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**From:** BRIDGEMAN David  
**Sent:** Friday, 12 July 2019 3:59 PM  
**To:** Adjudication  
**Cc:** Wang, David  
**Subject:** Response to Application for Authorisation - AA1000446 - Business Events Sydney Limited

**Importance:** High

Dear Ms. Black, Dear Mr. Wang, Dear colleagues,

I write with reference to Business Events Sydney Limited's application for authorisation [AA1000446] and provide a submission in support of this application.

- By way of context, my organisation (SWIFT) manages the world's premier global financial services congress known as Sibos. Sibos is held in different locations each year and was most recently held in Sydney in 2018. In my role as a senior executive of Sibos, I was not only involved in the selection process for Sydney but also several past and future Sibos destinations around the world
- I am also well placed to comment on this particular application as a common set of hotel terms are one of several key criteria that Sibos assess when selecting a potential host city. Indeed, it is my understanding that the concept for Sydney's application was based on the process that Sibos undertook in preparation for the 2018 congress in Sydney. Whilst the hotel terms proposed by BESydney differ to the complete set of Sibos hotel terms, the focus on customer / user benefit remains the same. My comments, therefore, are from the perspective of an advocate for this concept particularly as it relates to ease of doing business for an organiser and competitive advantage for a city
- The primary reasons that Sibos request a city to comply with common hotel terms includes:
  - Volume of hotel negotiations. With over 7500 international delegates, Sibos required in excess of 25 hotels in Sydney. As the event organiser, Sibos must sign an individual agreement with each hotel which stipulates the amount of rooms to be offered to delegates, commercial terms and any benefits or penalties involved in booking or releasing accommodation rooms etc. A common set of hotels terms saves Sibos significant time in individual hotel negotiations and subsequent legal costs
  - Consistency of benefits and flexibility for the event organiser and delegates. As an experienced global event organiser, Sibos is aware of the best-practice terms available in the market and seeks to have these terms replicated in the potential host cities. These terms provide direct benefit and flexibility to not only Sibos but also its delegates
- A city that is able to provide the above benefits will have a clear competitive advantage over cities where this is not available – it makes the process of selecting a city and delivering a major event a more seamless experience

I commend BESydney on initiating this application as it will help to drive continued success for Sydney and its hotels in the competitive global events market.

Given the importance of this application, I would appreciate if you can confirm receipt of this submission.

Should you require any further information, please do let me know.

Best regards,

**David Bridgeman**

SWIFT & Sibos

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