



ANNUAL PERFORMANCE REVIEW 2022/23



Contents

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.

ACKNOWLEDGEMENT OF COUNTRY	2
MESSAGE FROM THE MINISTER	5
MESSAGE FROM THE CEO	6
ABOUT US	8
PROUDLY MANAGED BY ASM GLOBAL	8
ICC SYDNEY	9
KEY RESULTS	10
Customer Centric	13
International Business	15
National Business	18
Exhibition Business	21
Banquet, Meeting, Function and Seminar Business	25
Live Entertainment Business	29
Awards, Accreditation and Recognition	30
CORPORATE SOCIAL RESPONSIBILITY	33
Protect the Environment	34
Invest in People	36
Strengthen Our Communities	40
Legacy Program	42
Economic Impact	46
Direct Investment in NSW	48

Cover Image:
The Script performing at Aware Super Theatre

© Glenn Pokorny



ICC
SYDNEY

INTERNATIONAL EXHIBITION CENTRE



Message from the Minister

ICC Sydney is arguably the nation's most prestigious international convention, exhibition and entertainment venue and a proud New South Wales Government investment that remains the catalyst for ongoing urban renewal for Darling Harbour today, ensuring an ever more vibrant and inclusive precinct for Sydney and its visitors.

During the year, ICC Sydney hosted close to 500 core events and attracted just over one 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 satisfaction rating. It also boasts a leadership position for sustainability, diversity and inclusion, as evidenced by the hugely successful Sydney WorldPride Human Rights Conference.

Whether hosting the inaugural University of Technology Sydney Startups Summit or the local Talent Development Project's alumni concert, 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.

With domestic events running at full steam and international visitation numbers on the rebound, I know ICC Sydney and the team 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

Message from the CEO



Likewise, consumer exhibitions and national conferences performed well. Just like the international leisure tourist, our international event bookings and international delegate attendance are yet to recover. We expect it will take another two to three years for all markets to fully stabilise.

At ICC Sydney, we are committed to ensuring the success of our clients, as we believe this means we too have been successful. We are likewise committed to making a difference for all our stakeholders – the venue's owners and partners, visitors to events and the community at large.

During the year, and off the back of a highly successful Sydney WorldPride Human Rights Conference, we have sought to be the most inclusive venue possible, building on our Accessibility and Inclusion Guide for visitors to create a client tool kit to ensure all events delivered at ICC Sydney are as inclusive as they can possibly be.

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

The 17 national and international awards won by the team throughout the year, including the International Association of Convention Centres 2022 Innovation Award, TTG (Asia) Travel Awards 2022 Best Convention and Exhibition Centre, the Exhibitions and Events Association of Australasia Awards for Excellence 2022, Sustainability Initiative Award (Legacy Program), 2023 NSW Sommelier's Wine List Award for the Best Wine List in a Caterer / Function Centre and the Spice News Hot 100: Hotels and Venues 2023 Most Sustainable Hotel or Venue and Best Mega Venue in Australia, are also testament to the world class reputation of the venue and the passionate professionals that work here.

We look forward to continuing to grow the business and care for our community today and tomorrow.

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

The 2023 financial year saw yet another enormous lift by the ASM Global team at ICC Sydney. We surpassed revenue and profit forecasts and delivered almost A\$600 million in economic impact to the businesses of Sydney through event delegate and patron spend in addition to our spend across New South Wales through our supply chain.

Throughout the year, the team recruited 923 team members and delivered 7,014 hours of training in order to enable us to deliver 500 core events. Pleasingly, we also reported 61 internal promotions and 14 traineeships.

Despite the headwinds we faced to scale and train up our delivery teams to match business demand, we reported 83% team member engagement, 99% client satisfaction and 96% delegate satisfaction during the period.

Of the 500 core events – there were 18 international conventions, 106 national conferences, 54 exhibitions and 84 live entertainment events. Our entertainment concert business had its best performing year to date, largely due to the pent up demand of postponed touring shows but also the desire of Sydneysiders to reconnect in person.



Paramount Upfront 2023
©Yannis Photography

Swan Lake
©Aaron Leslie

The Teskey Brothers
©Lars Roy

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. ICC Sydney's passionate team has carefully established one of the world's most sought after venues.

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 more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centres, 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.

ICC Sydney

ICC Sydney's vision is to be the best performing convention, exhibition and entertainment centre in the world.

Our mission is to deliver success for our clients and stakeholders and make a difference within our community as we operate an extraordinary venue with extraordinary people who win, run and support extraordinary events.

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

Our success is that of our clients; we listen, plan, observe, anticipate and act to achieve success. We understand what it takes to deliver a successful event. We are dedicated to making every event instil pride in our clients and our city so that everybody wins.

Integrity Best performing
Deliver successful events **Creative**
Connected Make a difference



Key Results

Sustainable industry leadership, a commitment to inclusion, strengthening communities and service excellence has contributed to Australia's most prestigious international convention, exhibition and entertainment centre exceeding its revenue and profit targets and enabling a greater contribution to the State over the 2023 financial year.

Continued collaboration, communication and customer-centric operations underpinned ICC Sydney's delivery of 500 events welcoming over 1,000,000 visitors who cumulatively contributed A\$600 million in visitor expenditure.

The venue team's ability to build its workforce underpinned by its internal culture that champions diversity, equity, inclusion, sustainability and innovation elevated the impact of this year's outstanding results.

Leveraging its leadership position and strong brand equity, ICC Sydney's team astutely managed client relationships to deftly accommodate high volumes of event enquiries with particular demand from event planners and visitors. The team demonstrated great agility, technical and logistic capability and exemplary service to secure the highest levels of client satisfaction.

Never losing sight of the venue's equally important purpose to be both a vehicle for economic benefit and piece of social infrastructure, the team doubled down on its commitment to sustainability and driving social impact through its client facing Legacy Program, investment in its people, innovative environmental solutions and collaboration with community partners.



Events that drive knowledge exchange

ICC Sydney has provided the perfect environment for our delegates to learn from the brightest minds our region has to offer and we could not be happier with the facilities they have provided to make this event a success.

Professor Jane Dahlston OAM
Co-President
International Academy of Pathology Congress

Sting 2023

©Glenn Pokorny



Customer Centric

ICC Sydney's diverse team of exceptionally talented professionals provide a world class 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. This year, ICC Sydney's team has achieved an exceptional response from clients and delegates for its accessible, inclusive, innovative and sustainable event planning and delivery.



*ICC Sydney received a client survey return rate of 27.12%, totalling 167 surveys.

An Evening with President Obama

©Growth Faculty



International Business

As the world welcomed the return of face to face events and international travel, ICC Sydney was selected to host 18 international conventions welcoming over 16,000 business events delegates. The financial services, renewable energy, sustainability, health, medical, engineering, manufacturing and social philanthropy sectors returned to deliver international conventions during the year.

A highlight event was the Million Dollar Round Table Global Conference that saw 4,500 delegates, 99% from across 33 countries. It was Australia's largest international business event since borders reopened in March 2022. Over the four-day conference, the world's leading life insurance and financial services professionals from over 500 companies exchanged innovative practices, heard from the region's top industry leaders, learned about local and global trends and collaborated in an unparalleled location.

The power of business events to not only drive economic benefits, but social impact was seen through the Congress of the International Academy of Pathology (IAP) when 1,600+ in person from 75 countries attended 109 conference lectures, symposiums and sessions. This event alone contributed A\$1.35 million in direct economic expenditure while strengthening the local community as the organiser engaged ICC Sydney's Legacy Program to acknowledge and celebrate First Nations culture. This included a Welcome to Country, Smoking Ceremony and connection to the next generation of pathology professionals as facilitated through IAP.

Similar to international leisure tourism, the international event bookings and international delegate attendance are yet to recover in full.

INTERNATIONAL CASE STUDY: Sydney WorldPride Human Rights Conference

1 - 3 March 2023

ICC Sydney hosted the biggest LGBTQIA+ Human Rights Conference ever to be held in the Southern Hemisphere in recognition of its approach and commitment to sustainability, diversity, equity and inclusion.

Accessible to all

In addition to ICC Sydney's built-in accessibility features and services, including accessible toilets, ramps, lifts, braille signage and complimentary hearing augmentation devices, Sydney WorldPride implemented Auslan interpreters for every session, and international sign language interpreters for the plenary sessions. Access to audio description via the LiveVoice smartphone app assisted delegates who are vision impaired.

Championing inclusivity

ICC Sydney administered bespoke changes to the venue to accommodate the diverse needs of delegates. Inclusive, non-gendered toilet signage replaced ICC Sydney's standard toilet signage throughout the event space. ICC Sydney's meeting rooms were converted into mental health resources including a wellbeing lounge, sensory room, therapy rooms and creative spaces.

First Nations focus

ICC Sydney supported Sydney WorldPride's mission to incorporate First Nations representation in the event delivery. A dedicated First Nations gathering space was established for Aboriginal and Torres Strait Islander Peoples to facilitate traditional yarning circles and each session was marked by an Acknowledgement of Country to pay respect to Traditional Owners of the land on which ICC Sydney operates.

Achieving carbon friendly events

ICC Sydney's strong commitment to corporate social responsibility and environmental sustainability was fundamental to Sydney WorldPride's ability to deliver a fully sustainable, carbon neutral event.

This included replacing all plastic water bottles, diverting waste from landfill and estimating the utility spend across water, electricity and gas, based on delegate numbers, duration, and footprint of the event.

3,200 delegates – **2,000** in person

43 countries represented

227 local and international presenters

25 exhibitors

150+ volunteers

ICC Sydney's **Accessible and Inclusive Events Guide** developed as a legacy of Sydney WorldPride



ICC Sydney were great collaborative partners from the very beginning of this event and were incredibly aligned in the values we were trying to achieve. Whether it be accessibility, diversity or inclusion, the team shared our dedication in ensuring our delegates felt safe, accepted, and welcomed in the venue.

Kate Wickett
CEO, Sydney WorldPride

ICC Sydney CEO Geoff Donaghy's welcome address

Koori Wirguls Dancers

© Maja Baska

Amsterdam Rainbow Dress

© Sydney WorldPride, daniel.boud (Photographer)

National Business

The steady delivery of 106 national conferences and events attracting 60,500 delegates in FY2023 was critical to achieving ICC Sydney's goals of strong economic benefit, positive social impact legacies, precinct activation, knowledge and innovation exchange and reaffirming Sydney's reputation as Australia's global city.

In many cases, these events provide the platform for bidding on international events. Highlights from ICC Sydney's seventh year of operation included the biggest water conference and exhibition in the Southern Hemisphere – Ozwater'23 that attracted 1,500 delegates and featured a strong line up of international and national keynote speakers, workshops and panel sessions with a strong sustainability focus. The opportunity for knowledge exchange, education and professional development at the 2023 event was imperative as water management is critical to environmental sustainability.

Greenspace at ICC Sydney

NATIONAL CASE STUDY: Australian and New Zealand College of Anaesthetists Annual Scientific Meeting 2023

5 - 9 May 2023

ICC Sydney was selected to host the Annual Scientific Meeting (ASM) for the Australian and New Zealand College of Anaesthetists (ANZCA), the College's first in person delivery in three years. It was themed 'Be Connected', celebrating the value of face to face business meetings. The event featured a robust program with inclusive and sustainable implementations, supported through ICC Sydney's facilities and industry leading Legacy Program.

Building event legacy

ICC Sydney's Legacy Program was activated across three key streams including Environmental Sustainability, First Nations and Generation Next. Sessions featured First Nations, LGBTQIA+, accessibility and cultural diversity topics. Gender diversity and investment in future professionals were supported through a Women in STEMM breakfast and Emerging Leaders Conference. Venue services included a creche and hearing loop technology.

Achieving event sustainability

The event featured carbon friendly catering, biodegradable lanyards made with bamboo and dedicated recycling stations for collection and reducing paper waste by utilising mostly digital signage. No printed brochures, handbooks or pocket programs were created. Delegates were encouraged to bring their own keep cups and water bottles with water stations provided. The event launched the reusable scrub caps initiative that will be replicated in clinical settings around the region – saving on single use materials and waste.

Carbon footprint offsetting

ICC Sydney partnered with ANZCA to conduct a pre event carbon footprint calculation. A carbon credit model was created for delegates to opt into offsetting their carbon footprint for A\$2 per day of attendance. ANZCA successfully encouraged almost half of their delegates to participate in the scheme, offsetting 301.75 tonnes CO₂e from the total event footprint of 369.03 tonnes.

1,900 delegates

Six keynote speakers, five plenary speakers, three sponsored speakers from ANZ, UK, Israel and Canada

21 sessions delivering sustainability and diversity, equity and inclusion focused topics

45% delegate opt-in for carbon offset credits

Reusable scrub caps initiative launched at event



The College values the environment, diversity, equity and inclusion. It has been incredible to work with ICC Sydney knowing that these things not only matter to the venue and the team, but that the venue has robust facilities and resources that greatly support these initiatives so integral to the success of our event.

Jan Sharrock
Executive Director, Director
Fellowship Affairs, ANZCA



Exhibition Business

Fifty four trade and consumer exhibitions attracted 390,000 visitors to ICC Sydney delivering significant benefits to Sydney and New South Wales with direct and indirect attendee expenditure – boosting the State economy. Consumer exhibitions experienced some of their largest attendances since ICC Sydney opened and large international trade shows such as the Indo Pacific International Maritime Exposition were extremely well attended.

While consumer shows represented 28% of exhibitions, they attracted over half the attendance again demonstrating the desire of Sydneysiders to embrace diverse cultural events.

Opportunities that drive trade, investment and innovation are made possible through exhibitions and the business connections that are sparked on the expo floor. The economic and social impacts of these shows and the audiences they attract, are enjoyed by our Sydney community as well as regional economies.

EXHIBITION CASE STUDY: Australasian Waste and Recycling Expo 2022

24 - 25 August 2022

ICC Sydney welcomed 1,500 waste management professionals, business leaders and government representatives to the two day Australasian Waste and Recycling Expo (AWRE).

Attendees and exhibitors united to drive conversations around sustainability and waste management. Led by Diversified Communications with the support of ICC Sydney's team, AWRE is a flagship annual event for the industry, leading the way for sustainable event and waste management best practice.

Reducing environmental impact through sustainable solutions

Studies show that on average, a conference attendee produces about 170 kilograms of carbon dioxide emissions per day. ICC Sydney recognises the need for the business events industry to reduce its environmental impact and is committed to actively working with its partners and clients to achieve a baseline target of diverting 75% waste from landfill for all events held at the venue.

This commitment to environmental sustainability played a crucial role in the success of AWRE 2022. The venue worked closely with AWRE and Diversified Communications to maximise the use of ICC Sydney's waste management facilities, generating only 916 kilograms of waste over the two day event, 81% of which was diverted from landfill.

Compostable packaging

ICC Sydney's BioPak compostable packaging was utilised across the event. In addition to this, no straws were used and compostable bin liners were provided to all exhibitors.

Managing waste

Several waste stream bins were made accessible during the event to provide the resources for AWRE to effectively manage waste and to improve waste diversion potential. Soft plastic, metal, organic food waste, paper recycling, container recycling and landfill bins were available to all exhibitors and attendees. Digital signage messages helped remind attendees to reduce their landfill where possible.

Using weight-scales, unique bin identification QR coding, and state-of-the-art waste tracking software, ICC Sydney provided organisers with daily waste reports that included the total weight of waste collected and a percentage breakdown of waste diverted, per stream.

In response to the world's 2022 energy crisis, the venue implemented overnight power shutdowns throughout the duration of the event to reduce overall energy usage.

Sydney Water

In line with ICC Sydney's partnership with Sydney Water all plastic water bottles were removed from meeting rooms and replaced with reusable glass bottles.

1,500 attendees

114 exhibitors

81% waste diversion from landfill

20+ seminar sessions



ICC Sydney's clear alignment with the goals of AWRE in its sustainable event philosophy resulted in a truly impactful event. The venue's sustainability initiatives allowed us to create meaningful conversations about waste management and recycling in an environment that was truly reflecting that change.

Sofie Teh

Project Manager, Diversified Communications





Banquet, Meeting, Function and Seminar Business

ICC Sydney welcomed 176,500 diverse delegates attending 230 events, the majority of which were corporate meetings.

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

CORPORATE CASE STUDY: Salesforce World Tour 2023

1 March 2023

ICC Sydney supported Salesforce to deliver its annual World Tour, hosting over 8,000 Salesforce customers, employees and innovators. ICC Sydney's Convention Centre was home to a pre-function space for 250 VIPs and C-suite executives while keynotes, cocktail function spaces and breakout rooms were delivered in the Exhibition Centre.

With the support of ICC Sydney's audio visual team, speeches were broadcasted with closed captions. Additional staging, lighting and audio was set up for private question and answer sessions.

Highly secure events

As a high-profile event with hundreds of C-suite executives and VIPs in attendance, ICC Sydney's highest priority was the safety and security of all delegates. Delegates were required to go through rigorous security measures including metal detectors and identification checks to ensure safety.

Empowering sustainable solutions

Salesforce looked to ICC Sydney's leadership in sustainable events to activate a customised waste streaming system, refillable water stations and BioCups to support the event's zero plastic mission while encouraging delegates to reuse their own water bottles. Salesforce selected carbon friendly meal options across the morning and afternoon teas and cocktail menus.

Measuring impact

ICC Sydney provided Salesforce with a waste report detailing the outcomes of their event and opportunities for future improvement across environmental and social action plans. The report supports the venue's journey to Net Zero Carbon Events and empowers event organisers to take control of their event's environmental footprint.

6th year held at ICC Sydney

90+ sessions

31,400sqm occupied across
ICC Sydney's Exhibition and
Convention Centres



ICC Sydney provided fantastic support for this event. Their commitment to sustainability, with existing policies, practices and credentials, was perfectly aligned to Salesforce's mission. The support and knowledge from the team proved invaluable to the success of our event and this continues to ring true every time we come back.

Stuart Frank
Senior Director, Strategic Experiences Asia Pacific
Salesforce



© Erin Masters

© Fabio Silvestre

© Fabio Silvestre



63
EVENTS

360,000
ATTENDEES

84
ENTERTAINMENT
PERFORMANCES,
SPORTING EVENTS
OR CONCERTS

Live Entertainment Events

ICC Sydney's entertainment concert business had its best performing year to date, largely due to the pent up demand of postponed touring shows but also the desire of Sydneysiders to reconnect in person.

It was one of the key market segments that has continued to revitalise the city with 360,000 people attending 84 event performances at Aware Super Theatre and ICC Sydney's Darling Harbour Theatre this financial year. The positive impact these events have for the performing arts sector was also significant as it re-established its role in contributing to the State's cultural capital.

EVENT HIGHLIGHTS

2CELLOS
BON IVER
GEORGE EZRA
JIMMY CARR
JONATHAN VAN NESS
LORDE
MIKE WHITE AND JENNIFER COOLIDGE
ONEREPUBLIC
PRESIDENT OBAMA
PROFESSOR BRIAN COX
RICHARD DAWKINS
STING
THE SCRIPT
THE TESKEY BROTHERS
THE 1975
TOM SEGURA
URZILA CARLSON

Bon Iver

© Jordan Munns

Extraordinary Results: Awards, Accreditation and Recognition

ICC Sydney and its Darling Harbour Live partners demonstrated global leadership through world class service excellence in FY2023, adding a further seventeen awards and accolades totalling 89 to date.



Awards and Accolades

TTG Travel Awards 2022

Winner - Best Convention and Exhibition Centre

Exhibitions and Events Association of Australasia Awards for Excellence 2022

Finalist - Best Venue Team

Spice News Hot 100: Hotels and Venues 2023

Winner - Best Mega Venue in Australia

AUDIO VISUAL

Inavate APAC Awards 2022

Finalist - Leisure & Entertainment

Jack Crozier - Inavate APAC 40 under 40 Class of 2022

Meetings and Events Australia Awards 2021

NSW State Winner - Audio Visual Services

Spice News Hot 100: Hotels and Venues 2023

Winner - Best Venue or Studio for virtual/hybrid events

International Association of Convention Centres Innovation Award

Winner - ICC Sydney's Connect Hub

CULINARY

Spice News Hot 100: Hotels and Venues 2023

Winner - Best Convention Centre Catering

2023 NSW Sommelier's Wine List Awards

Winner - Best Wine List in a Caterer / Function Centre

EVENTS

Meetings and Events Australia Awards 2021

National Winner - Virtual Event of the Year - Royal College of Pathologists Australasia's Pathology Update 2021

SUSTAINABILITY

Exhibitions and Events Association of Australasia Awards for Excellence 2022

Winner - Sustainability Initiative Award

Spice News Hot 100: Hotels and Venues 2023

Winner - Most Sustainable Hotel or Venue

PEOPLE AND TEAM

Exhibitions and Events Association of Australasia Awards for Excellence 2022

Winner - Jack Weatherby-Fell - Richard Geddes Award

Winner - Jimmy Kadwa - Unsung Hero Award

Professional Conference Organisers Association

Winner - Geoff Donaghy - President's Award

Meetings and Events Australia Awards 2021

Winner - Skilling Program of the Year

Winner - Jack Crozier - Operations Person of the Year

NSW State Winner - Gabriella Alberici - Sales, Marketing or Business Development Person of the Year

International Association of Convention Centres (AIPC)

Joint winners - Mathew Haynes and Sandra Rae
AIPC Future Shapers

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 management framework, values and culture. Through a triple bottom line approach, 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). Following is the financial year's annual report as outlined by the ASM Global ACTS pillars of Protect the Environment, Invest in People and Strengthen our Communities.

During FY2023, the team prioritised efforts in areas where it could have the most significant environmental impact, particularly in waste and energy reduction. Simultaneously, they strived to enhance positive social impacts through the industry-leading Legacy Program, which presented ample opportunities for meaningful contributions to society.



It was wonderful working with the ICC Sydney team to execute this year's exhibition and conference.

Sustainability and inclusivity are incredibly important to AWA and were major driving factors in planning the delegate experience, and we were blown away by the rich offering the venue had in these areas. It was especially impressive to see their staff raise the bar by also participating in volunteering activities over each day. Having such a supportive and well resourced venue helped make Ozwater'23 a resounding success.

Louise Dudley
President, Australian Water Association



ICC Sydney's sustainability focused 2023 Menu Collection

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.

Sustainability focused Menu Collection

Part of ICC Sydney's commitment to the ASM Global ACTS schedule of activities and as a signatory to the Joint Meetings Industry Council's Net Zero Carbon Events Pledge, it built on its Feeding Your Performance culinary philosophy, which has sustainability at its core. The 2023 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.

Waste Management

Throughout the year, the business invested in its waste management capabilities, increasing waste streams, implementing innovative bin tracker technology in its exhibition centre, and providing greater waste management education to team members and clients.

Through these initiatives, ICC Sydney improved its overall waste diversion to 68.4% (1686.14 tonnes), up from 65.2% in FY2022 (444.81 tonnes).

During FY2023, ICC Sydney successfully met its waste diversion target of 75% in July (84.8%) and January (77%).

68.4%
WASTE
DIVERSION

556MWh
GENERATED
THROUGH SOLAR

Energy

Together with its Darling Harbour Live partners, ICC Sydney's team is now committed to purchasing 20% renewable energy through its energy contract, which together with the onsite community owned solar array, is now using 25% renewable energy to power the venue. A review of energy use in FY2023 is the source of a reduction campaign to be launched in FY2024.

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 ensures the venue uses Sydney tap water in all meeting rooms, significantly driving down the use of single-use plastic bottles when not required as a result of health restrictions due to COVID-19. During the year, the venue hit a major milestone, saving 2,650,000 plastic bottles from use since the program commenced.

406t
CO2-E EMISSIONS
SAVED

2.65m
WATER BOTTLES
SAVED FROM
USE IN MEETINGS

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 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 61 internal promotions and 21 casual progressions into permanent roles. Despite the impact of tight resourcing, ICC Sydney achieved an average employee engagement score for the year of 83%.

ICC Sydney's employee benefits program helped it meet its ambition to be more than a venue for the community it operates in. Employee benefits included:

- a workforce referral scheme
- free daily meal in the Team Cafe
- fundraising opportunities with community partners such as running the City2Surf with KARI and volunteering with community partners such as Stand Tall and Science for Wildlife.

ICC Sydney acknowledged Domestic and Family Violence Prevention Month with meaningful action including a donation program, awareness raising, and education. A donation drive was undertaken with team members to support the charity organisation Every Little Bit Helps (ELBH). ELBH believes that every Australian should have access to toiletries and hygiene products and provides care packages to those most in need through Women's Refuge, Homeless Shelters, Youth Centres and Community Centres. Cumulatively, ICC Sydney team members contributed an array of items totalling 3,000kg across its charity partner network.

Skilling the Team for Success

Through the Academy of Extraordinary and with access to ASM Global's Leadership Academy, ICC Sydney provides expansive learning resources and other professional development opportunities. Team members participated in 261 training courses delivered in partnership with providers including TAFE NSW. The internal program, My Extraordinary Journey, continues to offer clear career pathways for team members through talent, leadership and career development streams, in turn increasing engagement.

In FY2023, ICC Sydney's team members undertook 7,014 hours of learning and development.

Strategic collaborations with leading vocational training providers including TAFE NSW enabled ICC Sydney to fulfil its Professional Growth Traineeship Program with 14 trainees participating in the year-long program. ICC Sydney activated its Audio Visual Graduate Program for the fourth time, with five AV professionals joining the venue's ranks following completion of their tertiary education courses.

Internal training opportunities have been elevated with the implementation of a High Performance Program for six participants. The 12-month program was developed to broaden their business management knowledge and skills.

Championing Diversity, Equity, Inclusion and Accessibility

Diversity 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. As a global leader, ICC Sydney believes that diversity must be visible within its workforce and 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 built on the six key streams of Able at Work, First Nations, Five Generations, LGBTQIA+, New Australians (Refugee) and Parents and Carers. To foster understanding and collaboration between all team members, ICC Sydney runs a program of activities focusing on these streams.

Days of significance that raise awareness and funds for social causes that are important to team members, included International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT), Movember, International Womens Day, National Reconciliation Week and NAIDOC Week.

Targeted diversity, equity and inclusion training played a vital role in the preparedness of team members to cater to the diverse accessibility and inclusion needs of guests.

All ICC Sydney team members undertook anti-discrimination and awareness training.

Specialised targeted training was provided to key team members, including but not limited to:

- Accessibility and hidden disabilities training with the Sunflower Program
- Cultural awareness training under the guidance of our First Nations community partners KARI, Metropolitan Local Aboriginal Land Council and Reconciliation Australia, as well as through our parent group ASM Global
- Ally for Change training (LGBTQIA+ training) developed through the partnership with Pride & Diversity and measured against the Australian Workplace Equality Index, the national benchmark on LGBTQ workplace inclusion
- Sydney WorldPride Human Rights Conference Diversity and Inclusion training
- Mental Health First Aid
- Mental Health Awareness and Training for Leaders
- First Step training, provided through Supply Nation (introductory supplier diversity training program)
- Acknowledge This! (Acknowledgement of Country training).





International culinary interns

Recruiting to Best Serve Event Needs

During FY2023, ICC Sydney recruited 923 people to its ranks to support the successful delivery of business events. The team maintains a close working relationship with neighbouring University of Technology Sydney (UTS) and event management students have been placed into appropriate positions. This year, ICC Sydney hosted the annual Careers Insights event. Students from UTS's event management school learned about the many career paths available.

ICC Sydney's Culinary Services team is all the more diverse and enriched since it welcomed its new international interns from some of the highest ranking universities worldwide. The interns accepted during FY2023 are the sixth cohort to work at ICC Sydney since 2018 while completing their university studies. ICC Sydney's international interns from the Breda University of Applied Sciences, The Netherlands, chose to learn best practice hospitality management as they work alongside ICC Sydney's expert culinary professionals who hail from some of the world's finest 5-star hotels, hatted restaurants and fine dining venues.

Celebrated Commitment to Innovation

Highlighting ICC Sydney's commitment to innovation was the International Association of Convention Centres (AIPC) Award for Innovation that recognised ICC Sydney's one stop destination for digital event solutions - Connect Hub.

ICC Sydney was purpose-built to cater for the changing architecture of meetings and as a centre of excellence has continued to invest in leading edge infrastructure by expanding and upgrading its technology inventory this financial year with a A\$1.53 million investment in new industry leading audio visual equipment.

Born out of the team's agility and dedication through COVID, the tech has future-proofed events of all types by taking traditional speaker preparation to the next level for both onsite and online speakers, including a dedicated media studio for broadcast events, a video edit suite, digital signage management and digital event platform design and delivery. In FY2023, this service was further celebrated as the recipient of the Meetings and Events Australia national award for the Virtual Event of the Year - Pathology Update.



Giant Steps Ball 2023



Meetings and Events Australia Awards 2021-2022

© Ben Williams

Strengthen our Communities

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

Making a Difference Together

ICC Sydney recognises that making a difference is important in the work lives of its people and to this end opportunities abound to participate in Corporate Social Responsibility initiatives across the business. This included volunteering with community partners such as Stand Tall, inspiring children with a Christmas gift drive for First Nations community partner KARI, and participating in environmental sustainable initiatives with leading conservation organisation Science for Wildlife.

Food Donations

ICC Sydney engaged with charitable and not for profit organisations to ensure unserved food could be used to support those in need within the community. Over the year, the culinary team oversaw the donation of 3,000 kg of quality surplus food to the Matthew Talbot Hostel. 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.

3,000kg
FOOD DONATIONS

3,000kg
REPURPOSED GOODS

DELIVERED
ON SECOND
RECONCILIATION
ACTION PLAN

Charities and Community Support

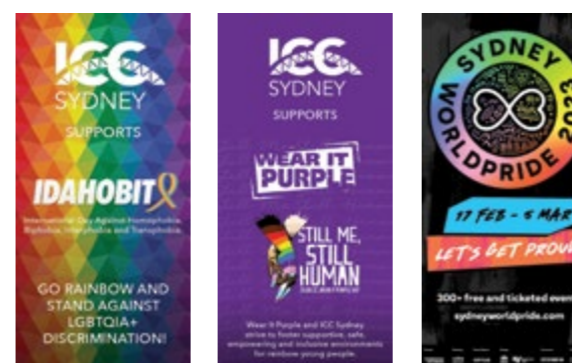
ICC Sydney re-established ties with local charities and grew its support of circular economy initiatives that benefit community members in need. Engaging with long term partners Matthew Talbot Hostel, and forging new relationships with Pyrmont Cares, ReLove, Newtown Refugee Centre and The University of New South Wales Food Bank, ICC Sydney not only diverted potential waste from landfill, but assisted in improving the lives of community members in need. ICC Sydney donated approximately 3,000kg of goods such as furniture, homewares, computers, clothing, toiletries, stationery and more to its charity partners this financial year building on the 507kg that was contributed last year.

ICC Sydney welcomed and supported six charity events in FY2023 including Gidget Foundation Australia, Children's Cancer Institute Australia, Ronald McDonald House, Giant Steps Sydney Limited, Tour de Cure Ltd. and Stand Tall.

ICC Sydney provided promotional support totalling 22% of total content or 535,000 hours of content displayed on digital signage or by lighting up the building for various charities, community partners and days of importance. The content related to environmental sustainability, community causes, and accessibility, diversity, equity and inclusion. Content 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 and International Day of People with Disability among other content was communicated to increasing footfall in the Darling Harbour precinct through the year.

535,000hrs
DIGITAL SIGNAGE
SUPPORT*

Community



First Nations acknowledgement and celebration

ICC Sydney continued to fulfil the commitments of its 'Innovate' Reconciliation Action Plan recognising and celebrating First Nations people and culture. The venue marked significant dates including National Reconciliation Week and NAIDOC Week. ICC Sydney embedded Gadigal language into the operations of the team. It also strengthened ties with First Nations organisations including KARI to actively work towards providing trusted employment opportunities for First Nations people.

As part of its commitment to reconciliation, ICC Sydney marked National Reconciliation Week by painting the artwork 'Connections' which was created by 80 team members under the guidance of Dalmarrri artists Jason Douglas and Trevor Eastwood.

ICC Sydney hosted Business Sydney's First Nations Forum for the second consecutive year, delivered in partnership with KARI. The event showcased the immense value of leveraging the knowledge and unique services of First Nations owned and operated businesses to Sydney's business community.

Cultural awareness training was delivered for ICC Sydney's Executive team as well as the Reconciliation Action Plan Working Group via the KARI Foundation. A broader cultural awareness training program was rolled out to all permanent team members through ASM Global's LITMOS training platform. A legacy of Sydney WorldPride was the development of a diversity, inclusion and equity guide (featuring cultural inclusion and respect) for event planners.

ICC Sydney presented Gadigal Dreaming - The Sacred Country of the Gadigal People - an interactive digital experience that was open to the public at ICC Sydney's Tumbalong Boulevard across the digital screens. The activation was developed by Bilbie XR Labs - an award-winning First Nations digital storytelling enterprise, the Metropolitan Local Aboriginal Land Council and with the support of the Investment New South Wales.

Legacy Program

Committed to cultivating a powerful legacy from the events it hosts, ICC Sydney's team has grown its Legacy Program by adding new partnerships and deepening its relationships with existing partners. In FY2023, the program grew from 37 enquiries to 105 and in activations from 23 to 115.

First Nations culture was acknowledged in 68% of all Legacy Program activations. This stream was expanded with the inclusion of Edible Reconciliation; Sobah Beverages - an Australian Aboriginal and family run company making a range of premium non-alcoholic craft beers infused with native fruit and spices, Axel Vodka – a 100% Aboriginal, female-owned and operated business on Tharawal Country, NSW producing distilled and hand-bottled vodka made from 100% Australian ingredients and the addition of a new activation option for event planners delivered by KARI – traditional Yarning Circles.

Edible centrepieces selected by clients for their events provided 300 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 Theatre Lounge during events in the theatre and clients continue to engage with ICC Sydney on reducing the environmental impact of their events.

115
LEGACY PROGRAM
ACTIVATIONS



First Nations

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

Australia is a land infused with the rich histories, cultures and knowledge of its First Nations Peoples. In the spirit of reconciliation, ICC Sydney is committed to demonstrating respect for Aboriginal and Torres Strait Islander people, and acknowledging their ancient and continued connection to Country as the traditional custodians of this land, while providing opportunities and connections for clients and guests to do the same, through:

- Cultural acknowledgments including Welcome to Country
- Indigenous food and produce selections that are championed in ICC Sydney's menu collection
- Performance and art experiences to inspire delegates embedded into event program
- Cultural experiences and tours to educate and connect delegates with the community and Country
- ICC Sydney's partnership with Supply Nation engage genuine First Nations businesses to supply event needs

Talent Development Project Graduation Concert 2023

© Talent Development Project

Legacy Program



Environmental Sustainability

Minimising the environmental impact of events

In line with ICC Sydney's commitment to sustainability, it works with clients to manage the impact of their events. ICC Sydney works collaboratively to assist clients to minimise waste, recycle more, spend less carbon, and utilise resources more sustainably. From the simple repurposing of leftover event materials to charities and the creation of more sustainable culinary offerings, through to detailed carbon assessment and reporting, ICC Sydney's strategies seek to make a positive environmental impact.



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.



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 Australian artists.

The Talent Development Project (TDP) is Australia's leading music training program, preparing students for careers in the entertainment industry. The program has graduated hundreds of students who have national and international careers, including Human Nature and Angus and Julia Stone. ICC Sydney connects TDP with clients to showcase local emerging artists, performers and musicians at their events.



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 team 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.

Economic Impact

New South Wales and First Nations First

As a gateway to Sydney and surrounding areas for customers and visitors, ICC Sydney promotes Sydney and regional 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 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 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 has now engaged 19 First Nations suppliers with a FY2023 spend of A\$385,000.

Industry Participation

During the year, team members contributed their time and experience to external organisations, sharing knowledge with industry groups and other agencies. This contribution represented over 137.4 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.

Impact of Feeding Your Performance Philosophy

ICC Sydney continued to drive positive outcomes for NSW through its Feeding Your Performance philosophy. This focus feeds the performance of event delegates, ICC Sydney's produce partners and the communities in which they run their businesses. ICC Sydney purchased A\$10 million of food sourced from NSW providers. Purchases were placed with 84 suppliers and 100% of wine was purchased from NSW winemakers.

NSW First Procurement

ICC Sydney continued to prioritise sustainable procurement strategies. Throughout the year, ICC Sydney purchased A\$64.2 million of requirements through suppliers based in NSW.



Direct Investment in NSW

Food and Beverage

CENTRAL TABLELANDS

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

CENTRAL WEST

2 GR Wagyu beef
Nectarines
Plums
Pumpkin
Single origin grain

CENTRAL COAST

Wallis Lake oysters

HUNTER

Bimbadgen Wines
Binnorie Dairy
Brokenwood Wines
De luliis Wines
Hungerford Hill Wines
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

Aprimo Trading
Asahi Lifestyle Beverages
Australian Liquor Marketers
Avery Dennison
Baby fennel
Badboy Bakehouse
Batch Brewing Company
Bean shoots
Bega Dairy and Drinks
Berry Man
Bidfood
Big Mouth Foods
Bok choy
Brasserie Bread
Bread Spread
Cabbage
Calendar Cheese Company
Chicken
Chinese broccoli
Coca Cola
Combined Wine and Food
Cookers Oil
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
Green space herbs
Haverick Meats
Heirloom beetroot
Heirloom carrots
Heirloom tomatoes
Heng Australia
Herbs

Hong Australia Coproration
Horseradish
Jacobs Douwe Egberts
JB Metropolitan
JFC Australia
Juice and Co
Julianne's Kitchen
Kaffir lime leaves
Kale
Kitchen food company
Lai Shing Dim Sim Factory
Land of Plenty
Lemon verbena
Lemongrass
Lemons
Lettuce
Lewis Continental Kitchen
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
Patchetts Pies
Pencil leeks
Pepe Saya
Petit leaves
PFD Food Services
Pink Cloud Kombucha
Pro Bros
QCC Hospitality
Radicchio
Radishes
Rainbow chard
Raj Foods
Rhubarb
Royal CDS
Salad leaves
Select Fresh Providores
Seven Miles Coffee Roasters
Silverbeet
Socrates Distributors
Sonoma Bakery
Sweet William
Taiyo Foods

The Essential Ingredient
Tip Top
Tooheys
Turmeric
Two Providores
Unilever
Vic's Meat
Wayward Brewing
Young Henry Brewing Company
Zokoko Artisan chocolate
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

NORTH EAST

Nimbin Valley Cheese

NORTH WEST

Kangaroo
Thomas lamb
Wholegrain Milling Co.
Woodward Meats

NORTHERN TABLELANDS

Bindaree Beef
Rangers Valley beef
Toppers Mountain Wines

RIVERINA

Calabria Family Wines
Chicken
De Bortoli Wines
Dee Vine Estate
Granny Smith apples

Grapefruit
Murray cod
Riverine beef
Riverine lamb

SOUTH EAST

Alto Olives
Axel Vodka
Collector Wines
Four Winds Vineyard
Freeman Vineyards
Garlicious Grown black garlic
Grove Estate Wines
Kipfler potatoes
Lock & Key Wines
Moppity Vineyards
Nick Spencer Wines
Spatchcock
Sydney Rock Oysters
The Gourmet Potatoes
Tumblong Hills Wines
Ulladulla yellowfin tuna

SOUTH COAST

CopperTree Farms

VICTORIA

Creative Ingredients
Tea Tonic
The Australian Superfood
The Pastry Lounge





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



EXPERIENCE WORLD CLASS
PROUDLY MANAGED BY ASM GLOBAL

iccsydney.com | +61 2 9215 7100 | info@iccsydney.com



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.