

SYDNEY VIEWS

CULTURE AND CHARACTER

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City of Festivals

Sydney Festival Director, Wesley Enoch says Sydney has been holding festivals for over 60,000 years.



Welcome from the CEO

by GEOFF DONAGHY



Chief Executive Officer at International Convention Centre Sydney (ICC Sydney), Geoff Donaghy also holds the roles of Director of Convention Centres ASM Global and is the International Association of Congress Centres (AIPC) representative on peak global body, the Joint Meetings Industry Council (JMJC).

Welcome to edition five of Sydney Views as we discover the Culture and Character of Sydney, an outward looking port city with a long tradition as a meeting destination and a place of celebration.

It is also a city that is developing a reputation for investing in impressive infrastructure when it wants to send a message to the world. In an age of globalisation and ideas exchange, a new A\$1.5 billion international convention and exhibition centre helps inform the world that Sydney is serious about business.

This time last year we moved to a sparkling new setting on the waterfront of one of the world's most spectacular harbours to test and commission our on time and on budget, magnificent new venue prior to its December opening.

Today, we're open for business and have already celebrated many milestones. In September, just nine months after opening, we booked our 1,000th event and welcomed our one-millionth visitor. This achievement acknowledges our strong performance and the lasting impact we will have on our city, and our regional areas, for many years to come.

The Darling Harbour precinct continues to go from strength to strength and the convention hotel planned for its broader rejuvenation opened as Sofitel Sydney Darling Harbour in October. Investment in ICC Sydney, a new financial services district (on our doorstep) and further transport and business accelerator investment has been a catalyst for private investment across the city. According to figures released by Tourism Australia research, Sydney currently has a A\$4 billion new hotel development pipeline that is expected to see 8,000 more rooms across 40 new hotels.

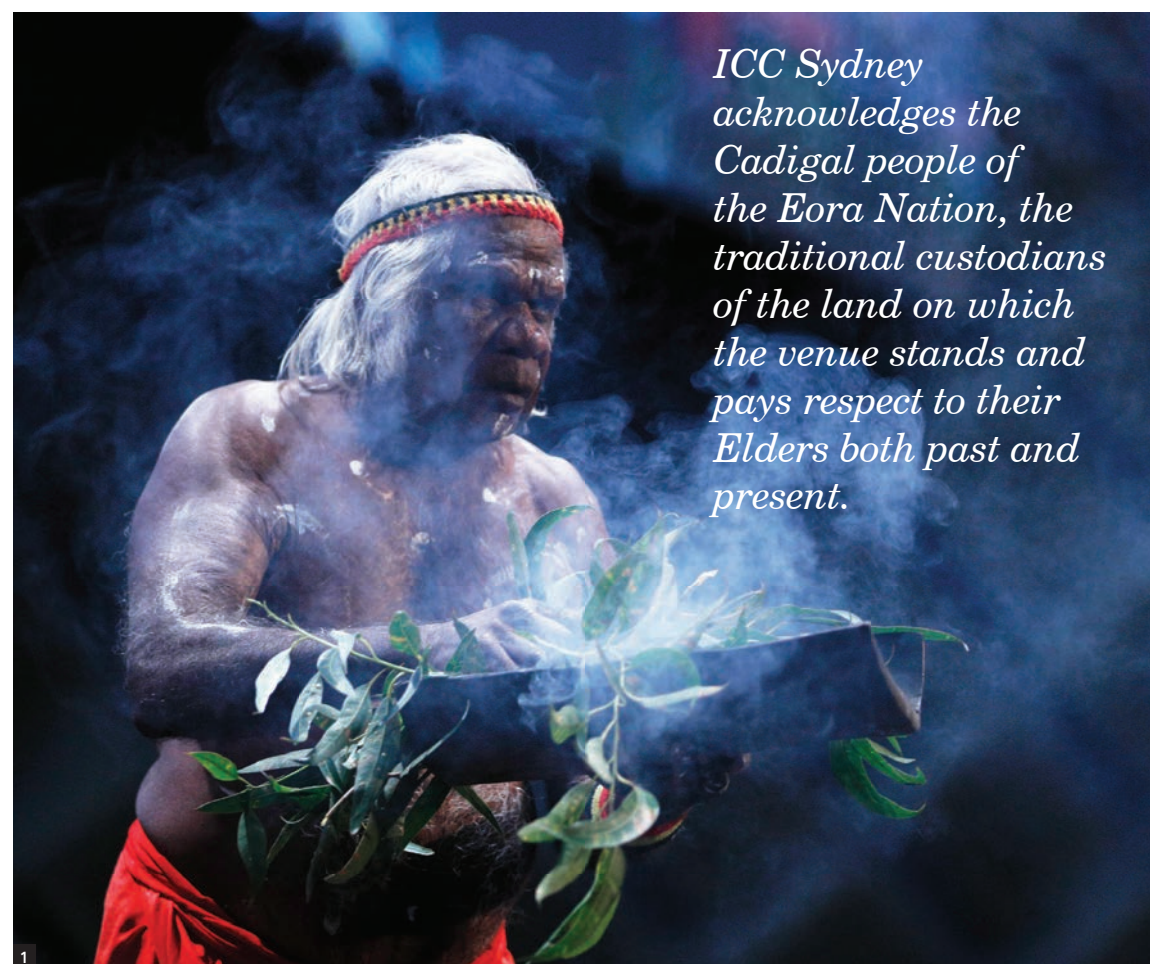
The launch of our very own virtual reality application and video assets was another important achievement, with ICC Sydney being the first venue of its kind in Australia to produce such an experience. This innovative and immersive tool has been developed to assist with converting business and planning events as it gives clients, planners and delegates the opportunity to explore our magnificent venue no matter where they are located in the world.

The strength of our technology infrastructure and expertise of our team continues to impress clients as some of the world's largest technology companies rely on our in-house services to successfully run their high impact events.

Local food and wine experiences at ICC Sydney, and our focus on fresh, seasonal nutritious meals also stand out in the positive feedback we continue to receive from a breadth of clients from international associations and global corporates through to local charity fundraisers and exhibition organisers.

As we draw closer to the end of our first year of operation, our aim is to continue to deliver extraordinary experiences for every client, delegate and attendee that walks through our doors. We are here to support you and your event and look forward to seeing you at our venue soon.

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



ICC Sydney acknowledges the Cadigal people of the Eora Nation, the traditional custodians of the land on which the venue stands and pays respect to their Elders both past and present.

1 Koomurri perform a traditional Aboriginal Welcome to Country during the World Chambers Congress opening ceremony in September 2017. More than 1,000 Chamber delegates from 100 countries discussed global trends and trade opportunities during the three day event.

Credits

CONTRIBUTORS

NSW Deputy Premier John Barilaro, Geoff Donaghy, Wesley Enoch, Remo Giuffrè, Tony Panetta, Michael Rose and Evan Wood

EDITOR

Samantha Glass
Director of Corporate Affairs and Communication
sglass@iccsydney.com

PUBLISHER

International Convention Centre Sydney
14 Darling Drive, Sydney
iccsydney.com
info@iccsydney.com
+61 2 9215 7100

KEY CONTACTS

Beverley Parker
Director of Business Development
bparker@iccsydney.com

Helen Mantellato

Business Development Manager – International & Exhibitions
hmantellato@iccsydney.com

Tina Eggers

Business Development Manager – National
teggers@iccsydney.com

Gabriella Alberici

Business Development Manager – Corporate, Government & Events
galberici@iccsydney.com

COVER IMAGE

Brett Whiteley, Sydney Harbour to the Spirit of Bill W, 1987

Innovation Acceleration

Investment in Sydney's startup ecosystem matches thriving industry

with JOHN BARILARO



Sydney is the startup capital of Australia, with 45 per cent of all startups in the country originating from the city. To support this growing industry, Jobs for NSW – a government-backed agency, which offers grants and loans for startups – has created a new multi million dollar launchpad for new companies to pitch ideas and help bring them to fruition called the Sydney Startup Hub.

Sydney Views speaks to the New South Wales Deputy Premier and Minister for Small Business, The Hon John Barilaro MP, about why now is the right time to support the city's flourishing startup community.

How did the idea to create the Sydney Startup Hub come about?

Fishburners, which is Australia's largest community for tech startups, was driving the concept of bringing all of Sydney's startups together. Although they're very different from one another, they all face the same challenges, so the government wanted to support this idea by creating a one-stop shop for these types of companies.

Jobs for NSW invested A\$35 million into creating the Sydney Startup Hub, a 17,000sqm space across 11 floors in the Central Business District (CBD) that will provide an incubator for the startup ecosystem. By bringing all of these startups together in one venue, we can create a collaborative environment and a launch pad to pitch ideas and help bring them to the forefront.



1 Deputy Premier John Barilaro and ICC Sydney CEO Geoff Donaghy

How can having a fertile environment for startups benefit the city as a destination for business events?

We want people across the globe to see Sydney as a destination for business, whether they're looking at attending or hosting events, because we've now got all the ingredients we need to help build this reputation. We've got one of the best venues in the world in ICC Sydney and a thriving ecosystem that allows for startup growth. Historically, we've seen talent go to Los Angeles, San Francisco and Silicon Valley to get their ideas off the ground, now people are seeing Sydney as an incubator for innovation and startups.

The local government is also investing in innovation across New South Wales' universities, why?

We have embarked on an A\$18 million Boosting Innovation Programme with 12 universities across New South Wales (NSW) to support innovation, entrepreneurs and research through a network of programmes that will help NSW academics collaborate with businesses. For example, the new Deep Green Biotech Hub at University of Technology Sydney is bringing local algae scientists together with businesses who want to use knowledge and technology surrounding algae to develop new products. The algae industry is set to be worth US\$40 million by 2020 and, thanks to the NSW Government grant, the region will be a frontrunner in this space.

We've also launched the Sydney School of Entrepreneurship, a not-for-profit organisation which is a partnership between the government and all NSW-based universities. This is a A\$25 million investment and we've been lucky enough to have attracted Nick Kaye, who ran the Stockholm School of Entrepreneurs, as CEO. This will give university students access to a range of modules, speakers and networking events that will teach practical entrepreneurial skills across a range of disciplines.

Why is it important for a city like Sydney to invest in startup culture?

To ensure Sydney is a prominent startup capital for the country we have actively embraced innovation and technology. The government's investment in the Sydney Startup Hub is significant, but in three to five years' time it will be tiny in terms of what the sector will look like. So, we will continue to seek opportunities around the city as we begin this journey. It's just the start!

Sydney's startup stats

An estimated 64 per cent of all startup activity in Australia occurs in NSW and as the industry has grown so has its impact on the economy. Startups generated 1.44 million jobs across Australia between 2006 and 2011 and the sector is projected to be worth A\$109 billion to the national economy by 2033.

Sydney Startup Hub

Sydney's startup community has a new home in the A\$35 million Sydney Startup Hub. Located in the CBD, new businesses and entrepreneurs across NSW will have access to 17,000sqm of collaborative and creative working space in which to help generate and grow new ideas. "The Sydney Startup Hub is a space to bring ideas together from different sectors," Barilaro said.

Jobs for NSW identified that although industries like agriculture, finance and technology might be very different from one another, they face the same challenges of accessing capital and locating a place to help bring ideas forward. "Bringing them all together to create an environment that allows an idea to get to market all in one venue made absolute sense," he said.

Sydney School of Entrepreneurship (SSE)

The NSW Government's A\$25 million investment to launch the SSE will go a long way to growing the region's startup sector by supporting young entrepreneurs across the state's 11 universities.

The school is located in Sydney's cultural, educational and entrepreneurial precinct Ultimo in newly renovated headquarters, with modern facilities for meetings, lectures and events for up to 250 people. Up to 1,000 entrepreneurs will be accepted each year to embark on bespoke courses and activities, from workshops and hackathons to educational boot camps and networking events.

"This new campus will allow a new generation of entrepreneurial thinking to thrive, providing a diverse and interconnected community," Barilaro said.

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Darling Harbour rejuvenation

A catalyst for further infrastructure investment

by SAMANTHA GLASS



ICC Sydney Director of Corporate Affairs and Communication, Samantha Glass is the editor of *Sydney Views*. Dedicated to showcasing the city's spectacular new business events venue, her focus on partnering with city stakeholders and sharing stories about Sydney's rich and vibrant talent pool is reaping rewards.

Here she talks about ICC Sydney's impact on its harbourside precinct, Darling Harbour.

It's an exciting time to be in Darling Harbour, the home of ICC Sydney. The precinct, which attracts 25 million visitors a year, is moving forward with its A\$3.4 billion, 'once in a generation' rejuvenation programme to transform the area into not only one of the best places to meet, network, live and be entertained in Sydney, but in the world.

Following the opening of ICC Sydney, development now continues across the precinct to introduce new five-star hotels, state-of-the-art public spaces and a brand new urban neighbourhood called Darling Square, which will be located steps from ICC Sydney. It will bring more than 70 retail stores, an estimated 2,500 jobs, 2,000 residential homes and 1,500 beds for student accommodation to Darling Harbour by 2021.

It will be the last piece of the jigsaw in what is heralded as the most exciting development project in Darling Harbour in the last 25 years and will give visitors to ICC Sydney more opportunities to rub shoulders with locals.

A HERITAGE TO BE PROUD OF

Darling Harbour has been a place of significance in Sydney for more than 7,000 years. The Eora people called Darling Harbour "Tumalong", meaning a place where seafood is found. The shores were covered with the remnants of oyster shells and other shellfish remains, accumulated over thousands of years; and that led to Europeans calling the marina Cockle Bay. As time went on, the area became synonymous with the shipyards and factories that were built along its shores during the 19th century. As a result, Darling Harbour became the centre of Sydney's industrial development.

Eventually, Darling Harbour's potential as a precinct for entertainment and leisure was realised. The city completed its first significant investment into the redevelopment of the area in 1988, when Queen Elizabeth II unveiled Darling Harbour as the city's new heartbeat for business and entertainment, led by the openings of the Sydney Aquarium and the precinct's first convention and exhibition centre.

Nearly 25 years later, Darling Harbour is evolving yet again, with the New South Wales (NSW) Government partnering with the private sector to ensure it remains a world class destination for events and entertainment to rival other major venues around the globe for years to come.

SLEEP TIGHT

To complement the outstanding new facilities at ICC Sydney, a flurry of new hotels are in the pipeline to offer delegates even more options for comfortable overnight stays. A Tourism Accommodation Australia report shows that a staggering A\$2.3 billion of hotel projects have been approved for Sydney's city area, with a further A\$1.9 billion of projects proposed and in advanced stages of planning. This equates to 3,000 rooms that are scheduled to open in the space of the next four years, with many more developments in the pipeline.

"SYDNEY IS ABOUT TO EMBARK ON THE BIGGEST HOTEL REVOLUTION IN ITS HISTORY, WITH A A\$4 BILLION PIPELINE OF OVER 40 HOTELS,



8,000 ROOMS OF ALL SHAPES AND SIZES," SAYS TOURISM AUSTRALIA MANAGING DIRECTOR JOHN O'SULLIVAN.

"It's important that the city is able to offer a range of accommodation styles that cater for today's discerning and demanding traveller, and that undoubtedly includes small, design led boutique hotels in some of our hidden gem locations."

First of the major new properties to open is the Sofitel Sydney Darling Harbour. Poised alongside ICC Sydney, the 590 room hotel opened to the public on 6 October. A luxury option for international delegates, the 35 storey building – the tallest in Darling Harbour – includes 35 suites, a French inspired fine dining restaurant, a third floor Champagne Bar and an infinity pool overlooking the city skyline.

Another major development taking shape in Darling Harbour is The Ribbon, a striking 25 storey high-rise that will open opposite ICC Sydney and will undoubtedly become a new architectural landmark for the city. Occupying the upper floors of the A\$700 million glass covered building will be the 402 room hotel The W Sydney, which is set to be another key opening for the luxury market.

URBAN RENEWAL

The NSW Government's vision for Darling Harbour goes further than creating world-class facilities for events. The billion dollar investment is also being used to breathe life into the precinct's public spaces, as shown with the exciting developments across the Darling Square site.



In addition to a newly created pedestrianised boulevard, linking together retail space, residential buildings, and new offices, excitement is especially high for the opening of the Darling Exchange in 2018, a unique six storey building that will be the centrepiece of Darling Square. The Darling Exchange will house a City of Sydney library, spaces to support local creative and technology startups, and a rooftop restaurant and bar with views stretching across Tumalong Park to the lights along Cockle Bay. The building will overlook an adjoining 2,700sqm public square, which will offer space for pop-up markets and retail outlets.

Having facilities like this on ICC Sydney's doorstep is an opportunity for business delegates to meet and interact with the locals, whether it's while dining out in the precinct, attending a show at the ICC Sydney Theatre or exploring the beautiful waterside surrounds. And, where better to become a Sydneysider for a day than here?

By knitting together events with the whole precinct, the convention centre has become a significant part of fabric of Darling Harbour. From the 5,000sqm open air event deck to the 19 seven-metre tall outdoor digital screens, plus further opportunities for precinct-wide branding, ICC Sydney plays an integral role in activating this vibrant district.

Sydney's hotel revolution



22,000 total rooms



5,000+ rooms within a ten minute walk from ICC Sydney



A\$4 billion new hotel development pipeline = 40 hotels / 8,000 rooms



3,000 more rooms over the next 4 years

1 Night view of Tumalong Park and city skyline from ICC Sydney's Event Deck
2 ICC Sydney and Sofitel Sydney Darling Harbour
3 Infinity pool at Sofitel Sydney Darling Harbour
(photo credit: Belinda Rolland and Stylist Kim Payne)

THE CULTURE AND CHARACTER OF SYDNEY

Michael Rose AM is Chairman of The Committee for Sydney and a key player in the evolution of the city of Sydney. He is a lawyer by background and the former Chief Executive Partner of a major law firm.

Michael is the Chairman of a number of Government, arts and not-for-profit organisations including Sydney Living Museums and ChildFund Alliance, a global development NGO.

He is active in Indigenous Affairs being a member of the Referendum Council on Constitutional Recognition and Chairman of the Indigenous Engagement Task Force of the Business Council of Australia. Michael is also a Fellow of the Australian Institute of Company Directors.



For more than 150 years, Sydney has been sending signals to the world. From the construction of the Sydney Harbour Bridge during a time of global depression, to the unveiling of one of the most revolutionary buildings of its time in the Sydney Opera House, the city has demanded global attention by demonstrating its attributes for innovation and opportunity.

With the opening of ICC Sydney in December 2016, the next signal was sent, inviting the world to experience the city through a brand new gateway for business and ideas.

Michael Rose AM, lawyer and Chairman of the Committee for Sydney, casts his eye back to the moments that have shaped the city's short, yet remarkable history and explains the vital role ICC Sydney plays in its next chapter.

People have lived on the shores of Sydney Harbour for tens of thousands of years. Set against the immense history of the Eora Nation and its peoples, Sydney's history as a city, however, is relatively brief. It stretches back just 230 years to the arrival of the First Fleet in Sydney Cove in 1788.

When Sydney was first established, it was the most remote town on earth. It took six months to get here by ship from England and the arrival of any vessel was a major event in the young colony. The whole town would come to a standstill and everyone would head to Circular Quay to receive the people, news and supplies that they were carrying. Early Sydney had both an extreme sense of isolation and a powerful need to connect with the world. This desire for connection has become engrained in the culture of modern Sydney.

Sydney came into existence on the eve of the Industrial Revolution, at the beginning of the first wave of globalisation and industrialisation that would shape the modern world. This caused Sydney to grow up in an environment of social and technological change, advances in communications and mass migration – a factor that has had a significant influence on Sydney's culture and character.

By the 1850s Sydney was growing rich exporting the production of its mines, agriculture and other primary industries. It relied heavily on its connection to overseas markets and on foreign investment to fuel its growth. As a result, Sydney became a sophisticated trade and financial centre, which is reflected today in the global significance of its financial services sector and its ranking as one of the world's leading cities for foreign direct investment per capita.

Sydney also relied on a constant flow of migrants from around the world. Sydney became a place of opportunity where people could establish themselves and move forward in ways which were unachievable for them elsewhere. Successive waves of immigration have helped create the diverse and multicultural city we see today.

SYDNEY TODAY

Sydney's character is influenced by its location, climate, history and people. The city has a set of cultural and social advantages, including education, health, business, financial services and connectivity, that position it well to participate in the next phase of globalisation.

The city has built on its many advantages to become the principal city in Australia and an important participant in the regional and global economy. Sydney accounts for more than 25 per cent of Australia's GDP and it has a growth rate well ahead of the national average. Over the last five years it has provided more than a third of all new jobs in Australia and it plays a critical role in the economic health and prosperity of the state and the nation. This is likely to increase as the city's population doubles over the next 20 - 30 years.

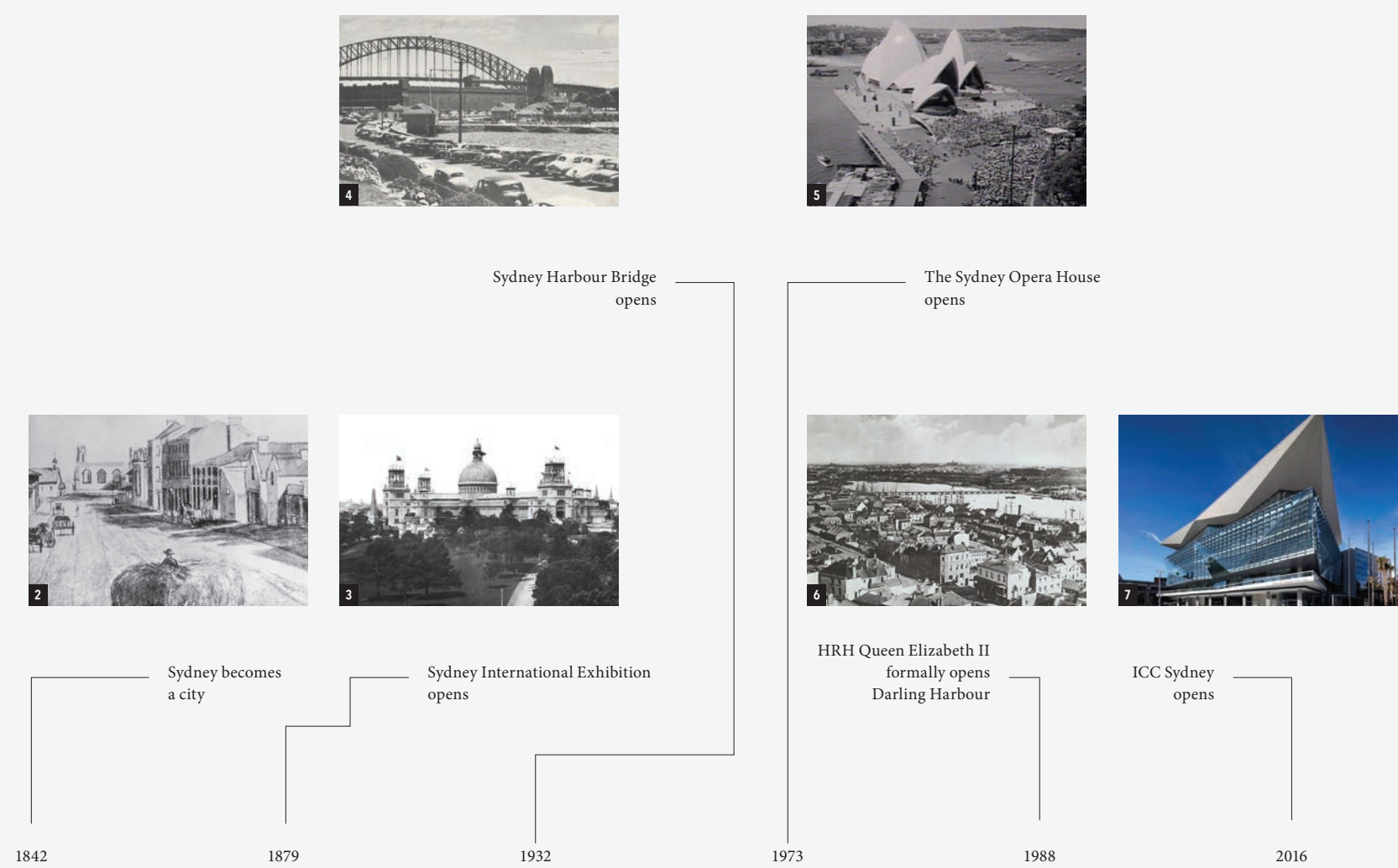
Like all great cities, Sydney has a strong and recognisable brand. This brand reflects the culture of the city, its openness and its social, economic and physical infrastructure. For many visitors, Sydney is famous for its climate and its lifestyle. Our harbour, our beaches and our iconic structures, like the Sydney Opera House and Sydney Harbour Bridge, are high on every visitor's list. But our city is also widely known for its universities, its teaching hospitals, its diversity and its business,

commercial and financial services. Its reputation in these areas, combined with its visitor and lifestyle brands, make the city an attractive destination for tourists and an increasingly mobile global talent pool.

In some ways, the strength of Sydney's lifestyle brand can be a challenge for Sydney if it overwhelms the other aspects of its reputation. For this reason, Sydney needs to be careful to preserve, cultivate and build upon the other important aspects of its international reputation. It needs to be clear in the way it positions itself to the world.

- 1 Songlines on Sydney Opera House and Harbour Lights on Sydney Harbour during Vivid Sydney (photo credit: Destination NSW)
- 2 John Rae, sketch of George Street showing the Royal Hotel, site of the first Council meeting, c. 1842 (photo credit: City of Sydney Archives 006421)
- 3-4,6 Photo credit: © State of New South Wales through the State Records Authority of NSW 2016
- 5 Photo credit: Collections of the State Library of New South Wales
- 7 International Convention Centre Sydney

Building the shape of Sydney



SENDING SIGNALS TO THE WORLD

In the late 19th century, if you were an ambitious city and you wanted to attract the world's attention, you hosted a global exhibition. The first of these was held in London in 1851. Paris soon followed as did other cities in Europe and the United States. In 1879 it was Sydney's turn and the Sydney International Exhibition was the first global gathering of its kind in the Southern Hemisphere. By holding this exhibition, more than 20 years before Australia even became a nation, Sydney sent a signal to the world – "We belong in the global economy; the world should pay attention to us".

Fifty years later the construction of the Sydney Harbour Bridge was used to send another signal to the world. Images of the construction featured on immigration posters and, in a time of global depression, the message on the posters was clear – "We are still building".

In the 1960s, Sydney was at it again with the construction of the Sydney Opera House. By choosing to build one of the world's most revolutionary buildings on such an extraordinary site, Sydney was demonstrating a new internationalism and its new cultural and technical sophistication after decades of post war immigration. A similar statement was made forty years later when the Sydney Olympic Games announced that Sydney had joined the ranks of leading global cities.

BUILDINGS AND THE SIGNALS THEY SEND MATTER AND THE OPENING OF ICC SYDNEY LAST DECEMBER WAS BOTH A STATEMENT OF INTENT FOR THE CITY AND AN INVITATION FOR PEOPLE TO VISIT.

THE ROLE OF ICC SYDNEY

If hosting an international exhibition was the essential infrastructure for a global city in the 19th century, a convention centre is the essential infrastructure for a global city in the 21st century. A modern convention centre is both an invitation to the world and a key way for a city to participate in the global market for people and ideas.

Just as Sydney is the gateway to Australia, our new convention centre is one of the key gateways to Sydney. The venue and its events provide a key reason for many visitors to come to Sydney. More importantly, once visitors are here, the venue provides a point of connection to the city, its different sectors of activity and its vibrant precincts.

ICC Sydney also provides a platform for the success of the State's visitor economy. What international delegates spend, who they bring with them, how long they stay and whether or not they will come back can be greatly influenced by the quality of a convention centre and the events it hosts.

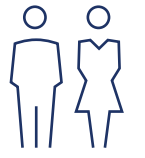
A convention centre can also be a great barometer of the health of a global city. The venue is a reflection of how the city thinks about itself and how it develops its ambitions. If ICC Sydney is functioning well it means that city is relevant, engaged, attractive and competitive globally, which is why it is so important that ICC Sydney is engaged with sectors across the city and that it shares their ambition for the region.

Finally, if a convention centre is a welcoming and sociable host, it will project the values and culture of the city for all visitors to see. For example, through its employment policies, ICC Sydney can introduce visitors to the true diversity of our city; through its approach to hospitality, it can introduce visitors to the way in which Sydneysiders interact with one another and demonstrate some of the key aspects of our culture; and through its food and beverage offering, it can introduce visitors to the produce and skills of the city and the State.

Sydney has many advantages and extraordinary potential. In the coming decades, it has an opportunity to improve livability, sustainability and accessibility for its citizens and an opportunity to be a significant participant in the next phase of globalisation. To make the most of these opportunities, Sydney needs to participate actively in the global exchange of people and ideas. ICC Sydney has a vital role to play in this, as a facilitator of relationships, a forum for collaboration and exchange and an accelerator of innovation.



ICC SYDNEY FAST FACTS



Almost 40% of Sydney's population was born overseas



Sydney's population is expected to increase to 10 million by 2030



Sydney accounts for more than 25% of Australia's GDP



40% of all tourists who travel to Australia come through Sydney



In the last five years, between 30 - 40% of all new jobs in Australia were created in Sydney

Tech Trends

Q&A with Evan Wood, ICC Sydney's head of ICT

by EVAN WOOD



Now ICC Sydney is in full operation, Director of Information and Communication Technology (ICT), Evan Wood is setting his sights on new solutions that will keep the venue ahead of the game when it comes to event technology.

Here, Sydney Views speaks to Wood to find out what technology trends are exciting him the most right now and how the venue is tapping into Sydney's growing startup industry to discover new innovations.

Why is it important for a venue like ICC Sydney to keep searching for new technology solutions?

Whilst we may currently have the latest technology, we need to keep ahead of other venues. Up until now we've been focusing on implementing projects to get the venue operating successfully and now that we've achieved this it's time to ensure that everything we do with technology is ahead of the game – both client facing, and also in the extensive technology used to run this next-generation facility.

What new technologies are you ready to launch that will be of particular excitement to event planners?

As a part of our digital innovation strategy and commitment to ensuring the success of our clients' events, we have just finalised our move to a cloud based loading dock management system. This technology is designed to alleviate traffic and ensure the intricate process of loading and unloading at the venue does not impact the precinct. It uses a clever mix of mobile applications, a cloud based booking system and mobile scanners used on the loading dock. After the event we can use the analytics generated to help the planning of future event movements. This came to life because of the unique location of the venue and its proximity to the CBD. ICC Sydney sits within a built up area of complex road networks, so we had to look around the world for solutions that we could apply here.

We're also leading the way in virtual experiences. ICC Sydney recently launched a new VR app full of assets that are assisting to convert new business while providing event organisers more tools to plan events. Through a series of VR and 360 degree room images and videos, once they've downloaded the ICC Sydney VR app, planners can now carry the venue around with them in their pockets to investigate details at their convenience.



Are there event technology trends that really excite you right now?

We're certainly seeing the capability and the need for Artificial Intelligence (AI) in the events industry, particularly for driving attendee and exhibitor engagement. Clients can use AI and analytics engines to proactively match attendee profiles, based on social media and registration details, to exhibitors, speakers and local businesses that they may not necessarily get to interact with. It could even be used to build restaurant suggestions for delegates based on their interests to expand the attendees experience further into the Darling Harbour precinct. It's still an emerging technology for events, but it has a lot of promise.

ICC Sydney has established a successful synergy with the city's growing startup industry. How are their products being incorporated into the venue?

We actively look to the local market for technology solutions before looking overseas because there is some great knowledge and great products coming out of the city, particularly from Sydney's universities. Unfortunately, these products don't often get the traction they need to launch into a global market, but the venue has such a broad local and international delegate base that startups could potentially find their next customer at one of our events.

We have worked with a great local company, Worker Clicks, to introduce live help screens around the venue on a number of events. Its product enables delegates to access information quickly and easily via live help screens as they navigate the venue and event spaces. This was so successful during a number of events that we're now looking to introduce this technology around the whole venue. This is a great example of how we identified a business need and used a locally developed technology to meet our requirements.

1 ICC Sydney launches VR app and videos
2 Evan Wood promotes ICC Sydney's tech features

Why is it important for ICC Sydney to support local startup businesses?

Having the wealth of knowledge we have from local universities and the industry that is spawning from this local knowledge, it would be such a shame to lose that talent to the likes of Silicon Valley when Sydney has the infrastructure, the business, and venues like ourselves to drive the startup market in Australia. We will endeavour to help these companies by finding a way to integrate them into the venue.

Tech for ICC Sydney

- 1 Australian Tourism Exchange, May 2017**
 - Seamless connectivity for over 500 exhibitors.
 - Custom designed wireless infrastructure deployed on the Event Deck to support 2,500 attendees.
- 2 Microsoft Build World Tour, June 2017**
 - High speed services ensured developers could bring their own devices and perform live coding labs in the cloud.
 - Hundreds of cabled services with customised network segmentation and live network status dashboards for event organisers.
- 3 OpenStack, November 2017**
 - Additional high density wireless infrastructure will be deployed to cater for key areas, working closely with the OpenStack team.

Event Spotlight: International Bar Association

Annual Conference

From October 8 - 13, ICC Sydney hosted the world's largest and most prestigious event in the international law calendar when an estimated 4,500 delegates from 128 countries traveled to the city to attend the 2017 International Bar Association (IBA) Annual Conference.

All three buildings within the integrated venue were utilised during a week of exhibitions, meetings, and more than 200 conference sessions led by an array of high profile speakers from the global legal profession, media, finance, and politics.

The size and scale of the event was a tremendous opportunity to showcase Sydney's world class infrastructure to delegates from around the world. From the dozens of sub events that took place across venues around the city, to pre-scheduled corporate retreats to the likes of Cairns, Melbourne, and Port Douglas, the IBA Annual Conference engaged with the whole of Australia, with ICC Sydney at the centre of it all.

The conference kicked off in the 8,000 capacity ICC Sydney Theatre, set in an intimate mode for 5,000 people, for the opening plenary session. Significant planning went into ensuring that delegates could find their way to the venue with ease, with a combination of printed, digital and human signage placed strategically around the precinct.

Afterwards, delegates made their way across Sydney Harbour by ferry to Luna Park for the welcome reception, a logistical challenge that was orchestrated by ICC Sydney's skilled operations team. While delegates made their way onto the ferry, the entire Darling Harbour was steeped in colour, with IBA branding hung from Tumbalong Park to Pyrmont Bridge.



Throughout its esteemed history, the IBA Annual Conference has been renowned for attracting high-profile and influential speakers to address its audience. This year's event included The Hon George Brandis QC, Attorney General of Australia, Baroness Helena Kennedy, Member of the House of Lords, Ambassador Michael Froman, former United States Trade Representative, and leading human rights lawyer Geoffrey Robertson QC. As a result, ICC Sydney's security teams and supervisors were heavily involved throughout the planning of the event.



Due to the seniority of the delegates attending the conference, expectations were high for every aspect of the event, from customer service to food and beverage. With this in mind, ICC Sydney Executive Chef Tony Panetta worked in conjunction with IBA's culinary consultant to sample the venue's entire range of culinary offerings for events, including breakfast, morning and afternoon tea, and both standing and seated lunches.

Sydney provides the headquarters for nearly 40 per cent of the top 500 corporations in Australia and its reputation as an international city with a strong focus on innovation and business is well received around the world. As a result, it was decided that Sydney would be the ideal host for the International Bar Association's Annual Conference.

The challenge of attracting delegates from as far as Europe and North America wasn't a worry for the IBA, thanks to a combination of direct flights from all corners of the world and the opportunity to make use of ICC Sydney's brand new state-of-the-art facilities. Treasurer of the International Bar Association and Deputy Chair of the Host Committee for the conference Peter Bartlett, said: "A venue like this has the potential to attract delegates from around the world. There are very few cities that have the infrastructure to host this many delegates and we are very lucky that ICC Sydney has been rebuilt."

Although final numbers are yet to be revealed, if previous events are anything to go by, Bartlett projects that Sydney has received a significant economic impact from the conference. At the 2014 Tokyo event, total spending for IBA delegates accounted to an estimated A\$29.15 million, resulting in an economic impact of A\$50.74 million.

Event Snapshot



4,500 delegates



128 countries represented



200 sessions throughout the conference



1,360 speakers presented



1,800 hotel rooms booked

1 Delegates depart by water ferry from ICC Sydney's convention wharf
2 Globally acclaimed contemporary Aboriginal and Torres Strait Islander dance group, Bangarra Dance Theatre perform at the opening ceremony
3 Attorney General of Australia, George Brandis QC welcomes delegates

TEDxSydney

Q&A with Remo Giuffre, TEDxSydney Founder



The world's most respected ideas sharing event came to ICC Sydney in June, welcoming 4,200 delegates for TED's flagship Australia show, TEDxSydney. Sydney Views spoke with TEDxSydney Founder Remo Giuffre to find out how the event unfolded.

What was the vision behind bringing this event to ICC Sydney?

We wanted to recreate the prized intimate feel that we had achieved at previous events, but on a much larger scale and for a much larger audience. Spread across ICC Sydney Theatre and Exhibition Centre, the venue needed to ensure a sense of cohesion could be felt across both buildings. Multiple site inspections with TEDxSydney sponsors and partners took place over the months leading up to the event, and we worked hand-in-hand with ICC Sydney to ensure that it was delivered to great success.

What were some of the highlights of TEDxSydney?

Fourteen speakers and eight performers took the stage at ICC Sydney Theatre, captivating audiences with their ability to engage and share thoughts, ideas and experiences. We wanted to celebrate some of Sydney's best and brightest talent through an interactive theatre-style programme, which included speakers such as Mike Cannon-Brookes, CEO of Australian tech giant Atlassian, singer songwriter Sarah Blasko, and Aboriginal elder Uncle Jack Charles. We also held a VIP lunch for more than 100 sponsors, which was accompanied by a performance from the Australian Youth Orchestra String Quartet.



The event was broadcast live to audiences around the world. How were you able to achieve this?

We required the use of ICC Sydney's outstanding technology infrastructure to enable us to live stream speakers and performers online. This resulted in a smooth live telecast for internet users around the globe who were able to be a part of TEDxSydney no matter where they were located. To date, audiences are still tuning into the footage to experience TEDxSydney 2017 for themselves.

How were you able to implement ICC Sydney's Feeding Your Performance philosophy into this event?

Keeping in line with ICC Sydney's commitment to using local ingredients that enhance the delegate experience, the venue's culinary team, led by Executive Chef Tony Panetta, delivered breakfast, morning tea, lunch, and afternoon tea, all with a focus on fuelling the body and mind. More than 4,000 lunch boxes were handed out, each one custom designed to meet our requirements of a delicious yet nutritious and practical meal.



1 Aboriginal elder Uncle Jack Charles
2 14 speakers and eight performers took to the stage at ICC Sydney Theatre
3 The Hub (photo credit: Enzo Amato)



4,000+
guests



4,000+
lunches served



Collaboration with over
300 TEDx volunteers



22 speakers and
performers

ICC Sydney Insider

Tony Panetta, Executive Chef



A senior practitioner with more than 20 years of industry experience at leading Australian venues, Tony Panetta joined ICC Sydney as Executive Chef in 2015.

Tony has always had a passion for his craft, beginning his culinary journey at just eight years old in his parents' Italian café, where he helped his mother cook food inspired by their Calabrese heritage.

Today, Tony leads a team of 40 full time and 140 casual team members who are setting new culinary standards with their Feeding Your Performance philosophy of 'local, seasonal and fresh' to stimulate bodies and minds.

Here he recommends iconic Sydney restaurants perfect for smaller offsite meetings.

For a taste of Sydney...

Bennelong — Dining beneath the iconic arches and panels of the Sydney Opera House are enough to wow even the most local Sydneysiders, let alone any visitors. Aside from the location and the view, the dining experience at Bennelong is as grand as the performances which surround it. With a menu rich in fine Australian cuisine, featuring wild Cape York barramundi and slow cooked beef cheeks, Bennelong will only cement your love of Sydney and the Opera House forever. The circle, an apt name for the dining area, embraces the theatrical, operatic influences which surround this iconic venue. Immerse yourself in history and culture whilst enjoying flavours of Sydney underneath the stunning iconic backdrop of our Harbour Bridge, Circular Quay and the glass panels and timber beams and architraves of the opera house itself.

For a treat...

12 Micron — Although the name might lead you to think it's an element on the periodic table, the origin of the name actually comes from wool — a rare thread that is spun into extremely fine, quality clothing. It comes as no surprise that the experience awaiting at 12 Micron is of the finest quality. The culinary ethos which underpins the fibre of 12 Micron celebrates Australian produce. With a menu inspired by earth, ocean, land and air, the four part menu is diverse and rich in Australian flavours, serving up creative and modern dishes beneath the beautiful urban setting of Barangaroo. To top it off, they have a late-night dessert kitchen so even if you skip dinner, 12 Micron will have you coming in for more indulgence well into the evening.



For the senses...

Banksii — This is one of Barangaroo's native gems, with botanical influence from the name to the natural light which floods into the dining area and encases the location. It's obvious that this restaurant is fundamentally focussed on all things botanical. Named after Sir Joseph Banks, leading Botanist on the First Fleet and despite these references, the offering at Banksii has a surprisingly modern Mediterranean flair. A refreshing approach to the beverage philosophy sees Banksii step outside of the box, where the focus is solely on Vermouth. A distinct collection is on offer served either straight or craftily infused in cocktails, variety, innovation and creativity is the foundation of what Banksii can deliver.

For the refined...

Automata — The modern fine dining scene in Sydney does not disappoint, and Automata is a restaurant that surely contributes to this. Automata offers an innovative five course set menu designed around the best available ingredients, the chefs here know how to surprise and delight. From the moment you walk into Automata, you sense a casual vibe, as it really is all about the food. Communal tables gives an intimate feeling, taking us back to the art of human connection and community, with a focus on sharing great food with great company.

1 Bennelong Restaurant in the iconic Sydney Opera House
2 "Earl Grey", a dessert by 12 Micron (photo credit: Anna Kucera)
3 Banksii's the Australiano cocktail (photo credit: Edward Urrutia)
4 Champagne lobster with persimmon (photo credit: Automata)



Sydney: City of Festivals

Sydney Culture Essay



Wesley Enoch is the *Director of the Sydney Festival*. He has been a theatre director/writer for over 25 years specialising in *Aboriginal Theatre*. Wesley has been *Artistic Director of Queensland Theatre Company 2010-15, Ilbjerri 2003-06, Kooemba Jdarra 1994-97 and Resident Director at Sydney Theatre Company 2000-01, Associate Artistic Director Company B Belvoir 2007-10 and worked on the Opening Ceremony of the 2006 Commonwealth Games*. Wesley has worked with all the large theatre companies, arts centres and festivals in Australia and won multiple awards. Wesley was a *Trustee of the Sydney Opera House 2006-13 and is the Chair of the Aboriginal and Torres Strait Islander ATSI Strategy Panel for the Australia Council*.

This is an extract from the essay, *Sydney: City of Festivals*, published in the *Committee for Sydney, Sydney Culture Essays*, by Wesley Enoch.

For over 60,000 years Sydney has known how to hold a festival. Early recorded encounters between colonists and the first Australians talk of dancing, song and ceremony happening throughout the Sydney area.

In what is now The Domain, the written record describes events and ceremony occurring as clans gathered to perform non-sacred dances and songs for the enjoyment of both locals and the recently arrived. Governor John Hunter, who looked after the colony from 1795 to 1800, wrote of the music and song of the women reaching Government House from Bennelong Point where they fished and paddled out in canoes. The shell middens around the Sydney area are reported as being up to 12 metres high and more like shell monuments to the gathering of clans as they feasted and discarded the cockle shells.

This long trajectory of communal gathering and celebration perhaps explains why Sydney has a reputation for being a party city.

In 1956 the Waratah Festival in Sydney...was held in October and was conceived to breathe cultural life into the city centre, including beauty pageants, a parade (fabled to involve over 5,000 people), flower shows and plethora of community activities. This festival continued until the opening of the Sydney Opera House in 1973 and was replaced by the Festival of Sydney in 1977. The Festival of Sydney continued many of the Waratah traditions with equestrian events, dog shows, outdoor concerts and an ever growing program of cultural and civic events.

Jump to today, and the modern Sydney Festival reflects this long history with over 150 separate events stretching the width and breadth of this expanding city, including free and ticketed shows and exhibitions, and boasting an attendance of well over 500,000 Sydneysiders and visitors. Many other smaller festivals have sprung up, and Sydney now has a cultural calendar full of festivals. It seems clear why Sydney is known as the City of Festivals.

Cultural ambition is what motivates many artists, but often the resources are not equal to the ambitions and hence collaboration is key to realising projects that are bigger than the groups who are undertaking them. Works like *Cloudstreet*, *Secret River*, *Black*



Sydney Festival is one of the largest cultural festivals in the country and has inherited four very distinct personalities that drive its programming:

The Heritage Festival highlights things we have been doing for a very long time and people have come to expect year on year – the large outdoor events, the free concerts, the Ferrython.

The Summer Festival offers the chance to enjoy the city in summer by having a drink in the parks, being outdoors, enjoying time with friends and family.

The International Arts Festival brings Sydney the best of the world and the country to expose us to what is going on and how what we are doing fits into a global picture.

The Festival of Disruption and Change prototypes new ways of engaging with the city and helps existing organisations and arts companies to go beyond their limitations.

- 1 *Festival Village* (photo credit: Jamie Williams)
- 2 *Ferrython* (photo credit: Jamie Williams)
- 3 *Tree of Codes* (photo credit: Joel Chester Fildes)
- 4 *Tony Cragg, Sculpture by the Sea* (photo credit: Jessica Wylid)
- 5 *Welcome to country ceremony* (photo credit: Prudence Upton)

Diggers or the work of Force Majeure are examples where Sydney Festival has collaborated with artists to support their vision.

The role of the Sydney Festival is to be constantly prototyping the new and exploring exciting developments.

After years of Sydney Festival concerts in The Domain, it is no accident that there is now a constant stream of commercial concerts and festivals occurring in that space. Light installations, experimental music and large scale projections all were prototyped through Sydney Festival before leading to the establishment of the spectacular Vivid Festival in 2009. In a city of festivals, Sydney Festival has the role of thought leader, provocateur, elder statesman, risk-taker and reliable old friend.

What will the festivals of the future look like in a world where the digital and virtual technologies are leading us into amazing social changes?

Whatever the future holds, I believe festivals will be at the forefront of stimulating our communities to think about what is over the horizon, to test and to provide a vocabulary for future cultural developments. Like the early exchanges of song and dance between the first Sydneysiders and the clans of the Eora, Sydney Festival continues a legacy of cultural adventure and continuity, contributing to building a stronger and more vibrant community in which to live.



WHERE
Bondi to Tamarama

WHEN
19 October – 5 November

MORE INFO
sculpturebythesea.com

What's On

by WESLEY ENOCH

Tree of Codes

A ground-breaking collaboration from three amazing international artists – Choreographer Wayne McGregor, visual artist Olafur Eliasson, and the talented musician and composer Jamie XX. This dance show is one of the best things I have ever seen and brings all three art forms together in an exhilarating combination. Straight from sell out seasons across the globe, this show is at ICC Sydney and will be a Sydney Festival must see.

WHERE
Darling Harbour Theatre, International Convention Centre Sydney

WHEN
6 January – 10 January, no performance Monday

MORE INFO
icesydney.com.au
sydneyfestival.org.au

Sculpture by the Sea

Walk the coastline from Bondi to Tamarama and see some of the most inventive and beautiful sculptures by artists from around the world. I did this walk all the time when I lived in Coogee and enjoyed coming upon the natural beauty of the coastline and the artistic surprises as you turn every corner. Art and Landscape, you can't go wrong!

Carriageworks

Carriageworks is an iconic repurposing of an old rail carriageworks to be a world class arts centre. On Saturdays, you can attend Farmers Markets, and there's a special Christmas Market on December 23. I think you'll love the mix of industrial and modern architecture, as well as the cool clean aesthetic. In January Carriageworks will be a hive of activity, with some of our best international performance and installations in the centre.

WHERE
245 Wilson St, Eveleigh NSW 2015

WHEN
October – January

MORE INFO
carriageworks.com.au

Sydney Living Museums

The history of Sydney can be experienced through the history of the architecture, Indigenous languages and stories. The Mint, The Museum of Sydney (on the site of the first Colonial building) through to the modernist wonder of Rose Seidler House. As part of Sydney Festival, Rose Seidler House will come alive with Bach as part of the Seidler Salon Series, an intimate combination of architecture and music – and at the Museum of Sydney drop in on an Aboriginal Language class or two to understand a bit more of our country and waterways.

WHERE
Sydney wide

WHEN
6 January – 28 January

MORE INFO
sydneylivingmuseums.com.au

The Meriton Festival Village

Every January, Sydney Festival takes over Hyde Park with a Spiegelent, outdoor music, food and drink. I love sharing Sydney in the summer with locals as well as visitors. January is a time when spirits are high and people love hanging out in the parks. This year we have a 21st Century take on the old carnival sideshow with a virtual reality ghost train, a Karaoke Carousel and a collection of pin ball machines built to play music.

WHERE
Hyde Park, Sydney

WHEN
6 January – 28 January

MORE INFO
sydneyfestival.org.au

Circus City

Parramatta will become the home of circus during January with amazing shows of daring and strength, wit and charm. Come see Circus Oz with their show *Model Citizen* under a big top, the acrobatics of *Legs on the Wall* doing their trampolining show *Highly Sprung*, or the internationally acclaimed *Gravity and Other Myths* with their show *Backbone*. I reckon Australia is a world leader in Circus and Sydney Festival brings the best of the best in January.

WHERE
Circus City: Riverside Theatre and Parramatta Prince Alfred Square

WHEN
6 January – 28 January

MORE INFO
riversideparramatta.com.au
sydneyfestival.org.au

Jurassic Plastic

Hiroshi Fuji makes new out of old with this amazing installation...imagine piles of discarded and broken plastic toys that are repurposed into Toy-asaurus and incredible patterns of colour. You can book into a workshop to sort and arrange the brightly coloured toys or build your own Toy-asaurus. I love feeding my inner child.



WHERE
Sydney Town Hall

WHEN
6 January – 28 January, Closed Mondays

MORE INFO
sydneyfestival.org.au

Rembrandt and the Dutch Golden Age

Pop in and see this amazing exhibition from the Rijksmuseum in Amsterdam at the Art Gallery of NSW. As part of Sydney Festival you can attend *Rembrandt Live*, when the *Brandenburg Orchestra* bring the paintings to life through music. It's truly an inspirational experience and directed by John Bell this is will sell out quickly.

WHERE
Art Gallery of New South Wales

WHEN
11 November – 18 February

Rembrandt Live
6 January – 23 January

MORE INFO
artgallery.nsw.gov.au



Find out more about Sydney Festival events at sydneyfestival.org.au



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MANAGED BY ASM GLOBAL

ICC Sydney's collection of paintings represents 21 works by leading 20th Century artists including Brett Whiteley, the work featured on the cover of this edition of Sydney Views, John Olsen and Tim Storrier. The works, commissioned for Australia's Bicentenary, were required to respond to Sydney, its harbour and its magnificent shores.

ICC Sydney has released a book celebrating the spectacular collection, which has been hung in galleries across the foyer spaces of the convention centre's main theatres. The new concept allows the maximum number of delegates and guests access to major works by some of Australia's most significant artists. Self-guided tour booklets are available for delegates from ICC Sydney's customer service desk.

