

CASE STUDY

17-18 MARCH 2021

10TH ANNUAL AUSTRALIAN HEALTHCARE WEEK

International Quality & Productivity
Centre Pty Limited (IQPC)



OVERVIEW

On the 17-18 March 2021, Australian Healthcare Week returned to ICC Sydney as the first major business exhibition to run in a COVID safe environment in the Exhibition Centre since the onset of the COVID-19 pandemic. The event attracted 4,500 in person attendees engaging with over 150 exhibitors at the trade exhibition with a further 400 delegates registered to attend the conference sessions over the course of the two day event.

Held for the fourth time at ICC Sydney, local and interstate delegations representing a broad cross section of the Australian healthcare and medical landscape, came together at Australian Healthcare Week to undertake professional learning as well as to network face to face for the first time in over 12 months.

ICC Sydney's rigorous EventSafe operating protocols, ample range of multipurpose spaces and world class operations presented the organisers at IQPC with practical safety measures, flexible and collaborative event management solutions, as well as providing an optimal environment set up to successfully deliver this important event. The high impact live exhibition had overwhelmingly positive benefits for the organiser, delegates, exhibitors, venue, suppliers and the broader industry alike.



Large scale conference and exhibition delivered over 2 event days.



4500 exhibition attendees.



400 in person delegates representing healthcare professions.



Over 220 speakers contributing to rich and engaging program content.



Over 150 exhibitors on exhibition show floor set across 3 halls at ICC Sydney's Exhibition Centre.



VENUE SERVICES TRANSLATE TO POWERFUL POSITIVE IMPACTS FOR INDUSTRY

Collaboration leads to success

ICC Sydney's expert event planning and operational teams supported IQPC for 12 months to meticulously plan Australian Healthcare Week's engaging event program which was presented in person in theatre spaces set up across the exhibition show floor spanning three halls of ICC Sydney's Exhibition Centre. Over the course of the year of planning, the event planning team supported and informed by ICC Sydney's specially created internal COVID Taskforce, guided the organiser through the many iterations of the NSW Government public health orders, interpreting and implementing the complex and evolving health regulations.

Although the circumstances of the pandemic were extremely challenging, the situation was tackled head on by ICC Sydney's team through their flexibility and agility in adapting to the changes to the footprint of the event, proactively accommodating staged move in and out times, and ensuring safety was top of mind when managing staged arrivals for both contractors and exhibitors.

Supported by a strong foundation of stringent onsite safety measures, over 75 conference sessions were able to be presented via panel discussions, keynote presentations and fireside discussions covering topics such as technological advancements in healthcare as well as best practice health methodologies.

Providing a safe environment

Despite the disruption presented by COVID in 2020, ICC Sydney's team took the time to introduce and implement effective safety measures prior to the March 2021 event.

Critical to the success of the event was the exemption granted by the NSW Government Department of Health to the venue to deliver exhibitions in the Exhibition Centre. This exemption was provided in recognition of the stringent health and safety measures embedded into ICC Sydney's processes.

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 to support Australian Healthcare Week to proceed in a COVID safe environment whilst meeting the IQPC's preferred capacity formula of one person per four square metres.

Positive impact extends to wider industry

With over 220 speakers and contributors to the program and Sydney's knowledge economy, 4500 attendees engaging with over 150 exhibitors, the program and face to face forum provided a richly engaging experience for all attendees.



Beyond the immediate satisfaction for the organiser, exhibitors and delegates in delivering a successful and safe in person exhibition that met professional learning, business and networking objectives, Australian Healthcare Week represented a triumph for the venue team as well as the exhibition and business event industry as a whole.

The social and economic impacts of staging an exhibition and conference post-COVID are not to be underestimated. To demonstrate, over 765 shifts were provided to both front of house and back of house ICC Sydney team members in delivering the exhibition. A further 649 contractors were inducted and permitted to deliver works onsite due to the scale and scope of the event.

The successful staging of the exhibition further provided a beacon of hope as it demonstrated the power of exhibitions presented safely under the 'current' conditions of our post-COVID world.

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As Australia's premier convention, exhibition and entertainment venue, ICC Sydney provided the ultimate in safety provisions, event planning service, quality, choice and flexibility for the team at International Quality & Productivity Centre in delivering the Australian Healthcare Week event.

We are grateful for ICC Sydney's collaboration and partnership evidenced through the months we spent working closely together on the planning in the lead up to the event. Through every change in safety restrictions, ICC Sydney's team proved to be an invaluable and agile partner working with us to find solutions that ultimately enabled our exhibitors, speakers and attendees to experience a wonderfully beneficial program that delved into many modern issues faced by healthcare professionals and leaders.

**Noel McDermott, Regional Managing Director,
IQPC Digital**

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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.

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