

## CASE STUDY

### 1-2 MARCH 2021 AUSTRALIAN GOVERNANCE SUMMIT

Australian Institute of Company  
Directors (AICD)



Photo credit – Graham Jepson

## OVERVIEW

ICC Sydney welcomed several high profile business leaders such as Gordon Cairns, Chairman, Woolworths; Nev Power MAICD Chairman, National COVID-19 Commission Advisory Board; Robyn Denholm FAICD Chair, Tesla; Christine McLoughlin FAICD, Chairman, Suncorp, amongst others who presented at the hybrid event across the two day event program.

Held for the third time at ICC Sydney, more than 500 high profile delegates from a broad cross section of the Australian corporate landscape came together at the Australian Governance Summit 2021. The Summit provided an opportunity for business leaders representing various industries to network, hear expert insights and gain a greater understanding of the critical issues facing organisations and their boards at this extraordinary time, namely during the COVID-19 pandemic.

ICC Sydney's advanced technology infrastructure, range of multipurpose spaces and world class operations played a pivotal role in creating an environment for success during the leading national forum.



**Complex, hybrid  
program delivered over  
2 event days.**



**535 in person delegates  
representing a broad  
cross section of national  
corporations.**



**Streaming to 571 remote  
viewers.**



Photo credit – Graham Jepson

## VENUE SERVICES

### Presenting a Complex Hybrid Program

ICC Sydney's expert operational team supported AICD for 4 months to meticulously plan the Australian Governance Summit's engaging event program which was presented in a hybrid format from several meeting rooms including Darling Harbour Theatre, Cockle Bay Room and The Gallery.

### Technology Infrastructure

Underpinning the event's successful execution was ICC Sydney's leading technical and production facilities, team expertise and its robust digital infrastructure. This was crucial in delivering to AICD's expectations.

The venue's expert Audio Visual and Information & Communication Technology Services team worked hand in hand with the organiser to deliver a fully integrated and tailored hybrid event solution that met the digital requirements for broadcasting to a remote audience, whilst ensuring the onsite, live event experience for the in person delegation was engaging.

To continuously engage remote delegates, dedicated content was programed and broadcast directly from an open studio space, seating up to 20 people, that was created in The Gallery, separate to the other in-room hybrid event spaces.

### Creating a Safe Environment

ICC Sydney adhered to strict venue protocols as outlined in its venue specific COVID-19 Safety Plan as well as working within its established 'EventSafe' operating protocols in place to support the Australian Governance Summit to proceed in a COVID safe environment whilst meeting the current NSW Government regulation of one person per two square metres.

### Feeding Your Performance

A key component of the event's success was ICC Sydney's Culinary team. This team catered for the national, high calibre delegates in attendance with ease, delivering the menu to meet a raft of dietary requirements and preferences all delivered with a COVID safety overlay of measures in place, such as service of catering from behind acrylic screens helping to limit unnecessary contact touch points.

In keeping with ICC Sydney's award winning Feeding Your Performance philosophy, attendees enjoyed 'smart' dishes comprising fresh, seasonal ingredients, expertly combined to support physical and mental performance.



Photo credit – Graham Jepson

As Australia's premier convention, exhibition and entertainment venue, ICC Sydney provided the ultimate in quality, choice and flexibility for the Australian Institute of Company Directors and their delegates to meet and collaborate.

With meticulous advanced planning, stakeholder collaboration and innovation, ICC Sydney demonstrated its ability to provide a venue and innovative event expertise to support the delivery of this event, underscoring Sydney's reputation as a leading destination for business events on the national stage.

“

*All ICC Sydney team members involved exemplified the utmost professionalism, dedication and ability to seamlessly deliver our hybrid event this year, set against the back drop of the global COVID-19 pandemic, resulting in a truly positive and engaging experience for the delegates who attended in person as well as those that joined remotely.*

*ICC Sydney's experienced and innovative team made all the difference. The level of support we received throughout the planning journey and furthermore onsite during the event was nothing short of excellent.*

**Amanda Tait, National Events and Strategic Partnerships Manager - Members and Clients**

”



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

**Phone** +61 2 9215 7100 **/// Email** sales@iccsydney.com **/// iccsydney.com**