sydney

86%

agreed that WONCA 2023 enabled/contributed to support of vulnerable communities

64%

agreed that WONCA 2023 enabled/contributed to trade and investment

Percentage of respondents rating 3 or more out of 5

What WONCA delegates had to say...

"Inspirational evidenced based research and practice from world leading doctors to inspire all family medicine practitioners to improve the lives of all the patients we see."

About scientific advancement

"It brought together experts in the field of academic general practice from all over the world. In doing so it enabled networking and collaborations to further improve the quality of international research and its application to multiple settings. There were dedicated foci on rural communities, health, disparities digital technologies in general practice and innovation such as pharmacy and new technology."

About industry innovation

"This program was full of top level new scientific research and presentations and ideas that will result in innovation in medical care practice. Sharing knowledge will empower GPs to go home to their communities and continue to provide excellent and exceptional care."

"The scientific sessions in the conference are very useful and gave me a lot of insight and skill to be practiced in Indonesia."

About improved social policy

"GPs are the backbone of the health system in Australia and around the world. Events like WONCA advances health policies that benefit stronger general practice and therefore to the benefit of society."

"Events like this gathering thousands of people can really affect people's thinking and actions and how they talk or what they vote outside of the conference."

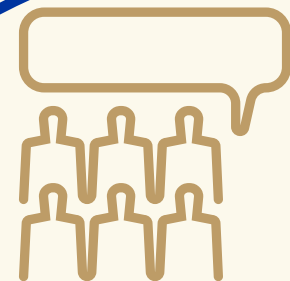
"WONCA used the platform of their 2023 conference to call on international leaders to adopt measures away from fossil fuels and invest in renewable energy as urgent health interventions."

About support of vulnerable communities

"Lots of research [was presented] around the inequity of indigenous communities and how to address that need to get doctors to think beyond their clinical-bubble, that they can influence change by having better awareness and understanding of global and local concerns and needs."

"Medical experts from all over the world joined forces in Sydney. There was particular interest for those in society who are vulnerable (social determinants of health), and Aboriginal and Torres Strait Islanders."

"I've received a bursary to attend this event. I came all the way from Tunisia and had the privilege to learn from colleagues from all over the world. I believe this wouldn't be possible outside of this opportunity at this conference."



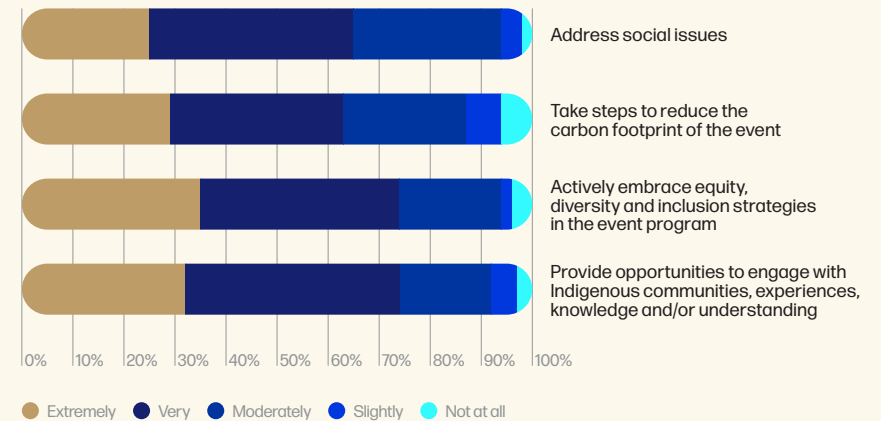
What WONCA delegates think...

“Reducing carbon footprints at events in Australia is crucial to combat climate change, protect the environment, and demonstrate sustainability. Embracing equity, diversity, and inclusion strategies in event programs in Australia is important because it promotes fairness, fosters inclusivity, and reflects the diverse population, ensuring equal opportunities for all attendees. Providing opportunities to engage with Indigenous communities, experiences, knowledge, and understanding in Australia is important

for fostering cultural appreciation, reconciliation, and preserving the rich heritage of the First Nations people.”

About the importance of Social and Environmental Sustainability

Over **90%** of delegates said it is **moderately to extremely important** to them that business events engage in social and environmental sustainability activities, with close to **70%** saying it is **very to extremely important** to them:



TOURISM IMPACTS



Top 3 flight booking leadtimes

- 15% 6+ months
- 42% 3-6 months
- 29% 1-3 months



Top 3 types of accommodation used

- 49% 4-5 star
- 13% 3 star
- 13% Serviced aptmnt



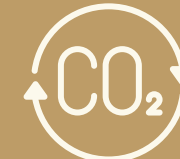
Top 3 booking channels used

- 34% Booking engine
- 23% Hotel website
- 7% Conference website



Did you duty free shop at Sydney Airport?

- 38% Yes
- 62% No



Did you buy carbon offsets for your flight?

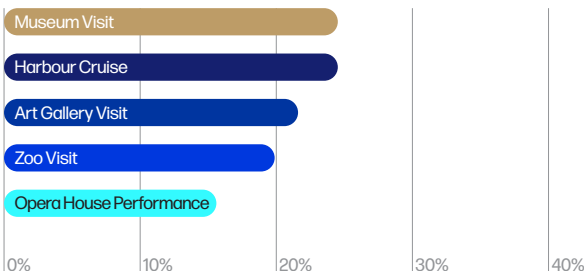
- 15% Yes
- 85% No



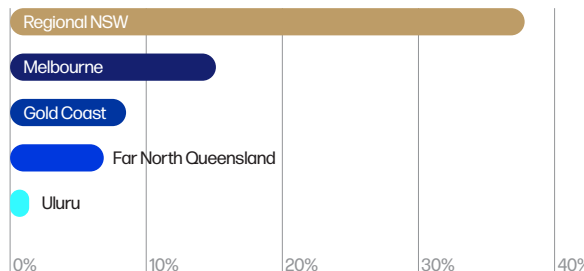
Happy with the Australian visa application process?

- 92% Rated 4 or 5 out of 5

Percentage of delegates visiting top 5 tourist attractions



Percentage of international delegates visiting top 5 areas outside Sydney



93%

think they will visit Sydney again in the future

85%

would highly recommend Sydney as both a conference and tourist destination (based on scores of 8+ out of 10)