

Through its event Legacy Program, ICC Sydney connects clients with a cross section of New South Wales and Sydney's vibrant communities, delivering on the social and environmental sustainability goals of events. Clients can choose to engage with a wide network of stakeholders through ICC Sydney's connections, activating legacy initiatives and providing appropriate post event reporting.

ICC Sydney hosts some of the world's brightest minds and industry leaders through conventions, exhibitions and events. Beyond events themselves lies the potential for powerful legacies to be crafted that positively impact delegates, clients, host cities and local communities.



**BENEFITS OF ENGAGING WITH THE INITIATIVE**

Event legacies are the ripples that reach beyond an event, leaving an imprint on the physical and social fabrics of host cities. ICC Sydney's event Legacy Program supports clients to identify, activate and report on initiatives that deliver on social, environmental and economic sustainability goals.



Engage a dedicated CSR professional at ICC Sydney to add capacity and assist with community connections.



Receive post event reports on outcomes and impacts of Legacy initiatives, providing an opportunity to promote positive brand awareness and benchmark initiatives year on year.

Add value and diverse perspectives to events through the inclusion of innovators, thought leaders and cultural ambassadors.



**ICC SYDNEY'S LEGACY PROGRAM ENABLES YOU TO...**



Build engagement with local innovators and entrepreneurs into your event program through the Sydney Startup Hub or Sydney School of Entrepreneurship.



Connect with talent from across the Sydney community by inviting students from the Talent Development Program to your event stage.



Acknowledge and explore local culture and engage with First Nations businesses by opening your event with a Welcome to Country.



Track the environmental impact of your event through ICC Sydney's post-event reports.



Foster the next generation of thought leaders and provide students discounted tickets to your event.



**INNOVATORS AND ENTREPRENEURS**

"Sydney is home to a bubbling ecosystem of founders and businesses innovating new technologies and products. Showcasing ideas at events hosted at ICC Sydney is an opportunity for feedback, product development and potential investment that hugely benefits startups and provides unique experiences for events."

**Matthew Proft, Sydney Startup Hub**

**GENERATION NEXT**

"Students seek experience, particularly industry relevant experience that is often difficult to come by. ICC Sydney's program aims to open up opportunities for students to engage with and learn from industry leaders and paves the way for future professionals to develop critical exposure."

**Anneke Rowe Courtemanche, Macquarie University Global Leadership Program**



**FIRST AUSTRALIANS**

"With more than a million people welcomed through its doors every year, ICC Sydney is in a unique position to facilitate connections between international and interstate visitors and local First Nations businesses via employment and economic development, which is helping to strengthen and celebrate our diverse cultures in an innovative and purposeful way."

**Aunty Margret Campbell, Dreamtime Southern X**



**SUSTAINABLE EVENTS**

"We have a collective responsibility to ensure environment and community impacts are carefully considered when designing and delivering events as events can have a big footprint. More collaboration between organisers, venues and contractors can help to reduce the environmental footprint and boost community legacy. ICC Sydney's Event Legacy Program provides an opportunity to do just that."

**Joyce DiMascio, Exhibitions and Events Association Australia**

**CREATIVE INDUSTRIES**

"ICC Sydney sits right on the doorstep of our city's burgeoning creative industries and plays an integral role in raising Sydney's global reputation for artistic excellence. This initiative to build enriching cultural experiences into events programs will make a significant contribution to the sector."

**Chris Tooher, Sydney Festival**

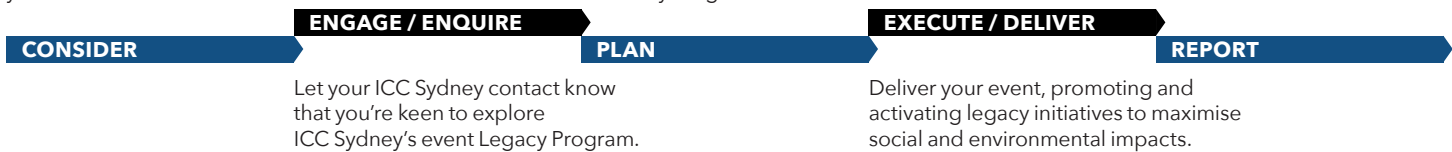


**LEGACY PROGRAM PROCESS**

How is your event leaving a legacy? What social and/or environmental goals would you like to achieve?

Work with ICC Sydney's dedicated CSR team to plan initiatives and be connected with community stakeholders to achieve your goals.

Reflect on the success of initiatives, with a post-event report providing opportunities to communicate back to delegates and stakeholders.



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

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