



ANNUAL
PERFORMANCE
REVIEW
2021/22



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.

Original artwork by Jeffrey Samuels of the Boomalli Aboriginal Artists Cooperative.

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MESSAGE FROM THE MINISTER



ICC Sydney continues to showcase how building infrastructure is building our civilisation. It's a place that people come to be connected, to learn and to participate in society. It's a place where innovation and ideas are born and discussed.

ICC Sydney is the beating heart of Darling Harbour, and a catalyst for change and renewal of this important harbour side precinct. The NSW Government's vision for a new international convention, exhibition and entertainment centre has continued to be delivered by the people of ICC Sydney since its opening in December 2016.

As we move out of the pandemic, the challenge ahead is for Governments and the private sector to work together to continue bringing people back into our cities. I congratulate and thank ICC Sydney for attracting people back to the Sydney CBD, with domestic event attendance now on-par with pre-pandemic numbers.

The return of international business events and the increased uptake of domestic events at ICC Sydney has bolstered visitor expenditure. This reaches into the local and regional economy and benefits organisations right across the supply chain, from hospitality and accommodation to producers and logistics networks.

I look forward to an exciting program of events in 2022-23.

**THE HON. ROB STOKES MP
MINISTER FOR INFRASTRUCTURE, CITIES AND
ACTIVE TRANSPORT**

Through continued strong leadership, a culture of innovation and constant communication with clients we are proud to have contributed to a doubling in visitor attendance and economic contribution to the community over the 2022 financial year.



MESSAGE FROM THE CEO

The last financial year has delivered headwinds and tailwinds in almost equal measure. Through the support of the NSW Government and Darling Harbour Live consortium, ICC Sydney was able to continue communication with its clients and stakeholders throughout the ongoing challenges of the year, and was in a position to respond in real time to the extraordinary level of pent up demand and incredible desire of people to meet face to face.

With the support and direction of ASM Global, ICC Sydney continued to implement its parent group's VenueShield environmental protection program informing its EventSafe Operating Protocols as it adapted to the evolving public health requirements. Additionally, ASM Global's approach to venue management, human resourcing and learning and development opportunities ensured best practice business management methodologies remained the foundation of ICC Sydney's successful operations.

The moment operating conditions in Sydney allowed it, ICC Sydney was back to pre-COVID levels of domestic business activity with record breaking attendance at some of its events across the March to June period.

Attendance, which was largely over the last four months of the year, was more than double the previous financial year as was visitor spend.

Importantly, we are on track to returning to deliver A\$1 billion a year in economic contribution to our city and regional communities within the next three years.

The role of convention centres in activating their host cities is understood by city and state governments, which is why they invest hundreds of millions of dollars into the development of venues such as ICC Sydney. And while the future looks bright for ICC Sydney, for international visitation to return to these pre-COVID levels, the increased investment in our city and national marketing bureaux and the current operating conditions need to be maintained.

Over the financial year, we continued to invest in our people and this great venue, ensuring our team remained the wise counsel event organisers turn to when planning their events, particularly during times of change.

While ICC Sydney has not been immune to the current labour and supply chain challenges, it has maintained high satisfaction ratings with client satisfaction at 99% and delegate satisfaction at 99% for the financial year period.

During the year, we were delighted to receive accolades for our approach to supporting clients including the Best NSW Wine List in a Sydney venue (>40 seats) in the 2022 NSW Sommelier's Wine List Awards and the PRIA Golden Target Award 2021 as Bronze B2B Campaign of the Year for our Crisis and Issues Management Campaign over the previous year.

Despite continued disruption to programming, our strong partnership with Aware Super through Aware Super Theatre was maintained and the theatre hosted its longest running, highest selling show - Guy Sebastian, who attracted 25,000 people over five shows.

We also continued our focus on making a difference and released our second Reconciliation Action Plan, renewed our Legacy Program guide for event organisers wanting to create positive social impacts or lighten their environmental footprint through their events with us and built on our 'employer of choice' position through an active diversity and inclusion program across the workforce.

We're continuing to focus on an ever more successful future and we look forward to keeping you updated.

GEOFF DONAGHY
Chief Executive Officer
International Convention Centre Sydney
Group Director – Convention Centres
ASM Global (APAC)

ABOUT US

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

Australia's first fully integrated convention, exhibition and entertainment venue, ICC Sydney features a striking contemporary design, leading technology and world class meeting and exhibition spaces. Designed to respond to future demands of the meetings industry, with the capability and flexibility to meet a comprehensive range of event requirements, ICC Sydney has already established itself as one of the world's most sought after venues.

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. The company's elite venue network spans five continents, with a portfolio of 350 of the world's most prestigious convention and exhibition centres, arenas, stadiums, and performing arts 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.

ASM Global's VenueShield – an environmental hygiene program of the most advanced safeguards, informed by public health authorities, medical and industry experts and deployed in 350 ASM Global facilities worldwide, including at ICC Sydney.



Our Vision

To be the best performing convention, exhibition and entertainment centre in the world.

Our Mission

While delivering success for our clients and stakeholders, we are driven to also make a difference within our community as we operate an extraordinary venue with extraordinary people who win, run and support extraordinary events.

Our Values

Communicating our core values is important to building the collaborative, inclusive culture that we desire. It is the commonality that connects us.

When we work with the values of Integrity, Creative and Connected at the heart of our operations, then we deliver success for our people, clients, community and stakeholders.

KEY RESULTS

Strong leadership, a culture of innovation and constant communication at ICC Sydney has contributed to a doubling in visitor attendance and economic contribution to the community over the 2022 financial year, compared to the previous year.

Through clear and regular communication with clients, ICC Sydney ran 300 events welcoming 470,000 attendees, plus an additional online audience of at least 114,000 people, delivering A\$190 million in visitor expenditure.

The venue's ability to stay open, keeping its core team engaged with clients and stakeholders while allowing its people to deliver new solutions to fluid challenges, has delivered this outstanding result.

From astutely managing client relationships in support of surging enquiries, to collaborating on events with flexibility during the planning stages, and accommodating the many logistical and technical touchpoints with precision and skill on site, the venue team's exemplary, world class service resulted in delivering a full events calendar that met pent up demand while achieving the highest levels of client satisfaction.

ICC Sydney's ongoing advocacy and marketing efforts, culture and commitment to sustainability have also supported the desire of clients to confirm and execute their events.

300 events

261

in person

39

virtual

470,000
in person attendees

83%

employee
engagement score

47

internal
promotions

14 trainees in
inaugural Professional
Growth Traineeship
Program

3,441
training hours

23

Legacy
Program
activations

2nd

Reconciliation
Action Plan
launched

A\$190M

visitor spend

doubled since the previous year

911

jobs created

300,000

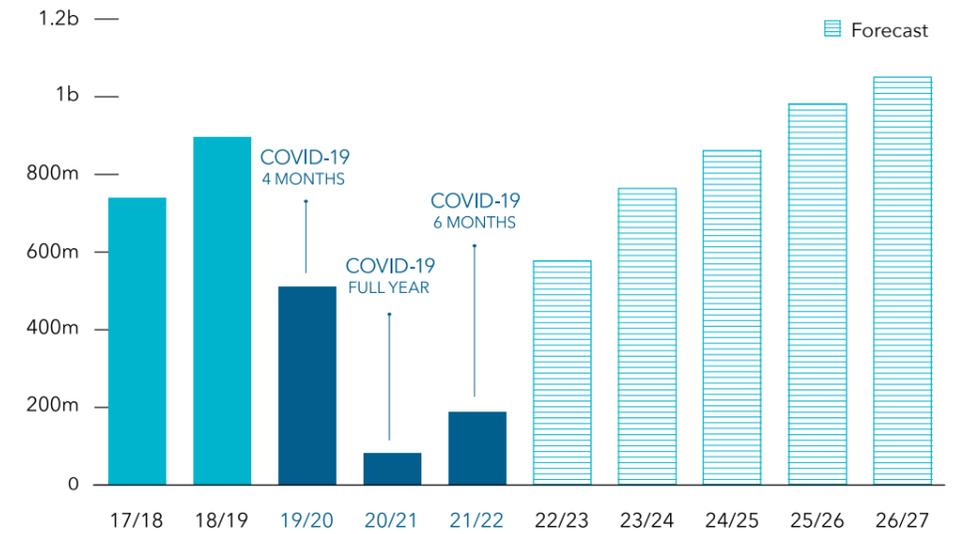
room nights

Enhanced and expanded services

CONNECT HUB
digital event solutions

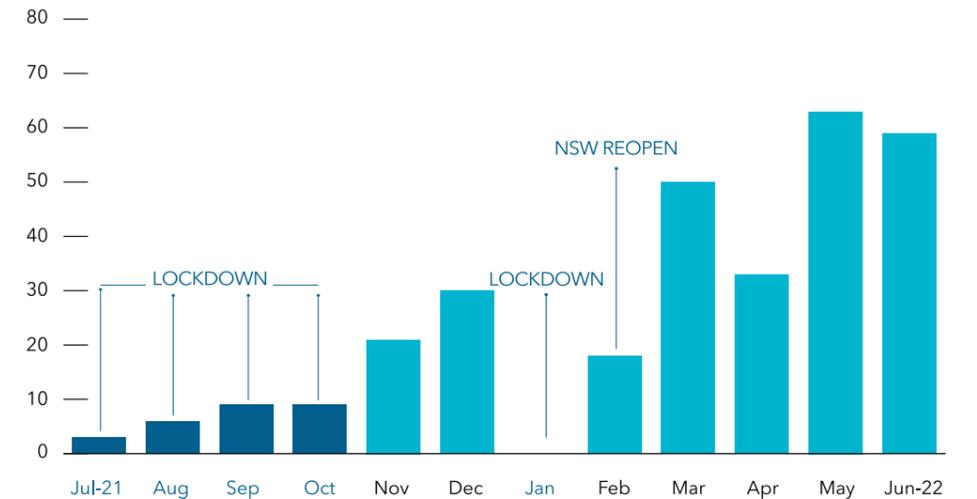
CONNECT OUTDOORS
open air, styled networking service

Delegate
Expenditure:
Since Opening



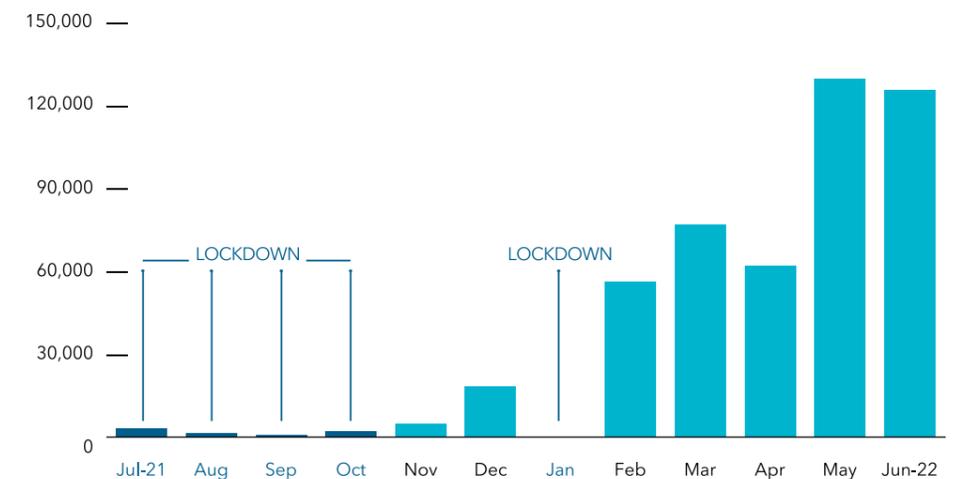
Delegate expenditure (Facilitated Tourism Spend) is largely driven by international attendance.

Delegate
Attendance:
FY 2021/22



Domestic delegate attendance grew except for those months impacted by Sydney lockdowns.

Events:
FY 2021/22



Event numbers grew except for those months impacted by Sydney lockdowns.

Awards, Accreditation and Recognition

ICC Sydney and its Darling Harbour Live partners demonstrated global leadership in FY 2021/22, adding a further thirteen awards and accolades to the 60 achieved from 2017 to 2021/22. ICC Sydney secured awards this year in recognition of its leadership, crisis management, audio visual, venue operations, culinary services, sustainability, training and its extraordinary people.

Audio visual services

Meetings and Events Australia 2020 National Awards
State Winner: Audio Visual Services

Communications

PRIA Golden Target Awards 2021
B2B Campaign of the Year – Bronze, Crisis & Issues
Management Campaign of the year

Culinary services

2022 NSW Sommelier's Wine List Awards
Best NSW Wine List in a Sydney venue (>40 seats)

People and team

Events Industry Council
Hall of Leaders, Geoff Donaghy, CEO, ICC Sydney
& Group Director - Convention Centres,
ASM Global (APAC)

Australian HR Awards
Australian HR Manager of the Year, Luke Fleming,
Director of Human Resources

Meetings and Events Australia 2020 National Awards
State Finalist: Sales, Marketing and Business
Development Person of the Year, Gabriella Alberici,
Senior Manager Business Development
Corp, Government & Events

Meetings and Events Australia 2020 National Awards
National Winner: MEA Future Leader, Joshua Clark,
ICT Solutions Delivery Specialist

Venue

Meetings and Events Australia 2020 National Awards
State Finalist: Best Event Venue – Capacity over 1,500

SPICE Magazine Hot 100 venues (Aust)
The Most Sustainable Venue
Best Venue for a Gala Dinner

Safe Work NSW Awards
Shortlisted: Large business (non-government)

M&IT Awards (U.K)
Finalist: Best Overseas Conference Centre

Accreditations and certificates

In accordance with ASM Global's ATLAS operating system, ICC Sydney has achieved compliance with the following:

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

Customer Centric

ICC Sydney is committed to being an employer of choice. The team of exceptionally talented professionals provide a committed service to clients, delegates, patrons and guests. Their experience is backed by a friendly, genuine approach to business that is consistently praised by the venue's cross-section of stakeholders. In a year again impacted by COVID-19 disruptions and natural disasters, ICC Sydney's team has achieved an exceptional response from clients for its detailed event planning and in meeting the resurging demand for face to face events.

Note: ICC Sydney received a client survey return rate of 30%, totalling 99 surveys.

Client experience

99%
overall
satisfaction

Delegate experience

99%
overall
satisfaction

Professionalism, dedication and seamless event delivery

“This is our second year hosting the United Nations Women Australia's (UNWA) International Women's Day event at ICC Sydney and I could not fault it. Right from contract, planning and on site execution your team have been amazing to deal with and were truly there by our sides helping ensure it was a successful event. THANK you! I think we have a fantastic partner in ICC Sydney for UNWA and I hope we can continue this as an annual event for the next decade! Thank you for hiring such great people and creating a culture where they want to help their clients and deliver truly memorable events.”

Sharice Bellantonio, Event Director of UN Women Australia International Women's Day Lunch 2022, Usual Suspects Creative

National Business

Forty-one of the 59 national conferences and events were delivered in the last four months of the year. All national events in FY 2021/22, which attracted 19,000 attendees, were critical to achieving the venue's goals of strong economic impact, precinct activation, ideas and innovation exchange and re-establishing Sydney's reputation as being open for events. In many cases, these events provide the platform for bidding on international events.

Highlights from ICC Sydney's sixth year of operation included the successful 20th Annual Pathology Update 2022 delivered as an integrated hybrid conference and exhibition attracting 686 on site and 614 online delegates. Another key national association event was the Royal Australian and New Zealand College of Psychiatrists (RANZCP) Congress 2022 held at ICC Sydney for the first time. There the venue welcomed 1,300 in person delegates in May.



Case Study

Royal Australian and New Zealand College of Psychiatrists (RANZCP) Congress 2022

15 – 19 May 2022

RANZCP selected ICC Sydney as the ideal location to host this hybrid event to facilitate essential knowledge sharing.

Partnership and collaboration success

ICC Sydney's flexible team, advanced technology infrastructure, range of multipurpose spaces and operations provided the ideal environment to deliver the Congress and Exhibition.

Alongside the RANZCP, Professional Conference Managers, WALDRONSMITH Management worked closely with the ICC Sydney team across all areas of event delivery to ensure a seamless experience for all stakeholders.

The venue's expanded Connect Hub services, including on site and online speaker preparation and Digital Concierge support, were activated to work together with the WALDRONSMITH Management team to deliver the complex program.

Over 1,300 delegates attended the event

45 exhibiting organisations

312 presentations

13 concurrent program streams

Held at ICC Sydney for the first time in 2022

Pymont Theatre and The Gallery utilised

“ ICC Sydney was an excellent choice for the host venue for the RANZCP 2022 Congress. It provided the ideal environment to enable our community to come together to share knowledge and expertise and make valuable connections. The combination of flexible meeting spaces, technical expertise, outstanding food and beverage and a shared focus on customer service contributed significantly to the overall success of the Congress. ”

Jessica Stratton, Manager, Conferences and Events, RANZCP

“ ICC Sydney was an ideal venue for the RANZCP Congress in 2022. The meeting space provided the flexibility needed for the extensive program and importantly the ICC Sydney team worked in collaboration with WALDRONSMITH Management and the RANZCP, to ensure we were able to deliver an outstanding experience for all stakeholders of the Congress. The shared expertise together with an aligned focus on the customer experience enabled us to deliver a truly successful and engaging Congress for the RANZCP community. ”

Kate Smith, Managing Director, WALDRONSMITH Management

Exhibition Business

A total of 31 trade and consumer exhibitions attracted 196,264 visitors to ICC Sydney delivering significant benefits to Sydney and New South Wales with direct and indirect attendee expenditure, boosting the state economy and positively impacting suppliers.

A highlight in the FY 2021/22 exhibition calendar was the delivery of AMDA Foundation's record breaking INDO PACIFIC International Maritime Exposition. It was held for the third time at the venue attracting over 25,000 attendees to interact with 736 participating exhibitor companies from 23 countries.

ICC Sydney welcomed Oliver Kinross' Sydney Build Expo for the first time this year. Four of the venue's exhibition halls housed over 500 exhibiting organisations as they interacted with 30,000 attendees. In another first for the venue this financial year, Australian Manufacturing Technology Institute's Australian Manufacturing Week was held in June. Over 6,000 attendees engaged with 180 exhibitors at the four day trade event occupying two halls at ICC Sydney.

The value of exhibitions cannot be underestimated as they accelerate trade and investment, face to face networking and provide a platform for innovation and entrepreneurship on the show floor.



Case Study

INDO PACIFIC International Maritime Exposition

10 – 12 May 2022

ICC Sydney supported AMDA Foundation to successfully plan a record breaking INDO PACIFIC International Maritime Exposition held for the third time at the venue.

Bespoke in person services

To accommodate the scope and calibre of the event including 70 major conferences within the program, ICC Sydney bolstered its customer service and security support by almost 50 per cent.

The team activated best practice VIP management protocols in support of officials and dignitaries including the Australian Chief of Navy Vice Admiral Michael Noonan, Australian Minister of Defence Peter Dutton and Minister for Enterprise, Investment and Trade; Minister for Tourism and Sport; and Minister for Western Sydney, Stuart Ayres speaking at the event as part of the proceedings.

Precinct collaboration

INDO PACIFIC 2022's spectacular Closing Ceremony event took place on the ICC Sydney Convention Centre Forecourt. The Australian Navy Band presented a public performance followed by a traditional Naval ceremony encompassing the firing of one volley of blank rifle ammunition.

Customised culinary services

ICC Sydney's culinary team worked with AMDA Foundation to optimise the menu and catering service. Exhibitor on stand catering requests were managed seamlessly via the venue's award-winning culinary service across the three day event.

25,000+ record breaking attendance

736 naval defence and commercial maritime exhibitors from 23 countries, a 12% increase on 2019.

11% more exhibition space than 2019

115 official defence, industry, academic and government delegations

40+ nations represented, with 39 Chief of Navy Counterparts

70+ conferences, symposia and presentations, including the Royal Australian Navy's Sea Power Conference, King-Hall Naval History Conference and Sailors' Forum

VIP participation from Australia's Minister for Defence and Minister for Defence Industry.

“INDO PACIFIC 2022 was the largest event AMDA Foundation has ever staged, and the largest defence industry event ever held in Australia. As the first post-COVID event of its type in the region, it was critical to our network of naval defence and commercial maritime professionals, including the Royal Australian Navy. Once again ICC Sydney's team proved flexible, committed and supportive in working with AMDA Foundation to produce a highly successful event, which exceeded expectations.”

Ebony Ordon, Head of Event Services, AMDA Foundation

Banquet, Meeting, Function and Seminar Business

The local banquet, meeting, function and seminar segment was the first to recover in earnest due to increasingly eased restrictions and pent up local demand to deliver events from February 2022.

ICC Sydney welcomed 82,318 local attendees to 177 events, with 106 events delivered in the final four months of the financial year. Repeat business in this market segment accounted for 67% of all events in the financial year. With attendance largely on par with previous event iterations, this demonstrated clients' and attendees' confidence to return to face to face events at the venue.

The venue welcomed attendees representing the education, financial services, technology, tourism, retail sectors as well as all tiers of government. Organisations such as Business Sydney, Committee for Sydney, Supply Nation, Salesforce, Amazon, Telstra, Informa Australia, Stand Tall and Chief Executive Women all selected ICC Sydney to host their high profile delegations – entrusting the venue's world class services to showcase their events.



Case Study

Australian Tourism Exchange (ATE Live)

15 – 18 May 2022

ATE Live's event program, delivered in partnership with Destination NSW, was future focused as the tourism and business event industries continue to make a strong rebound post pandemic.

ICC Sydney provided the ultimate environment for tourism professionals to nurture relationships that will see the industry continue to innovate and welcome increasing numbers of international travellers and business event attendees to Australia's remarkable destinations.

Customised culinary services

To accommodate a well-travelled, discerning audience and the content rich program, ICC Sydney's culinary team worked with Tourism Australia to structure a high impact yet seamless catering service. The ATE Live lunch for 1,700 attendees in the Exhibition Centre required meticulous culinary execution that championed the best local produce from across the New South Wales region and around the country – despite supply chain challenges.

Prioritising face to face connection

This year, a focus on getting back to travel and tourism, and prioritising in person experiences was key. ICC Sydney helped elevate the on site experience and comfort of buyer's through high impact, in house technology delivery, complementing experiences exclusive to ATE Live. A range of best in class equipment, including staging, lighting, sound and three large, high tech 7m by 4m flown LED screens were highlights of the event.

1,100+ delegates from Australia, North America, UK, Europe, New Zealand, Greater China, Japan, South Korea, Singapore, Malaysia, India and Indonesia

Inbound tour operators, luxe buyers, and specialist buyers attended

38,000+ appointments across scheduled meetings and networking events

ICC Sydney provided culinary, audio visual, marketing, security, event management, presentation services, and logistics services.

Seamless collaboration with host body Tourism Australia, industry partners and suppliers in Exhibition Centre halls 5 – 7.

“ATE Live was an extraordinary experience for so many reasons and ICC Sydney's world class services were central to our success. Everyone on the ICC Sydney team ensured our attendees felt welcomed during a critical time in the industry's recovery. Thank you again for your role in delivering a brilliant event for Australia's tourism industry.”

**Robin Mack, Executive General Manager
Commercial & Business Events Australia, Tourism Australia**

International Business

Australia's international borders were reopened to the world in February 2022, and with that ICC Sydney was poised to welcome international convention business events attendees.

The international market returned slightly earlier than expected as ICC Sydney delivered two international conferences, the 20th International Conference on Soil Mechanics and Geotechnical Engineering (ICSMGE 2022), which attracted over 1,300 in person delegates to the venue with 627 international delegates representing 76 countries and AMDA Foundation's INDO PACIFIC International Maritime Exposition which welcomed 25,000 attendees (*full case study p19*).



Case Study

International Conference on Soil Mechanics and Geotechnical Engineering 2022

1 – 5 May 2022

The return of face to face connection is driving healthy delegation for ICC Sydney's hosted events and its organisers. From the desire to rub shoulders with experts in their fields to the desire to travel and experience a new city and venue – this shone through in ICC Sydney's first international event since the pandemic, the 20th International Conference on Soil Mechanics and Geotechnical Engineering (ICSMGE).

Leaving a legacy through hybrid events

Leaving a positive legacy was high on the organiser's priorities. ICC Sydney's hybrid event execution included leading technical production facilities, team expertise and digital infrastructure knowledge.

ICC Sydney delivered streamed live sessions to 501 virtual delegates, on demand services and video editing whilst ensuring the on site, live event experience for the in person delegation was equally engaging. The hybrid services were critical to ensuring access to the state of the art lectures for ICSMGE delegates joining remotely.

Bespoke menus to meet vision

To support the organiser's vision, ICC Sydney's culinary team worked with ICMS Australasia to customise the menu, beverages and catering service from its Sundowners Function to its Gala Dinner to activate a culinary journey through Australia. The menu and beverages championed local produce and wine from across the New South Wales region as well as other Australian regions.

1,368 in person delegates

501 virtual delegates

627 international delegates from 76 countries

170 young geotechnical engineer leaders

35 speakers

43 exhibitors

\$2.3 million estimated delegate expenditure

“ICC Sydney has been extremely flexible and supportive over the last four years and throughout the pandemic. No other venue in Sydney is able to cope with such a large international conference and its requirements including hybrid – everything is under one roof, with an abundance of accommodation on its doorstep.”

Emma Bowyer, Managing Director & Owner, ICMS Australasia

“This is a magnificent venue and an adornment to Sydney – our delegates have nothing but compliments on the venue and the city. The facilities have been terrific, the catering has been wonderful and the staff incredibly friendly. And to top it off – on one of the most beautiful harbours in the world.”

John Carter, Emeritus Professor, The University of Newcastle & Local Organising Committee Chair

Live Entertainment Business

One of the key market segments that is helping to revitalise the city is the live entertainment events division. With 32 performances attracting 173,958 to Aware Super Theatre and ICC Sydney's Darling Harbour Theatre this financial year, the venue was able to continue to play a critical role in reenergising Sydney through events, with flow-on benefits reaching out from the city and into regional NSW through our long supply chain. It is also encouraging to see the positive impact these events have for the performing arts sector that was heavily impacted by gathering restrictions since the onset of the pandemic.



Event in Focus

Guy Sebastian's T.R.U.T.H Tour

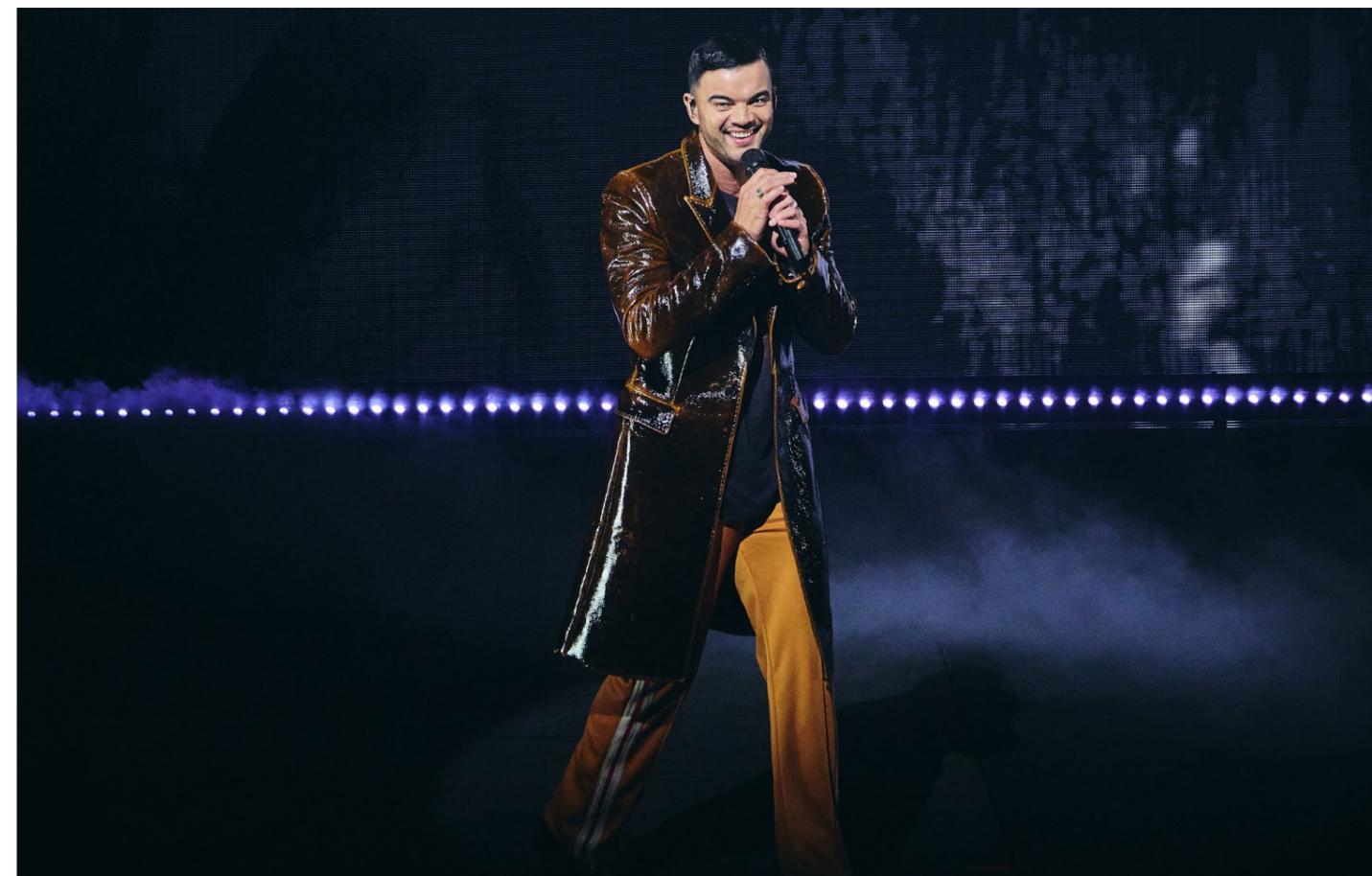
27, 29, 30 April, 1 May, 4 June 2022

ICC Sydney welcomed thousands of visitors to Sydney's iconic Darling Harbour precinct with the upturn of entertainment events and its highest selling show to date with Australian singer and songwriter, Guy Sebastian's T.R.U.T.H. Tour – one of Australia's biggest national tours in 2022 drawing over 25,000 patrons to ICC Sydney's Aware Super Theatre across five shows from late April to early June.

Achieving unprecedented ticket sales for Aware Super Theatre as the venue's highest selling and longest running entertainment event to date, the T.R.U.T.H Tour became one of 2022's biggest tours.

Due to surging demand, live entertainment promoter, TEG Live announced a fifth and final show to Sebastian's Sydney leg at Aware Super Theatre.

Remaining open throughout the last two years to deliver events in line with New South Wales Government health regulations, the venue invested in the development of new products, services, and upskilling and expanding its team to prepare for the revival of events and to optimise the visitor experience.



Partnerships

Aware Super

In recognition of the venue's strong brand and reputation, equity and naming rights partner Aware Super continued its investment in ICC Sydney, underpinning what is a true partnership that enjoys a synergy of shared values.

Aligned in social contribution objectives and activities, ICC Sydney and Aware Super have worked together since the partnership's establishment in 2019 to ensure that Aware Super's members and all patrons enjoy exceptional live events and drive positive community impact. During the year, Aware Super engaged an ICC Sydney creative industries Legacy Program partner.

Through the venue's client Legacy Program, immensely talented emerging artists from the Talent Development Project perform in the Aware Super Theatre Lounge on event nights.

American Express

American Express opens the door to unforgettable experiences. From concert and theatre pre-sales, lounge access at some of the top arenas around the country including in the American Express Invites Lounge at Aware Super Theatre, American Express offers patrons the opportunity to create memorable moments.

Community partners

ICC Sydney delivered social contributions to valued community partners, including Stand Tall. In 2022, Stand Tall addressed 6,000 students, teachers and mental health professionals, and a further 70,000 student virtual audience, to deliver positive mental health and wellbeing outcomes.

See Strengthen our Communities on page 36, for further details on ICC Sydney's community partners.

174k
in person
attendees

1m+
remote
viewers

32
performances



“As an investor in ICC Sydney and naming-rights partner of the Aware Super Theatre, we are proud of our continued association with this iconic events and entertainment destination. The venue exemplified the strength of our partnership through their unwavering support during the year – continuing to build on the collaboration servicing Aware Super members and theatre patrons. At Aware Super, we pride ourselves in doing well for our members in terms of delivering strong, sustainable long-term returns and doing good in the communities in which they live, work and retire. Our investment in ICC Sydney – an invaluable piece of infrastructure and part of the fabric of the Sydney community – is a wonderful example of this. In the last year, we were reminded of how our partnership is not only built on delivering benefits for our members and exceptional experiences for visitors, but also on a shared and deep-rooted commitment to driving positive impact and legacies for the wider community.”

Deanne Stewart, CEO, Aware Super



Sea of Hands activation celebrating National Reconciliation Week 2022

CORPORATE SOCIAL RESPONSIBILITY

In alignment with the ASM Global ACTS worldwide sustainability and equity program, ICC Sydney is committed to best practice environmental sustainability through its Corporate Social Responsibility (CSR) program. The aim is to minimise the potential for negative environmental impact and provide a positive social contribution. To assist in this commitment, ICC Sydney has implemented environmental sustainability systems in line with international standard ISO14001 and EarthCheck criteria.

Corporate Social Responsibility is core to ICC Sydney's business management framework, values and its culture. ICC Sydney continued to build on a strong foundation for delivering its CSR plan over the year. Reflecting on the United Nations Sustainable Development Goals, ICC Sydney has a triple bottom line approach to CSR and has identified initiatives that contribute towards a global agenda for building sustainable cities and communities.

ICC Sydney prioritised a number of key projects in FY 2021/22 to support its CSR commitments, including launching its second Reconciliation Action Plan, deepening and broadening its community partnerships, minimising waste to landfill, continuing to educate and engage team members, clients and stakeholders and maintaining community partnerships through its Legacy Program.

ICC Sydney pledged to reach a net zero emissions target by 2050 following the United Nations Climate Change Conference COP26 event.

We are committed to providing local employment opportunities and contributing to the NSW economy through the procurement of local goods and services. Sustainability criteria including environmental performance, modern slavery commitments and fair trade principles are central to our purchasing decisions.



1 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.

Together with ASM Global, ICC Sydney strives to limit environmental impact by committing to; minimising pollution, the sustainable use of resources including energy and water, and to minimising waste generated as a result of our activities. We aim to comply with all applicable environmental and sustainability legislation and other requirements.

ICC Sydney has united with the Joint Meetings Industry Council (JMIC) as a signatory to its 'Net Zero Carbon Events' initiative which was launched at the United Nations Climate Change Conference COP26 event.

Through this pledge, ASM Global and ICC Sydney aim to join all stakeholders in the business events industry world-wide that have also committed to reach this goal in addressing one of the biggest challenges we collectively face today.

In line with our commitments, ICC Sydney's Legacy Program Environmental Sustainability stream can be activated during the event planning process to reduce the ecological impact of events. Environmental activations via the Legacy Program can include waste management, energy use and water conservation initiatives.

594MWh
generated through solar

413t
CO₂e emissions saved

6.2%
of total electricity from solar

Waste management

ICC Sydney remains committed to minimising waste and continues to strive towards an ambitious target to divert 75% of all waste from landfill. ICC Sydney continues to partner with its waste services providers to improve resource recovery from waste streams. Many of ICC Sydney's waste streams are either recycled or reprocessed into usable byproducts such as energy, fertiliser and alternative fuels. Through its waste management processes and community partnerships 54.6% of the waste generated was recycled, reprocessed or donated in FY 2021/22, an increase compared to the 52% diverted the year prior. Through the venue's waste management processes, 100% organic waste was successfully diverted from landfill.

Each event is reviewed according to the health advice and operating environment of the day, however, while individually wrapped food products have been requested from time to time, ICC Sydney remains largely single use plastic free. Where single use packaging items are required, every effort is made to ensure that they are compostable. Even with far fewer events than pre-pandemic, ICC Sydney has remained committed to working with its charity partners to provide food to people in need and stop food waste ending up in landfill. This year, ICC Sydney donated over seven tonnes of food to charity representing over 21,000 meals.

Energy use

Built with sustainability in mind, many of ICC Sydney's features and fixtures are geared towards operating efficiently and minimising energy consumption. This includes ICC Sydney's photovoltaic array, which provided 6.2% of the venue's electricity use this year. Energy reduction initiatives included shutting down non-essential equipment and lighting, installing energy efficient lighting in the car park and revised processes to minimise energy use. Energy reduction strategies such as the installation of LED lighting in ICC Sydney's car park alone saved 27,000kWh across the year. To compare, the average Australian household uses about 15,000kWh of electricity per year.

Water conservation

Fixtures and fittings that minimise water use, such as toilets and taps, were included in ICC Sydney's original design. Rainwater continues to be harvested with reclaimed water used for irrigation and toilet flushing.

Actively managing site services, such as cooling systems, and increasing awareness and education around consumption to drive behaviour change contribute to ICC Sydney's water saving initiatives. An ongoing industry leading partnership with Sydney Water encourages clients to install temporary water refill units at their events and the venue uses Sydney tap water in all meeting rooms, significantly driving down the use of single use plastic bottles. During the year, the venue hit a major milestone, saving two million bottles from use since the program commenced. This equates to saving 25.6 tonnes of plastic from being produced.

21,000
meals for charities

2 million
plastic bottles
saved from landfill
since opening

100%
organic waste
diversion

2 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

ASM Global and ICC Sydney are committed to being an employer of choice and providing a great place to work that creates meaningful and fulfilling careers, not simply jobs. Investment in people continues to deliver outstanding results. ICC Sydney's focus on recognising and retaining high performing talent resulted in 47 internal promotions and 15 casual progressions into permanent roles. Despite the impact of uncertainty and tight resourcing, ICC Sydney achieved an average employee engagement score for the year of 83%.

ICC Sydney's employee benefits program coupled with its upgraded Enterprise Bargaining Agreement have helped it meet its ambition to be more than a venue. During the year, employee benefits were expanded to include a casual workforce incentive scheme, discounted car parking, volunteering opportunities with community partners such as Stand Tall and Science for Wildlife.

83%
team member
engagement
score

Skilling the team for success

Through ICC Sydney's Academy of Extraordinary, ASM Global Academy, and external training providers ICC Sydney provided expansive learning resources and professional development opportunities of over 2,174 training courses delivered through formal and informal settings. The internal program, My Extraordinary Journey, continues to offer clear career pathways for team members through talent, leader and career development streams, in turn increasing engagement. In FY 2021/22, ICC Sydney's team members undertook 3,441 hours of learning and development.

Strategic collaborations with leading vocational training providers enabled ICC Sydney to launch its inaugural Professional Growth Traineeship Program with 14 trainees accepted since the program was launched. ICC Sydney's paid traineeships and apprenticeships encompass a raft of roles and certifications across culinary, audio visual production, digital media, events management, customer service, risk and reception.

Two senior ICC Sydney team members, Mathew Haynes, Senior Manager - Live Events and Sandra Rae, Senior Manager, Public Relations progressed through the International Association of Convention Centres inaugural Future Shapers leadership program.

Internal training opportunities were elevated with the development of a High Performance Program. Through a rigorous selection process, the 12 month program identifies senior members of the ICC Sydney team and develops their business management knowledge and skills.

3,441
training hours

2,174+
internal and
external
training
courses

Strength in diversity

Diversity at ASM Global is about recognising and valuing the different knowledge, skills, backgrounds and perspectives that people bring to work, regardless of whether those differences are based on age, gender, ethnicity, sexual orientation, social background or other factors. To be a global leader, ICC Sydney believes that diversity must not only be visible within ICC Sydney's workforce but also across its partners, supplier base and content. This is how it builds organisational capability and diversity of thought to deliver the best guest experience to the people that ICC Sydney is dedicated to serving.

ICC Sydney's diversity strategy is focused on five key streams: First Nations, LGBTI, Parents and Carers, Five Generations and Able at Work. To foster understanding, integration and collaboration between all team members we run a program of activities focusing on these streams. This includes marking days of significance, education through awareness, team activities and learning and development programs focused on ensuring key team members are well equipped to welcome a diverse group of team members and guests into the venue.

Recruiting to best serve event needs

The team maintains a close working relationship with neighbouring University of Technology Sydney and event management students have been placed at ICC Sydney as a result. As part of its outreach efforts ICC Sydney participated at the Sydney Jobs Fair hosted by the Australian Government Department of Education, Skills and Employment held at the venue. ICC Sydney's Chef de Cuisine was invited by TAFE NSW to speak to secondary students. Similarly, ICC Sydney has participated in industry career days at William Blue College of Hospitality Management and the International College of Management, Sydney.

47
internal
promotions

15
casual
progressions

14
new
trainees

Commitment to innovation

With the return of face to face meetings, ICC Sydney's team continued to upskill and evolve its services to meet changing client needs. The shift in focus from virtual to hybrid back to in person events meant the team simultaneously prepared three scenarios for each event. The Audio Visual (AV) team drove innovative client solutions by expanding on the skills and experience they developed to deliver virtual events and adapted these for hybrid event requirements that are still sought out today, including:

Creation of a 'Digital Concierge' service to manage remote presenters into traditional meeting rooms. This service meets and greets presenters, performs vital technical testing and then networks these remote presenters throughout the venue.

Management of the remote delegate experience by live streaming to the platform of the client's choosing, including:

- ICC Sydney Connect
- Microsoft Teams
- Facebook Workplace
- Vimeo
- YouTube
- Client's virtual event platform

Hybrid digital event delivery via a customisable platform – ICC Sydney Connect. The platform is designed and created by the team with the offering expanded to include scaled options for smaller events (Lite) up to multi day multi room congresses (Plus).

Hybrid event registration created and delivered via the ICC Sydney Connect platform technology.

ICC Sydney's team launched Connect Hub in order to bring these services under the one umbrella, delivered by one team, providing a one stop destination for virtual and hybrid event requirements. This new concept future proofs events of all types. It takes traditional speaker preparation to the next level for both on site and online speakers. It includes a dedicated media studio for broadcast events, a video edit suite, digital signage management and digital event platform design and delivery.

To ensure the successful transition from virtual to hybrid, the vast majority of our team were upskilled and trained on the delivery of hybrid events. ICC Sydney's AV team has embraced event delivery and technological evolution by innovating solutions to deliver on the ever changing needs of clients and the event industry as a whole.



Hybrid event solutions at ICC Sydney



ICC Sydney team celebrating diversity, inclusion and equity for IDAHOBIT 2022



Audio Visual graduates



Sydney Jobs Fair stand

3 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.

Food donations

With so many disruptions to events over the year, ICC Sydney leveraged its relationships with charitable and not for profit organisations to ensure unserved food could be used to support those in need within the community. The culinary team oversaw the donation of over seven tonnes of quality surplus food which represents 21,000 meals for charities including the Matthew Talbot Hostel in Woolloomooloo, OzHarvest, PlateItForward and Youth Off The Streets. As well as fresh fruit and vegetables, the team was able to find a purpose for cookies, cakes and other baked goods from the in house pastry kitchen as well as unserved sandwiches, salads, wraps and sushi. ICC Sydney provided food donations along with the venue's chefs working to bulk prepare foods and offering frozen storage facilities to charity organisation PlateItForward.

Charities and community support

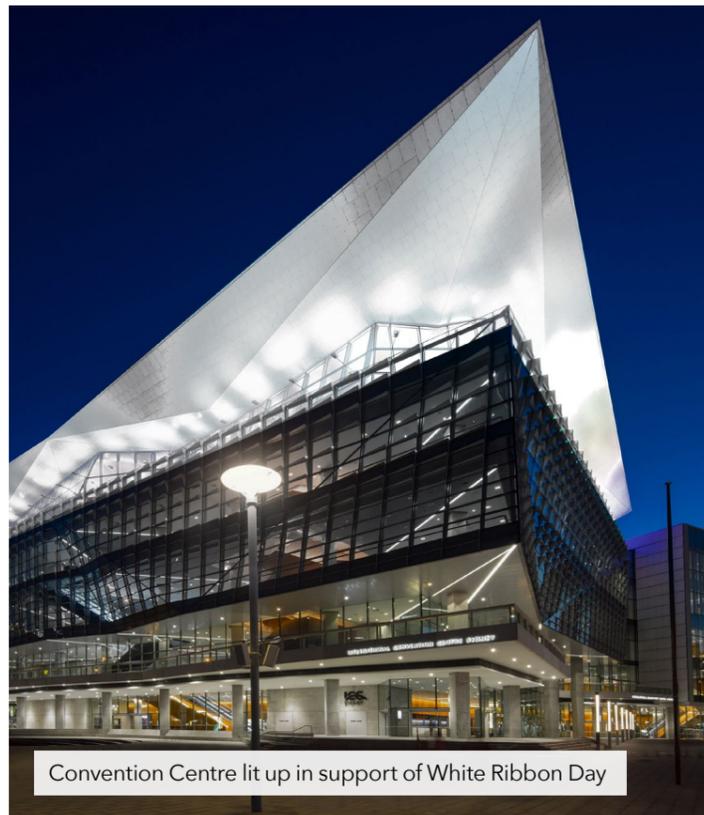
Across the financial year, the venue supported local charities through in-kind contributions. This included assisting youth mental health charity Stand Tall, one of the venue's community partners. Now in its sixth year at ICC Sydney, Stand Tall 2022 was supported by 21 ICC Sydney team member volunteers, was attended by more than 6,000 students, teachers and mental health professionals with a further 70,000 tuning into the live-stream or online replay. ICC Sydney welcomed five charity fundraising events for Sydney Children's Hospital Foundation, Giant Steps Sydney Limited, NSW Police Legacy, Tour de Cure Ltd., and Stand Tall held across the year.

Reconciliation Action Plan #2

As an iconic destination, which stands and operates on the traditional lands of the Gadigal people of the Eora Nation - on Tumbalong, the land, and Gomora, the water, what is known today as Darling Harbour – ICC Sydney has a unique opportunity to foster and promote reconciliation.

ICC Sydney has strengthened its commitment to respect, celebrate and acknowledge Australia's First Nations community through the launch of its second Reconciliation Action Plan in March 2022.

The team is committed to connecting, learning and sharing with its First Nations community. It collaborates with Reconciliation Australia, Metropolitan Local Aboriginal Land Council, KARI Foundation, Boomalli Aboriginal Artists Cooperative, Aunty Margret Campbell of Dreamtime SouthernX, Supply Nation and others on its reconciliation journey. The venue marked key dates of significance such as National Reconciliation Week and NAIDOC Week as well as introducing new initiatives such as a First Nations Procurement Policy and a Sea of Hands activation.

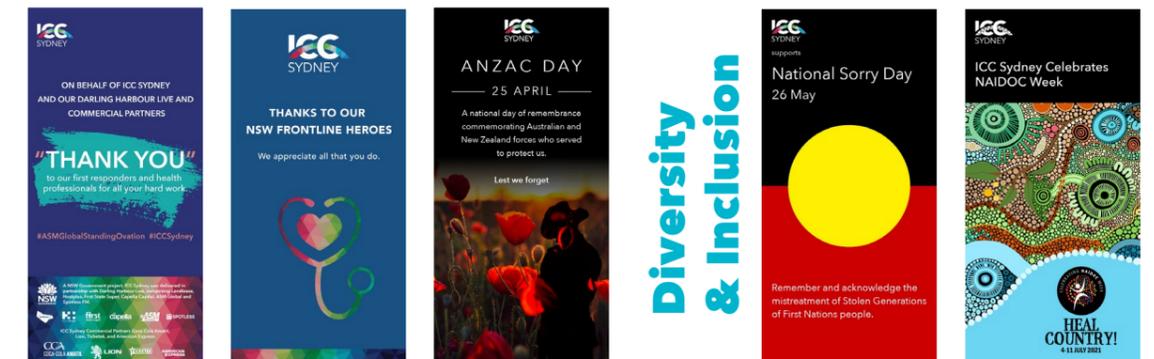


ICC Sydney provided promotional support totalling 20,745 hours of content displayed on digital signage for various charities, community partners and days of importance. We also raised awareness for charities by lighting up the building in support of White Ribbon and UNHCR. The content related to environmental sustainability, community causes, and diversity and inclusion. Content was communicated to increasing footfall in the Darling Harbour precinct through the year.

ICC Sydney provided

20,745 hours

promotional support for community partners



“Working with ICC Sydney’s whole team and in partnership with the Metropolitan Local Aboriginal Land Council has been an important and significant journey because what you see at ICC Sydney is that there is so much reflection of the First Nations people. It’s built into this beautiful building and it’s also built into their practices. The fact that we have these practices continuing in a modern day place is both a testament to ICC Sydney and the Metropolitan Local Aboriginal Land Council.”

Councillor Yvonne Weldon
Deputy Chair, Metropolitan Local Aboriginal Land Council



Case Study

First Nations Forum – Reconciliation Action Plan Launch

1 March 2022

In collaboration with Business Sydney and ICC Sydney’s Legacy Program partner KARI Foundation, the venue launched its second Reconciliation Action Plan at an event to grow, learn and share its reconciliation journey with Sydney’s business community. The new action plan demonstrates the venue’s commitment to meaningful engagement with First Nations communities and creates unique opportunities to connect attendees at ICC Sydney events with First Nations culture and stories.

VENUE SERVICES

Customised culinary services

A customised menu championed local produce from across the New South Wales region as well as other Australian produce, highlighting native ingredients.

SOCIAL LEGACY

First Nations

A Welcome to Country and Smoking Ceremony enabled delegates to immerse themselves in Aboriginal culture and attain a deeper understanding and connection to Gadigal Country. The talented KARI Singers provided a professional vocal performance blending modern music with ancient culture.

Community - The speakers

Reconciliation Australia’s Chief Executive Officer, Karen Mundine; Metropolitan Local Aboriginal Land Council’s Deputy Chair and City of Sydney’s Councillor Yvonne Weldon; Australian Indigenous Chamber of Commerce Chairman Warren Mundine; and KARI Chief Executive Officer Casey Ralph, who enabled attendees to connect and facilitate stronger relationships with key individuals from the community and nurture opportunities to support and engage First Nations businesses.

A personalised touch

To promote First Nations business Indigiearth, ICC Sydney provided attendees with Native Loose Leaf Tea, made from Australian native products that are ethically and sustainably sourced as well as providing ICC Sydney’s second Reconciliation Action Plan.

“Business Sydney is calling on all business to work with the Indigenous community hence why we held the First Nations Forum event at ICC Sydney with the leaders in the Indigenous community in Australia. ICC Sydney is a leader in engaging the Indigenous community and setting the standards in which business can engage with the Indigenous community. The more we can spread the word about the work that they do, the better we can engage with First Nations businesses.”

Paul Nicolaou, Executive Director, Business Sydney

Economic Impact

As a gateway to Sydney and surrounding areas for customers and visitors, ICC Sydney is cognisant of its responsibility to promote Sydney and regional New South Wales. 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 is seeking to provide opportunities for Indigenous owned businesses and emerging talent.

First Nations

Work has 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 33 client events. Through its membership with Supply Nation, ICC Sydney also engaged First Nations businesses to activate internal acknowledgements of Aboriginal culture and is seeking opportunities to grow Aboriginal-owned businesses across its supply chain through an enhanced First Nations procurement strategy.

A\$408k+
spend with
First Nations suppliers

11
new First Nations
suppliers

Industry participation

During the year, team members shared their time and experience with external organisations, sharing knowledge with industry groups and other agencies to support the events, venue and visitor economies. This contribution represented over 340 hours of industry participation across groups including the Sydney Business Events Coalition, Australian Chamber of Commerce and Industry Tourism Restart Taskforce, Association of International Convention Centres, Business Events Council of Australia, Committee for Sydney, Business Sydney, Exhibition and Event Association of Australasia, Meetings and Events Australia, International Congress and Convention Association and the New Sydney Waterfront Company.

Sustainable procurement

ICC Sydney continues to support suppliers with sustainability embedded into their business practices. This year's overall spend with businesses within this classification remained consistent compared to FY 2020/2021 dropping only slightly from 23.5% to 23%.

Direct investment in NSW – regional focus

ICC Sydney continued to drive positive outcomes for regional NSW through its Feeding Your Performance philosophy. The team believes that quality, seasonal produce delivers better nutrition outcomes, which in turn energises event attendees. This focus feeds the performance of event delegates, ICC Sydney's produce partners and the communities in which they run their businesses. With event attendance significantly impacted during the year, so too was supplier expenditure but relationships were maintained and business did transact with A\$4.5 million spent on NSW produce. ICC Sydney also provided promotional opportunities for its suppliers.

Support for creative industries

ICC Sydney promoted and supported emerging artists from Bankstown Poetry Slam and the Talent Development Project to perform at client events as well as in the Aware Super Members Lounge on live entertainment event nights.

Supporting Sydney's startup network

ICC Sydney continued to connect clients into Sydney's innovation and entrepreneurship ecosystem through its Legacy Program. Through its partnership with the University of Technology Sydney, ICC Sydney promoted the Sydney Innovation Stories which showcase a number of the startups the university supports through UTS Startups.

98.95%
wine purchased from NSW

87.3%
Food spend with NSW
based suppliers

A\$4.5m+
Direct NSW spend

340+
Hours of industry participation

Direct Investment in Regional NSW

CENTRAL TABLELANDS

Angullong Wines
Beef
Black Tuscan cabbage
Block 11 Organics
Breakout River Meats
Cabbage
Canola oil
Colmar Estate
Country Valley Milk
Cow's milk feta cheese
Eggplant
First Ridge Wines
Green shallots
Heirloom carrots
Herbs
Janei Goat Dairy
Kogi pumpkins
Lamb
Logan Wines
Majors Group Australasia
Micro herbs
Philip Shaw Wines
Potatoes
Printhie Wines
Rhubarb
Robert Oatley Wines
Robert Stein Winery
Ross Hill Wines
Rowlee Wines
See Saw Wines
Silverbeet
Snow pea tendrils
Swinging Bridge Wines
Tamburlaine Organic Wines
Tomatoes
Turnips
Vegetables
Windowrie Wines

CENTRAL WEST

Nectarines
Plums
Pumpkin
Single origin grain

CENTRAL COAST

Wallis Lake oysters

HUNTER

Binnorie Dairy
Bimbadgen Wines

Brokenwood Wines
De luliis Wines
Hunter Belle Cheese
Margan Wines
McGuigan Wines
Mount Pleasant Wines
Peter Drayton Wines
Scarborough Wine Co
Silkman Wines
Thomas Wines
Thompson's Pies
Tulloch Wines
Tyrrell's Wines

GREATER SYDNEY

Aprimo Trading
Australian Liquor Marketers (ALM)
Avery Dennison
Baby fennel
Badboy Bakehouse
Batch Brewing Company
Bean shoots
Berry Man
Bidfood
Big Mouth Foods
Bok choy
Brasserie Bread
Bread Spread
Cabbage
Calendar Cheese Company
Chinese broccoli
Coca Cola
Combined Wine and Food
Cookers Oil
Chicken
Cornfed chicken
Cucumber
Daikon
Dolce Vita Fine Foods
Euromaster Smallgoods
Eustralis Food & Wine
Farmer Joes Chickens
Figs
Fino Foods
Fireworks Foods
Food Queens
Forage Gourmet Edibles
Free range chickens
Game Farm
Get Fish
Haverick Meats

Heirloom beetroot
Heirloom carrots
Heirloom tomatoes
Heng Australia
Herbs
Hong Australia Coproration
Horseradish
In2Food
Jacobs Douwe Egberts
JB Metropolitan
JFC Australia
Juice and Co
Julianne's Kitchen
Kaffir lime leaves
Kale
Lactalis Australia
Lai Shing Dim Sim Factory
Lemon verbena
Lemongrass
Lemons
Lettuce
Lewis Continental Kitchen
Lai Shing Dim Sim Factory
M & J Chickens
Madhouse Bakehouse
Martin's Seafoods
Mayers Fine Food
Merna Crumpets
Micro herbs
MMMore
Mushrooms
Nasturtium
Nespresso
Neverfail Springwater
Nomad Distribution
Onions
Pac Trading
Paramount Liquor
Pasta Italia
Pasteles Bakehouse
Patchett's Pies
Pencil leeks
Pepe Saya
Petit leaves
PFD Food Services
Pink Cloud Kombucha
QCC Hospitality
Radicchio
Radishes
Rainbow chard

Raj Foods
Rhubarb
Royal CDS
Salad leaves
Select Fresh Providores
Silverbeet
Simon Johnson
Socrates Distributors
Sonoma Bakery
Sweet William
Taiyo Foods
The Essential Ingredient
Tip Top
Tooheys
Turmeric
Two Providores
Unilever
Vic's Meat
Wayward Brewing
Willowbrae Chevre Cheese
Young Henry Brewing Company
Zucchini

MURRAY

Haloumi cheese
Pete's Pure Wines
Secret Garden Wines
Trentham Estate

NORTH COAST

Berkelo
Blue eye cod
Blueberries
Finger fennel
Kurobuta pork
Macadamia nuts
Mount Warning Water
Pepe Saya cream
Raspberries
Stone and Wood Brewing Co
Westview lime

NORTH WEST

Kangaroo
Thomas lamb
Wholegrain Milling Co.
Woodward Meats

NORTHERN TABLELANDS

Bindaree Beef
Rangers Valley beef

RIVERINA

Chicken
De Bortoli Wines
Dee Vine Estate
Freeman Vineyards
Granny Smith apples

Grapefruit
Grove Estate Wines
Murray cod
Riverine beef
Riverine lamb

SOUTH EAST

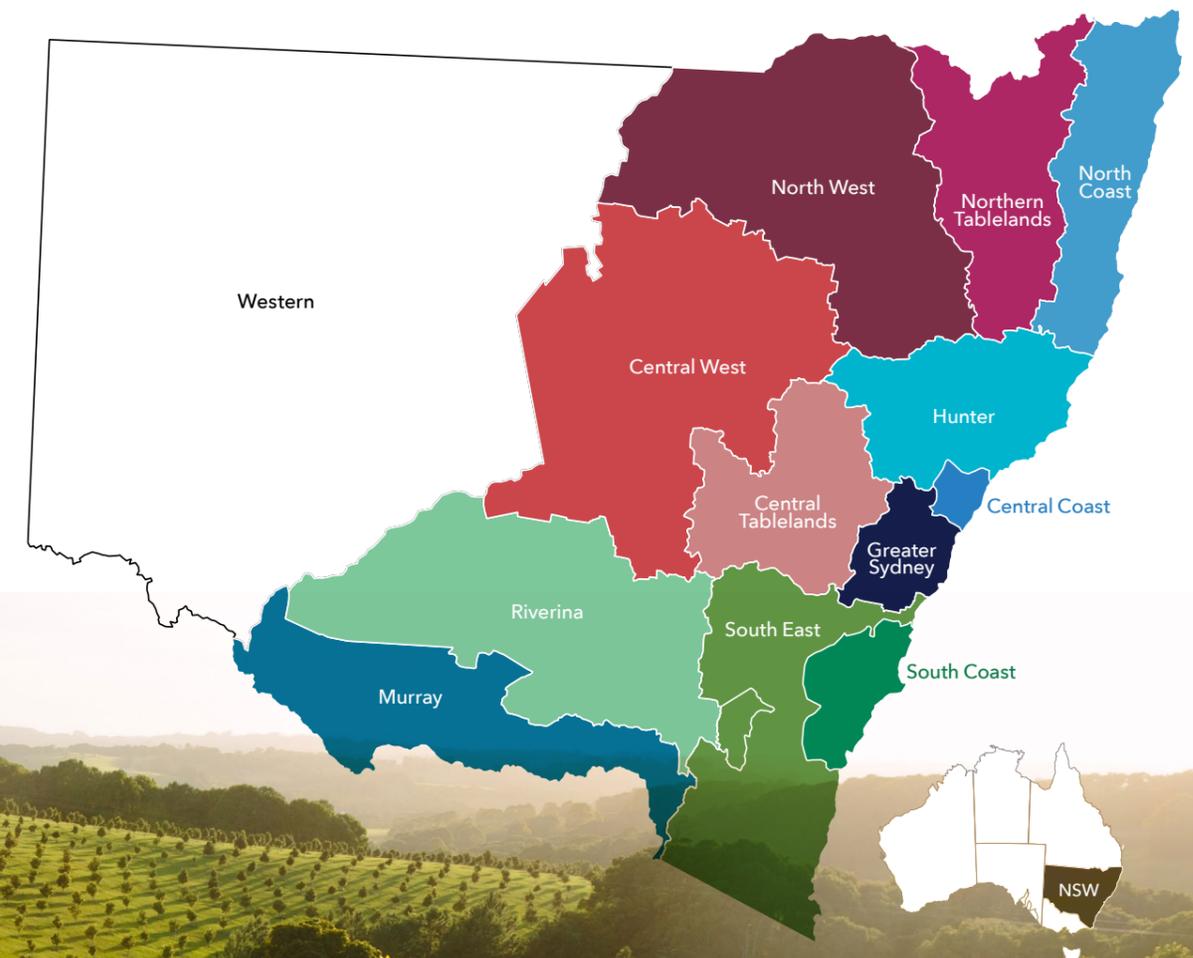
Alto Olives
Axel Vodka
Delano Speciality Coffee
Garlicious Grown black garlic
Hungerford Hill
Kipfler potatoes
Lock & Key Wines
McWilliam's Wines
Moppity Vineyards
Nick Spencer Wines
Spatchcock
Sydney Rock Oysters
Tertini Wines
The Gourmet Potatoes
Ulladulla yellowfin tuna

SOUTH COAST

The Pines cheese

VICTORIA

Creative Ingredients
Tea Tonic
The Australian Superfood
The Pastry Lounge



LEGACY PROGRAM

Committed to cultivating a powerful legacy from the events it hosts, ICC Sydney has grown its Legacy Program by adding new partnerships and deepening its relationships with existing partners.

Enquiries and activations have increased this year with 37 enquiries compared to 22 the previous year and 23 activations compared to five the previous year. A new community partner was added to the Environmental Sustainability stream – Science for Wildlife conservation group.

The First Nations stream was expanded with Indigiearth First Nations gift wares, Jaanawi Dance Clan, Stan Grant and Marcus Cowora entering the fold. Edible centrepieces selected by clients for their events contributed 1,246 meals for residents of the Matthew Talbot Hostel. Aware Super Theatre continued its partnership with the Talent Development Project (TDP) to provide emerging artists with work in the Aware Super Lounge during events in the theatre and clients continue to engage with ICC Sydney on reducing the environmental impact of their events.



First Nations

Acknowledging and exploring local culture and engaging with First Nations businesses

Australia is a land with a proud First Nations heritage. In the spirit of reconciliation, ICC Sydney is committed to paying our respect to Elders past and present and acknowledging the original custodians of this country, and providing connections for clients to do the same.



Creative Industries

Connecting talent from across the Sydney community

Sydney is home to an abundance of talented performers, artists and designers. Through its network, ICC Sydney is able to provide a creative connection for clients, from featuring emerging or established artists and performers at an event, to facilitating bespoke artwork tours and assisting in organising gifts for delegates from authentic Australian artists.



Generation Next

Fostering the next generation of thought leaders and members via student engagement

To help engage, foster and support the next generation of leaders, ICC Sydney works with clients, as well as partners in academia and industry, to provide the leaders of tomorrow with access to the important industry events and thought leaders of today.

The venue provides students with access to events and facilitates life changing connections for them.

Through the Generation Next stream, ICC Sydney supports clients to showcase student talent to the industry, this in turn provides opportunities for students to expand their networks and establish contacts with established professionals.



Innovators and Entrepreneurs

Building engagement with local innovators and entrepreneurs

Sydney is not short on ideas. Home to a vibrant startup community, Sydney boasts world class innovators and entrepreneurs. ICC Sydney connects clients with the best of them. Working in partnership with local startup hubs and their members, government, academia and industry, ICC Sydney has developed a program where industry specific startups are invited to pitch, present and showcase their ideas at relevant events.

37
enquiries

23
activations



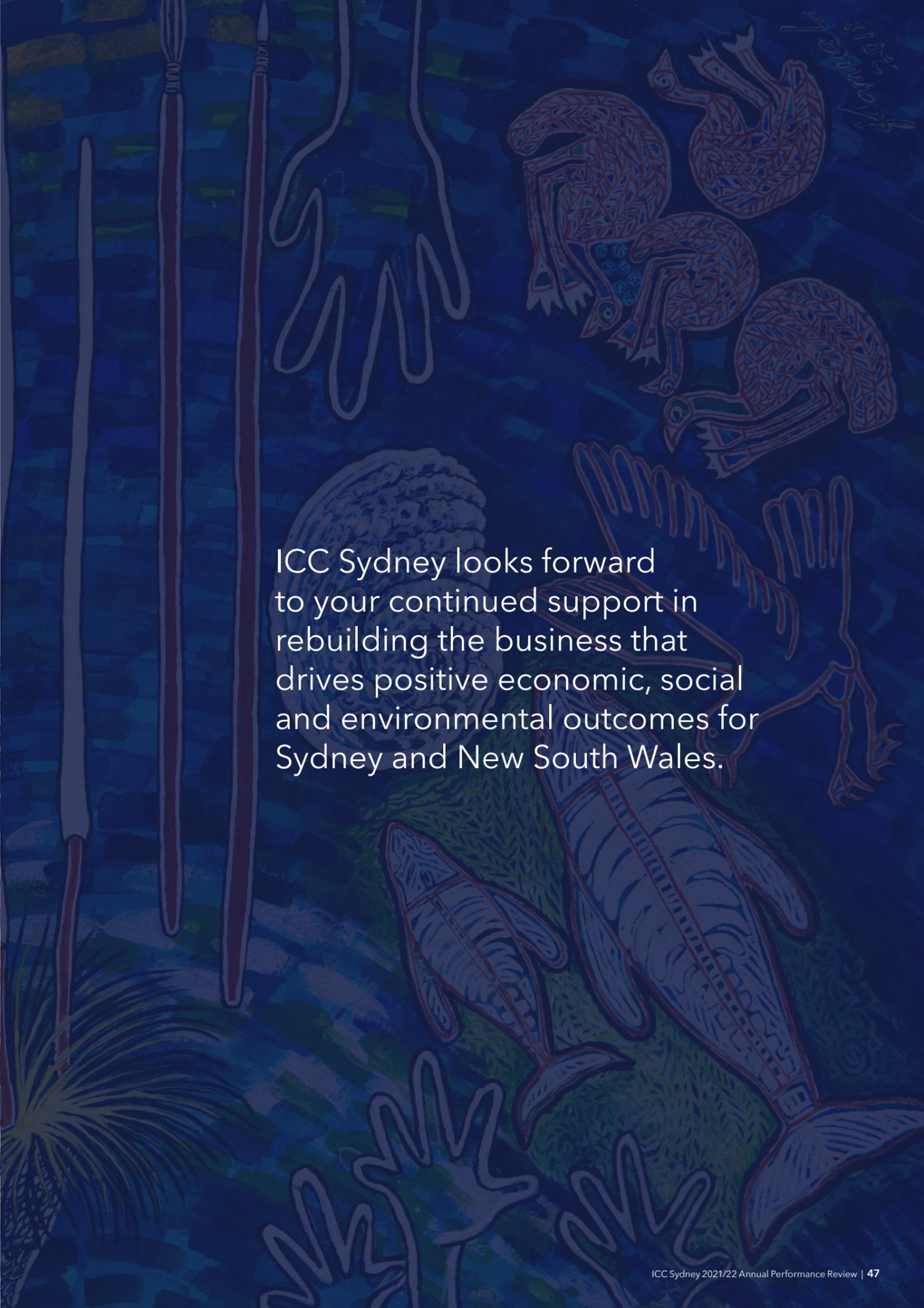
Environmental Sustainability

Minimising the environmental impact of events

Minimising the environmental impact of events in line with ICC Sydney's commitment to sustainability, ICC Sydney works with clients to manage the impact of their events, particularly waste management and diversion. From the simple repurposing of leftover event materials to charities, through the creation of edible centrepieces which are then turned into meals for people in need, ICC Sydney's strategies also seek to make a positive social impact.



ICC Sydney looks forward to your continued support in rebuilding the business that drives positive economic, social and environmental outcomes for Sydney and New South Wales.





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 Lendlease, Hostplus, Aware Super, Capella Capital, ASM Global and Spotless FM.