

SYDNEY VIEWS

CREATIVE SYDNEY

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Captivation is Key

Rich, local content deepens delegate engagement during Sibos 2018.

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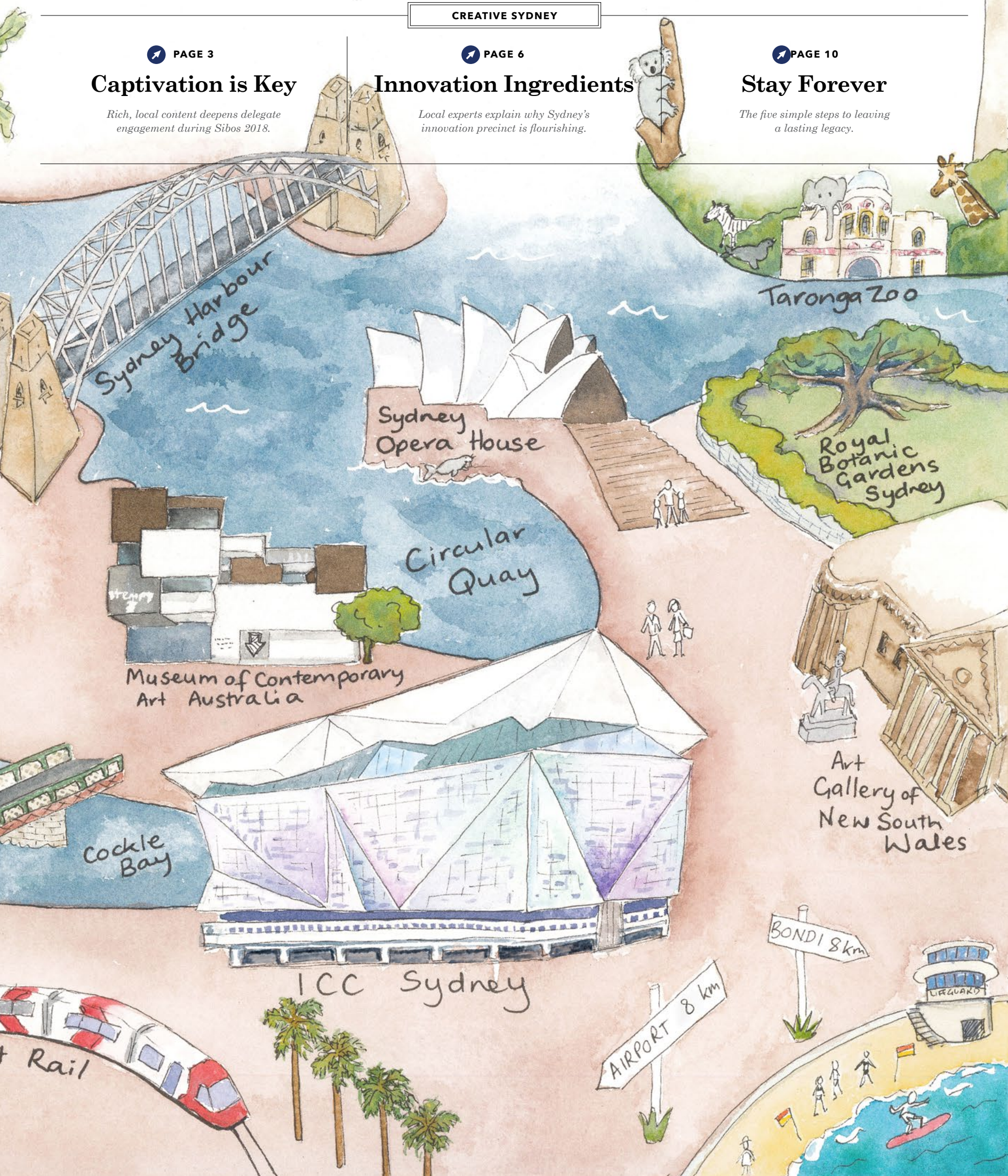
Innovation Ingredients

Local experts explain why Sydney's innovation precinct is flourishing.

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Stay Forever

The five simple steps to leaving a lasting legacy.



Welcome from the CEO

by GEOFF DONAGHY



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

Sydney is a creative city.

We're renowned as a city of festivals — think Sydney Festival, VIVID, Biennale of Sydney, Chinese New Year, Mardi Gras. And while we're well-appointed with art schools and faculties, galleries and events that range from small creative arts projects through to expansive galleries, our creativity boundaries flow much deeper and further into our society.

Our universities, research centres and businesses are filled with creatives, our startup sector flourishes because of the daring and creative approaches of our citizens and students, and our business events industry is hugely successful because we are creative in how we manage our ever-changing environment.

In our industry, being quick on your feet to solve problems can win you as much creative credibility as producing a wonderfully interactive conference session.

Sydney's success is built on its creativity, people pushing boundaries and "punching above their weight". The Sydney Harbour Bridge was built during the Great Depression, the Sydney Opera House was the first to resemble the sails of a yacht, and ICC Sydney is the first to truly connect its clients, delegates and visitors with their needs within a venue and well beyond into our vibrant, creative and welcoming community.



1 CEO of ICC Sydney, Geoff Donaghy welcomes Premier of NSW, The Hon. Gladys Berejiklian to Sibos 2018

Credits

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COVER IMAGE

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Event Spotlight: Sibos 2018

Deepening Delegate Engagement



From 22 - 25 October, ICC Sydney hosted the world's biggest financial services convention. More than 7,500 delegates from 150 countries convened at the venue for the annual Sibos event.

Connecting global business leaders and revealing the latest innovations in the digital economy, industry experts delved into the future of banking and shone a light on the world of open banking.

During his Sibos keynote address, ANZ Bank CEO, Shayne Elliott said banks will need to partner more with startups and global tech giants as the universal banking model changes.

Programming content with a combined high calibre of international and local talent, with Sydney's strength in FinTech, was a key element of the success of Sibos' commitment to delegate engagement.

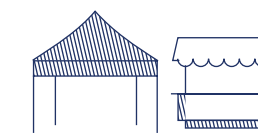
A new space for Sibos, titled the Discover Zone, united innovation stakeholders from across the convention into one distinct area, providing an arena — complete with a stage — within the exhibition halls to encourage collaboration between the world's financial institutions, top FinTech companies, local startups and leading universities.



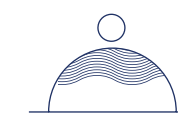
Over 7,500 delegates from 150 countries



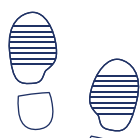
172 speakers



180 exhibition stands



130 exhibition stands catered, including 68 cocktail functions



Nearly 100 offsite events

“Supported by our entrepreneurial financial services sector, Sydney has become a world leading FinTech hub. Our diverse talent pool, population of early adopters and idyllic lifestyle are also key factors to Sydney's FinTech strength.”

PREMIER OF NSW,
The Hon. Gladys Berejiklian



Students shine bright in Sydney

Students from eight Australian universities pitched their ideas on devising new ways of protecting personal information in an open banking environment, with the winner taking home a prize of A\$30,000.

Director of the SWIFT Institute, Peter Ware says major industry events are key to supporting the next generation of talent.

“At events like Sibos, attendees debate, network and discuss the challenges their industry is facing and devise ways to overcome them together. Students gain incredible exposure to key decision makers and have the opportunity to pitch ideas that can be commercialised to affect change for the better,” said Ware.

Through ICC Sydney's Legacy Program, clients are able to connect with emerging bright minds from across Sydney.

See page 10 to find out more on how to connect and leave a lasting legacy at your next ICC Sydney event.



1 ANZ Bank CEO, Shayne Elliott speaks at the opening plenary of Sibos 2018

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Ingredients of an Innovation Precinct

Deputy Vice Chancellor of UTS, Professor Glenn Wightwick



Partnering with the Sydney community, the NSW Government announced a vision for the new Sydney Technology and Innovation Precinct this year.

University of Technology Sydney (UTS) is at the heart of this accelerating precinct. The university and its surrounding suburbs have long had the ingredients of an innovation hub and the thriving entrepreneurial community boasts the highest number of startups in any Australian postcode.

Professor Glenn Wightwick, Deputy Vice Chancellor, Innovation and Enterprise, UTS, reveals the importance of a healthy university precinct, its ingredients for success, and how they are leading the way with UTS Startups.

The startup community plays an important role in the success of an innovation precinct and UTS has bolstered its support of students transitioning to startup opportunities.

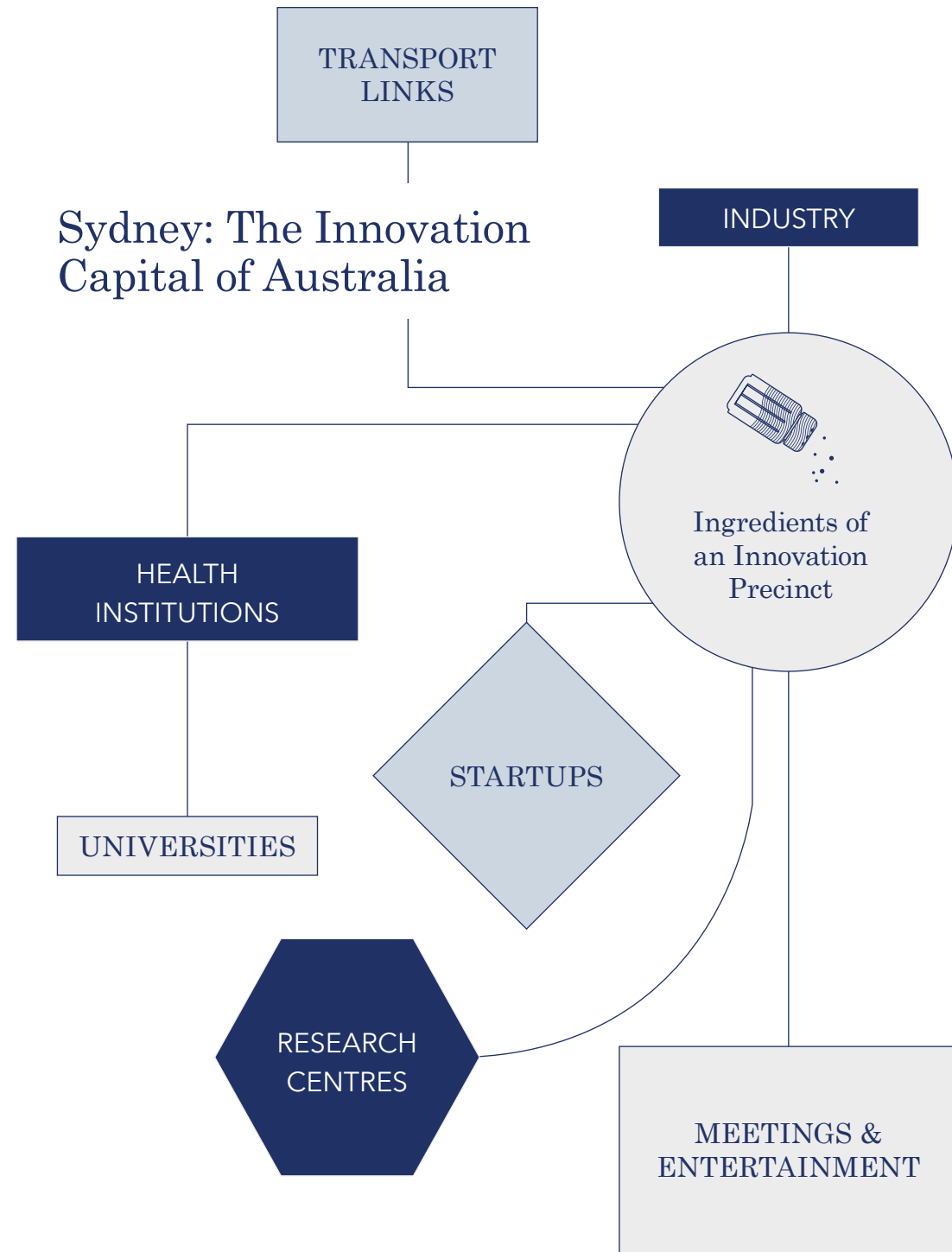
Under our new Director of Entrepreneurship, Murray Hurps, we have launched UTS Startups, a student community focused on engaging, inspiring and connecting students to entrepreneurship opportunities, education, activities and support — from that first idea to startup founder.

We are strong advocates in the opportunities precincts create for engagement, application of new knowledge and the sharing of ideas. We see a vibrant precinct as critical to UTS' strategic objectives as a public university and university of technology.

This perspective is based on our own experience in investing in our precinct and facilitating engagement with industry, other institutions, cultural organisations, startups and our local community. Furthermore, international research underpins the economic and social value of innovation precincts.

Precincts are about proximity. Being able to walk from one end to the other to attend events, to network and to engage. So, in thinking about our precinct we are focussed on how we can improve walkability, leverage public transport, connect green spaces, share information, infrastructure and so on.

As part of our commitment to our precinct, we have been active in working with key stakeholders including the University of Sydney, University of Notre Dame, Royal Prince Alfred Hospital, City of Sydney, ICC Sydney, Museum of Applied Arts & Sciences, TechSydney and many others.



Are the Events and Hospitality Industries Safe from Robots?

Q&A with TAFE NSW Managing Director, Dr Caralee McLiesh



The head of TAFE NSW, Australia's leading vocational education and training provider, says events and hospitality related jobs will continue to grow over the coming years.

Providing assurance for existing and future members of these industries against the cold hard facts presented by global reports will challenge workplaces. For example, the 2017 McKinsey Global Institute study revealed between 400 million and 800 million of today's jobs will be automated by 2030.

Robots can't offer the level of personalised service required for hospitality. Why is hospitality a good career choice in the current environment?

Events and hospitality-related jobs will continue to grow over the next few years, and a TAFE NSW qualification demonstrates to employers that you have the practical skills needed to succeed in the industry.

A job in hospitality is a dynamic and exciting choice, and opens up career doors locally and globally. In fact, many of our hospitality graduates are currently working overseas for leading organisations.

Through our tailored TAFE Enterprise training programs, students and employees can further expand their horizons and excel in their chosen career path.

Why are soft skills so important?

With the continued emergence of technology, soft skills are now more important than ever. The human touch of soft skills allows for greater collaboration, communication and problem solving in the workplace. It's vital that organisations recognise the importance of these skills and provide team members with the opportunity to train and develop themselves in this area.

What are some of the career pathways that hospitality training opens up?

Our strong industry partnerships with industry leading organisations such as ICC Sydney, Qantas and Accor Hotels, along with our top notch mentoring programs and specialist workshops, ensure students have the skills and confidence they need to hit the ground running upon graduation.

We also support apprenticeships and traineeships which provide on-the-job training and a structured program that allows students to earn while they learn, and gain a nationally recognised qualification.

How does the hospitality training partnership work with ICC Sydney?

TAFE NSW partners with industry to develop bespoke training solutions, tailored to their needs.

Working with ICC Sydney, we developed a customised training program. This involved embedding an expert senior hospitality trainer and delivering a new, purpose-fit Food and Beverage Induction Program to ensure all staff were equipped with foundation skills and knowledge.

WORKING WITH ICC SYDNEY, WE DEVELOPED A CUSTOMISED TRAINING PROGRAM.

Training in a range of industry aligned skills programs, compliance courses and diversity programs, contributes to staff retention and industry growth.



The Art of Soft Skills

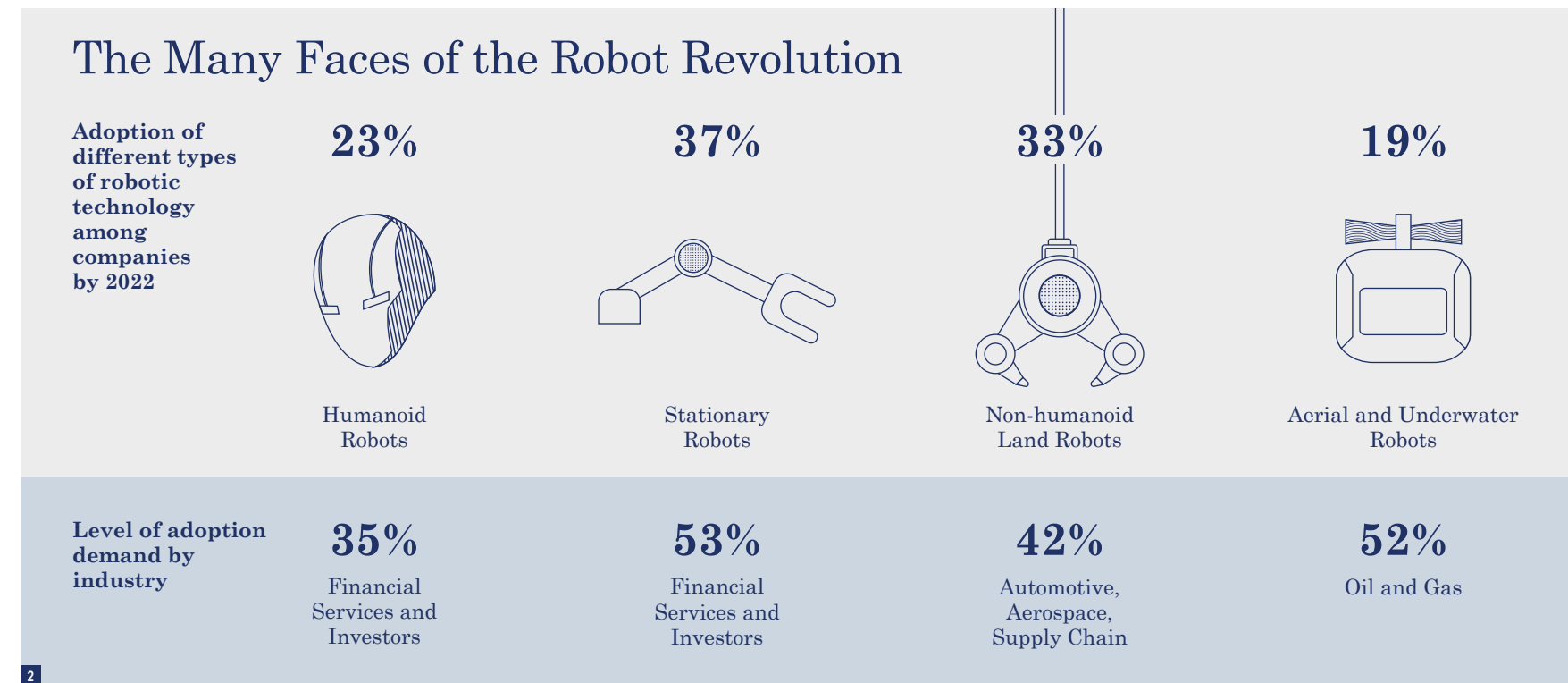
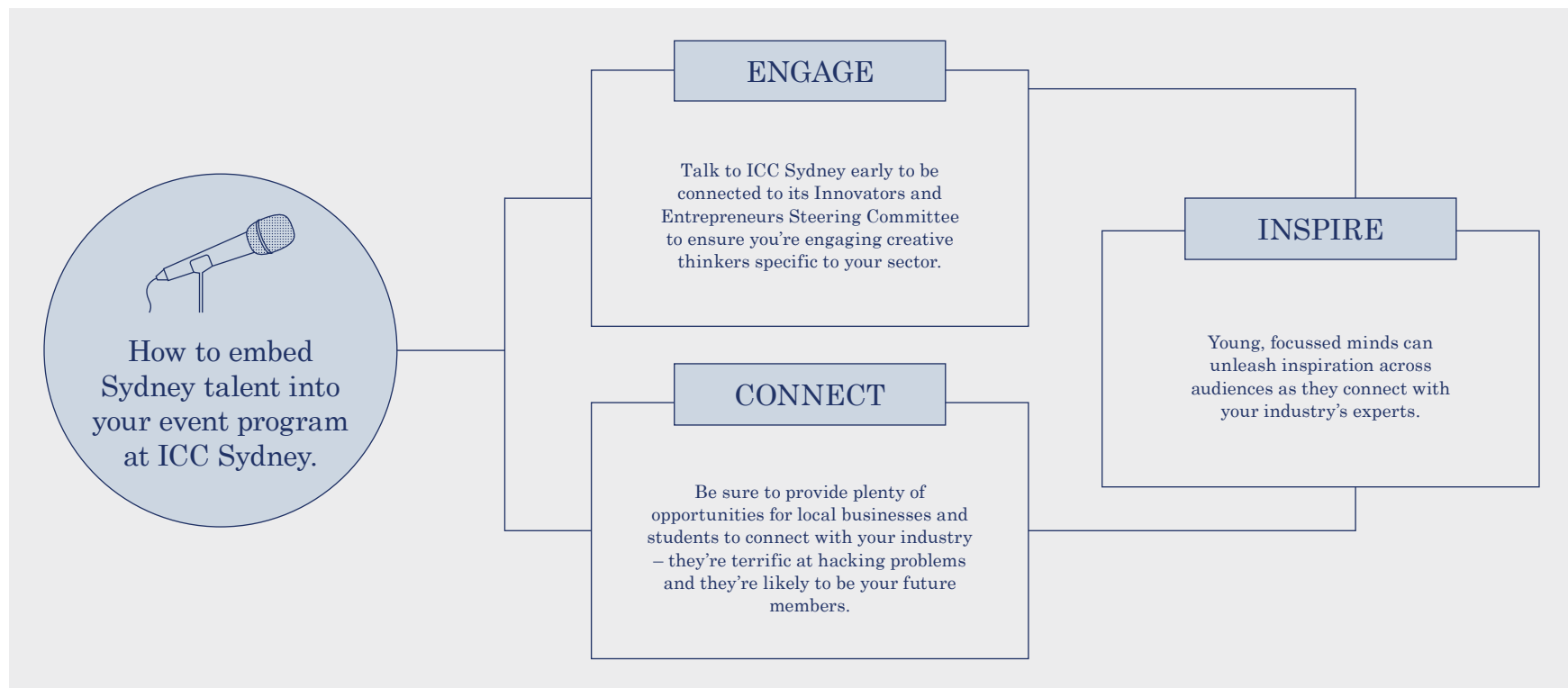
Develop your *soft skills* at ICC Sydney where communication, teamwork and problem solving are core criteria for a successful venue operation.

"Whether investing in your vocation or looking to hone your soft skills while studying nearby, ICC Sydney is committed to providing its team members careers and not just jobs."

CEO of ICC Sydney, Geoff Donaghy

- 70 courses available for team members
- 23 nationally accredited training courses available for team members
- 90 internal promotions in less than 2 years

1 Skills training in the classroom at ICC Sydney
2 Source: Future of Jobs Report 2018, World Economic Forum



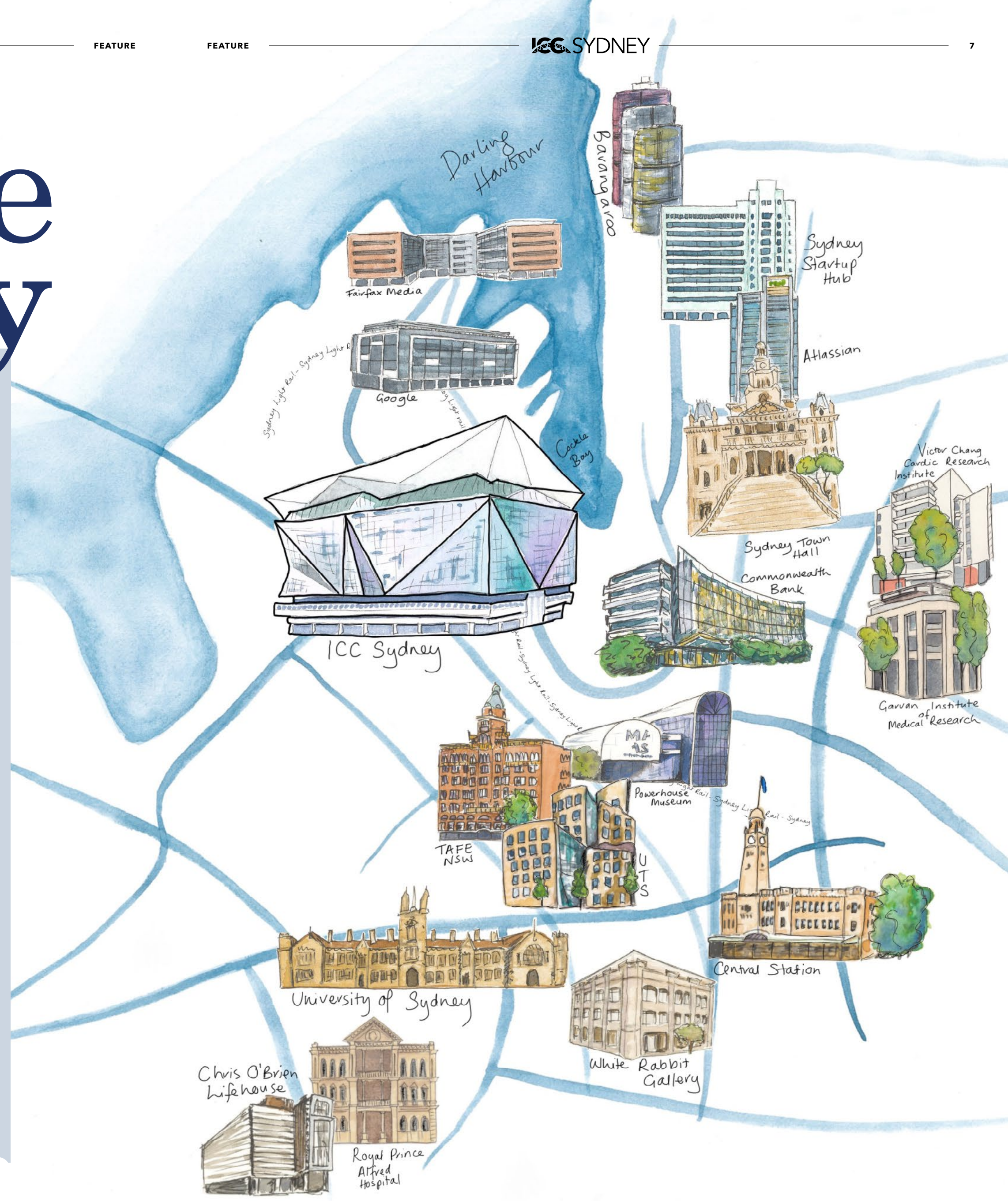
Creative Sydney

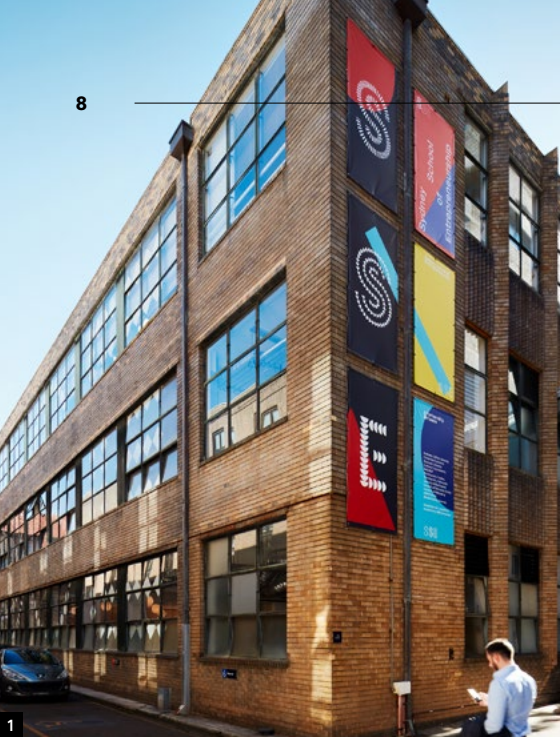
Accelerating our innovation reputation



Sydney School of Entrepreneurship (SSE) CEO, Nick Kaye; FinTech incubator, Stone & Chalk CEO, Alex Scandarra; and Founder of The B Hive and Australian Ambassador for the World Innovations Forum, Tammy Marshall; share their innovation stories from Sydney's thriving startup ecosystem.

With unprecedented State Government support, the city's innovation precinct is better defined than ever as Sydney has become what Kaye calls an "exciting, creative global reference point".





Supporting Rising Stars

Nick Kaye is the CEO of the *Sydney School of Entrepreneurship (SSE)*, a not for profit organisation whose members are all NSW based universities and TAFE NSW.

Here Kaye reveals an insight into the SSE and its support of local rising startup stars.

Nick Kaye spent 10 years at the helm of the Stockholm School of Entrepreneurship, the organisation that the NSW Government looked to when they decided to invest further in the local startup economy.

Kaye says that the school is “Sydney” in name only. “It’s a statewide operation,” he says.

Working in close partnership with NSW twelve major educational institutions, including eleven universities and TAFE NSW, SSE aims to build what Kaye calls an ‘apex community’.

The idea is that SSE will support rising stars across all industries through its thought leadership lectures, boot camps, immersive global exchange programs, academic units and physical intensives.

Those students will then go on to become alumni, who will then give back by becoming mentors and investing in the next generation of entrepreneurs.

Kaye says that this has already happened in Sweden where the program has produced a number of ‘unicorns’ (privately held startup companies valued at over A\$1 billion). Alumni include Soundcloud and Zettle, a venture that recently sold to PayPal for A\$2.2 billion.

To get into the SSE program, students need to exhibit what Kaye calls ‘the grit to do something different’.

“What we really offer is a blank canvas. They’re [the students] the ones who know their discipline. We give them the opportunity to build out their journey,” says Kaye.

An SSE cohort can include everyone from fashion designers, to actuarial students and nurses. It’s not about the disciplinary area; it’s about the individual’s ability and drive.

What is refreshing is that a place at SSE doesn’t come at an additional cost. Academic units undertaken at SSE are included in the student’s existing program at their university or TAFE or as a co-curricular unit with no fees, once referred by their educational institutions.

Kaye calls this, ‘making opportunity accessible.’

Another way SSE does this is by operating in multiple locations around the state so that students in regional areas don’t have to travel to Sydney to participate. While there are some components that are face-to-face, SSE’s delivery methods enable flexibility for regional students.

In partnership with ICC Sydney, SSE aims to engage with visiting thought leaders by connecting them with their students.

Kaye says that the generosity of the experts and conference organisers is integral to this process but concedes that it’s been well received, thus far.

“It facilitates connection in both directions,” says Kaye.

Visiting experts have the opportunity to bounce ideas around with Australian students, form relationships with local communities and test out their theories in a different part of the world.

SSE’s proximity to ICC Sydney, in addition to the fact that neighbouring Ultimo is the highest density startup precinct in Australia, sets the stage for global connections that have the potential to attract talent and interest in this region.

“Australia is stable, has a great climate and geography, and has a well educated workforce,” says Kaye. The relationship between ICC Sydney and SSE helps bring this to life for visitors.

What is the value of creating a startup ecosystem?

Alex Scandarra is the CEO of *Stone & Chalk*, a FinTech hub, and was instrumental in creating the *Sydney Startup Hub*. Here he shares his insights into Sydney’s innovation culture and what it takes to build a hub.

What are the benefits of being co-located with other incubators?

Density and critical mass matter in startup ecosystems for a number of reasons. Having a facility like the Sydney Startup Hub provides both the benefit of efficiency in being able to leverage the community space, as well as enhancing the ability for the incubators to collaborate and partner on key initiatives.

What is also important is the increase in the number of connections that are made between the founders and employees of the ventures. Anything we can do to increase the sharing of experience, knowledge and networks will help our startups transition to scaleups more effectively and help to attract top talent and investment faster.

What is your focus at Stone & Chalk?

Stone & Chalk is a unique beast. Our initial mission was to help create the leading FinTech ecosystem in the region. With the exception of China, I think we have helped Australia take a slight lead. Now we have branched out to include AgTech and MedTech and, in the near future, may announce a foray into some other strategic verticals.

What is the selection process for the people and businesses you work with?

It’s pretty straight forward. The biggest thing we look at is the founding team. Stone & Chalk will house close to 900 residents by the end of this year so cultivating a values based, hardworking community that embraces the ‘give first’ ethos is key.

We have had an incredible success rate so far with over A\$255 million secured by Stone & Chalk residents and alumni to date.

What is the startup ecosystem like in Sydney?

Unlike other cities like Singapore where the government is trying to attract and foster startups from the top down, Sydney has developed extremely quickly and organically at a grass roots level. Three years ago, the startup scene was really sparse. In a very short space of time, we have experienced an explosion of activity. Now there are over 600 startups with approximately 50 per cent in Sydney.

Who or what do you think is driving innovation in Sydney?

I think people are becoming increasingly impatient and, in many cases, for good reason. This is creating a lot of motivation in people to affect change. Every founder in Stone & Chalk is deeply passionate about what they are trying to achieve.

Digital has enabled a global marketplace, consumers have incredible choice and top talent has so many options that working for an investment bank or top consultancy are no longer the only options. Around the world, students are choosing universities and degrees that will help give them the edge to start or join a startup.

As technology continues to improve and more talent enters the fray, the barriers to entry will continue to fall. The future of our economic survival will come from these emerging technology companies and will take greater action in putting them at the centre of social education and economic policy as they become the creators of tomorrow’s jobs.

What advice would you give to someone with a great idea?

Test your idea out with people who are the intended customers or users of your idea.

It’s crucial that you listen, listen and listen some more, ask lots of clarifying questions and learn as much as possible from others. Try to recruit some ‘co-believers’ in your idea that bring skills and experience that you lack yourself. Develop your idea into a business plan that covers who the target customers are, the problem you are solving for them, how they would use your product or service and, importantly, what makes what you’re providing truly unique.

What advice would you give to someone looking to back a great idea?

The first thing you need to get right is your mindset. Seek to always give first by helping startups you come across. This could be by introducing them to people that can provide valuable technical expertise or introductions to potential customers. Word of mouth is how reputations are built and you need to build yours. Never seek to take from a startup.

Secondly, the more startups you help, the more you will come to understand how your experience and expertise is valuable to them. As you gain more experience, you will develop insight into which startups have high growth potential, and then you can invest small amounts across a range of startups.

Accept you will make mistakes and so will they. It happens to the best of us.

For more information about SSE, visit sse.edu.au

For more information about Stone & Chalk, visit stoneandchalk.com.au

For more information about Sydney Startup Hub, visit sydneystartuphub.com

Getting Future Ready

Tammy Marshall is the Australian Ambassador for the *World Innovations Forum*. She is also the Founder of *The B Hive*, a tourism and hospitality innovation consultancy focused on getting individuals and businesses future ready.

Based in Sydney since 2003, Marshall says that the startup scene has really heated up in the past five years.

“The physical and psychological infrastructure of ICC Sydney and surrounding businesses like UTS and the Sydney School of Entrepreneurship are really driving this by bringing students, international scholars and experts and a huge cross section of the business community together in one precinct. It creates an environment that facilitates serendipity, creativity and new ideas,” says Marshall.

Another piece of infrastructure that Marshall says is critical to the city’s thought leadership status is the Sydney Startup Hub on York Street.

“The Sydney Startup Hub building houses a MediaTech business called The Studio that has all of the equipment to record just about anything. The residents in the building have access to those facilities. There’s a green screen where you can shoot virtual reality and 3D film — that’s something that most startups wouldn’t dream of being able to afford,” says Marshall.

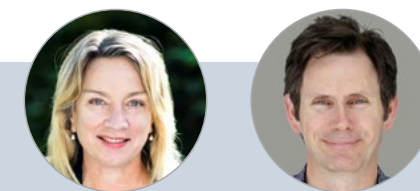
For cities like Sydney with a large urban spread, Marshall says that the location of an innovation precinct is a matter of practicality.

She says, “Darling Harbour is accessible because it’s close to Central Station, it’s more affordable than the CBD, and there’s a large number of co-working spaces in the area, including WeWork, Wotso and +U.

“The university and TAFE are right there and the student population gives the neighbourhood a casual, creative vibe.

“Things like Spice Alley are really popular with locals — it’s always packed out because it’s great, cheap food.

“The Goods Line makes the area really walkable, and there are places like White Rabbit Gallery where you can pop down in your lunch break and be inspired by contemporary art. We’re all looking to develop our creativity so access to art in an innovation precinct is an important factor,” says Marshall.

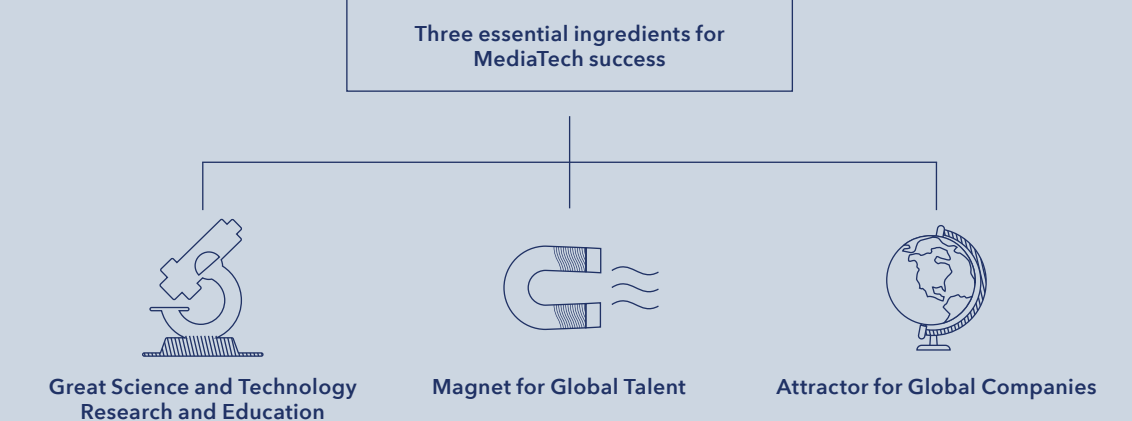


MediaTech: Australia’s Startup Destiny

Chantal Abouchar, CEO and Paul McCarthy, Chairman of *The Studio*, a MediaTech incubator at the Sydney Startup Hub, say:

“Australia has a destiny as a global player in media and technology during this century. It is a natural, logical and prosperous direction for Australia’s economy.”

Australia had a 25 per cent share of the six global media empires of the 20th Century. Where did this success come from? Well it came from the business acumen of Rupert Murdoch and Reg Grundy but also, from the intense competition provided by the domestic media scene here.



And in this century, in the age of online, data and AI (Artificial Intelligence), Australia has already demonstrated we now have all three essential ingredients needed for a new wave of global business success in MediaTech.

It’s a direction we are already headed in but it’s not a preordained or inevitable future. It is one that will only come into being by the individual efforts of many and a handful of strategic national organisations like The Studio.

Leave a Lasting Legacy

ICC Sydney Legacy Program

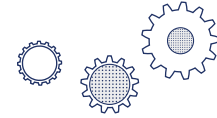
Events come and then leave without a trace, right? Wrong. ICC Sydney offers a Legacy Program that connects the local Sydney community with the influx of talent from around the world that convene at the centre to share big ideas.

Want to meet some of the city's brightest minds, creative talent or enjoy authentic cultural experiences?

1 Set your KPIs

What resonates with your event community's ethics and values? What ignites their sense of social justice, curiosity or desire to connect with Sydney and its people? Define what is meaningful to your event community, and ICC Sydney can help tailor a Legacy Program that will meet your needs and deliver authentic connections.

2 Talk to ICC Sydney about connecting with their five streams of focus



Innovators and Entrepreneurs

Build engagement with local innovators and entrepreneurs into event programs.

Working in partnership with local startup hubs, and their members, government, academia and industry, ICC Sydney has developed a program to invite industry specific startups to pitch, present or showcase their ideas as part of association and corporate event programs.

Hosted by ICC Sydney, the startup spaces are a venue inclusion, and participants in the program will be selected by a steering committee made up of well-connected startup business and incubator CEOs.



Creative Industries

Connect with talent from across the Sydney community.

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



Sustainable Events

Track the environmental impact of events.

Sustainability is a business imperative. ICC Sydney has set KPIs to manage its energy, water use and waste, and reports on its success.

ICC Sydney works closely with clients to help make sustainable choices during the event planning process, and for those clients wishing to track their event impact, the venue can provide reports on event energy, water usage and waste to assist in post-event reporting.



First Australians

Acknowledge and explore local culture and engage with First Nations businesses.

ICC Sydney acknowledges the original custodians of the land on which it stands, the Gadigal people of the Eora Nation, and pays respect to its Elders both past and present. As a key economic contributor to Sydney and New South Wales that attracts more than a million people through its doors each year, ICC Sydney believes it has an obligation to acknowledge, celebrate and showcase the culture of its First Nations peoples.

Team members are trained in cultural awareness and, through membership with Supply Nation, NSW Indigenous Chamber of Commerce (NSWicc) and other local community relationships, ICC Sydney offers connections to local First Nations businesses from which to build acknowledgement and celebration of culture into conference programs.



Generation Next

Through its network, ICC Sydney partners with events to foster the next generation of thought leaders and members via student engagement. Working in close partnerships with clients and a network of educational institutions, ICC Sydney is able to explore opportunities that offer discounted student access to events as well as track and facilitate engagement.



3 Connect with community and leave authentic, lasting impressions for delegates

ICC Sydney's expert Legacy Program executive collaborates with event planners to find the right people, information, organisations and assets to bring the events' corporate social responsibility (CSR) goals to life with the aid of the local community.

By welcoming members of the local community into events at the venue, the Legacy Program enables the exchange of ideas and information and facilitates meaningful connections between global talent and local minds because they know that face-to-face contact is the foundation of human relationships.

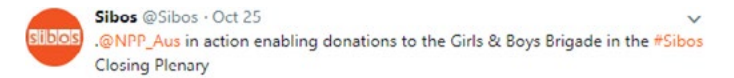
These connections between delegates and community members often translate into ongoing relationships, and help foster the next generation of talent.

4 Work with ICC Sydney to measure impact

ICC Sydney's involvement in your Legacy Program doesn't end when the event concludes. The team will help assess your event and measure it against your CSR goals. Event data with community input will be provided post-event.

5 Share your story

Tell the world about the positive impact your event has made on the Sydney or broader community. An impact that will be felt well after your event has left the city's shores.



1 Local artist activation on a Sibos 2018 exhibitor stand
2 Bangarra Dance Theatre performs at International Bar Association 2017
3 SWIFT InnotrIBE at Sibos 2018
4 Sibos 2018 shares support for a local charity on social media



"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



"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

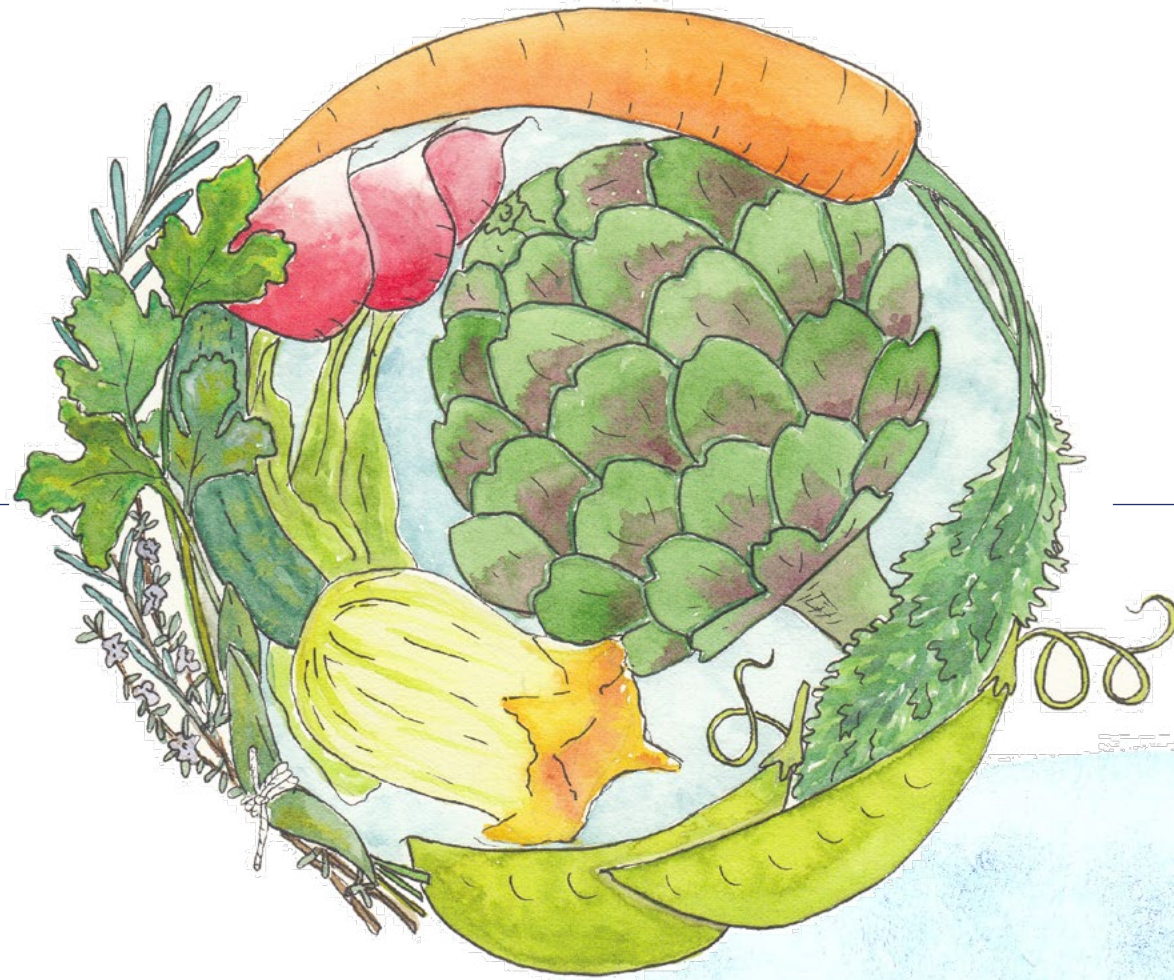


"We have a collective responsibility to ensure environment and community impacts are carefully considered when designing and delivering events as they can have a big footprint. More collaboration between organisers, venues and contractors can help to reduce the environmental footprint and boost community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

JOYCE DIMASCIO
Exhibitions and Events Association Australia

Menu for Creativity

ICC Sydney Director of Culinary Services, Lynell Peck



Director of Culinary Services at ICC Sydney, Lynell Peck says creativity is at the heart of every successful culinary team. The conductor of the large and diverse culinary team is passionate about ensuring an environment that encourages ideas to flourish, resulting in happy clients and delighted delegates at ICC Sydney.

Creativity is critical to our success. Whether it's coming up with new ideas, or the ability to think on your feet when things change, we rely on the creativity and innovations of our team to create new and exciting experiences for our delegates and guests. Service excellence is nurtured when the people in our teams feel confident to bring forward their ideas in an environment that encourages innovation to flourish.

No idea is a bad idea.

Every day is different, and provides us the opportunity to improve our processes, menus and culinary activations. Sydney has an immense source of inspiration to spark our creativity – whether it's in fine dining restaurants, the local farmers markets or conversations with our local and regional suppliers, we're always looking for ways to incorporate trends and consumer desires into our operations.

Time is key to nurturing creativity and for our 2019 menus, our chefs took time away from the fast pace of the kitchen to give them the space they needed to collaborate and exchange ideas. This has resulted in new menus that continue to celebrate the produce of our local farmers, and highlight the skills of our multi-award winning culinary team. Native Australian herbs, such as wattle seed and lemon myrtle, are brought to life in an array of dishes that celebrate the inspiration that Sydney provides us, while catering for all tastebuds and event requirements.

“
This has resulted in new menus that continue to celebrate the produce of our local farmers, and highlight the skills of our multi-award winning culinary team.”

Every major venue faces the challenge of creating meals that can meet the majority of dietary requirements. By putting our heads together, we believe that we've come up with creative solutions that provide options to cater to these requirements, without compromising on flavour.

New techniques and utilising ingredients in new ways showcase the depth of creative talent and thinking that is found at ICC Sydney, which can be seen across all of our departments and not just within culinary services.

The need for creativity has become more important than ever for venues in our increasingly competitive global market. There is an expectation from both clients and delegates that we will constantly evolve, develop and create innovative culinary experiences for all event sizes. As we release our 2019 menus, I have no doubt that our guests will be delighted with the new culinary choices available for events at ICC Sydney.

Lynell's favourite 2019 menu items

Torched Hiramasa kingfish, corn, kombucha cucumber, yuzu and fish floss

House made Black Onyx pastrami, fermented sauerkraut, pickles, Swiss cheese and crazy sauce on light rye bread

Umami fried chicken, dirty rice, charred corn, Tobiko flying fish roe and Westview lime

Vanilla and wattle seed waffle, preserved berry compote, freeze dried berries and strawberry anglaise

Illustrations by Cathy Stait-Gardner

Sydney Insider

Co-Founder and Managing Director of Time Out Australia, Michael Rodrigues



Michael Rodrigues has dedicated the last 10 years of his life to inspiring residents and visitors to Sydney to get the most out of their city.

Here he shares some of his favourite places around ICC Sydney – all within easy walking distance or a short cab ride away from the venue.



A Darling Harbour favourite

My dad was a ship's captain and so I find myself gravitating to the [Australian National Maritime Museum](#) that is located at the Western entrance to Pyrmont Bridge. We are, after all, a nation 'girt by sea'. There are some impressive permanent moorings you can clamber aboard, including the submarine HMAS Onslow and the big gun destroyer HMAS Vampire.

Right now, there are two cracking exhibitions to visit. The first is James Cameron's Challenging the Deep. Best known as a film director, I heard him introduce himself as an explorer. He's led eight major deep sea expeditions – including the first ever solo dive in the Mariana Trench, 11km below the waves. And who new that his submersible, the Deepsea Challenger, was built here in a workshop in Leichhardt?

The other unmissable exhibition is Gapu-Monuk Saltwater, an exhibition that displays Yirrkala bark paintings from North-East Arnhem land. These were deemed by the High Court of Australia to be the equivalent of title deeds to the sea rights of coastal waters by the people of the Blue Mud Bay region in the Northern Territory of Australia.

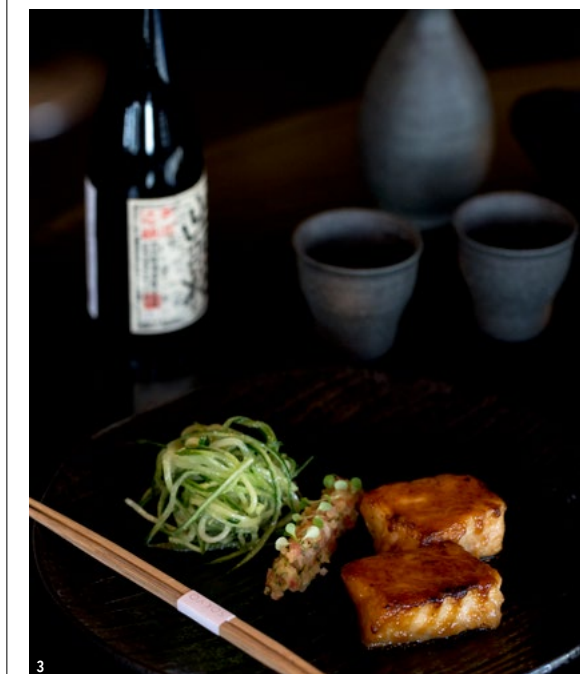
1 Australian National Maritime Museum
2 Barangaroo House
3 Soko



Postcard perfect

The great irony in Sydney is that many of our best bars are tucked in basements or down gloomy laneways. That's all well and good for those that live and work here but whenever visitors arrive, I hunt down natural light and a view over the water. In that regard the go to for me is [Smoke](#) at Level 3 of [Barangaroo House](#). It's a 10 to 15 minute walk from ICC Sydney but it's one of few venues in Sydney that combines great drinks, welcoming and attentive service, with a postcard perfect view at sunset.

And if it's a late night you are after, start at Smoke and then blaze a trail back to the ICC Sydney precinct via Clarence Street that boasts Sydney's highest concentration of cocktail bars including PS40, Papa Gedes, Baxter Inn, the Barbershop, Duke of Clarence, Lobo Plantation and the recently opened rooftop bar, Old Mates.



A neighbourhood star

The best sushi in Sydney is a short walk from ICC Sydney at [Soko](#). Here you will find Takeshi Sano commanding some of the most exclusive restaurant real estate in Sydney by way of a 12 guest sushi counter served omakase style. Along with Executive Chef Chase Kojima, the pair have combined forces to present traditional Japanese in an Australian context. Think tempura Moreton Bay bugs, or miso glazed seasonal fish served up with Japanese salsa pickled cucumber. Warning: the sushi counter itself books out months in advance but you'll be welcomed in the larger dining room easily enough.

Or, if like me, you like your sushi paired with award winning cocktails, a good enough selection can be ordered from the adjacent lounge bar that ranks in my estimation as the best hotel bar in Sydney.

Views from the Top

Creative Sydney



SYDNEY IS HOME TO MOST OF AUSTRALIA'S INNOVATIVE BUSINESSES AND EDUCATIONAL FACILITIES, WITH THE CULTURE AND CREATIVITY ECONOMY FLOURISHING THROUGH ITS MAJOR EVENTS, FESTIVALS AND THE ARTS. WITH FURTHER INVESTMENT, LOW OR SUBSIDISED RENT AND WITH LICENSING CHANGES IN THE PIPELINE, THIS WILL ENABLE THE DEVELOPMENT OF FUNCTIONAL AND AFFORDABLE PERMANENT SPACES FOR MUSICIANS, ARTISTS AND INNOVATORS TO LIVE, REHEARSE, CREATE, COLLABORATE AND ACTIVATE. AND, ON THE BACK OF THIS, SYDNEY'S NIGHT-TIME CULTURE WILL THRIVE AND CONTINUE TO MAKE SYDNEY A VIBRANT PLACE THAT IS ATTRACTIVE TO BIG THINKERS AND INVESTORS.

ALANA HAY

Managing Director, Milestone Creative Australia, Board Member, Meetings and Events Australia (MEA)



Sydney supports creativity and innovation through major arts events such as the Sydney Festival, Sculptures by the Sea, Sydney Fringe Festival, Mardi Gras, Vivid and by bringing major international musicals to the city.

By having these major arts events in Sydney, it draws people to the creativity of the city and reminds them that the arts are necessary in such a sport-dominated country.

VANESSA WRIGHT

Executive Director, Red Line Productions at Old Fitz Theatre



TALK TO ANYONE WHO HAS BEEN AWAY FROM SYDNEY FOR A NUMBER OF YEARS AND THEY CAN'T BELIEVE THE DIFFERENCE. A NUMBER OF YEARS AGO OUR STARTUP LANDSCAPE WAS COMPLETELY DIFFERENT. WE ALL GOT EXCITED WITH THE MOVE FROM MINING TO THE 'KNOWLEDGE ECONOMY'. SUDDENLY THERE WERE GOVERNMENT GRANTS, FEDERAL AND STATE, WITH A WIDE RANGE OF SUPPORT AND INITIATIVES ON OFFER. IT WAS GREAT TO SEE THE STATES GET COMPETITIVE FOR TALENT AND PROGRAMS THAT WOULD BOOST NUMBERS.

THE EXPLOSION OF CO-WORKING, THE GROWTH IN THE NUMBER OF ACCELERATORS, INCUBATORS AND EVEN VENTURE CAPITAL AND ANGEL INVESTING. IT'S A DIFFERENT LANDSCAPE.

KAREN LAWSON

CEO, Slingshot Accelerator



I live in the city, love its physical beauty and the range of cultural opportunities it has to offer residents, workers and visitors.

The City of Sydney Council acknowledges that creatives and culture contribute to Sydney's economy and the wellbeing of its residents. The council is to be commended for encouraging art in public spaces, live music and festivals through its cultural grants programs and initiatives.

DEBORAH TOBIAS

Artist Manager and Producer



TRADITIONALLY, THE CREATIVE SECTOR HAS HAD A LOWER PROFILE DUE TO THE HIGHLY FRAGMENTED NATURE OF 'ARTS.' EMERGING AREAS INCLUDING AUGMENTED REALITY (AR) AND VIRTUAL REALITY (VR) ATTRACT A NEW GENERATION OF INNOVATORS AND ENTREPRENEURS.

GROWTH IN THE MEDIA (CONTENT) INDUSTRIES IN THE NEXT DECADE IS FOCUSED IN THE ASIAN REGION AND SYDNEY IS WELL PLACED TO TAKE ADVANTAGE OF THIS. CREATIVE INDUSTRIES WITH DIGITAL TECHNOLOGIES IS A HUGE EXCITING SPACE. SOME OF OUR SMARTEST PEOPLE ARE IN THE CREATIVE SPACE, ENABLING THIS WITH TECHNOLOGY AND SUDDENLY YOU HAVE SCALABLE BUSINESS MODELS. TECH STARTUPS ACROSS MEDIA, GAMES, COMMUNICATIONS AND THE CREATIVE SECTORS ARE SERIOUSLY CHANGING TRADITIONAL BUSINESS MODELS, CREATING NEW PRODUCTS AND SERVICES. SYDNEY IS THE COUNTRY'S BASE FOR LARGE TRADITIONAL MEDIA COMPANIES AND THIS PROVIDES A STRONG BREEDING GROUND FOR THE NEXT GENERATION OF GLOBAL MEDIATECH BUSINESSES.

CHANTAL ABOUCHAR

CEO, The Studio



Creativity and innovation surface where there is rapid exchange of ideas, resources and talent. These opportunities are associated with true democratic spaces such as those found in traditional town centres, large and small.

As well as the creative hubs that are readily identified in Sydney inner-city, outer suburbs such as Lane Cove and Camden have vibrant and strong creative communities. These creative communities thrive in the picturesque, character-laden suburbs of Sydney as well as further afield in locales such as Wollongong and Newcastle. It is very worthwhile seeking out the wealth of talent and product that exists — art galleries, ensemble theatres, live performances and much more.

MARYANN STRICKLING

Urban Designer and Landscape Architect

What's On

by REMO GIUFFRÈ



Remo Giuffrè is the force behind **TEDxSydney** becoming the number one TEDx event in the world. He founded TEDxSydney in 2009 and since then, has acted as its CEO and Creative Director.

Remo says, "There was a hunger for ideas when we first started 10 years ago. Australians are engaged, curious people and TED/TEDx plays into this."

He says that the main change for TEDxSydney over the years has been scale. The event started at Carriageworks with 700 people, moved to the Sydney Opera House serving 2,000 and is now held at ICC Sydney with an audience of 5,000.

Remo's particular interests focus on the creation of intimacy at scale, a process that involves organisational and experience design skills utilising a variety of tools and visuals.

It's this emotional, almost tribal, level of engagement that drives conversation and interaction with TEDxSydney throughout the year.

Remo is always searching for the best speakers, the best performers and the best artists to hit the stage at TEDxSydney, meaning that he is well versed in what's happening in Sydney throughout the year.



1 Caroline Garcia, *Tropical Hypeisms 2016* (image courtesy and © of the artist, photograph: Dexter Cornelius)
2 Sydney Festival (photo credit: Prudence Upton)
3 Judith Lucy vs Men
4 Royal Botanic Garden Sydney

Prima Vera 2018: Young Australian Artists

Primavera 2018 asks, "Why is identity important today?" The participating artists consider, explore and re-examine the politics of identity, visibility and representation. Eight artists aged 35 and under use archival materials, installation, painting, photography, sculpture and video in an attempt to answer this question.

WHERE

Museum of Contemporary Art

WHEN

9 November 2018 - 3 February 2019

MORE INFO

mca.com.au

Sydney Festival

Every January, Sydney Festival brings a diverse program of cabaret, art installations, international theatre, modern Indigenous work, exhilarating music gigs and more to the city. A broad range of free events and accessible pricing policies for the ticketed shows means that Sydney Festival is open to all, welcoming both Sydneysiders and visitors alike.



WHERE

Multiple venues around Sydney

WHEN

9 - 27 January 2019

MORE INFO

sydneyfestival.org.au

St Jerome's Laneway Festival

If you want to feast at a day-long buffet of musical acts from Australia, UK and USA, Laneway Festival is a fast way to update your knowledge of what the kids are into. Held in the grounds of a former asylum, multiple stages are snuggled between heritage sandstone buildings making for a surprisingly intimate vibe.

WHERE

Callan Park, Rozelle

WHEN

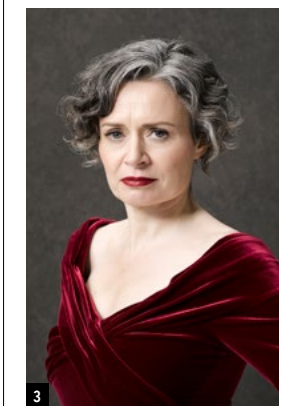
3 February 2019

MORE INFO

sydney.lanewayfestival.com

Judith Lucy vs Men

One of Australia's favourite comedians and authors takes to the stage to reflect on her disastrous romantic history. Having just turned 50, she says, "Whatever it is that I'm selling, a lot of straight guys simply aren't interested in buying it."



WHERE

Sydney Opera House

WHEN

1 - 10 February 2019

MORE INFO

sydneyoperahouse.com

Walking tour of the Royal Botanic Garden Sydney

Explore the heritage and plant diversity of the Royal Botanic Garden Sydney with a knowledgeable guide. Delve into the garden's history and learn about its extensive range of plant life, all set against the spectacular backdrop of Sydney Harbour and the city skyline.



WHERE

Garden Shop, Royal Botanic Garden Sydney

WHEN

10.30am - 12pm, daily

MORE INFO

rbgsyd.nsw.gov.au/whatson/free-guided-walks



Wendy's Secret Garden

LUNA PARK

Sydney Ferry

Goat Island

Walsh Bay

Barangaroo Reserve

Sydney Theatre Company

Barangaroo

Financial Services Precinct

FISH MARKET

Pyrmont Bridge

Blackwattle Bay

Sydney Light

Cathy Staff-Gardner