



CASE STUDY

8 FEBRUARY 2021
SYDNEY SUMMIT

Committee for Sydney

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OVERVIEW

Committee for Sydney hosts a range of events throughout the year, and although many are delivered virtually, the inaugural Sydney Summit was held as a live event at ICC Sydney in 2021. The half-day Sydney Summit brought together leaders to share their vision for the future of Sydney city.

The Committee for Sydney is an urban policy think tank. Members of the committee are advocates for the whole of Sydney, developing pragmatic and innovative solutions to important problems faced by the city’s community.

After working through the disruption and challenges of COVID-19, the Committee for Sydney understood their delegates’ desire to come together face-to-face at the leadership forum to discuss and explore opportunities for Sydney, NSW, and Australia. The impact of COVID-19 highlighted the need for collaboration and the Sydney Summit aimed to facilitate this key objective.

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The Committee for Sydney’s inaugural Sydney Summit provided an important opportunity for leaders from diverse industries to come together, look forward, and drive positive outcomes for Sydney, NSW, and Australia.

Support from the ICC Sydney team was invaluable. The event delivery was seamless. In our post-COVID-19 world, ICC Sydney provided a safe environment, having excellent COVID safety measures in place, all delivered in conjunction with exceptionally high service standards from people who clearly love what they do.

Their attention to detail and willingness to help meant all of our guests - speakers and attendees alike - had a conference experience that showcased the best that Sydney has to offer.

We love collaborating with the ICC Sydney team. They helped to make the 2021 Summit a great success.

Hannah Jamieson, Director of Engagement and Development
Committee for Sydney

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200 in person attendees



7 keynote speakers



2 media outlets were accommodated as they came through to observe the event



The full range of ICC Sydney team members delivered event from various departments including culinary, AV, event management, floor management, business development and marketing

VENUE SERVICES

Full range of services activated

ICC Sydney's team provided audio visual production, event management, culinary, and marketing services as well as the venue space within the Parkside Ballroom, located in the Convention Centre.

High calibre speakers

The half-day program featured high calibre speakers including Michael Rose AM, Committee for Sydney Chair; a leadership address from The Hon. Dominic Perrottet MP, NSW Treasurer; as well as several other keynote presentations from:

- Gabriel Metcalf, CEO, Committee for Sydney
- Simon Corah, Futurist, Growth Mantra
- Michael Pratt AM, Secretary, NSW Treasury
- Geoff Roberts AM, Chief Commissioner, Greater Sydney Commission
- Danielle Wood, CEO, Grattan Institute.

Live event delivered with EventSafe overlay

The leadership forum set the tone for in person events in 2021 being delivered with COVID-safe measures in place. ICC Sydney's established 'EventSafe' operating protocols provide a clear set of operating principles that overlay the safe delivery of all events in an environment transformed by the COVID-19 pandemic. ICC Sydney is a registered COVID-safe business having registered a COVID-safe plan with the NSW Government.

From the pre-arrival preparations, through to the onsite delivery of the event, ICC Sydney's team implemented contact tracing, logistic arrangements, COVID-safe morning tea and lunch service, and hygiene measures to ensure the attendees could meet with peace of mind knowing that the upmost safety measures were rigorously planned and in place.



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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