

# SYDNEY VIEWS

## TECHNOLOGY & INNOVATION

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### Sparking Innovation

*Find out how a new wave of innovation is spreading across Sydney.*

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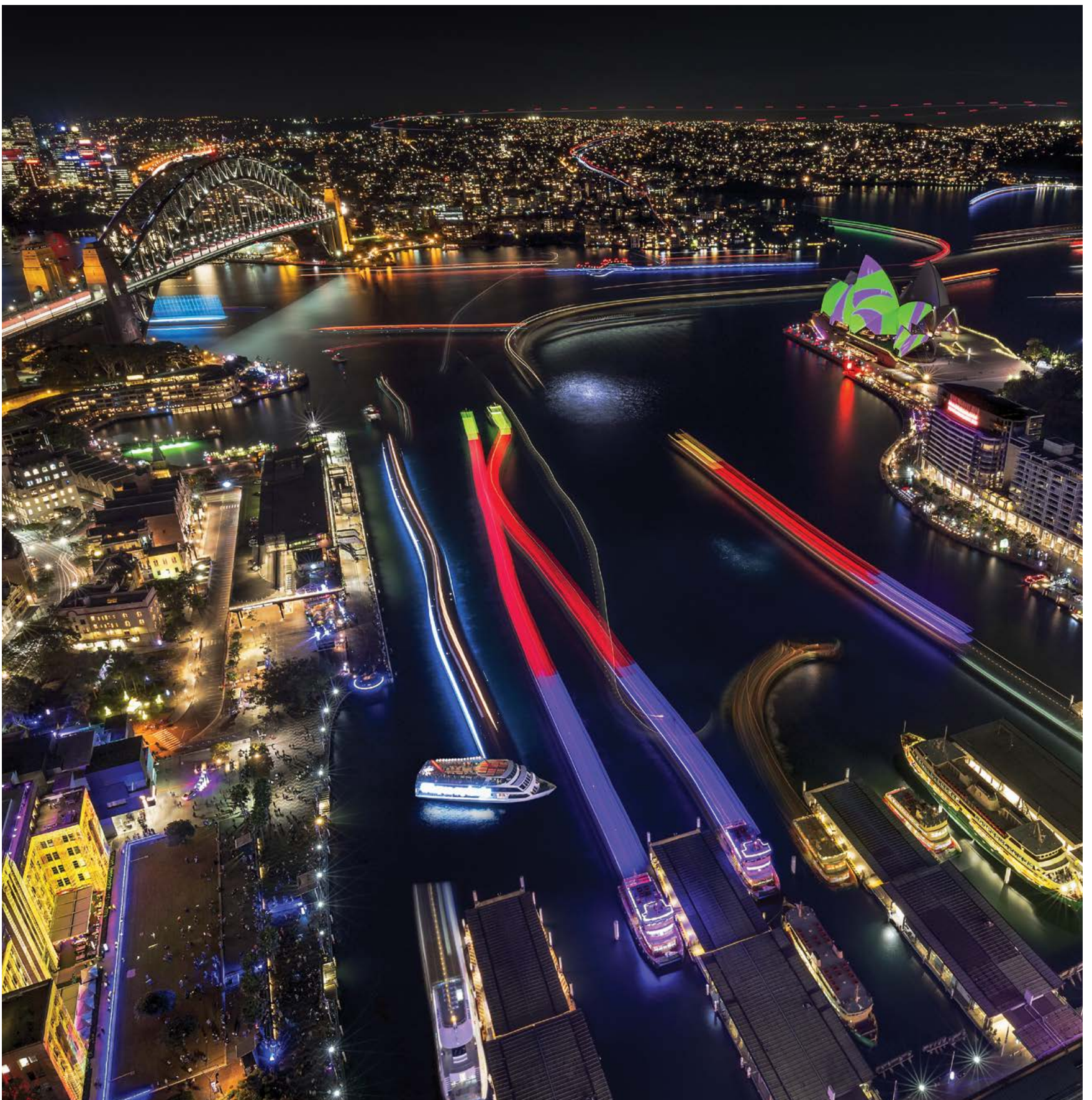
### Sydney's Game-Changer

*Discover the venue, and the team, set to create a paradigm shift in how events are delivered in Australia.*

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### Startup City

*Young entrepreneur, Hayden Bleasel, explains his transformative app and Sydney's startup culture.*





## Welcome from the CEO

by GEOFF DONAGHY

### ICC Sydney: at the forefront of venue design



Experience an exhilarating business and entertainment hub across three new theatres – ICC Sydney Theatre (9,000 capacity), Darling Harbour Theatre (2,500 seats) and Pyrmont Theatre (1,000 seats).



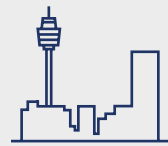
An internal exhibition space of 35,000sqm across the integrated exhibition and convention centres.



8,495sqm of total meeting room space across 70 rooms provides choice and flexibility.



Multiple banqueting choices, including Australia's largest ballroom, backed by performance enhancing menus.



An open air event deck of 5,000sqm, including a bar and lounge area, overlooking Tumbalong Park and features city skyline views.



ICC Sydney takes its place at the heart of Sydney within a vibrant waterfront location in Darling Harbour – enjoy spectacular views from its foyers, balconies and meeting rooms.

**ICC SYDNEY**



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

Following a rigorous calendar of test events, ICC Sydney will open in December 2016 and quickly settle in as the most desirable meeting location in our picturesque, global city.

Our team is beyond proud to have played a leading role in bringing to life the venue's seamless integration, stunning architecture, unique facilities and unparalleled location through a comprehensive calendar of test events and activities held over the three months from September to December.

On behalf of the ICC Sydney team, I'd like to reiterate our appreciation and gratitude to the delivery partners, industry associations and clients who played a role in assisting us to test the functionality of the venue in time for the first official events in December. Our systems and processes, as well as our technology and services, are being put through their paces across the convention, exhibition and entertainment landscape to ensure world class experiences from day one.

In this edition of Sydney Views, we explore innovation and technology – not just within ICC Sydney, which has a flexible design and adaptive technology infrastructure

that will future-proof the venue for decades to come, but also across our smart city and state.

Acting as a hub for innovation and creativity, ICC Sydney has a number of technology events on the horizon – such as RoboCup, Sibos and CEBIT – that will showcase the world's most progressive systems, challenge trends and seek advancements for the betterment of mankind.

We believe, through technology and innovative design, ICC Sydney will play a role in provoking an evolution of interaction and ideas sharing. With best in class infrastructure, ICC Sydney will attract the world's greatest minds and provide the best possible environment to meet and collaborate. Furthermore, its breakout areas, open spaces and dining venues hope to enhance networking and fuel inspiration through a huge choice of informal meeting places.

I'm delighted to confirm bookings continue to contract at an increasingly rapid pace, with hundreds of major conventions, exhibitions and entertainment events confirmed for 2017 and many more in the pipeline. We are pleased to see much of the meetings industry are already booked in with events confirmed for Exhibition and Event Association of Australasia (EAAA), Meetings & Events Australia (MEA), Associations Forum, Australasian Society of Association Executives (AuSAE) and International Association for Convention Centres (AIPC).

We look forward to continuing to work with clients as we welcome their events, members and customers to ICC Sydney. We can't wait to welcome you through our doors. Be prepared for the extraordinary – It's showtime.

ICC Sydney is being delivered by the NSW Government in partnership with Darling Harbour Live, comprising Lend Lease, HOSTPLUS, Capella Capital, AEG Ogden, Spotless FM and First State Super, as part of Darling Harbour's most exciting renewal in 25 years.



## Why Sydney is the ultimate conference capital

### Q&A with Sven Bossu, Head of Sibos



The world's premier financial services event, *Sibos*, will take place at *ICC Sydney* in 2018, making it the third time the international show has graced Sydney's shores. Here, Malu Barrios, Director of Event Services at *ICC Sydney*, speaks to Sven Bossu, Head of *Sibos*, about why Sydney is the ultimate business events destination.

**Sibos is a massive, global event that has a reputation for excellence in the events industry. What does it take to put on a conference on such a large scale?**

Like most major conferences, Sibos is very demanding in size, structure and standards. We bring customers from over 150 countries together in a combined exhibition and conference format to discuss industry challenges, innovations and opportunities.

This equates to around 180 exhibitors, 200 conference sessions, 400 speakers and thousands of delegates – over 8,200 in Singapore last year – so we need space, security and a lot of flexibility in a venue. As a technology driven event, Wi-Fi and network strength is also critical.

The expectations of our delegates are high too. They trust the city and venue to deliver the same level of operational excellence that SWIFT, the company behind Sibos, delivers on a daily basis to its customers.



**And are you excited about what ICC Sydney will deliver in 2018?**

Selecting this purpose built digital venue was a clear choice and we are excited to see the new standards this extraordinary setting will create for our delegates and guests.

When we met with the ICC Sydney management team about our 2018 conference, we were truly impressed with the venue capabilities. The catering, integrated IT infrastructure and customer service will meet our specific requirements, and beyond this, the team came with bright ideas and a collaborative approach which will allow us to further develop our show.

**Collaboration is also a really important part of what makes an event successful for both organisers and delegates, isn't it?**

Absolutely. Every year we try to create a temporary ecosystem where the industry can collaboratively identify the next steps in the evolution of financial services. It should be cohesively branded, creating an entirely different world for four days. Indeed, inside the venue, you need to deliver a fully immersive experience.

If you're able to do all of that then you can unleash creativity and an environment that encourages networking and engagement.

Innovation is of the utmost importance to Sibos too, and location supports this as the communities and talent in the city will have a profound influence on our delegates, our conference program and who we collaborate with.

**Sibos has obviously been very successful at doing this, and Sydney is clearly a popular choice for the conference. What keeps you coming back?**

As a financial services event, being in the heart of the action is key. Sydney is not only the financial services powerhouse of Australia, it is becoming internationally recognised as a key hub for the Asia-Pacific region. ICC Sydney too is at the heart of an unprecedented infrastructure revitalisation that is positioning Sydney as a technology and innovation hub, and that's where we want to be.

1 Sydney city including artist impression of Barangaroo South courtesy of Lendlease

2 ICC Sydney's Convention Centre and Sydney views over Cockle Bay

## Credits

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### COVER IMAGE

Sydney by night during VIVID – a city-wide festival of light and ideas (photo credit: Destination NSW)

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# Innovation city



Sydney is a city on a mission, set to become one of the world's leading innovation capitals. At the heart of activity is a concerted push by government, industry and stakeholders alike to create an environment ripe for success. Here, Charnelle Mondy, Strategy Advisor – Economic Development at the City of Sydney and writer of the City's Tech Startups Action Plan, discusses how Sydney is becoming a hub of tech innovation, while Geoff Donaghy, CEO of ICC Sydney, explains why stitching the city together is vital for its success as a global destination.

## CREATING A TECHNOLOGY HUB

Australia is home to a strong entrepreneurial spirit, with Sydney playing a key role in building the nation's global innovation reputation. This is something the City of Sydney is actively investing in from both a skills and infrastructure perspective, with the technology sector being a key focus.

The burgeoning ICT and digital economy in Australia is attracting a lot of international attention, with the global research and development labs of companies such as Avaya, Canon and IBM already here. The increasing overlap of finance and technology has also seen the establishment of initiatives to foster 'Fintech' in particular, including the creation of the Financial Services Knowledge Hub by the Committee for Sydney, with the support of the New South Wales Government.

Technology startups that tackle the global economy have a disproportionately positive impact in terms of economic benefit and the number of jobs they create. Indeed, StartupAUS estimate the Australian tech startup sector has the potential to contribute \$109 billion, or 4 per cent of GDP, to the Australian economy, generating 540,000 jobs by 2033.

According to the recent Global Startup Ecosystem Report, Sydney is already home to up to 2,300 active tech startups. In fact, almost 64 per cent of startups in the country are here, including one of the nation's most successful fledgling companies – software provider, Atlassian. Alongside this, half of Australia's 500 largest companies are based in Sydney, giving the city a solid foundation for growth.

Supporting this growth is the City of Sydney's Tech Startups Action Plan, which will help ensure Sydney develops as an environment where entrepreneurs can flourish. The plan outlines how the City of Sydney intends to work with incubators, libraries, educational institutions and business networks to foster knowledge and investment exchange to fast-track the business skills of technology entrepreneurs.

## BUILDING A CONNECTED CITY

According to Geoff Donaghy, ICC Sydney CEO, dedicated initiatives to drive development, place and connections are critical to creating an innovation-led environment for a city to truly stand out on the global stage. These physical manifestations are vital to fostering collaboration as well as social and intellectual combustion.

Sydney is undergoing unprecedented change to create such an environment. At the core, is a massive \$3.4 billion, 20-hectare redevelopment of Sydney's Darling Harbour, including ICC Sydney, which is being delivered through a Public Private Partnership (PPP) with the New South Wales Government and Darling Harbour Live (comprising Lendlease, HOSTPLUS, Capella Capital, AEG Ogden and Spotless FM). The project is designed to enhance



**SYDNEY FAST FACT**

StartupAUS estimate the Australian tech startup sector has the potential to contribute \$109 billion, or four per cent of GDP, to the Australian economy and to generate 540,000 jobs by 2033.

the connectedness of our city's key hubs and support the local knowledge economy, a vital asset in attracting and retaining top talent and investors.

The fresh urban layout is being designed with the new ICC Sydney at its heart, providing a pivotal connection point for minds to come together and collaborate on new ideas and ventures.

ICC Sydney is perfectly located for visitors to capitalise on accessibility to the financial services district to the venue's North, academic and startup hubs to the South, media, technology and cultural institutions to the West, and a thriving CBD is to its East.

ICC Sydney will play a fundamental role in bringing people together in a space specifically designed to spark creativity and innovation. It will provide a paradigm shift in the way events and business meetings are staged in our city.

The precinct will help reinforce Sydney's reputation as one of the most desirable meetings and events destinations in the world and will provide ongoing benefits, including attracting investment, boosting professional development and entrepreneurial opportunities, enhancing science and technology, and promoting cultural exchange – all of which again drives innovation.

In developing a connected and citywide 'ecosystem' filled with leading universities, investment in affordable work spaces and incentives for investors, Sydney is proactively fostering a high-tech economic future.

**SYDNEY FAST FACT**

The majority of active venture capital firms and angel investors in Australia are located in Sydney, including Artesian, Blackbird, Southern Cross Venture Partners, OneVentures, Elevation Capital and BlueChilli Venture Fund.

1 Beauty and brains - Sydney's waterfront location  
 2 Sydney CBD, Sydney's economic hub during the Vivid Festival (photo credit: Destination NSW)  
 3 Frank Gehry designed UTS Business School, Ultimo Sydney

- 1 Ultimo is home to **University of Technology, Sydney (UTS)** and is Australia's digital precinct. Around 40 per cent of the nation's creative industry's employment in digital media, film and television, fashion and design, and software services is within 2km of the university. Venture capitalists are now moving in, while UTS students are connecting with local incubators and co-working spaces to found new ventures.
- 2 **Fishburners**, one of Sydney's most successful not-for-profit innovation hubs, is found in the heart of Ultimo. The co-working space places a large emphasis on collaboration and the benefits this has on creative thinking. High profile sponsors including Google, Amazon and Dropbox have been a driving force in Fishburners' success, and it has been the launch pad to over 620 startup ventures to date.
- 3 A new central spine, known as **Tumbalong Boulevard**, will soon provide an active north-to-south pedestrian route to draw people through the Darling Harbour precinct. The boulevard links to the recently opened The Goods Line, which is a rejuvenated, reclaimed rail line, comparable to New York's High Line. It connects Darling Harbour to Central Station, a great achievement in city integration.
- 4 **Pyrmont** is the city's key media and entertainment precinct, and new east-to-west public access will connect Darling Harbour with this western side of the city. Pyrmont is already home to several corporations, including Fairfax Media, Network TEN, Seven West Media, and multiple research centres for UTS.
- 5 **Sydney CBD** is the largest in Australia. The city centre is the driving force behind Sydney's position as a leading economic hub for the Asia-Pacific region. There are 1.1 million people – workers, visitors, residents - in the CBD on every working day.
- 6 **Stone & Chalk** is an industry led initiative and reflects a collaborative effort between Fintech entrepreneurs, venture capitalists, corporates and government, to incubate and nurture financial services-focused tech startups in ways not seen in Australia before.



*“There’s at least five or more top class universities within the greater Sydney area and the headquarters of several large corporations, both Australian and international. As such the city is providing an exciting melting pot and there’s a fantastic availability of intellectual capital,”*

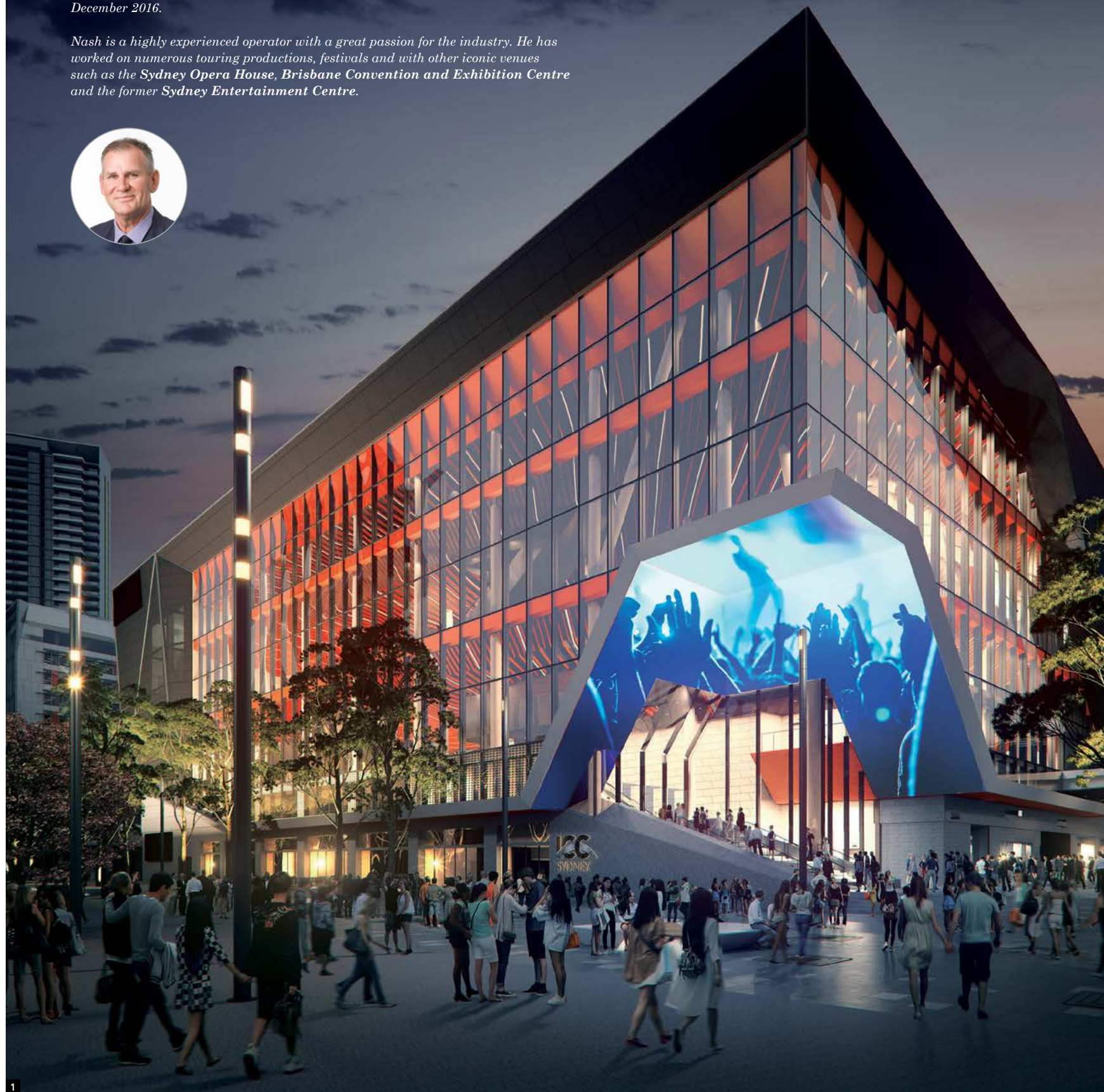
**ALEX SCANDURRA,**  
 CEO of Australia's newest FinTech hub, Stone & Chalk.



# THE FUTURE IS NOW: A NEW FRONTIER FOR BUSINESS EVENTS IN SYDNEY

Industry veteran, Brian Nash, is the Director of Audio Visual Services at International Convention Centre Sydney. Leading an experienced team, his primary focus is to deliver the latest technologies and innovations to clients seeking world class event support and execution. He is responsible for implementing effective and efficient Audio Visual (AV) solutions and processes, and ensuring installation, testing, commissioning and operational readiness prior to ICC Sydney's opening in December 2016.

Nash is a highly experienced operator with a great passion for the industry. He has worked on numerous touring productions, festivals and with other iconic venues such as the Sydney Opera House, Brisbane Convention and Exhibition Centre and the former Sydney Entertainment Centre.



Sydney is experiencing a digital, innovation and cultural boom, increasingly attracting visitors for both business and leisure pursuits.

A key driver of the city's growing reputation is its world class infrastructure backed by state-of-the-art technology and integrated thinking. One prime example of this is the creation of Australia's premier integrated convention, exhibition and entertainment precinct – ICC Sydney. It is one of the most technologically advanced venues in the Asia-Pacific region and has been purpose built to set a new benchmark in the events industry, catering to the changing architecture of meetings and events.

Here, Brian Nash, leading professional and Director of Audio Visual Services at ICC Sydney will deliver a paradigm shift in the way events are delivered, with technology and innovation at its core.

## Resounding Connectivity

OPENING IN DECEMBER, ICC SYDNEY IS SET TO BECOME A HUB OF INNOVATION AND CREATIVITY, WITH THE VENUE'S SUPERIOR TECHNOLOGY AND SERVICE PROMISE ALREADY ATTRACTING MORE THAN 100 MAJOR EVENTS AND CONVENTIONS.

This includes a raft of technology-based conferences such as Sibos, CeBIT Global Technology Conference, and RoboCup International Symposium and World Championship. One of the key drawcards for these types of events has been ICC Sydney's best in breed network infrastructure, connected by a 10Gbps optical fibre backbone and outstanding Wi-Fi capabilities. Indeed, 955 access points have been established throughout ICC Sydney to ensure high bandwidth, high density and robust wireless infrastructure precinct-wide.

Chris Tillman, Program Manager – Event Technology for Google, based in San Francisco, is responsible for the integration of technology into Google's global events, and attests to the necessity of powerful venue connectivity for both organisers and delegates.



In an interview with B&T magazine, he said: "Your venue and your location pretty much define what is or isn't possible...To host a truly successful event, you have to consider the unique goals of the event and tailor the right infrastructure around it...A strong Wi-Fi network is crucial and a sudden lack of connectivity can mean a major hit to delegates' ability to work and stay productive."

Beverley Parker, Director for Business Development at ICC Sydney, concurs.

"Most technology used at a conference will feature, or even rely on, Wi-Fi. When planning an event of any size, our organisers expect nothing but the best and you should never underestimate how heavily Wi-Fi will be used at events."

## Seamless Integration

Built with Wi-Fi in mind, the unique technological foundation of ICC Sydney means the venue is consistently, seamlessly connected. In an unprecedented move, the venue has also combined its Information and Communications Technology (ICT) and Audio Visual (AV) processes to deliver a frictionless digital experience – creating a delegate's and event organiser's dream.

All formal meeting spaces are integrated with the AV system, and can be preconfigured with optimal environmental ambiance including lighting control.

These subtleties take visitor comfort to the next level and provide the best possible environment for collaboration and engagement.

For example, within ICC Sydney Theatre, Pyrmont Theatre and Darling Harbour Theatre, every syllable that leaves the stage will be heard with perfect clarity, thanks to a cutting edge sound system and custom-designed acoustic panels that line the walls and ceiling. This is the result of 3D acoustic modelling during the building's planning phase. In fact, every hireable space within the precinct has been built with the architectural finishing specified around the AV requirements of the area.

The 'bring your own device' trend has also been a key design consideration. Today, many delegates and presenters look to operate off their own device and several connection types can be required at any given time. To support this shift, easy to use 'intelligent lecterns' have been installed, which allow any device to be connected, either through physical ports or via integrated Wi-Fi.

Unlike other venues, ICC Sydney has also hardwired a high calibre and functional IT network into every room. This allows for multiple live interactive systems, video streaming, huge file transfers and much more and is testament to the venue's powerful technological potential.

## Event ICT expert joins ICC Sydney



If there is something Evan Wood, Information Communications Technology (ICT) Manager at ICC Sydney, knows well it is high density event Wi-Fi. Over his career, he has designed and run high density wireless implementations for some of Australia's largest tech conferences and exhibitions.

Speaking about the wireless infrastructure at ICC Sydney, he said: "We have the very good fortune of a wireless infrastructure system that has been planned as part of the design and construction of the building."

"Moreover, the system we have implemented to control captive portal and event Wi-Fi systems is highly regarded by the technology industry. It is used to run the event Wi-Fi at the world's largest hacker conference and receives an "impenetrable" ranking from the industry."

To set event organisers at ease, I am happy to confirm that we are capable of running multiple, fully customised event landing pages, event codes and integrating clients event apps and have the flexibility to cater for any technical requirements that exhibitors may throw at us within an exhibition."



## ICC Sydney's top 10 tech facts

- 1 Best in breed network infrastructure, connected by a **10Gbps optical fibre backbone**.
- 2 Outstanding Wi-Fi capabilities with **955 access points** across the venue.
- 3 High bandwidth, high density and robust **wireless infrastructure precinct-wide** planned as part of the design and construction of the building.
- 4 **Event Wi-Fi and control captive portal systems** ranked "impenetrable" by the tech industry.
- 5 Able to run multiple, fully customised event landing pages, event codes and can **integrate clients event apps**.
- 6 Flexibility to **cater for any technical requirements** exhibitors may require.
- 7 'Intelligent lecterns' allow any device to be connected through physical ports or via integrated Wi-Fi.
- 8 **High calibre and functional IT network hardwired into every room** allows multiple live interactive systems, video streaming, huge file transfers and much more.
- 9 ICC Sydney's technical **infrastructure is scalable, flexible, and upgradable**, and built to be resilient.
- 10 Large scale 'Technical Cabling Infrastructure' between key operating and control areas.

1 ICC Sydney Theatre (9,000 capacity)  
2 Darling Harbour Theatre, ICC Sydney (2,500 seats)  
3 Convention Centre, ICC Sydney. Capable of hosting three concurrent conventions (photo credit: Brett Boardman)



Unfailing Strength

Innovation has been brought to life through a continuous improvement mindset too, with a leading monitoring and reporting system available to track performance and provide real-time insights on events.

For example, every connected device will be viewable from a single platform which gives ICC Sydney's support team access to instant feedback and vital analytics. From here, digital conditions for events can be shaped and adapted to improve the experience for delegates as required.

Wood said unlike many business events venues, ICC Sydney's technical infrastructure is scalable, flexible, and upgradable, and built to be resilient.

"Our network is designed to be completely fault tolerant, and can automatically self-heal in the event of hardware failure, we effectively have a mirror image of every piece of equipment which will automatically take over in the event the primary piece fails. This extends all the way to our high speed internet connectivity. We not only have automatic failover between separate Internet Service Providers (ISP), we even have two connections from each ISP, meaning in the unlikely event we suffer failures from the loss of three of our links we can still keep an event running seamlessly."

Across the broader precinct, a rigorous amount of research has been undertaken to coordinate large scale 'Technical Cabling Infrastructure' between key operating and control areas. Input from several production companies and television networks has been taken into consideration to ensure different events can be bumped in and out without delay, with ICC Sydney set to host multiple large conventions, shows and exhibitions simultaneously and year-round.

Desirable Destination

Beyond ICC Sydney's outstanding digital offering, its location presents a unique advantage in terms of access and providing a connection to rising talent across sectors.

Ross Ferrar, CEO of the Gaming Technologies Association, said the promise of the integrated precinct is outstanding.

"ICC Sydney will allow us to build a seminar and convention component to the Australasian Gaming Expo in 2017, an event which is now the third largest of its kind in the world.

"As well as the technology, and the diversity and flexibility of the spaces on offer, ICC Sydney's proximity to the CBD and its access to transport and nearby accommodation is expected to greatly improve attendance. We can't wait to bring our event to an innovative and contemporary venue in the heart of the city.

"Sydney is also home to a thriving ecosystem of digital innovators and tech heavyweights, so by hosting our event at ICC Sydney we can easily connect with the experts we are already seeking to engage at our events."



ICC SYDNEY FAST FACT

Designed to deliver the extraordinary, ICC Sydney is a purpose-built digital venue which not only supports the needs of today, but can constantly evolve and support clients with bespoke solutions for decades to come. The future is here.

The future is spec-TECH-ular



by GEOFF DONAGHY

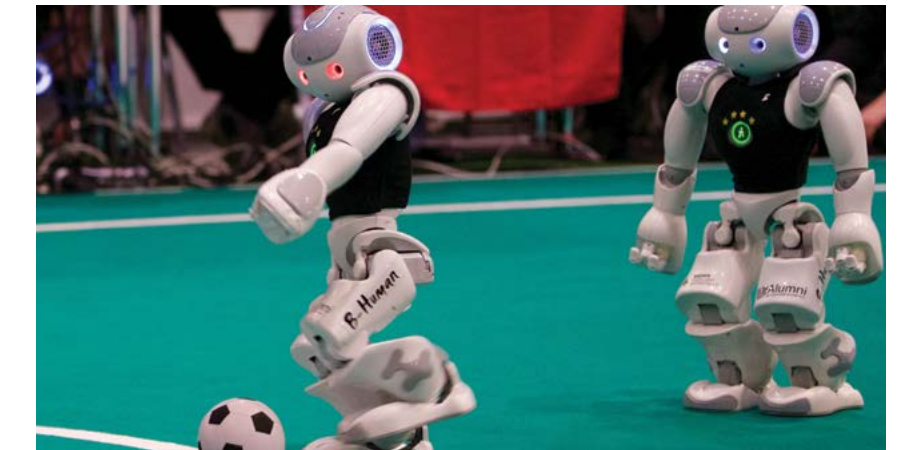
At one of the world's leading technology and innovation events, South by South West (SXSW) Interactive, which took place in Austin, Texas earlier this year, Barack Obama asked the digital industry, "How can we start coming up with new platforms, and new ideas and new approaches, across disciplines and across skill sets, to solve some of the real problems we're facing today?"

LARGE SCALE MEETINGS AND EVENTS ARE THE FIRST STEP IN ENABLING TECH TO DELIVER AND UNCOVER INNOVATION AND SOLUTIONS.

A decade ago, futurists were predicting the death of the meetings industry as a result of technological advancements such as video conferencing and connected workspaces. In stark contrast to those views, we in the business events industry know there will always be an innate requirement for people to come together to share ideas and collaborate.

Technology is central to enhancing the quality of these meetings. In fact, as live hologram and other techniques improve, the vision is that international thought leaders will be able to participate in more events. Platforms such as Periscope, Meerkat, Facebook Live, YouTube Live and Amazon Twitch will allow not only world leaders to share in key events, but other professionals and students hungry for knowledge from across the globe. By continuing to reach a wider audience, the dissemination of ideas and innovation can only increase.

SPOTLIGHT: RoboCup



The RoboCup International Symposium and World Championship is the largest annual robotics meeting globally. Coming to ICC Sydney in June 2019, hundreds of robots will descend on the city to battle it out for one of the coveted RoboCup world trophies.

RoboCup will bring the best of the best in robotics to debate, discover and drive the industry's future. Over six days, up to 600 teams will compete in front of 20,000 spectators, including those from many top technology companies such as Google, Microsoft and Dell.

Australian universities have been enthusiastic participants and supporters of Robocup, competing in the event every year since its inception in 1997. In testament to Sydney's international strength in artificial intelligence, the University of New South Wales (UNSW) team has been crowned world champions more times than any other.

According to Professor Maurice Pagnucco, Deputy Dean (Education) in Engineering and Head of the School of Computer Science and Engineering at UNSW, and a noted expert in artificial intelligence and cognitive robotics "Competition pushes advances in technologies. What we learn from robots playing soccer or navigating a maze can be applied to industry and help us solve difficult real-world problems."

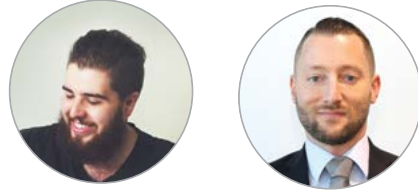


1 ICC Sydney in the heart of the city  
2 ICC Sydney Exhibition Centre from Tumbalong Park  
3 ICC Sydney's Grand Ballroom can seat up to 2,000 guests



## The Entrepreneur zone

### Q&A with Hayden Bleasel



Entrepreneur and Sydneysider, Hayden Bleasel, is the creator of career management platform Presumi and a new member of Hatchery+, an initiative of the University of Technology, Sydney (UTS) that is dedicated to growing startups. Here, he sits down with Mathew Paine, Director of Human Resources at ICC Sydney, to discuss his entrepreneurial journey and the strength of innovation in Sydney.

**Founded less than a year ago, Presumi has already made inroads in the recruitment industry. But what is it? What's your elevator pitch?**

Presumi is a tool that helps professionals and job seekers manage their careers. It brings insights to job applications by creating trackable resumes and it measures your performance as a job seeker.

The idea is that this new software will solve the problems job seekers are facing in the recruitment sector by focusing on their needs and empowering people to apply for their dream role because they have the tools and job seeking experience to really go for it.

**How did you come up with the idea?**

It was at the same time I returned home from the United States, where I'd been completing an internship at Palantir Technologies. I'd applied to 20 different companies but once I'd hit the send button, I didn't feel I could take any initiative in progressing the next steps.

**I CREATED PRESUMI AS A SIDE PROJECT TO HELP ME GET AHEAD OF THE GAME WITH MY (JOB) APPLICATIONS AND GOT OVER 700 USERS THE FIRST NIGHT.**

**Is Presumi the only offer of its kind in the market?**

Online document tracking is pretty new. There's a lot of technology on the recruiter and employer side of things, but very little from the job seeker's perspective. Empowering employees could be a whole new trend we see emerging in the recruitment industry as a whole.



**What made you pick Sydney as your startup location - is there a unique advantage in starting a tech venture here?**

Having started Presumi after finishing a job in Silicon Valley, I genuinely feel Sydney is a great place to launch a startup.

There is so much talent here and a thriving community of entrepreneurs thanks to dedicated hubs such as The Hatchery and Sydney Start-Ups, which are pretty open to join. These really represent the passion we have as a city for building startups.

**What does it mean to be a member with The Hatchery?**

This is the best place at UTS to be hanging out if you're an entrepreneur. It's filled with a lot of like-minded and ambitious students who are building their own ventures.

I love working alongside other entrepreneurs. Co-working spaces create this amazing environment for sharing and building ideas, growing a network and meeting investors.

Having just joined, I think this support will really help me overcome some kinks in my business and revenue models, taking it to the next level as a viable product that people really need and love.

The other thing that's great is that you're incentivised to succeed - the initiative might be free but in return I have to show a lot of scale and traction in my work. We have weekly stand ups to show our progress, and no one wants to stand in front of a room full of people with nothing to say.

**How do you think Sydney has changed over the past five years in terms of the startup scene?**

Sydney is a great place to grow a business. All levels of government here are looking to the future and the types of jobs Sydney-siders will hold in ten years' time.

**AROUND 64 PER CENT OF TECH STARTUPS IN AUSTRALIA ARE HERE IN SYDNEY, WHICH IS ALREADY A GOOD START, AND UNLIKE SILICON VALLEY, WE ARE ON TRACK FOR A STEADY RISE RATHER THAN A BUBBLE.**

What's also great is the energy the entrepreneurs here in Sydney have to really make a difference. In mid-May some of the biggest names in Australia's tech sector announced a new partnership, TechSydney.

*TechSydney is an entrepreneur lead industry organisation with the sole aim of making Sydney a global top ten technology location.*

Take a look at Silicon Valley - it's become a pop-culture reference to the cradle for innovation since at least the 1970s.

**How important do you think innovation is for a city and its future?**

This all happened because the Government there created an environment where Intel, Apple and Google could start and grow into something we never could have predicted.

**THE CITIES THAT THRIVE ARE THE CITIES WHERE PEOPLE CAN QUICKLY AND FREELY CREATE PRODUCTS AND TECHNOLOGIES THAT CAN NOT ONLY BE DISTRIBUTED GLOBALLY, BUT HELP SOLVE PROBLEMS THAT REALLY MATTER TO PEOPLE.**

**So what's next?**

Commercially, we have just partnered with UTS to trial a new side of the platform that will help target and uncover problems specific to student job seekers.

We're also looking into some very new, experimental work 'behind-the-scenes' with a big name recruitment company - although I can't tell you who just yet.

## Fostering the knowledge boom

### University of Sydney launches new Nanoscience Hub



Benjamin Eggleton is a Professor in the School of Physics at the University of Sydney and a Flagship Director for the Australian Institute for Nanoscale Science and Technology (AINST). He is an ARC Laureate Fellow and the Founding Director of the Centre of Excellence for Ultrahigh bandwidth Devices for Optical Systems (CUDOS). He is also a Fellow of the Australian Academy of Science (AAS), the Australian Academy of Technological Sciences and Engineering (ATSE) and the world's largest technical organisation Institute of Electrical and Electronics Engineers (IEEE).

Founded in April 2016, the Australian Institute for Nanoscale Science and Technology (AINST) brings together the University of Sydney's premier academic expertise in nanoscale research in a purpose-built facility. The \$150m Sydney Nanoscience Hub will support frontier research across a range of sectors, including information technology and communications, health and medicine, and energy and the environment.

Professor Benjamin Eggleton, is a leader in the exciting area of photonics - the backbone of the internet. Here, he explains how the unique Sydney-based initiative will support research that will create profound changes in society and the economy on a global scale.

Despite being just a few months old, there are already a number of Centres of Excellence and Institutes within AINST, and flagship projects are up and running in the fields of photonics, quantum science and engineering.

**IN SYDNEY, PHOTONICS ALONE UNDERPINS A \$7 TRILLION GLOBAL INDUSTRY - IT IS THE BASIS OF THE INTERNET AND ESSENTIALLY FACILITATES FIBRE OPTIC BANDWIDTH.**

Photonic chips are used in data centres and telephone exchanges, replacing slow, energy consuming electronic routers and switches, providing more bandwidth and reducing the energy consumption of networks.

### What's a photonic chip?

A photonic chip uses light instead of electricity and is being developed for the production of ultra-fast quantum computers with capabilities far beyond today's devices.

Using nanophotonics, a research group within AINST is developing a thumbnail-size version of a photonic chip to be integrated into smart phones. This will transform communication systems across the globe, as the chip will help generate high-capacity wireless communications, including speeds of 5G and more for mobile.

Other applications of nanophotonics can be found across defence and cyber security allowing digital transactions to take place faster and in more secure environments.

Photonics also promises to spawn technologies such as lab-on-a-chip technology which could be integrated with smart phones. This would generate a new era of consumer-empowered healthcare as it enables testing and diagnosis in the home. The ability to sense the environment at the nanoscale means that advanced monitoring devices could monitor air pollution, for example CO2, Methane, and coal particles, while the integration with smart phones means it can be used for self-contained low-cost diagnosis of disease, possibly including cancer.

### Four ways nanotechnology is making the world a better place

- 1 Lab-on-a-chip technology to support **healthcare testing and diagnosis in the home** is set to generate a new era of consumer-empowered healthcare.
- 2 **Enhancing cyber security** for faster, more secure online transactions.
- 3 **Reducing the energy consumption** of data centres and telephone exchanges by replacing slow, energy intensive routers and switches.
- 4 Transforming global communications systems by generating high-capacity wireless communication - that could mean **internet speeds of 5G and more for mobile**.



To support this critical work, state-of-the-art lab spaces in the Sydney Nanoscience Hub's combine 'clean-room' facilities and laboratories in which the temperature, environment and even natural environmental vibrations are controlled - all critical for the fabrication and testing of these silicon chips.

Unique in Australia, the test labs allow researchers to design and create nanoscale photonic devices all in one building, avoiding the contamination issues associated with carrying samples across campus.

The centre's prototyping and packaging capabilities means it is easier than ever to create prototypes to take to trade shows and test with end-users. This process enables technology to develop more rapidly and take into account market feedback to ensure it is delivering what the world needs.

**AINST IS ENHANCING THE AUSTRALIAN NANO-RESEARCH COMMUNITY, FACILITATING GROUND-BREAKING RESEARCH RIGHT HERE IN SYDNEY AND POSITIONING THE CITY AS A GLOBAL LEADER IN THE FIELD. TOGETHER WITH A WORLD CLASS INTERNATIONAL CONVENTION CENTRE PROVIDING A PLATFORM FOR THE CITY TO HOST CRITICAL KNOWLEDGE SHARING EVENTS, AND THE EVOLUTION OF OUR UNIVERSITIES, SYDNEY'S FUTURE IS CERTAINLY LOOKING VERY BRIGHT.**

### "Using technology while placing people first"

With a focus on people and maximising their potential, the operator of ICC Sydney - AEG Ogden, is using technology to grow its team to 1,800 people.



ICC Sydney is committed to being a true employer of choice and a great place to work. Its human resources team is expected to dedicate more than **6,000 hours** to recruit an extraordinary team **dedicated to service excellence**.



ICC Sydney has developed a **bespoke digital interviewing platform** to employ the remainder of its 300 full time and 1,500 casual team members. The specialised platform will save **approximately 1,440 interview hours**.



Mature age, youth, parent, carer and LGBTI workers are the focus of a **diversity and inclusion** recruitment strategy. To ensure **equal opportunity** for all applicants, face-to-face interviews and assessment centres are available for those not yet comfortable with technology.

1 Hatchery mural, UTS

2 Sydney Nanoscience Hub (photo credit: University of Sydney)



# What's On

## Australian National Maritime Museum - Action Stations

As a nation surrounded by sea, Australia has always had a natural affiliation with water.

Part of the exhibitions at the Australian National Maritime Museum in Sydney's Darling Harbour precinct, 'Action Stations' is an exciting new way for people to experience the compelling history of the Royal Australian Navy (RAN).

Explore the danger and drama of military life at sea through a hi-tech and immersive journey that shows the inner workings of the Navy like never before.

**WHERE**  
Australian National Maritime Museum Sydney

**WHEN**  
Ongoing

**MORE INFO**  
[anmm.gov.au](http://anmm.gov.au)

## Out of Hand: Materialising the Digital

Out of Hand: **Materialising the Digital** explores the increasingly important role of digital manufacture in contemporary art, science, design and architecture.

Out of Hand will examine **the place and impact of digital technology in the design and production of objects**, recognising that many techniques have emerged from past ideas and are now defining new possibilities, understandings and expectations.

**WHERE**  
Powerhouse Museum Sydney

**WHEN**  
3 September – 25 June

**MORE INFO**  
[maas.museum](http://maas.museum)

## Primavera 2016 - Young Australian Artists Annual Exhibition

For one week each year, the Museum of Contemporary Art (MCA) showcases the best of Australia's future talent, showcasing Australian artists aged 35 and under.

In its 25th year, Primavera is a significant milestone for one of the museum's iconic programs. This year the exhibition will be guest-curated by Emily Cormack. Primavera 2016 will explore ideas of transmission, highlighting the ways that art can physically connect with the viewer and how an artwork's meaning can be generated by this encounter.

**WHERE**  
Museum of Contemporary Art (MCA) Sydney

**WHEN**  
29 September – 4 December

**MORE INFO**  
[mca.com.au](http://mca.com.au)

## Wired for Wonder

**Technology. Life. Business. Arts. Science. Awe.**

Many people know the National Institute of Dramatic Arts (NIDA) for their famous alumnus including Cate Blanchett, Mel Gibson and Baz Luhrmann; but this spring we can look forward to an inspiring event 'Wired for Wonder' within its hallowed walls.

This year's theme, POLARITY, centres on contrasting states, systems and views; discovering things outside 'our usual world' helps make new connections, something that is at the very heart of Wired for Wonder.

The venue will take attendees on a sensory journey designed to inspire thinking and make your brain grow.

**WHERE**  
National Institute of Dramatic Arts (NIDA) Kensington

**WHEN**  
15 and 16 November

**MORE INFO**  
[wiredforwonder.com](http://wiredforwonder.com)

## Sydney Festival

You've heard the rumours about Sydney buzzing in summer; there's no better way to see this than at the annual Sydney Festival.

The program is kaleidoscopic in its diversity, including a burlesque circus, Chicago rap, Dutch theatre, contemporary dance, family programs and traditional Indigenous arts practice. From free events such as Opera in the park, and Shakespeare in the park, to events for kids, families, and adults, plus events at ICC Sydney; there's something for everyone.

Sydney really is a city that has so much energy and appeal – Sydney Festival is not to be missed.

**WHERE**  
Various locations

**WHEN**  
January

**MORE INFO**  
[sydneyfestival.org.au](http://sydneyfestival.org.au)

## Flickerfest Short Film Festival

Sydney is the home of Happy Feet, and blockbusters like Mad Max, and Moulin Rouge. Feature length, or short: film – we just love it.

Flickerfest continues to present a world class short film competition on Australian shores and to celebrate and discover the most talented short filmmakers the world and Australia has to offer.

**WHERE**  
Various locations

**WHEN**  
8 January – 17 January

**MORE INFO**  
[flickerfest.com.au](http://flickerfest.com.au)

## BridgeClimb Sydney

See Sydney at its best - take the Climb of Your Life with BridgeClimb Sydney.

Suit-up in specially designed outdoor gear and ascend under the guidance of climb leaders. From its fascinating underbelly to its summit, 134m above the Harbour, the Bridge is the pride of Sydney.

From dawn until dusk, the view from the top is always different. Climbs are available at dawn (limited departures), during the day, twilight or night. Don't miss out on this unforgettable, and uniquely "Sydney" experience.

**WHERE**  
BridgeClimb is located at 3 Cumberland Street, The Rocks, NSW

**WHEN**  
Ongoing

**MORE INFO**  
[bridgeclimb.com](http://bridgeclimb.com)



The Hon. Patricia Forsythe is the Executive Director of the esteemed Sydney Business Chamber, a position she has held for the last 10 years. Renowned as a local thought leader helping shape the business and innovation credentials of Sydney, Patricia represents the Chamber on a number of NSW government committees and serves on a raft of boards including Business Events Sydney and Destination NSW. She is passionate about her city, the power of technology and the development of both these things in the hands of a new wave of creative thinkers.

Here, the Sydneysider shares her top events for Spring/Summer.



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- 1 Aki Inomata, Why Not Hand Over a 'Shelter' to Hermit Crabs series (photo credit: Maho Kubota Gallery)  
2 Australian National Maritime Museum  
3 Sydney Festival at the Domain (photo credit: Destination NSW)  
4 Wired for Wonder, Dr Jordan Nguyen (photo credit: Lucas Jarvis)  
5 PJ Harvey (photo credit: Maria Mochnacz)  
6 BridgeClimb



## ICC Sydney Insider

### Q&A with Beverley Parker, Director of Business Development



Beverley Parker is ICC Sydney's Director of Business Development and a long-term Sydneysider. Her hospitality connections have allowed her to dine at some of the finest restaurants in the world, while her work means her understanding of visitor needs is second to none. Beverley is never far from her iPhone, wears Chanel No.5, and her favourite coffee is a piccolo – because it is strong and to the point.

#### Venue with the best view...

**Park Hyatt Sydney** – A 5-star hotel that sits directly opposite the iconic Sydney Opera House and Harbour Bridge. It offers unrivalled views of the stunning waterfront our city is famous for, and it's my favourite place for a glass of champagne. With three exceptional choices on offer – The Dining Room, The Living Room and The Bar – there's an array of fine French cuisine available to suit any time of day or mood. It's also located just eight minutes' walk from the Museum of Contemporary Art Australia, and is an ideal place to relax after wandering through the laneways of The Rocks, one of Sydney's most historic neighbourhoods.

#### The hottest lunch spot is...

**Glass Brasserie** – Nestled in the heart of the city, this stunning restaurant offers quintessential Modern Australian cuisine by Executive Chef, Luke Mangan. The contemporary menu is considered a shining example of Australia's culinary culture, and its simplicity and elegance are key to the creative brasserie dishes. The stylish interior design is by Tony Chi, and includes a 13 metre floor-to-ceiling glass wall – ideal for watching the world go by while soaking up the city scene.

#### If you're travelling solo try...

**CHISWICK at the Gallery** – A delightful a-la-carte restaurant with views overlooking Sydney Harbour and Woolloomooloo. The independently-owned business is located in the Art Gallery of NSW, one of the most beautiful art museums in the world. The venue is open for lunch seven days a week and dinner on Wednesdays, and is ideal for a quick bite before or after an exhibition. Fresh produce is at the heart of the menu which operates a 'garden to plate' philosophy, and the venue has its own garden located just outside.

#### Take guests to impress to...

**Est.** – My favourite restaurant in Sydney! This multi-award winning restaurant delivers contemporary Australian dishes, set in an elegant, heritage dining room with soaring white columns and luxury finishes. Executive Head Chef, Peter Doyle, is renowned for his trademark modern cuisine which is uncluttered, seasonally driven and executed with French-influenced precision. Supporting Peter is Head Chef, Jacob Davey, who was hand-picked after winning the Young Australian Chef of the Year at the Electrolux Appetite for Excellence Award in 2013. They're a great duo!

#### Best local gem...

**Bar Machiavelli** – A contemporary pasteria in Rushcutters Bay and offshoot of 30 year old Sydney institution, Machiavelli Ristorante, in the CBD. This unique venue was once a tyre factory but today, black-and-white projections of the Italian glitterati shine on the rough brickwork of the quadruple height walls. The menu is rustic Italian and the pasta is made fresh by hand. You can even watch the chefs create it through glass walls behind the kitchen. The delicious food proves that simple dishes made with excellent produce are the best.



#### The ideal after-work spot is...

**Shirt Bar** – Half shirt shop, half espresso bar, fine tailored shirts line the walls for browsing while you enjoy the music and atmosphere of a fully functioning bar. Its innovative concept and early close (8pm start of week, 10pm Thursday and Friday, and closed at weekends) make it the ideal post-work, pre-dinner spot. By day, Shirt Bar brews its own Fat Coffee blend. By night, a tall wooden shelf of bottles lights up as a DJ plays to young corporates. Premium dark spirits dominate the select drinks menu and a choice of rich meat or cheese platters are on offer – ideal to tide you over between engagements.

#### Outdoor dining...

**Watson's Bay Boutique Hotel** – This casual harbourside retreat is without doubt one of Sydney's most iconic waterfront hot spots and a go-to destination for locals, families and travellers alike. As the name suggests, it's located on the water's edge of the famed Watson's Bay and offers breathtaking city skyline views amid distinctive, cheeky seaside décor. The menus are inspired by the venue's proximity to the sea, as well as the chef's passion for seasonal produce and quality seafood. Open for breakfast, lunch and dinner, seven days a week, the relaxed atmosphere encourages leisurely stays and offers something for everyone.



1 Park Hyatt Sydney, outdoor terrace suite  
2,3 Bar Machiavelli  
4 Watson's Bay Boutique Hotel

## Views from the top

### Constructing a world leading capital for technology and innovation



ICC SYDNEY PRESENTS SIGNIFICANT OPPORTUNITIES FOR THE NSW VISITOR ECONOMY, WITH THE WORLD'S LEADING EVENT ORGANISERS AND PROMOTERS BRINGING THEIR EVENTS AND DELEGATES TO SYDNEY. THE VENUE'S WORLD CLASS FACILITIES AND INTEGRATED APPROACH IS TRULY GROUND-BREAKING AND SHOWS THAT WE ARE AT THE GLOBAL FOREFRONT OF EVENT AND ENTERTAINMENT INNOVATION.

**SANDRA CHIPCHASE**  
Destination NSW Chief Executive Officer



AUSTRALIA'S FUTURE LIES IN INNOVATION. THROUGH RECENT INITIATIVES LIKE JOBS FOR NSW, THE NSW GOVERNMENT IS HELPING TO CREATE AN ENVIRONMENT THAT ENABLES PEOPLE AND BUSINESSES TO START PROJECTS THAT WILL TRANSLATE GREAT IDEAS INTO COMMERCIAL SUCCESSES.

SYDNEY IS FRONT AND CENTRE OF THE DIGITAL TECHNOLOGIES THAT WILL SHAPE THE GLOBAL ECONOMY OF THE FUTURE, AND WHERE LEADERS IN TECHNOLOGY AND INNOVATION CAN CONNECT WITH STARTUP ENTREPRENEURS, BUSINESS INCUBATORS AND ACCELERATORS.

**MIKE BAIRD**  
NSW Premier



Technology is transforming the way we engage with our cities. Our master plan and major projects for the renewal of Darling Harbour reconnect this part of Sydney with adjacent cultural and creative communities. With the growing expectation of smart technology and services this renewed urban quarter provides a unique opportunity to deliver innovative public gathering places and venues for the enjoyment of the people of Sydney, and the increasing number of visitors our global city attracts. Innovative design solutions have played a critical role, and the success of these venues and spaces is underpinned by intelligent, state-of-the-art technology throughout the precinct.

**KEN MAHER**  
Executive Chairman of HASSELL



Australians have been responsible for some of the world's greatest inventions. Conferences and professional meetings that we secure for Sydney are vital in developing a knowledge economy: they facilitate collaboration and skills for the future. With a new world class venue – ICC Sydney – our ability to drive these legacies is stronger than ever.

**LYN LEWIS-SMITH**  
CEO of Business Events Sydney



THE MASSIVE NSW GOVERNMENT INVESTMENT IN ICC SYDNEY GIVES THE FIRM MESSAGE THAT THE CITY STRONGLY VALUES KNOWLEDGE. WE VALUE IT WHETHER IT'S IN THE PUBLIC SECTOR, THE PRIVATE SECTOR, IN OUR UNIVERSITIES, OR IN OUR COMMUNITY MORE GENERALLY. THIS REDEVELOPMENT HAS CREATED SO MUCH EXCITEMENT, AND THE PRECINCT WILL BE SOMETHING THE WHOLE CITY PRIZES NOW AND INTO THE FUTURE.

**STUART AYRES MP**  
Minister for Trade, Tourism and Major Events



Almost 70 per cent of all the startups in Australia are forming here in Sydney, and ICC Sydney connects to the innovation hive we have. We've got some of the world's best brains within a walk or short taxi ride from the convention centre.

**THE HON. PATRICIA FORSYTHE**  
Executive Director of Sydney Business Chamber

#### SYDNEY FAST FACT

Sydney is the largest economy in Australia. It has a diverse range of industries, including information media and telecommunications, professional services, and transport and logistics, combining to generate a total regional domestic product in excess of \$200 billion each year.



AUSTRALIA'S PREMIER CONVENTION, EXHIBITION AND ENTERTAINMENT PRECINCT



# WE'RE SETTING THE PERFECT STAGE FOR YOUR NEXT EVENT OPENS DECEMBER 2016

ICC Sydney is set to become the ultimate destination for world class conventions, exhibitions and entertainment. Striking contemporary design and cutting-edge sound, visuals and technology, coupled with an unparalleled commitment to customer service will create a venue to rival the best in the world. ICC Sydney would be delighted to welcome your next event, from a full-scale convention to a gala dinner, an awards night to a corporate banquet.



For enquiries email  
[sales@iccsydney.com.au](mailto:sales@iccsydney.com.au)  
or call 02 8297 7600

For further details, visit  
[ICCSYDNEY.COM.AU](http://ICCSYDNEY.COM.AU)

Managed by  
AEG Ogden

Artist's impression courtesy of HASSELL + Populous and Darling Harbour Live