



ANNUAL PERFORMANCE REVIEW 2023/24



EXPERIENCE WORLD CLASS
PROUDLY MANAGED BY ASM GLOBAL

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A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Capella Capital, ASM Global, Lendlease, Hostplus, Aware Super and Spotless FM.



Acknowledgement of Country

International Convention Centre Sydney (ICC Sydney) stands and operates on the land of the Gadigal clan of the Eora Nation. In the spirit of reconciliation and as a demonstration of respect for the traditional laws, customs, cultures and country of the First Peoples of this land, ICC Sydney warmly acknowledges the traditional custodians of Gadigal Country and demonstrates respect to Elders past, present and emerging.

Smoking Ceremony

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Cover image:
ICC Sydney Exhibition Centre
© Taylah Chapman



Message from the Minister



ICC Sydney is arguably the nation's most prestigious international convention, exhibition and entertainment venue and one of the New South Wales Government's best performing asset - contributing A\$718 million to the local economy through delegate expenditure last year.

During the year, ICC Sydney hosted more than 500 core events and attracted 1.2 million visitors through a management team that is focussed on driving both economic and societal outcomes for Sydney and New South Wales.

ICC Sydney maintains a global reputation for event services excellence, as demonstrated by its 99% client and 98% delegate satisfaction ratings. It also boasts a leadership position for sustainability, diversity, equity and inclusion, as evidenced by its Silver Tier status in the Australian Workplace Equality Index and development of its inaugural Disability Inclusion Action Plan.

Whether hosting the Talent Development Project's alumni concert, Elevate the Stage celebration concert in honour of the United Nations' International Day of People with Disability or the International Council on Monuments and Sites General Assembly, ICC Sydney plays an important role in shining an international spotlight on local talent while attracting new ideas and culture to our state.

Operating on Gadigal Country, in a place where people have met to trade, exchange knowledge and celebrate for many thousands of years, the team is known for the depth of acknowledgement and celebration of First Nations culture which can be enjoyed by all.

I would like to recognise the team at ICC Sydney who were led by Geoff Donaghy for over 10 years and welcome on-board ICC Sydney's newly appointed Chief Executive Officer Adam Mather-Brown.

Adam Mather-Brown brings a wealth of experience as a member of the opening team, and I have every confidence in his commitment to driving innovation, alongside economic and social benefits for the Sydney and regional communities. With domestic events running at full steam and international visitation numbers exceeding last year, I know ICC Sydney and the team under Adam Mather-Brown will continue to go from strength to strength as a key contributor to our economy and society through the events it attracts and the inclusive manner in which they run them.

THE HON. PAUL SCULLY
Minister for Planning and Public Spaces



Charlie Puth
© Aaron Leslie

Mission Impossible -
Dead Reckoning Part One
© Brett Boardman

Elevate the Stage
© Tim Pascoe



Message from the CEO

It is a great privilege to be entrusted by the NSW Government and Darling Harbour Live to operate ICC Sydney. The 2023/24 ICC Sydney Annual Performance Review outlines our commitment to Make a Difference for the people of NSW - be it via economic returns for businesses, world class experiences for visitors and locals alike, a global platform to perform encompassing all professions and creatives or as a centre for innovation. It also covers our commitment to support the Sydney community and demonstrate sustainable solutions that align with NSW policies.

Buoyed by our 'More Than A Venue' promise, ICC Sydney was able to drive economic and social benefits for the people of NSW by surpassing revenue and profit forecasts to deliver 507 events that underscored A\$718 million in economic impact to the State through delegate spend, making FY2023/24 our best performing year since 2019. At ICC Sydney, our clients' success is our success, and we were rewarded with 99% client satisfaction and 98% delegate satisfaction during the period.

Beyond economic contribution, we sought to be the most inclusive venue possible for our team, clients and event attendees, and built on our accessibility and inclusion resources with our first Disability Inclusion Action Plan developed under the guidance of Get Skilled Access. We invested in the development of our team, who collectively undertook 10,686 hours of training and reported 71 internal promotions and an 86% employee engagement score.

We remain committed to driving positive social impacts and are on track to deliver all the objectives of our second Reconciliation Action Plan. We expanded our Legacy Program, which aims to build opportunities for local First Nations, creative industries and entrepreneurial businesses with clients through their events at ICC Sydney. We also work with clients to reduce and report on their event carbon footprint.

Our team's efforts, recognised through 12 national and international awards throughout the year, including six individual accolades, the World Travel Awards Oceania's Leading Meetings & Conference Centre, KARI Foundation 2023 Fundraiser of the Year (City2Surf), and elevation to Silver Tier in the Australian Workplace Equality Index announced at the Australian LGBTQ+ Inclusion Awards—are testament to the world class reputation of the venue and the passionate professionals that work here.

We look forward to continuing to fulfil our mission to Make a Difference as we care for our team, clients, stakeholders, community and environment.

ADAM MATHER-BROWN
Chief Executive Officer
International Convention Centre Sydney

About Us

ICC Sydney is a A\$1.5 billion development delivered by the NSW Government and Darling Harbour Live, comprising Capella Capital, ASM Global, Lendlease, Hostplus, Aware Super and Spotless FM.



ICC Sydney sits on the Sydney Harbour foreshore within its own dynamic dining, leisure and residential precinct, surrounded by finance, technology, innovation and learning hubs. It is the jewel in a A\$3.4 billion, 20-hectare transformation of Darling Harbour.

Proudly Managed by ASM Global

ICC Sydney is proudly managed by ASM Global, the world's leading venue management and services company. ASM Global was formed through the merger of AEG Facilities and SMG, global leaders in venue and event strategy and management and subject to final regulatory approvals, will soon become part of the globally recognised Legends organisation. The company's elite venue network spans five continents, with a portfolio of more than 400 of the world's most prestigious convention and exhibition centres, arenas, stadiums, and theatre venues. Being part of the ASM Global network provides ICC Sydney with unique access to global intelligence, industry resources, marketing and best practice, all of which has contributed to the venue's ongoing success.





507
EVENTS

Respect:
An ICC Sydney Experience
© Tim Pascoe

325
LEGACY
PROGRAM
ACTIVATIONS

99%
CLIENT
SATISFACTION

99%
LIKELIHOOD TO
RECOMMEND

98%
DELEGATE
SATISFACTION

A\$718m
ECONOMIC
CONTRIBUTION

Key Results

During the 2023/24 financial year, ICC Sydney exceeded its revenue and profit targets, enabling a greater contribution to the State than the previous financial year, despite challenging economic and geo-political conditions.

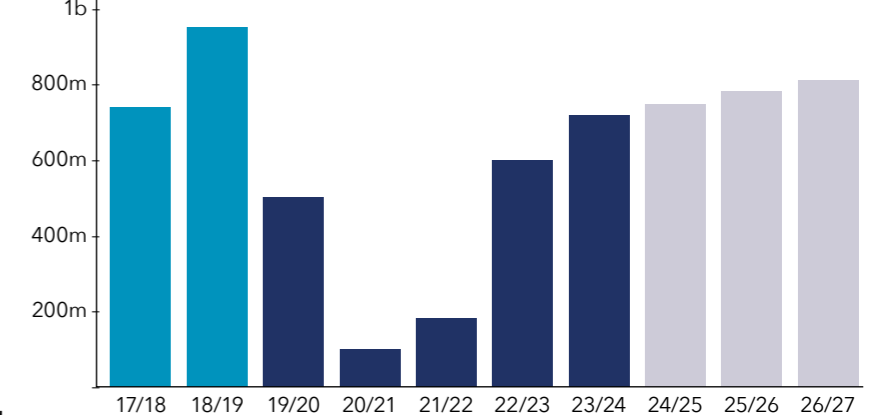
The team delivered 507 core events, attracting 1.2 million event attendees who cumulatively contributed A\$718 million in visitor expenditure during the year – up from one million visitors and an economic contribution of A\$600 million in FY2022/23.

ICC Sydney's team of caring, passionate professionals nurtured a culture that champions diversity, equity, inclusion, sustainability and innovation. This culture and a commitment to delivering world class events contributed to a 99% client satisfaction and 98% delegate satisfaction rating during the period.

In recognition of the technical capability, focus on sustainability and aptitude of the team, ICC Sydney collected a further 12 awards during the year while maintaining its International Organisation of Standardization (ISO) for Quality Management, Environmental management, Food Safety Management and Occupation Health and Safety Management as well as EarthCheck certifications.

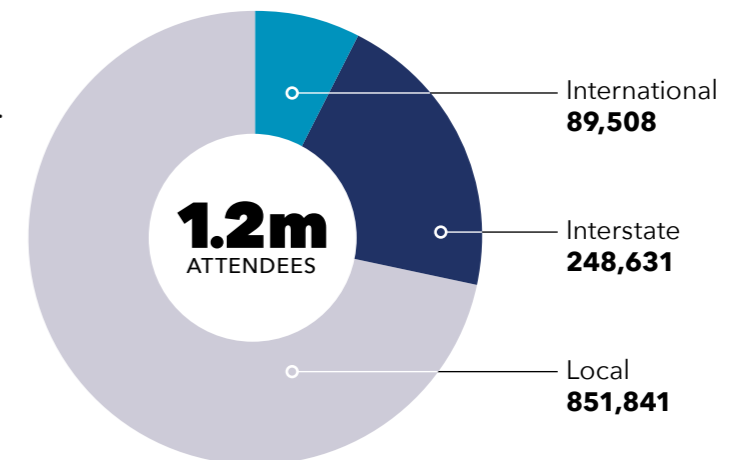
The team remains focussed on reducing its environmental impact and carbon footprint while increasing opportunities for the community through its positive social impact strategies, which are amplified in collaboration with its customers through its Legacy Program.

DELEGATE EXPENDITURE: SINCE OPENING



Delegate expenditure (Facilitated Tourism Spend)

FY2023/24 ATTENDEES BY SOURCE MARKET



1.2m
ATTENDEES

3,921
JOBS
CREATED

1.2m
ROOM
NIGHTS

International Business

ICC Sydney secured 25 international conferences and corporate events, which includes those events won in partnership with BESydney. International event organisers choose ICC Sydney for the magnificent venue and the reputation of its team of experts and their world class service delivery. Backing this is the team's reputation for innovative and sustainable practices, as well as its diverse and equitable culture. The business services, renewable energy, sustainability, health, medical, engineering, world heritage and social philanthropy sectors delivered international conventions during the year.

A highlight event was the International Council on Monuments and Sites General Assembly that saw 1,800 attendees from more than 100 countries. Over the ten-day event, archaeology, history, urban planning, architecture and academic specialists convened at ICC Sydney to deepen their connection with Australia's Indigenous heritage, share knowledge and deliver a boost to 'grass roots' interest in cultural heritage and conservation work throughout Australia and globally.



ICOMOS GA 2023
© Oneill Photographics



International Council on Monuments and Sites General Assembly 2023
© Oneill Photographics

"GA2023 was pleased to welcome people from 89 countries to ICC Sydney for its first-ever carbon neutral ICOMOS General Assembly. ICC Sydney's expert team, approach to corporate social responsibility, and acknowledgement of First Nations Peoples were integral to the venue selection and aligned closely with our inclusive Indigenous heritage program.

The GA2023 Gala Dinner showcased Indigenous culture, through performance by the Jannawi dancers and ICC Sydney's high-class menu featuring Indigenous ingredients in every course. The venue team supported us to create this special curated event experience that will help to leave a lasting positive legacy for the recognition, protection and management of cultural and natural heritage for communities that value and care for it in Australia and globally."

Prof. Richard Mackay AM

Convenor, ICOMOS GA2023, the Global General Assembly of the International Council on Monuments and Sites

National Business

Eighty-one national conferences were secured by the ICC Sydney team. These important events, in many cases, provide the platform for bidding on international events. The opportunity for knowledge exchange, education and professional development was imperative at key national association events including the Australasian Railway Association at AusRAIL PLUS 2023.



AusRAIL2023
© Nathan McNeil

“Our AusRAIL PLUS conference was our largest to date with over 10,000 attendees across the three-day conference and exhibition. The support from the ICC Sydney team both pre and during our event was exceptional. From the expo build to AV and catering, everything was delivered to the highest standard with a strong customer service focus. Our dinner event was one of the highlights - over 1,400 guests, the most fabulous 3 course meal delivered on time and with exceptional service from the banqueting team.”

Kassandra Koudelka

General Manager - Events and Partnership
Australasian Railway Association



AusRAIL PLUS
© Zen Pang

Exhibition Business

Sixty two trade and consumer exhibitions provided opportunities that drive trade, investment and innovation through business connections sparked on the expo floor.

Trade exhibitions experienced some of their largest attendances and aligned with growing areas of national interest and investment in manufacturing, renewable energy, commerce and construction sectors. Trade shows such as Sydney Build, Australian Manufacturing Week, Indo Pacific International Maritime Exposition, Fine Food and the Air Conditioning, Refrigeration and Building Services Exhibition (ARBS) 2024 were extremely well attended. Consumer shows fulfilled Sydneysiders great demand to participate in immersive and engaging experiences at events such as the Good Food and Wine Show, Sydney International Boat Show, Great Australasian Beer Spectacular and the Home Show.



Sydney Build 2024

“Sydney Build Expo plays a critical role in bringing together construction professionals of diverse disciplines all under one roof. Our success was due in large part to the exceptional service we received from our venue partner ICC Sydney, and we look forward to continuing to innovate our event alongside them.”

James McKenzie
Managing Director APAC
Sydney Build Expo

Banquet, Meeting, Function and Seminar Business

ICC Sydney welcomed diverse attendees at 240 single day events, the majority of which were corporate meetings. The venue welcomed event attendees from the education, financial services, technology, tourism and retail sectors as well as all tiers of government. ICC Sydney hosted the inaugural SXSW Sydney welcoming 12,000 attendees to the event as well as the Australian premiere of

Mission Impossible: Dead Reckoning Part One. Organisations such as Business Sydney, Committee for Sydney, Supply Nation, Elevate the Stage, Stand Tall and Tour De Cure all selected ICC Sydney to host their high profile delegations - entrusting the venue team's world class services to showcase their events.



"In choosing our anchor venue, ICC Sydney's approach to sustainability and inclusivity fit within SXSW's brief. From planning to execution, the ICC Sydney team made SXSW Sydney a lot easier."

Colin Daniels
Managing Director, SXSW Sydney



Ronald McDonald House Charities Event
© Camera Creations

AmCham
Alliance Awards
Gala

SXSW Sydney
© Brendon Thorne/Getty Images

Live Entertainment Events

ICC Sydney's live entertainment concert business had its best performing year to date. It was one of the key market segments that has continued to add to the vibrancy of the city with people attending 99 events (up from 84 in FY2022/23) at ICC Sydney Theatre and Darling Harbour Theatre.



EVENT HIGHLIGHTS

BALLET INTERNATIONAL GALA

CHARLIE PUTH

CULTURE CLUB

DEVO

DR. ANDREW HUBERMAN

ELVIS - THE BIGGEST
ELVIS SHOW ON EARTH

FLEETWOOD MAC
BY CANDLELIGHT

HARRY CONNICK JNR

HINS CHEUNG

IL DIVO

IN CONVERSATION WITH
BETHENNY FRANKEL

ITZY

JAMES TAYLOR

JERRY SEINFELD

KRAFTWERK

MAMAMIA OUT LOUD

MELANIE MARTINEZ

MELISSA ETHERIDGE

NICK CAVE

RUPAUL'S DRAG RACE

SUMO INTERNATIONAL
DOWN UNDER

THE NATIONAL

THE WIGGLES

THEO VON

TOM JONES

URZILA CARLSON

The National - ICC Sydney Theatre
© Tim Pascoe

Extraordinary Results: Awards, Accreditation and Recognition

ICC Sydney and its Darling Harbour Live partners demonstrated global leadership through world class service excellence in FY2023/24, adding a further twelve awards and accolades totalling 101 to date.

AWARDS AND ACCOLADES

VENUE

World Travel Awards 2023

Winner - Oceania's Leading Meetings & Conference Centre

AUDIO VISUAL

Spice News 2024

Winner - Best venue or studio for virtual/hybrid events

CORPORATE SOCIAL RESPONSIBILITY

KARI Foundation 2023

Winner - Fundraiser of the Year (City2Surf)

KARI Foundation 2023

Winner - Commitment to Service Awards (5 years)

Australian LGBTQ+ Inclusion Awards 2024

Winner - Australian Workplace Equality Index Silver Tier

CULINARY

Spice News 2024

Winner - Best convention centre catering

PEOPLE AND TEAM

Australian HR Awards 2023

Winner - Ashleigh Vassallo
Rising Star of the Year

Inavate APAC Awards 2023

Winner - Anthony Chin
Inavate 40 under 40 APAC class of 2023

AIPC (International Association of Convention Centres) 2023

Winner - Sathyan Chandrasekhar
Future Shapers Award

Winner - Dana Fish
Future Shapers Award

Human Resources Director 2024

Winner - Luke Fleming
HRD Hot List

Business Sydney 2024

Winner - Geoff Donaghy
Sydney Champion 2024

Australian Human Resources Awards 2024

Finalist - Luke Fleming
Excellence Awardee



KARI Thank You Dinner

ACCREDITATIONS AND CERTIFICATES

EarthCheck

EarthCheck Silver Certification

ISO14001

Environmental Management System

ISO45001

Occupational Health and Safety Management System

ISO9001

Quality Management System

ISO22000

Food Safety Management System

Leadership in Energy and Environmental Design (LEED)

Gold Certification

Corporate Social Responsibility

Corporate Social Responsibility (CSR) is core to ICC Sydney's business operations, values and culture.

The team has identified initiatives that contribute towards a global agenda for building sustainable cities and communities and a CSR Plan outlining goals and commitments that align with the United Nations Sustainable Development Goals (UNSDGs) and its Net Zero Carbon Events pledge.

Under the ASM Global ACTS pillars of Protect the Environment, Invest in People and Strengthen our Communities, ICC Sydney's CSR results are presented below.



Edible Centrepiece
© O'Neill
Photographics

Respect:
An ICC Sydney
Experience
© Tim Pascoe

Auslan
Interpreting
© Tim
Pascoe

CSR GOAL ALIGNMENT

International	United Nations Sustainable Development Goals (UNSDGs) Joint Meetings Industry Council's Net Zero Carbon Events Pledge
National	National Waste Policy National Climate Resilience and Adaptation Strategy 2021 - 2025 National Greenhouse and Energy Reporting (NGER) scheme 2023 Intergenerational Report
State	Net Zero Plan Stage 1: 2020-2030 The NSW Climate Change Policy Framework (NSW Government) Waste and Sustainable Materials Strategy (NSW Government)
Local	Sustainable Sydney 2030-2050, City of Sydney A City for All is the City of Sydney's 2018-2028 social sustainability policy and action plan Committee for Sydney - Agenda for Sydney

SUSTAINABLE DEVELOPMENT GOALS



PROTECT THE ENVIRONMENT

Reduce waste from the guest experience across our venues, enhance facility efficiency through capital investments, and protect and preserve resources in and around our communities.

Industry leadership

ICC Sydney participated in industry leadership initiatives, working groups and events with the goal of ensuring effective sustainability and social impact practices.

In FY2023/24 ICC Sydney team members participated in the following:

- JMIC Net Zero Carbon Events (NZCE) Pledge - founding supporter, ongoing contributors
- ABEA Sustainability Special Interest Group
- End Food Waste Australia and NSW EPA Hospitality and Foodservice Sector Action Plan Working Group
- City of Sydney Sustainable Destinations Partnership
- Pre and post event CSR reporting in collaboration with sustainability minded clients.

Waste management

ICC Sydney is committed to reducing waste and improving waste diversion rates through client and team member education and activities to achieve its goals. To reduce organic waste the team trialled Winnow technology to measure organics and partnered with NSW EPA, City of Sydney and End Food Waste Australia to achieve a 67.2% diversion rate moving closer to its 75% waste diversion target.

ICC Sydney initiated a circular economy initiative to upcycle end of life uniforms and table linen to create new bin covers, chefs hats, jackets, laundry bags, rags, polishing cloths, socks and jackets - all sewn in-house by the ICC Sydney uniform team - saving a total 950m² of fabric from landfill.



950m²
OF FABRIC DIVERTED
FROM LANDFILL THROUGH
TEXTILE CIRCULAR
ECONOMY INITIATIVE

67.2%
WASTE
DIVERSION



AI
ASSISTED
FOOD WASTE
REDUCTION
PROGRAM
LAUNCHED

95%
CHEMICAL-FREE



ICC Sydney Exhibition Centre
© Brett Boardman

Energy

Together with its Darling Harbour Live partners, ICC Sydney purchases 20% renewable energy through its energy contract, which together with its onsite community owned solar array has resulted in 24% green energy.

582MWh
GENERATED
THROUGH ONSITE
SOLAR

Sustainability focused menu collection

The 2024 Menu Collection gave event organisers the opportunity to make a positive contribution to the planet, as well as its suppliers, as it added more First Nations businesses to its supply chain and maintained a range of lower carbon options.

**MAINTAINED
ENVIRONMENTAL
STANDARD
ISO14001**

24%
GREEN ENERGY



**SILVER
EARTHCHECK
ACCREDITATION**



Australasian Waste and Recycling Expo (AWRE)
© Oneill Photographics

ICC Sydney Convention Centre Cafe
© Aaron Leslie

INVEST IN PEOPLE

Create an environment of inclusion and gender equity across our organisation, grow the diversity of our business partners around the world, and enable opportunities for our current and future workforce.

Maintaining employer of choice position

ICC Sydney is committed to being an employer of choice and providing a great place to work that creates fulfilling careers, not simply jobs.

ICC Sydney's focus on recognising high performing talent resulted in 71 internal promotions and 36 casual progressions into permanent roles.

ICC Sydney achieved an average employee engagement score of 86%.



Championing diversity, equity, accessibility and inclusion

ICC Sydney's diversity strategy is built on the six key streams of Able at Work, First Nations, Five Generations, LGBTQIA+, New Australians (Refugee) and Parents and Carers. To foster collaboration between all team members, ICC Sydney runs a program of activities focusing on these streams.

ICC Sydney launched a **Disability Inclusion Action Plan**, in consultation with Get Skilled Access and Autism Spectrum Australia.

ICC Sydney partnered with community advocacy group the **Sunflower Program**, to create awareness and deliver an inclusive venue experience for people with a hidden disability.

ICC Sydney was the **first Australian venue to be awarded with the Australian Workplace Equality Index (AWEI) Silver accreditation** (May 2024).



Skilling the team for success

Through the Academy of Extraordinary and with access to ASM Global's Leadership Academy, ICC Sydney provides learning resources and professional development opportunities.

Eighty team members were placed into training courses delivered in partnership with providers, including TAFE NSW.

The internal program, My Extraordinary Journey, offers career pathways for team members through talent, leadership and career development streams, in turn increasing engagement.

In FY2023/24, ICC Sydney's team members undertook 10,686 hours of learning and development. Internal training opportunities included the second iteration of the High Performance Program for ten participants.

ICC Sydney team members were selected to participate in external development opportunities through Venue Management School, American Chamber of Commerce in Australia, International Association of Convention Centres.

Training highlights

- Accessibility and hidden disabilities training with the Sunflower Program
- Cultural awareness training under the guidance of KARI, Metropolitan Local Aboriginal Land Council and Reconciliation Australia, as well as through parent group ASM Global
- Ally for Change training (LGBTQIA+ training) developed with Pride & Diversity and measured against the Australian Workplace Equality Index, the national benchmark on LGBTQ workplace inclusion
- Mental Health First Aid
- Mental Health Awareness and Training for Leaders
- First Step training, provided through Supply Nation
- Practical Reconciliation and Allyship Training.



Internships and graduate programs

Twenty-one interns and graduates completed programs specific to audio visual, culinary services and First Nations employment, including:

- Seven AV professionals joined the venue's fifth Audio Visual Graduate Program following completion of their tertiary education courses.
- ICC Sydney's First Nations Employment program was relaunched with six participants.
- ICC Sydney accepted its seventh cohort of international culinary services interns. The students were completing their university studies at the Breda University of Applied Sciences, The Netherlands and chose to learn best practice hospitality management working alongside ICC Sydney's expert culinary professionals who hail from 5-star hotels, hatted restaurants and fine dining venues.

AV Traineeship Program - graduates and new trainees

© Tim Pascoe

Respect:
An ICC Sydney Experience
© Tim Pascoe

21
GRADUATES &
INTERNS

7th
COHORT OF
INTERNATIONAL
CULINARY
SERVICES
INTERNS

*"The team is second to none!
We work hard and deliver excellent results
for our clients and stakeholders - all while
considering our corporate citizenship.
It makes me proud to represent a brand that cares."*

ICC Sydney Team Member

STRENGTHEN OUR COMMUNITIES

Engage in improving the vitality of our communities, increase philanthropic support through meaningful efforts, and enhance the health and well being of our coworkers, clients and guests.

Making a difference together

ICC Sydney team members volunteered at community partner events including Stand Tall, Premiers Gala Concert, Variety Children's Charity and Elevate the Stage. They supported the Bobby Goldsmith Foundation, inspired children with a Christmas gift drive and fundraising as part of the City2Surf for First Nations community partner KARI.

Alongside other national ASM Global venues, ICC Sydney participated in AusMusic TShirt Day in 2023, raising A\$4,659.50 for Australian charity - Support Act. Support Act works to support musicians, managers, crew and music workers through crisis relief, mental health and wellbeing

programs, the Support Act Wellbeing Helpline, Mentally Healthy Workplaces Program and dedicated First Nations support.

Food donations

Over the year, the team donated 7,000kg of quality surplus food (equivalent to 20,000 meals) to the Matthew Talbot Hostel.

First Nations acknowledgement and celebration

ICC Sydney fulfilled the commitments of its 'Innovate' Reconciliation Action Plan recognising First Nations Peoples and culture.

20k
MEALS
DONATED

3,300KG
GOODS
DONATED

211
TICKETS TO LIVE
EVENTS FOR
COMMUNITY
PARTNERS
THROUGH IGNITE
PROGRAM

"Now in our eighth year together with ICC Sydney, Stand Tall has grown from 1,500 in 2017 to 6,000 attendees - with a further 100,000 people joining the live stream or replay. The 2024 event was our best yet and we have had many long term supporters agree. ICC Sydney's staff are truly exceptional, and they have wonderful leadership from the top. Our whole Stand Tall team love working with ICC Sydney to make a tangible difference to the mental health and wellbeing of many young people."

Angela Farr-Jones

Associate CEO and Co-founder, Stand Tall

Charities and community support

ICC Sydney provided 211 tickets to live events for Sydney's youth and families via the venue team's network of charity partners to attend concerts through its new community ticket donation program - IGNITE.

ICC Sydney donated approximately 3,300kg of repurposed goods from events such as furniture, homewares, computers, clothing, toiletries and stationery to its charity partners such as Matthew Talbot Hostel, Pyrmont Cares, ReLove, Newtown Refugee Centre, Youth Off the Streets, and The University of New South Wales Food Bank.

ICC Sydney provided promotional support for charities and community partners. Content related to environmental sustainability, community causes, accessibility, diversity, equity and inclusion was communicated in Darling Harbour for:

- EarthHour
- AusMusic T-Shirt Day
- Stand Tall
- R U OK? Day
- National Reconciliation Week
- Pride Month
- International Day Against Homophobia
- Biphobia and Transphobia
- International Women's Day
- International Day of People with Disability.

Combining innovation with social impact

ICC Sydney launched an immersive audio visual projection service exclusive to its Darling Harbour Theatre. Event organisers can tap into ICC Sydney's immersive content or collaborate with the in-house Audio Visual Services team to develop customised content for projection. Connecting event attendees to the culture of First Nations Peoples, ICC Sydney's digital animation and projection of Boomalli Aboriginal Artist Jeffrey Samuels' 'Gadigal, Acknowledgement Respect' artwork set to an accompanying audio track to represent 'Barani' the whale swimming through the waters of Gomora (Cockle Bay) was previewed at the venue's RESPECT: An ICC Sydney Experience.



New South Wales and First Nations procurement

ICC Sydney continued to prioritise sustainable procurement strategies. Throughout the year, ICC Sydney purchased A\$63 million of requirements through suppliers based in NSW.

It is also committed to strengthening the broader industry that reaches out through these supply chains and through its Reconciliation Action Plan commitments and Legacy Program, it seeks to provide opportunities for Indigenous owned businesses.

First Nations

Work continued during the period to attract new First Nations team members. Through its Legacy Program ICC Sydney has promoted the inclusion of Indigenous owned businesses into client events. Through its partnership with Supply Nation, ICC Sydney created opportunities to grow Aboriginal-owned businesses across its supply chain through an enhanced First Nations procurement strategy. ICC Sydney engaged 26 First Nations suppliers with a FY2023/24 spend of A\$132,000.

New South Wales

ICC Sydney purchased A\$13 million of food sourced from NSW providers. Through a wine list 100% dedicated to NSW, 99% of wine was purchased from NSW winemakers.

Industry participation

Team members contributed their time and experience to industry and local organisations.



ICC Sydney Yarning Circle

Respect: An ICC Sydney Experience © Tim Pascoe

Respect: An ICC Sydney Experience © Tim Pascoe

LEGACY PROGRAM

In FY2023/24, Legacy Program activations more than doubled with 325 initiatives delivered at events (up from 132 in the year prior). Under ICC Sydney's Reconciliation Action Plan, the team aims to grow the First Nations stream of its Legacy Program to influence clients to drive reconciliation outcomes - 165,000 people experienced a First Nations cultural experience at events held throughout the year.

Edible centrepieces selected by clients for their events provided 480 meals for residents of the Matthew Talbot Hostel.

The new Legacy Program stream - Inclusion and Belonging - was launched at the ICC Sydney "RESPECT" event which engaged clients in all five streams of the program. Since its launch, the Inclusion and Belonging stream which features partners Get Skilled Access, Hidden Disabilities Sunflower, Pride In Diversity and Local Sauce Tours has delivered 16 activations from dedicated quiet rooms to live closed captioning and sign language interpretation.

165,000
FIRST NATIONS
CULTURAL
IMPRESSIONS

325
LEGACY
PROGRAM
ACTIVATIONS



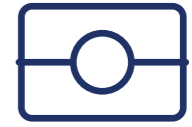
Edible Centrepieces
© the10thletter.com

Sara Mansour
© Tim Pascoe

THINK BEFORE YOU CHOOSE - VEGETABLES IN OUR EDIBLE CENTREPIECES ARE TRANSFORMED INTO MEALS FOR PEOPLE IN NEED

Respect: An ICC Sydney Experience
© Tim Pascoe

FIRST NATIONS



Acknowledging, supporting and celebrating Aboriginal and Torres Strait Islander cultures and businesses



ENVIRONMENTAL SUSTAINABILITY

Minimising the environmental impact of events

INNOVATORS AND ENTREPRENEURS



Building engagement with local innovators and entrepreneurs



CREATIVE INDUSTRIES

Connecting with emerging talent from across the Sydney community

INCLUSION AND BELONGING



Creating the most inclusive events, ensuring every visitor feels welcome and can participate

DIRECT INVESTMENT IN REGIONAL NSW

Food and beverage

CENTRAL TABLELANDS

Angullong Wines
Block 11 Organics
Breakout River Meats
Chalou Wines
Colmar Estate
Gilbert Family Wines
Jannei Goat Dairy
Logan Wines
Majors Group Australasia
Nashdale Lane Wines
Philip Shaw Wines
Printhie Wines
Robert Oatley Wines
Robert Stein Winery
Ross Hill Wines
See Saw Wines
Swinging Bridge Wines
Tamburlaine Organic Wines
Windowrie Wines

CENTRAL WEST

2 GR Wagyu beef
Indigiearth

HUNTER

Binnorie Dairy
Brokenwood Wines
De Iuliis Wines
Hungerford Hill
Hunter Belle Cheese
Margan Wines
McGuigan Wines
Mercer Wines
Peter Drayton Wines
Scarborough Wine Co
Silkman Wines
Thomas Wines
Thompson's Pies
Tulloch Wines
Tyrrell's Wines

GREATER SYDNEY

4 Pines Brewing Company
Aprimo Trading
Asahi Lifestyle Beverages
Australian Liquor Marketers (ALM)
Avery Dennison
Badboy Bakehouse
Baked and Co.
Batch Brewing Company
Bega Dairy and Drinks
Berry Man
Bidfood
Big Mouth Foods
Bondi Yoghurt
Brasserie Bread
Bread Spread
Calendar Cheese Company

CCEP
Combined Wine and Food
Cookers Oil
Cuisine Corp
Dolce Vita Fine Foods
Euromaster Smallgoods
Eustralis Food & Wine
Farmer Joes Chickens
Fino Foods
Fireworks Foods
Game Farm
Get Fish
Greenspace
Hartley Truffles
Haverick Meats
Heng Australia
Hong Australia Coproration
Jacobs Douwe Egberts
JB Metropolitan
JFC Australia
Juice and Co
Julianne's Kitchen
Kitchen Food Company
Land of Plenty
Lewis Continental Kitchen
M & J Chickens
Madhouse Bakehouse
Martin's Seafoods
Mayers Fine Food
Merna Crumpets
MMMore
Nespresso
Neverfail Springwater
Nomad Distribution
Pac Trading
Paramount Liquor
Pasta Italia
Pasteles Bakehouse
Patchetts Pies
Pepe Saya
PFD Food Services
Pink Cloud Kombucha
Popsy Popcorn
Pro Bros
Pure Pops
QCC Hospitality
Raj Foods
Royal CDS
Select Fresh Providores
Seven Miles Coffee Roasters
Socrates Distributors
Sonoma Bakery
Sweet William
Taiyo Foods
The Essential Ingredient
Tip Top
Tooheys
Two Providores

Urbun Bakery
Vannella Cheese
Vic's Meat
Wayward Brewing
Young Henry Brewing Company
Zokoko

MURRAY

Pete's Pure Wines
Secret Garden Wines
Trentham Estate

NORTH COAST

Berkelo
Brother Mountain Macadamias
Mount Warning Water
Stone and Wood Brewing Co

NORTH EAST

Nimbin Valley Cheese

NORTH WEST

Kootingal Pecan Company
Wholegrain Milling Co
Woodward Meats

NORTHERN TABLELANDS

Bindaree Food Group
Rangers Valley
Toppers Mountain Wines

RIVERINA

Calabria Family Wines
De Bortoli Wines
Dee Vine Estate

SOUTH EAST

Alto Olives
Axel Vodka
Collector Wines
Four Winds Vineyard
Freeman Vineyards
Garlicious Grown
Grove Estate Wines
Lock & Key Wines
Moppity Vineyards
Muset Holdings Mushrooms
The Gourmet Potatoes
Tumblong Hills Wines

SOUTH COAST

Coppertree Farms

