

10 YEAR REPORT - JANUARY 2024



# THE EXTRAORDINARY SUCCESS OF INTERNATIONAL CONVENTION CENTRE SYDNEY



PROUDLY OPERATED BY 



THE DARLING HARBOUR LIVE CONSORTIUM

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## ACKNOWLEDGEMENT OF COUNTRY

International Convention Centre Sydney (ICC Sydney) stands and operates on the land of the Gadigal clan of the Eora Nation. In the spirit of reconciliation and as a demonstration of respect for the traditional laws, customs, cultures and country of the First Peoples of this land, ICC Sydney warmly acknowledges the traditional custodians of Gadigal Country and demonstrates respect to Elders past, present and emerging.

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# ICC SYDNEY

## INTERNATIONAL CONVENTION CENTRE

## Executive Summary

In December 2023, ASM Global (formerly AEG Ogden) marked ten years of delivering extraordinary results for ICC Sydney, the Darling Harbour Live consortium and the New South Wales (NSW) Government - three years of brand establishment, marketing and sales pre-opening, alongside operational planning, which was followed by seven years of eventful and challenging venue management. This report highlights ICC Sydney's economic, industry and community contribution to Sydney and the State over the past 10 year period.

ICC Sydney opened in December 2016 with more than 500 events confirmed, valued at A\$200 million in revenue. For the first time in its history, the Society for Worldwide Interbank Financial Telecommunication (Swift) contracted ICC Sydney for its flagship event that contributed A\$40 million to the local economy, Sibos (Swift International Banking Operations Seminar) 2018 during the first year of construction – on the basis of their trust in ASM Global's strong international reputation as a world class venue operator.

ASM Global's bold aspiration for ICC Sydney to be the best performing convention, exhibition and entertainment centre in the world has arguably been achieved during this period.

*Since opening, ASM Global's ICC Sydney management team has welcomed **6.4 million attendees (0.52M international, 1.46M interstate and 4.42M local) to 3,665 core events that contributed A\$3.9 billion delegate spend in the local economy** - the economic contribution of these events exceeding the initial **A\$3.4 billion investment** into the transformation of Darling Harbour and, despite the three COVID-19 pandemic impacted years, closing in on the NSW Government's target for the team to deliver **A\$5 billion in economic benefit over the 25 year period** of the PPP.*

Far-reaching financial benefits run deeply through the venue's long supply chain as well through to regional NSW farmers and wine producers with A\$370 million spent with local suppliers (A\$65 million with NSW food and beverage suppliers).

ICC Sydney's extensive calendar of events has contributed to **7.22 million hotel room nights** and the creation of **21,395 jobs** in the local economy since opening. ICC Sydney has secured **95 awards** including coveted global sustainability, legacy and operational innovation recognition with 21 of its team members picking up honours for excellence.

Underpinned by the ASM Global ACTS Corporate Social Responsibility (CSR) framework, the ICC Sydney team achieves social outcomes in collaboration with its expanding network of community partners. As the first Australian convention centre to commit to a Reconciliation Action Plan, alongside an industry leading Legacy Program, CSR Strategy and Diversity, Equity and Inclusion Strategy, ICC Sydney is world renowned for its commitment to sustainability, inclusion and accessibility, building on its reputation as a centre of business events excellence.

Community partners including KARI, Metropolitan Local Aboriginal Land Council, University of Technology Sydney and Stand Tall attest to the venue team's positive social impact.

ASM Global is committed to being an employer of choice and providing fulfilling careers for ICC Sydney's 1,500+ strong workforce. With a focus on recognising and retaining high performing talent, it has celebrated 212 internal promotions since opening. ICC Sydney has long enjoyed above average **Employee Engagement**, achieving a **score of 84%** in 2023 against a benchmark of 68% for all Australian companies with over 1,000 employees.\*

*ICC Sydney has maintained an average **98% client satisfaction rating** and **97% delegate satisfaction rating** (EY Sweeney) since opening - a powerful demonstration of why visitors and residents flock to events at ICC Sydney.*

Through ASM Global's international brand equity, strong relationships with the city's convention bureau Business Events Sydney, state and national destination marketing agencies and directly with corporate, government and association event organisers, **ICC Sydney already has 1,126 events in the calendar to 2034 for 4.7 million attendees.**

Through potential investment in a sports mode for the 8,000 seat ICC Sydney Theatre, negotiations with ASM Global's sporting connections have advanced, which will result in a boost in entertainment and sporting events at ICC Sydney - anchored by basketball events, the new configuration also allows for tennis, netball, boxing, mixed martial arts, bull riding, ballroom dancing, Esports and other community sports events. ICC Sydney can capitalise on an opportunity to enable longer tenancy, immersive exhibition events.

It is with this sound reputation for economic and social contribution to the State's performance that ASM Global looks forward to continuing the successful management of International Convention Centre Sydney into the future.

\*Source: Culture Amp, <https://www.cultureamp.com/science/insights/australia-1000-plus>

# About ICC Sydney

ICC Sydney is a A\$1.5 billion development delivered by the NSW Government and Darling Harbour Live, comprising Capella Capital, ASM Global, Lendlease, Hostplus, Aware Super and Spotless FM. Australia's first fully integrated convention, exhibition and entertainment venue, ICC Sydney features a striking contemporary design, leading technology and world class meeting and exhibition spaces. Designed to respond to future demands of the meetings industry, with the capability and flexibility to meet a comprehensive range of event requirements, ICC Sydney has already established itself as one of the world's most sought after venues. ICC Sydney sits on the Sydney Harbour foreshore within its own dynamic dining, leisure and residential precinct, surrounded by finance, technology, innovation and learning hubs. It is the jewel in a A\$3.4 billion, 20-hectare transformation of Darling Harbour.

**ICC Sydney's purpose** is to deliver success for clients and stakeholders and make a difference within our community as we operate an extraordinary venue with extraordinary people who win, run and support extraordinary events.

**Our vision** is to be the best performing convention, exhibition and entertainment centre in the world.

**Our mission** is to make a difference for greater Sydney and for New South Wales residents, visitors and businesses.

**Our values** of **Integrity**, **Creative** and **Connected** are at the heart of our operations.

**Our success** is that of our clients; we listen, plan, observe, anticipate and act to achieve success. We understand what it takes to deliver a successful event. The ASM Global family is a significant global player in the global business events industry and we are dedicated to making every event instil pride in our clients and our city so that everybody wins.

## ICC Sydney Operational Excellence

ISO14001 Environmental Management System

ISO45001 Occupational Health and Safety Management System

ISO9001 Quality Management System

ISO22000 Food Safety Management System

Leadership in Energy and Environmental Design (LEED) Gold Certification

EarthCheck Silver Certification

Australian Workplace Equality Index Bronze Tier Status

Meet ASM Global's Executive Management Team at ICC Sydney, see Appendix 1 on page 58.



# Proudly Managed by ASM Global

ICC Sydney is proudly managed by ASM Global, the world's leading venue management and services company.

ASM Global was formed through the merger of AEG Facilities and SMG, global leaders in venue and event strategy and management and subject to final regulatory approvals, will soon become part of the globally recognised Legends organisation. The company's elite venue network spans five continents, with a portfolio of more than 400 of the world's most prestigious convention and exhibition centres, arenas, stadiums, and theatre venues.

Being part of the ASM Global network provides ICC Sydney with unique access to global intelligence, industry resources, marketing and best practice, all of which has contributed to the venue's ongoing success.

ASM Global continues to invest in developing and improving its proprietary, industry-leading 'ASM Global Atlas' operating system - a highly-recognised and proven venue management system unique to ASM Global, exclusively licenced only to ASM Global-managed venues, including ICC Sydney.

It is a condition of the Board of ASM Global APAC that every suitable venue operated by the company installs the world leading 'ASM Global Atlas' operating system. The business system covers every facet of a venue's operations, from venue-specific policies, procedures and company-wide IP for every departmental function, right down to individual recipes for all menu items, across its family of managed venues, centralised through the bespoke 'Atlas' operating system.



'ASM Global Atlas' operating system - licensed to each managed venue and available digitally to all team members.



**Harvey Lister, AM**  
**Executive Chairman**  
**ASM Global (APAC)**

“ **It's ASM Global's Secret Sauce!**”

*This investment by ASM Global in having developed its unique 'Atlas' operating system from scratch sets it apart from the rest of the industry - a true demonstration of 'World's Best Practice' that provides the high levels of assurances government and private owners of venues insist upon. These are the very same standards ASM Global has consistently delivered upon for the New South Wales Government and Darling Harbour Live, where the ASM Global-operated ICC Sydney has established itself as a benchmark for the entire industry.*

**Nobody has what ASM Global has!**

*The biggest winner has been the venue's ultimate owner, the New South Wales Government, which has been able to sit back, relax and watch their chosen venue operator perform!”*

# Message from ICC Sydney CEO

ASM Global is proud to have established International Convention Centre Sydney (ICC Sydney) as Australia's leading convention, exhibition and entertainment precinct. Distinguished by its striking design, leading edge technology and management excellence, ICC Sydney continues to be internationally acclaimed as a symbol of excellence.

Drawing on years of global convention centre management best practice, ASM Global's commitment to ICC Sydney commenced with the development of a Functional Brief that ensured the capability to successfully deliver multiple concurrent events while elevating clients' experiences at the venue. It's pre-opening sales and marketing campaign secured over 500 events before its first day of operation, installation of the 'ASM Global Atlas' operating system ensures world leading practice standards and an industry leading venue CSR Strategy and plan had already made a measurable difference for Sydney and New South Wales (NSW).

The benefits of delivering 3,665 business events welcoming 6.4 million attendees and contributing A\$3.9 billion economic contribution since opening are proud achievements by ASM Global's acclaimed management at ICC Sydney.

*I'm proud to confirm that the team has exceeded the venue's annual approved budget every year with the exception of the COVID-19 impacted period when the entire industry in Australia and worldwide was shut down.*

We have relished the opportunity to demonstrate our leadership and dual commitment to fulfilling our role as an important piece of the State's economic and social infrastructure, which was never more evident than the role we played during the COVID-19 pandemic – staying open to allow critical NSW events to proceed and interpreting an ever-changing landscape to inform clients and the events community.

As a result of the established trust of NSW decision makers and bureaucrats, ASM Global VenueShield – an environmental hygiene program that formed our industry's first response globally to the COVID-19 pandemic, ICC Sydney's EventSafe Guide for organisers and ICC Sydney TeamSafe Guide for our people, NSW Health Department granted ICC Sydney an exemption to host events in recognition of our safety standards, planning methodology and trust in our management – when comparable venues were halted around the nation.

Since opening, we have successfully executed some of the world's most prestigious events including the ASEAN Special Summit 2018, INDO PACIFIC three times (booked biannually to 2031), Sibos 2018, Sydney WorldPride Human Rights Conference 2023, global dignitaries including President Barack Obama, President Joko Widodo and Prime Minister Narendra Modi and celebrities from Tom Cruise to Elton John and Cher.

Opening in December 2016, we established a baseline profitability within two years (ahead of a typical 3-5 years establishment period) and the team has already achieved 80% (almost A\$4 billion) of the A\$5 billion economic impact target outlined by the NSW Government for the 25 year term of the PPP contract.

In 2023, our first full post COVID recovery year, we surpassed revenue and profit forecasts and delivered A\$733 million in economic impact to the businesses of Sydney, through event delegate and patron spend in addition to A\$57 million spent across NSW suppliers with A\$15.3 million of that spent directly with NSW farmers and wine producers.

At the heart of our successful operations is our team of diverse and experienced events professionals. Central to our positive team culture are our values of integrity, creative and connected. As a direct result of our rich culture and a commitment to creating fulfilling careers, in 2023 we provided 12,500 training hours, over 100 internal promotions and our people reported on 84% employee engagement score.

We are committed to ensuring the success of our clients, as we believe this means we too have been successful. We are likewise committed to making a difference for all our stakeholders – the venue's owners and partners, visitors to events, the community at large and ultimately the State Government of NSW.

In line with the United Nations Sustainable Development Goals and our parent group's ASM Global ACTS framework, ICC Sydney has developed a robust CSR Strategy and maintains an industry leading event Legacy Program. We were the first Australian convention centre to have a Reconciliation Action Plan in place and this year we will implement our Disability Inclusion Action Plan in line with our Diversity, Equity and Inclusion Strategy.

ICC Sydney has established ties with local charities, and we continue to grow our support of circular economy initiatives that benefit community members in need.

Events in our pipeline confirmed until 2034 will bring a total estimated 4.7 million attendees who will contribute a value of A\$3.9 billion to the State's economy.

ASM Global is proud to have established ICC Sydney as Australia's leading convention, exhibition and entertainment precinct with the strong support and continued trust and collaboration of its extensive family of event partners. ICC Sydney's network of valued local and international event organisers ranging from corporate organisations, government bodies, associations, professional conference organisers, exhibition organisers, film producers, and entertainment promoters – are instrumental in helping ICC Sydney to achieve economic and social impact through the myriad of business and entertainment events they host at the venue.

It is with gratitude that we thank the NSW Government, Placemaking NSW and Darling Harbour Live for enabling ICC Sydney to operate responsibly throughout the last ten years. We are proud to have the opportunity to continue protecting and promoting the venue and our city's brand locally, nationally and globally, to create rewarding careers and to support our extended local supply chains and community network to the best of our ability.

We look forward to continuing to grow ICC Sydney and caring for our community today and tomorrow.

**GEOFF DONAGHY**  
Chief Executive Officer, International Convention Centre Sydney  
Group Director – Convention Centres, ASM Global (APAC)





# Leadership in a Time of Crisis

ASM Global led the global business events industry through the devastating impacts of the COVID-19 pandemic drawing on its years of experience successfully navigating global crises.

From its strong foundation of crisis preparedness and risk management framework, ASM Global immediately developed COVID-19 safety tools and resources. VenueShield – a universally adopted environmental hygiene program was implemented at ICC Sydney through its EventSafe Guide for organisers and TeamSafe Guide for team members. In recognition of ASM Global’s rigorous safety standards, planning methodology, well-resourced team and ample capacity, the NSW Health Department granted ICC Sydney an exemption to host conforming events – when comparable venues around the nation were prevented from hosting gatherings.

ASM Global leveraged its unique standing within the industry and extensive network of industry relationships to advocate for the needs of its key industry stakeholders. It convened internal and external forums to support the industry to collectively navigate the evolving operating conditions. A clear and consistent live crisis communication strategy was implemented with multi-channel proactive communications sent to clients, industry colleagues and suppliers.

Never losing sight of the pandemic’s end, the ASM Global team prepared a recovery strategy for when restrictions eased, and demand for events resurged. As interstate and then international borders reopened and events and gatherings returned, ICC Sydney’s team was ready and in place to service the rebounding calendar of events and pent up demand for in person experiences, education and entertainment.

## Clear Communication

ICC Sydney proactively and clearly communicated the safety and security requirements to all visitors to the venue.

ICC Sydney took the lead in interpreting and communicating the ever-changing operating environment for booking, rescheduling, planning and running events. It advocated for the needs of the business events industry with its key stakeholders.

ASM Global’s live communications strategy, continuously evolved to manage high-level risks (e.g. outbreaks, event cancellations, venue shutdown and shifting restrictions). ICC Sydney achieved this through constant communication with advice from the NSW Health Department, its internal COVID-19 Taskforce and EventSafe and TeamSafe Operating Guides based on ASM Global’s worldwide VenueShield program.

Constant communication and dialogue internally and externally allowed ICC Sydney to build trust and identify a pathway through the pandemic while being clear on how it would get there. The team focussed its attention on achieving results for activities within its control – developing COVID safe operating measures and an agile internal COVID Taskforce to enable quick responses to an ever changing landscape, launching new technology-driven services to enable professional broadcasting and event success and building confidence in its ability to deliver successful events.

## Benefits of Events

The benefits to the knowledge economy and local community reach far beyond the economic impact of the events ICC Sydney traditionally host. Despite the challenging times, ICC Sydney maintained focus on making a difference and its Legacy Program remained active throughout the pandemic. This enabled the inclusion of First Nations performances and Welcome to Country addresses during events. ICC Sydney also repurposed goods after events and as a result of the disruptions to events across 2020/2021, the team provided seven tonnes of food to charities to help people in need in Sydney.

During the most impacted years, the team collectively contributed over 600 hours to support the industry through panels, taskforces, conferences and workshops and team members contributed 51 volunteering hours with charities.

## Rebound and Resurgence Annually

Leveraging its leadership position and strong brand equity, ICC Sydney’s team astutely managed client relationships to deftly accommodate high volumes of enquiries. The team demonstrated great agility, technical and logistic capability and exemplary service to secure the highest levels of client satisfaction.

The venue team’s ability to build its workforce underpinned by sustainable industry leadership, a commitment to inclusion, strengthening communities and service excellence has contributed to ICC Sydney exceeding its revenue and profit targets and enabling a greater contribution to the State in 2023.



**Gabriel Metcalf**  
Former CEO, Committee for Sydney

“ICC Sydney’s leadership has played a key role in Sydney’s overall recovery focusing on important advocacy for the city throughout the pandemic. The team understands the value of opportunities and forums that continue to shape the local economy, innovation and global connectivity. ICC Sydney is a pillar of our Sydney and NSW community, and as Australia faces its toughest health and economic crisis, they have continually developed and demonstrated best practice in safely bringing people together to drive collaboration.”

February 2021



**Eve Propper**  
Events, Sponsorship &  
RCPA Foundation Manager,  
The Royal College of  
Pathologists Australasia

“I recently saw your powerful interview on the ABC, Geoff. Thank you for everything you are doing to lead the industry through the crisis. It must be very challenging, exhausting and difficult. Please get us back to a new normal. Our association and the broader industry are relying on your strong leadership and advocacy.”

July 2021



## Message from the Minister

ICC Sydney is arguably the nation's most prestigious international convention, exhibition and entertainment venue and a proud New South Wales Government investment that remains the catalyst for ongoing urban renewal for Darling Harbour today, ensuring an ever more vibrant and inclusive precinct for Sydney and its visitors.

During the year, ICC Sydney hosted close to 500 core events and attracted just over one million visitors through a management team that is focussed on driving both economic and societal outcomes for Sydney and New South Wales.

ICC Sydney maintains a global reputation for event services excellence, as demonstrated by its 99% client satisfaction rating. It also boasts a leadership position for sustainability, diversity and inclusion, as evidenced by the hugely successful Sydney WorldPride Human Rights Conference.

Whether hosting the inaugural University of Technology Sydney Startups Summit or the local Talent Development Project's alumni concert, ICC Sydney plays an important role in shining an international spotlight on local talent while attracting new ideas and culture to our state.

Operating on Gadigal Country, in a place where people have met to trade, exchange knowledge and celebrate for many thousands of years, the team is known for the depth of acknowledgement and celebration of First Nations culture which can be enjoyed by all.

With domestic events running at full steam and international visitation numbers on the rebound, I know ICC Sydney and the team will continue to go from strength to strength as a key contributor to our economy and society through the events it attracts and the inclusive manner in which they run them.

**THE HON. PAUL SCULLY**  
Minister for Planning and Public Spaces

\* Source: ICC Sydney Annual Performance Review FY2022/23,  
<https://iccsydney.com.au/wp-content/uploads/2023/08/2023-AnnualPerformanceReport.pdf>



**Margy Osmond**  
CEO, Tourism and Transport Forum

“Under the direction of convention centre management group ASM Global, ICC Sydney's team has been a leader in the tourism and business events industries since opening seven years ago. As CEO of Tourism and Transport Forum, I've held a number of events at ICC Sydney, and have consistently observed the team's commitment to not only event service excellence but also industry-wide leadership, innovation, advocacy and collaboration. With ICC Sydney CEO Geoff Donaghy at the helm, and his talented, diverse team of professionals, ICC Sydney's reputation is firmly established as a destination of choice for event organisers from around the world. Beyond their world class event delivery, ICC Sydney's mission to make a difference to the community through its commitment to Reconciliation with Australia's First Nations Peoples, its Diversity, Equity and Inclusion Strategy, and industry leading event Legacy Program truly stands them apart.”



**Lyn Lewis-Smith**  
Chief Executive Officer, Business Events Sydney

“From the first spark of an idea over 10 years ago to today, the International Convention Centre Sydney has been a game-changer, elevating Sydney to an elite list of global cities capable of hosting the world's most influential meetings, conferences and exhibitions. The stunning harbourside location and state-of-the-art facilities are second to none. However, it's the human factor, the talented and dedicated ICC Sydney team, that make the difference in every facet of operations, and make this so much more than just a venue. They create the environment for impact to be made as the world's best thinkers, policy-makers, industry and business leaders gather to create and guide the world of the future. We look forward to continuing our thoroughly successful collaboration and partnership to build Sydney's reputation on the global stage.”

# 10 Years and Fit for Future Growth

ASM Global marked ten years of delivering extraordinary results for ICC Sydney, the Darling Harbour Live consortium and the NSW Government in December 2023 - following three years of planning, preparation and construction, when the team secured 500 events valued at A\$200 million in revenue, followed by seven years of eventful and challenging operation. Reflecting ASM Global's brand equity, reputation for operational delivery excellence and strong relationships with the city's convention bureau Business Events Sydney, state and national destination marketing agencies, and directly with corporate, government and association event organisers, ICC Sydney's experienced and globally-respected venue management team has **1,126 events** in the calendar to 2034.

## Seven Years of Operational Success

ASM Global-managed ICC Sydney has welcomed 6.4 million attendees to 3,665 core events that contributed A\$3.9 billion delegate spend in the local economy. ICC Sydney's extensive calendar of events has contributed to 7.22 million hotel room nights and the creation of 21,395 jobs in the local economy since opening in December 2016.

A commitment to local produce and producer relationships resulted in a A\$370 million spend with local suppliers (A\$65 million was spent on NSW food and beverage suppliers). A dedication to supporting 100% NSW wine equated to 400,000 bottles of local wine served at events since opening.

Underpinned by the ASM Global ACTS Corporate Social Responsibility (CSR) framework, ICC Sydney was the first Australian convention centre to have a Reconciliation Action Plan in place, alongside its industry leading Legacy Program, CSR Strategy and Diversity, Equity and Inclusion Strategy, ICC Sydney is world renowned for its commitment to sustainability, inclusion and accessibility, building on its strong reputation as a centre of business events excellence.

ICC Sydney is committed to being an employer of choice and providing a great place to work that creates meaningful and fulfilling careers for its current 1,500+ strong workforce. Investment in people continues to deliver outstanding results. ICC Sydney's focus on recognising and retaining high performing talent resulted in 212 internal promotions, more than 75,000+ training hours across 3,000+ internal and external training courses.

Since opening, ICC Sydney's world class venue services and people have been recognised in 95 awards. Notably winning the 2022 TTG Asia Travel Awards - Best Convention & Exhibition Centre, the UFI - Global Association of the Exhibition Industry sustainability award for its Legacy Program and the 2019 City of Sydney Global Destination Sustainability Index - Innovation Award.

See Appendix 3 for Universal Recognition - Awards Snapshot for ICC Sydney, page 66.

## A Formidable 2023

In 2023, ICC Sydney hosted 500 core events including - Sydney WorldPride, SXSW Sydney, Intel Extreme Masters, FDI World Dental Congress, INDO PACIFIC International Maritime Exposition, the Australian Premiere of Mission: Impossible - Dead Reckoning Part One, International Council on Monuments and Sites, OzWater'23 and entertainment events such as Culture Club, Harry Connick Jnr and President Barack Obama - welcoming over 1.2 million people who contributed A\$733 million through delegate spend, more than 1.1 million overnight stays and helping to create over 4,000 jobs in the local economy.

ICC Sydney strived to enhance positive social impacts through its industry leading Legacy Program through community contributions and 252 activations. Simultaneously, it prioritised efforts in areas where it could have the most significant environmental impact, particularly in waste and energy reduction.

ICC Sydney's team has diverted 65% waste and 100% organic waste from landfill. Its team donated 7.5 tonnes of quality food to people in need, celebrated Diversity, Equity and Inclusion through 30+ acknowledgements and launched its Accessible and Inclusive Events Guide for event organisers alongside commencing the development of its Disability Inclusion Action Plan.

ICC Sydney fulfilled the commitments of its second 'Innovate' Reconciliation Action Plan.

ICC Sydney strengthened ties and grew cultural recognition, and relationships with First Nations community members while increasing First Nations suppliers.

ICC Sydney's diverse team is consistently praised by the venue's cross-section of stakeholders. In 2023, ICC Sydney's team achieved an exceptional response from clients for its accessible, inclusive, innovative and sustainable event planning and delivery and were rewarded with a 99% client satisfaction rating following client reports.

3 YEARS OF BRAND ESTABLISHMENT AND SALES. 500 EVENTS SECURED PRIOR TO OPENING VALUED AT A\$200M



EVENTS

**3,665**

7 YEAR RESULTS

**500**

2023 RESULTS



ATTENDEES

**6.4m**

7 YEAR RESULTS

**1.2m**

2023 RESULTS



ECONOMIC CONTRIBUTION

**A\$3.9b**

7 YEAR RESULTS

**A\$733m**

2023 RESULTS



CLIENT SATISFACTION

**98%**

7 YEAR RESULTS

**99%**

2023 RESULTS



DELEGATE SATISFACTION

**97.4%**

7 YEAR RESULTS

**99%**

2023 RESULTS



HOTEL ROOM NIGHTS

**7.22m**

7 YEAR RESULTS

**1.15m**

2023 RESULTS



JOBS CREATED

**21k+**

7 YEAR RESULTS

**4k+**

2023 RESULTS



AWARDS & ACCOLADES

**95**

7 YEAR RESULTS

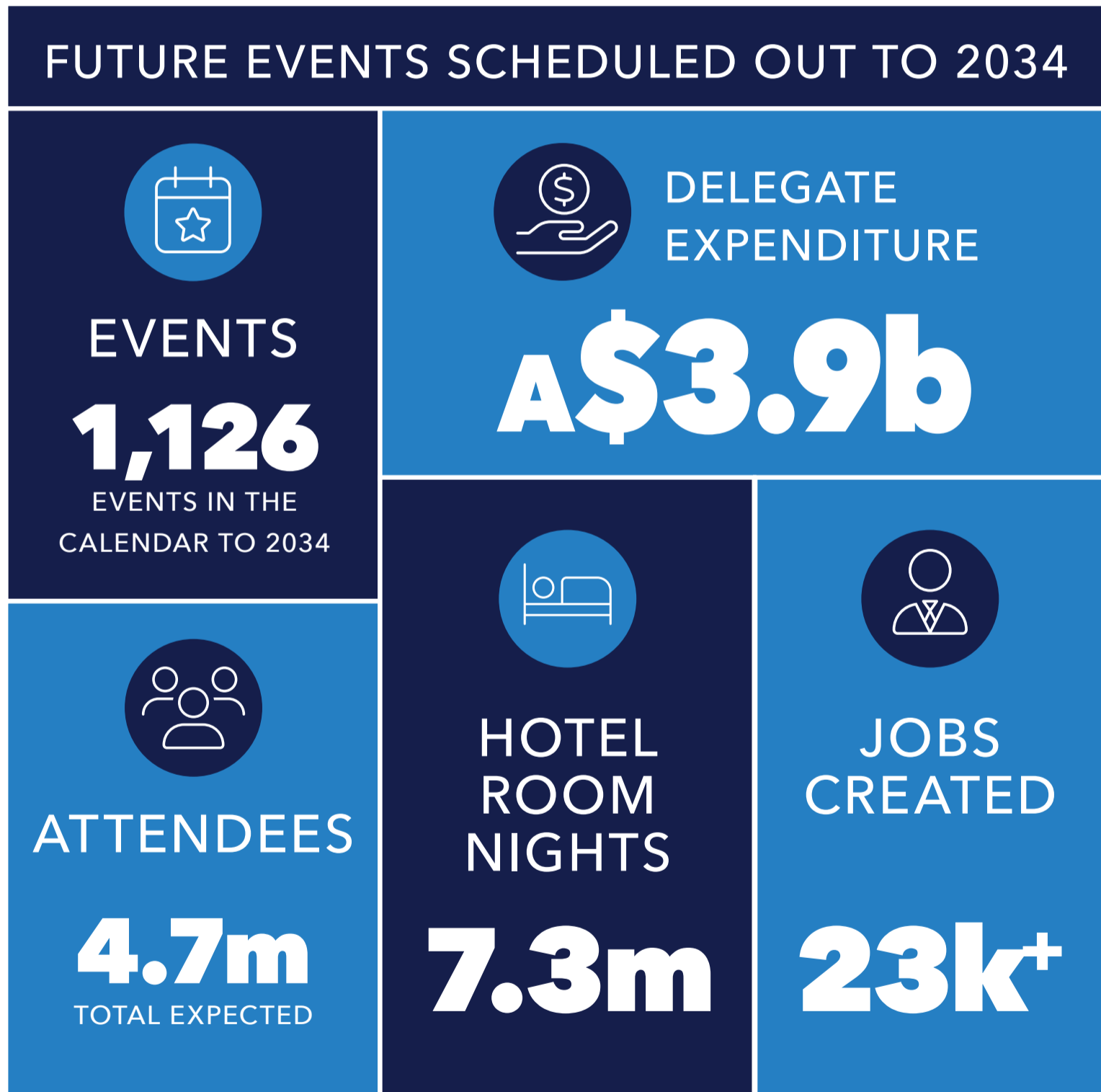
**20**

2023 RESULTS



## Securing the Future

ASM Global's ICC Sydney team has attracted **1,126 upcoming events** out to 2034 with an estimated **4.7 million attendees** that will potentially contribute **A\$3.9 billion** into the NSW State economy, alongside an estimated **7.3 million hotel room nights** and the potential to **create 23,231 jobs**. See Appendix 4 Confirmed Future and Pipeline Event Highlights, page 68.



## ASM Global's Innovative Venue Enhancement Concepts for ICC Sydney

### Sports Mode in ICC Sydney Theatre

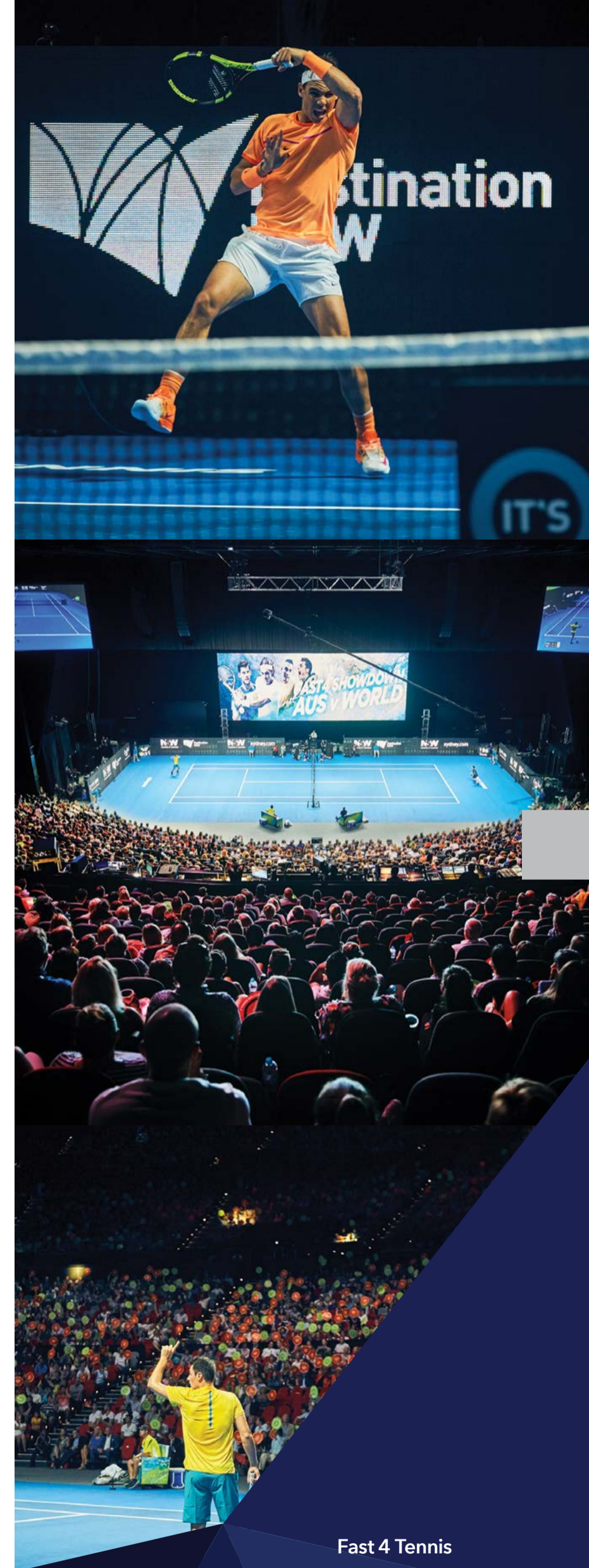
Looking ahead, enhancements to ASM Global's management of ICC Sydney include a proposal to run events in a creatively reconfigured 'sports mode' within the 8,000 seat ICC Sydney Theatre. Located in Darling Harbour, it is one of Sydney's hottest tourist (domestic and international) areas. ICC Sydney Theatre lends itself to being a major destination for sporting and highly interactive events. An opportunity exists for ICC Sydney Theatre to be the home court for a second NBL franchise for Sydney and possibly for a second women's WNBL franchise for central Sydney. An NBL franchise would become an anchor event from which to build an ICC Sydney sporting events platform enabling the hosting of men's and women's teams in the sports of basketball, netball, tennis, boxing, mixed martial arts, ballroom dancing, Esports and more. The theatre's design, encompassing elements of a sports arena and a high-quality performance space similarly provides a unique opportunity for a new style of sporting event presentation. Through the reconfiguration of banks of seating to enable corporate and premium seating around the four sides of the sports competition space the venue could deliver an enhanced patron experience and a quality broadcast television product.

To attract new business streams and events that will have a positive commercial impact on the operation and increase of visitation to the overall precinct, ICC Sydney has a draft design brief and draft funding proposal with government for consideration.

### ASM Global's Immersive Exhibition Events Concept for ICC Sydney

The ICC Sydney management team and Darling Harbour Live are well advanced in fine tuning a concept for hosting longer running immersive exhibitions - a fast growing sector that could become a major contributor to the tourism offering of the Sydney CBD.

Think of a purpose designed space for immersive exhibition events such as Bluey's World, Van Gogh, Monet, Tutankhamun and The Rolling Stones Story.



Fast 4 Tennis



**Michael Rose, AM**  
Chair, Committee for Sydney

“ ICC Sydney’s reputation is one of high distinction in Sydney and across the globe. With ASM Global’s signature management framework at its foundation and its team’s dedication to environmental sustainability and positive contribution to the community, ICC Sydney is world renowned as a champion of the business events industry.

Under ASM Global’s leadership, ICC Sydney was established as one of the world’s leading convention, exhibition and entertainment facilities. Every year it welcomes thousands of visitors who connect Sydney with the world, enhancing our knowledge economy and bringing other great economic and cultural benefits to the city and the regions beyond.

It has been my pleasure to collaborate with ICC Sydney’s team over the last seven years on various city advocacy projects as well as the Committee for Sydney’s Sydney Summit and other events held every year at ICC Sydney since its inception. In my current role as the Chair of the city’s peak advocacy and urban policy think tank Committee for Sydney, I have witnessed firsthand how ICC Sydney’s team has been integral in elevating Sydney’s profile as an unparalleled international events destination as well as being an open, welcoming, smart and highly livable city. Notably, its steadfast leadership during the COVID-19 pandemic was critical in contributing not only to the business events sector’s recovery and rebound but the revitalisation of the city. ICC Sydney also deserves recognition for its approach to employment and procurement which emphasise the diversity of our multicultural city and the richness and depth of our State’s food, wine and hospitality.”



**The Hon. Bruce Baird, AM**  
Chair, Business Events Sydney  
Chair, Tourism & Transport Forum

“ It has been a wonder to observe the astounding contribution of ASM Global’s ICC Sydney team to the tourism and business events industries that has taken place over the last seven years. In my concurrent role as Chair of Sydney’s business events bureau Business Events Sydney and Tourism and Transport Forum, ICC Sydney has consistently stood out to me as a beacon of leadership, innovation and industry collaboration.

Under the steady direction and leadership of ASM Global APAC Chair and CEO Harvey Lister and ICC Sydney CEO Geoff Donaghy, ICC Sydney’s reputation is world renowned for the successful establishment and operation of major venues such as ICC Sydney, and more over for building a great team of professionals who exhibit integrity and a commitment to making a difference to the community.”



**Paul Nicolaou**  
Executive Director, Business Sydney

“ ICC Sydney’s ability to attract events adds to the cultural fabric of the city and ensures the viability of neighbouring businesses. Events are part of Sydney’s heartbeat, bringing hundreds of thousands of visitors into the CBD. Over the last two years, ICC Sydney has been instrumental in delivering events that increased footfall to the world class dining and bar experiences that Sydney’s CBD has to offer. We look forward to the continued revitalisation of the businesses in the area, supported by ICC Sydney visitors.” \*

\*Source: ICC Sydney Media Release ‘300,000 visitors to ICC Sydney this Autumn reenergises CBD’, 16 May 2022  
<https://iccsydney.com.au/news/300000-visitors-to-icc-sydney-this-autumn-reenerg/>



**Kai Hattendorf**  
CEO, UFI - Global Association of the Exhibition Industry

“As an industry leader since their establishment, and a key contributing UFI member, ICC Sydney understands the great value of the world’s market places – exhibitions – to the local and global economies, and in adding to the dynamic fabric of our societies.”



**Senthil Gopinath**  
Chief Executive Officer,  
International Congress and Convention Association

“Since opening in December 2016, ICC Sydney has earned a strong reputation for delivering events to the highest standard. I congratulate the ICC Sydney team on their continued leadership, commitment to sustainability and positive social impact and shared advocacy for our important industry.”



## Snapshot of Success

ASM Global’s internationally respected venue management team at ICC Sydney has recorded extraordinary economic and social impacts over the years. With the trust and collaboration of its key event partners, ICC Sydney can proudly share highlights from its seven years in operation as demonstrated through case studies of events from key market segments - international events, national events, exhibitions, live entertainment events, banquets, meetings and seminars.

## Family of Event Partners

ASM Global is proud to have established ICC Sydney as Australia's leading convention, exhibition and entertainment precinct with the strong support and continued trust and collaboration of its extensive family of event partners.

ICC Sydney's network of valued local and international event organisers ranging from corporate organisations, government bodies, associations, professional conference organisers, exhibition organisers, film producers, and entertainment promoters - are instrumental in helping ICC Sydney to achieve economic and social impact through the myriad of business and entertainment events they host at the venue. By bringing to life the creative and logistic vision of its Australian and global clients at 3,665 events since opening, ASM Global is able to fulfill its bold aspiration to be the best performing convention, exhibition and entertainment centre in the world. Equally importantly, through its Legacy Program, ASM Global's team supports organisers to reach corporate social responsibility objectives and make a positive difference within the community.



**Emma Bowyer**  
CEO, ICMS Australasia



### Australia's Longest Operating Professional Conference Organiser Consistently Chooses ICC Sydney

ICC Sydney has been extremely flexible and supportive over the last seven years, including throughout the challenges of the pandemic. ICMS Australasia is Australia's longest running Professional Conference Organiser with over 55 years of experience, with the management and team having a passionate belief in the power of meetings and events. ASM Global's spectacular ICC Sydney team, spaces and resources have been a standout host for our events - no other venue in Sydney can cope with the large complexities and requirements of international conferences such as Congress of the International Academy of Pathology 2022 and the 20<sup>th</sup> International Conference on Soil Mechanics and Geotechnical Engineering."



**James Forsyth**  
Senior Project Manager, Imagination



### ICC Sydney's World Class Sustainability and Event Practices Draw Major Australian Financial Institution CommBank

The success of CommBank Momentum 2022 was further amplified through our involvement and support from ICC Sydney's team. Their dedication and commitment to sustainability, reporting on their sustainable event practices and overall outcomes, as well as supporting local Australian businesses were perfectly aligned to CommBank's mission to build a brighter Australia for all - making them ideal hosts for this event. Their efforts in achieving our corporate social responsibility goals were nothing short of exceptional."

\*Source: ICC Sydney Case Study: Commbank Momentum, 27 October 2022, [https://iccsydney.com.au/wp-content/uploads/2023/05/230328-ICCS-CBA-2023-CaseStudy\\_FNL.pdf](https://iccsydney.com.au/wp-content/uploads/2023/05/230328-ICCS-CBA-2023-CaseStudy_FNL.pdf)



**Gary Fitz-Roy**  
Managing Director, Expertise Events



### Leading Australian Family Owned and Managed Exhibition and Event Organiser

It has been a pleasure to work with ICC Sydney to activate our trade and consumer events over the years. Expertise Events is a leading Australian family owned and managed exhibition and event organiser, with more than 30 years of experience delivering successful event experiences. In activating key industry exhibitions like the Australian Jewellery Fair and the International Jewellery Fair, the team has gone above and beyond to consistently deliver events to the highest standards. We look forward to strengthening our relationship by launching new events including VIVA Health & Wellness Festival and Generation Games in 2024 at the venue and the return of Craft & Quilt Fair."

## Professional Conference Organiser Selects ICC Sydney

### Arinex - Professional Conference Organiser

Arinex has selected ICC Sydney as host for 39 events that welcomed 21,290 attendees to inspiring national and international conferences, exhibition and incentive experiences since 2017. As a key professional conference organiser of international and national events, Arinex provides venue selection, registration, marketing, accommodation and all logistical management services for its corporate, association and government clients. Arinex is Australia's first carbon neutral event management organisation and its strong reputation has ensured it consistently delivers on its clients' ambitions.

- 39 events at ICC Sydney since 2017
- 21,290 attendees welcomed



### Event Highlights:

- 23<sup>rd</sup> World Congress on Safety and Health at Work 2023
- Sydney WorldPride Human Rights Conference 2023
- International Council on Monuments and Sites 21<sup>st</sup> General Assembly and Scientific Symposium 2023
- National Congress on Food, Nutrition and the Dining Experience in Aged Care 2021
- International Metropolis Conference 2018
- 19<sup>th</sup> International Microscopy Congress 2018
- 34<sup>th</sup> Australasian College of Emergency Medicine (ACEM) Annual Scientific Meeting 2017
- Internal Auditors International Conference 2017
- World Intellectual Property Congress 2017



### Pipeline of events with ICC Sydney's team:

- World Endodontic Congress IFEA 2026
- International Vacuum Congress (IVC) 2025
- International Symposium of Veterinary Epidemiology and Economics ISVEE 2024
- 15<sup>th</sup> International Congress on Mathematics Education (ICME-15) 2024
- International Conference on Biomagnetism 2024



**Nicole Walker**  
CEO and Director, Arinex

“ICC Sydney has been an outstanding venue partner for Arinex since their opening in 2016. As a Professional Conference Organiser, our role includes supporting international and national corporate, government and association clients to select a venue that not only meets their event requirements and budgetary considerations - but also stands as a beacon for positive social impact for community and helps us to achieve our sustainability objectives for each event. Over the years, ICC Sydney has been our venue of choice for 39 events, welcoming over 21,000 attendees from all over the world. ICC Sydney truly lives up to its 'More Than A Venue' promise at every event they support us with - their team are exceptional professionals and we look forward to continuing our strong partnership as we prepare to collaboratively deliver events this year and into the future.”



## Impactful Entertainment Events

As State social infrastructure, ASM Global provides a platform for the performing arts sector and is a contributor to the nation's cultural capital.

ASM Global-managed 8,000 and 2,500 seat theatre spaces at ICC Sydney have been host to 380 events welcoming 1.5 million patrons since opening. In 2023, entertainment concert business had its best performing year to date. Elevating Sydney's vibrancy as it rebounded from the impact of the pandemic, ICC Sydney's entertainment business helped revitalise the city attracting 354,524 people to 83 event performances at ICC Sydney Theatre and Darling Harbour Theatre.



Celebrated international artists, speakers and musicians such as:

- President Barack Obama
- Jerry Seinfeld
- Cher
- Elton John
- Sting
- Jackson Browne
- Kylie Minogue
- Hillary Clinton
- Bon Iver
- Lorde
- Professor Brian Cox

and hundreds more have graced ICC Sydney's stages and audiences.



### Ignite - Community Ticket Donation Program

Tickets allocated by promoters to ICC Sydney are shared with a network of community partners where possible allowing access to entertainment for Sydney's disadvantaged people.



### Corporate Social Responsibility

Corporate Social Responsibility (CSR) practices are embedded into ICC Sydney's entertainment event delivery as the team engages emerging Sydney artists to perform prior to headline acts through Legacy Program partner, Talent Development Project. ICC Sydney shares CSR information with promoters and talent regarding First Nations cultural protocols when acknowledging Country.

ICC Sydney's environmental sustainability practices include diverting multiple streams of waste from landfill alongside a new 'Return and Earn' container deposit scheme.

As part of ASM Global's 'Month of Giving' campaign, ICC Sydney's team raises funds for Australian artists through charity, Support Act.



**Geoff Jones**  
Group Chief Executive Officer, TEG

*"I am delighted to endorse ASM Global and in particular, its ICC Sydney team's management practices. Over the years, TEG has had a close working relationship with ASM Global. As an event client through our TEG live content businesses that have hosted hundreds of events at ICC Sydney, I confidently attest to their world class services, people management and contribution to the overall advancement of the events industry. A highlight of our long standing partnership was the inaugural SXSW Sydney, which would not have been possible without the support of anchor venue ICC Sydney's team. We look forward to the opportunity to evolve SXSW Sydney as it grows in scale and success year-on-year and continues to be an event we can all be very proud of. I thank the ICC Sydney team for their tremendous support for this event and many other events successfully delivered over the years."*



## Society for Worldwide Interbank Financial Telecommunication – Swift International Banking Operations Seminar (Sibos) 2018

22 - 25 October 2018

Five years of planning delivered one of the most successful Swift International Banking Operations Seminar (Sibos) events on record as ICC Sydney staged the world's premier financial services event, welcoming 7,600+ business leaders, academics and entrepreneurs from 150 countries.

Buoyed by ASM Global's (formerly AEG Ogden) strong reputation for managing 400 venues worldwide, Sibos 2018 was the only event in its history when the venue booked was not fully operational for at least 12 months in advance at the time the contract was signed.



**David Bridgeman**  
Head of Operations  
and Logistics, Swift

“We selected ICC Sydney to host the 2018 edition of our annual flagship event, Sibos. Since we had a high degree of confidence in ASM Global's reputation for successful convention centre management, we were happy to be one of the first companies to use the venue after it was completed. The ICC Sydney team delivered outstanding customer service before, during and after Sibos, and Team Sydney's commitment and local connections were a significant factor contributing to the overall success of the event, eving our KPIs for Sibos Sydney 2018.”

**7,600+** delegates from  
150 countries

**172** speakers

**180** exhibitors

Economic impact of **A\$40 million**



## INDO PACIFIC 2023 International Maritime Exposition

7 - 9 November 2023

ICC Sydney was selected to support AMDA Foundation to successfully plan INDO PACIFIC 2023 International Maritime Exposition which was held for the fourth time at the venue in 2023 in recognition of its best practice event services and contribution to expanding the footprint of the event.



**Mark D. Hammond, AO**  
Vice Admiral,  
Royal Australian Navy  
Chief of Navy

Selected ICC Sydney to host prestigious event four times since venue opening

ICC Sydney selected to host the **2025, 2027, 2029** and **2031** events

**27,000** attendances in **2023**  
(up from 25,000 in 2022)

ICC Sydney has accommodated an increasing event footprint with **832** participating exhibitor companies and organisations from **21** nations (up from 736 in 2022), as well as **171** defence, industry, government and academic delegations from **46** nations including **25** international chiefs of navy or their counterparts and **21** representatives in 2023.

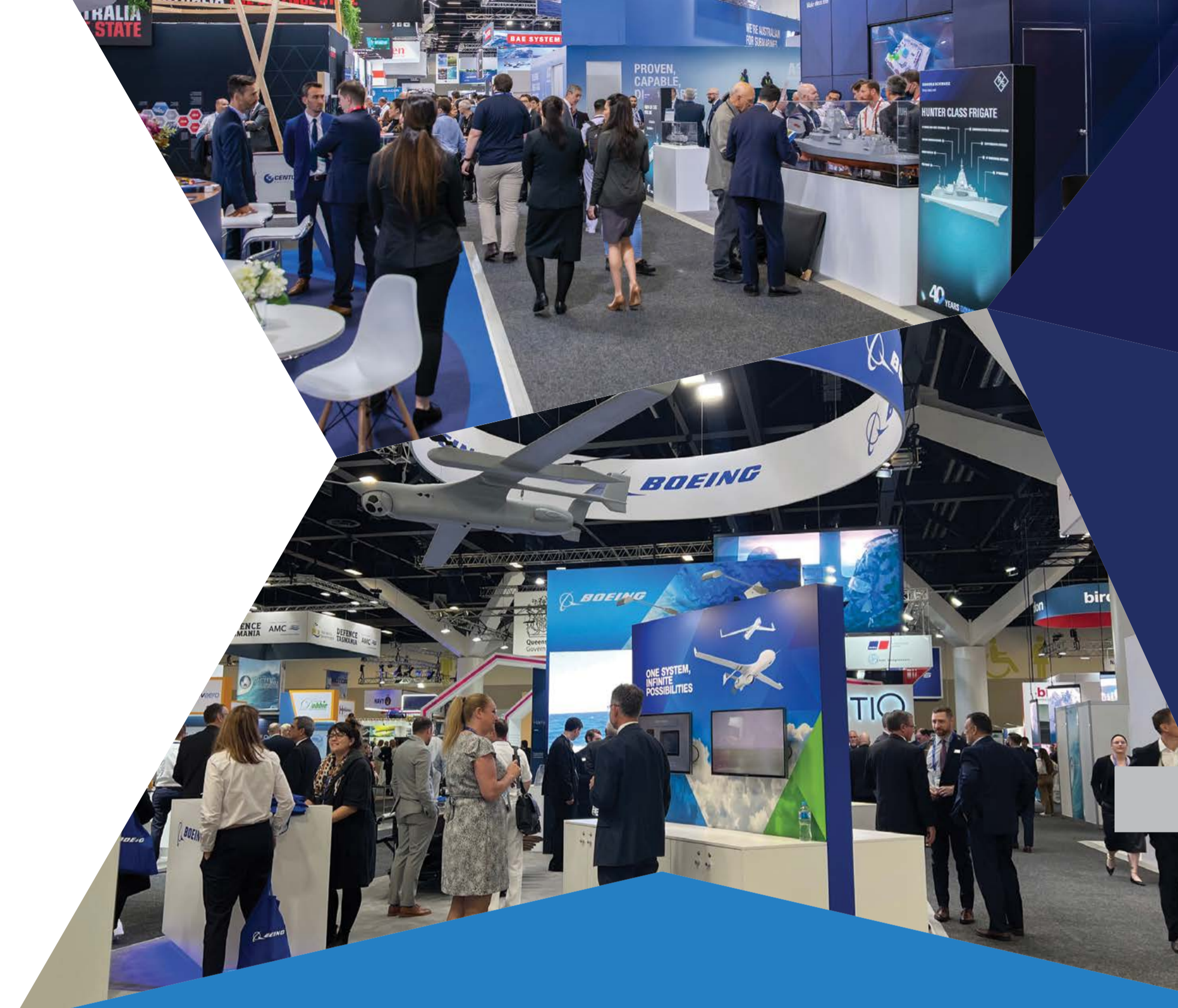
**90** conferences, symposia, and presentations including Chief of Navy's own Sea Power Conference and the key IMC International Maritime Conference, presented by the Royal Institution of Naval Architects, The Institute of Marine Engineering, Science and Technology, and Engineers Australia

VIPs included visits from Australia's Minister for Defence and Minister for Defence Industry

“International Convention Centre Sydney provided the ideal hub to achieve the 2023 Indo Pacific Sea Power Conference. The professionalism of their staff in dealing with the myriad of stakeholders and participants involved in planning and executing the event, allowed participants to exhibit their product, promote Australian ingenuity and reassure Australians that the Navy is at the forefront of maritime security.”

**Ebony Ordona**  
Senior Project Manager, AMDA Foundation

“INDO PACIFIC 2023 was the largest event AMDA Foundation has ever staged, and the largest defence industry event ever held in Australia. It was critical event for our network of naval defence and commercial maritime professionals, including the Royal Australian Navy. Once again ICC Sydney's team proved flexible, committed and supportive in working with AMDA Foundation to produce a highly successful event, which exceeded expectations.”





## Association of Southeast Asian Nations (ASEAN) to the ASEAN-AUSTRALIA Special Summit

16 - 18 March 2018

ICC Sydney welcomed the Prime Minister of Australia, the Hon. Malcolm Turnbull MP, 11 heads of state and the Secretary-General of Association of Southeast Asian Nations (ASEAN) to the ASEAN-Australia Special Summit 2018. Held in Australia for the first time, more than 500 high profile delegates from the Asia Pacific region came together to strengthen Australia's strategic partnership with ASEAN and promote economic cooperation, security and prosperity. 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 international forum.



**Simon Merrifield**  
Head of the  
ASEAN Taskforce

“All ICC Sydney team involved exemplified the utmost professionalism, dedication and ability to seamlessly deliver this high profile event, resulting in a truly positive experience for the dignitaries who attended. While ICC Sydney is a fantastic new venue with great ICT infrastructure, it was their people that made all the difference. The level of support we received throughout the entire 18 month journey and especially during the event was unprecedented. The in house team's collaborative approach to trouble shoot ideas and challenges has been appreciated by teams across the ASEAN Taskforce.”\*

\* Source: ICC Sydney Case Study: ASEAN-AUSTRALIA Special Summit, 16 - 18 March 2018, [https://iccsydney.com.au/wp-content/uploads/2023/05/iccsydney\\_asean\\_casestudy.pdf](https://iccsydney.com.au/wp-content/uploads/2023/05/iccsydney_asean_casestudy.pdf)

### Five major events over three days

Multiple side events including Counter-Terrorism Conference, CEO Forum, SME Conference, Leaders' Plenary and various welcome receptions and more

Exclusive use of ICC Sydney Convention Centre and Exhibition Centre halls

200 International media

20,000sqm of space across the Special Summit venue

Heightened communication and security protocols including accreditations and police checks



## Salesforce World Tour

2017, 2018, 2019, 2020, 2022, 2023

Salesforce World Tour was first held at ICC Sydney in 2017 and has returned to the venue for every Sydney event held since, with the 2024 edition in the pipeline. The event has taken both in person and virtual delivery formats, having bounced back impressively as pandemic restrictions eased to welcome 8,000 attendees in 2023. ICC Sydney has remained Salesforce's venue of choice for its ability to support complex large scale events, maintain security for high profile attendees and empower sustainability driven event solutions that make measurable impact.

**Over 40,000** attendees across 6 years

**High-profile tech event** with leading industry experts, trailblazers and entrepreneurs

**Sustainability focus** throughout the event planning and execution

**Confirmed for 2024**



**Stuart Frank**  
Senior Director,  
Strategic Experiences  
Asia Pacific Salesforce

“ICC Sydney provided fantastic support for these events. Their commitment to sustainability, with existing policies, practices and credentials, is perfectly aligned to Salesforce's mission. The support and knowledge from the team is invaluable to the success of our event and this continues to ring true every time we come back.”\*

\* Source: ICC Sydney Case Study: Salesforce World Tour, 1 March 2023, <https://iccsydney.com.au/media/case-studies/salesforce-world-tour-2023/>



## Sydney WorldPride Human Rights Conference

1 - 3 March 2023

ICC Sydney hosted the biggest LGBTQIA+ Human Rights Conference ever to be held in the Southern Hemisphere in recognition of its approach and commitment to sustainability, diversity, equity and inclusion.



**Kate Wickett**  
CEO, Sydney WorldPride

**2,000+** in person and 1,200 remote delegates

**203** international delegates from **57** countries

**Highly accessible event** featuring accessibility infrastructure, Auslan interpreters and audio description

**Sustainability, diversity, equity and inclusivity** focus supported by ICC Sydney's resources

**Event legacy** - ICC Sydney developed its Accessible and Inclusive Events Guide for event organisers

“ICC Sydney were great collaborative partners from the very beginning of this event and were incredibly aligned in the values we were trying to achieve. Whether it be accessibility, diversity or inclusion, the team shared our dedication in ensuring our delegates felt safe, accepted, and welcomed in the venue.”\*

\* Source: ICC Sydney Case Study: Sydney WorldPride Human Rights Conference, 1 - 3 March 2023, <https://iccsydney.com.au/media/case-studies/sydney-worldpride-human-rights-conference-2023/>

ICC Sydney CEO Geoff Donaghy's welcome address

Koori Wirguls Dancers

© Maja Baska

Amsterdam Rainbow Dress

© Sydney\*WorldPride, daniel.boud (Photographer)

## SXSW Sydney

15 - 22 October 2023

In recognition of its excellent track record delivering events for Destination NSW and TEG, ICC Sydney was selected to anchor the inaugural delivery of South by Southwest (SXSW) Sydney, the Asia Pacific's largest innovation, culture, gaming, music and screen creative industries event.



**Colin Daniels**  
Managing Director,  
SXSW Sydney

**Thousands of attendees** across one week

**100+** exhibitors at Tech & Innovation Expo, alongside Intel® Extreme Masters esports tournament

**700+** keynote speakers across 400+ conference sessions

**Global profile** for Sydney's tech and culture reputation

“South by Southwest is one of the world's largest culture festivals, made up of many different events and experiences, all together in one place for seven days. In choosing our anchor venues, ICC Sydney's approach to sustainability and inclusivity fits within the brief of South by Southwest Sydney. Whether it be the Tech and Innovation Expo with more than 100 exhibitors to more than 400 conference sessions including celebrities, CEOs, thought leaders from around the world, talks, concerts, podcast stages, from planning to execution, the ICC Sydney team made SXSW Sydney a lot easier. What makes South by Southwest so unique is the spirit of its attendees; ICC Sydney turned up with that same spirit that helped make year one a success. Year one for SXSW Sydney was a success. We're looking forward to planning 2024 and beyond with ICC Sydney.”\*

\* Source: ICC Sydney Case Study: SXSW Sydney 15 - 22 October 2023  
<https://iccsydney.com.au/media/case-studies/sxsw-sydney/>







**Steve Cox**  
CEO, Destination NSW

“Sydney has a global reputation for hosting major events that inspire the world’s audiences. ICC Sydney, located within walking distance of the city’s centre and managed by a team of events professionals, has hosted a diverse portfolio of events such as SXSW Sydney and Destination NSW’s own Visitor Economy Forum, as well as being an event partner in hosting the overflow area of the FIFA Women’s World Cup Fan Festival Live Site at Darling Harbour.”



**John Trevillian, AM**  
Director, JT Strategic Solutions and Events

“ICC Sydney expertise, experience and enthusiasm have really put the Elevate the Stage Concert on the path of success. Many of your team volunteered to assist our efforts.

Our key guest and representing the Premier, was Parliamentary Secretary for Disability Inclusion, Family and Communities the Hon. Leisl Tesch, AM from the seat of Gosford. Liesl was an outstanding Paralympian.

All of the people we came into contact with from ICC Sydney, were excellent Ambassadors for you.

As a great outcome of working closely together we were able to ensure the use of a number of support mechanisms for people with disability to enjoy the concert and participate in the event in more significant ways.

It is important you are aware of the very kind and talented people you have working for ICC Sydney. It was an honour and a privilege to hold our event at ICC Sydney.”



**Geoff Parmenter**  
Chairman, New Sydney Waterfront (BID) Co

“ICC Sydney is a drawcard destination within the New Sydney Waterfront Company’s footprint. ICC Sydney’s strong reputation for its stunning design and unparalleled location overlooking Darling Harbour is matched by the world class service delivery and professionalism of its exemplary team of events professionals. It truly stands apart as a symbol of excellence - dually delivering economic and social benefits into the world’s best harbour precinct and city.”





# ASM Global ACTS

## Making a Difference – People, Environment, Community

Internationally recognised for its sustainability leadership, ASM Global set out with a clear vision to make a positive difference through events. Corporate Social Responsibility (CSR) is core to ICC Sydney's business management framework, values and culture. The team has identified initiatives that contribute towards a global agenda for building sustainable cities and communities and a CSR Plan outlining goals and commitments that reflect the United Nations Sustainable Development Goals (UNSDGs). The results below align with the ASM Global ACTS pillars of Invest in ASM Global People, Protect the Environment, and Strengthen our Communities.

Over its seven years of operation the team prioritised efforts in areas where it could have the most significant environmental impact, particularly in waste and energy reduction. Simultaneously, they strived to enhance positive social impacts through the industry-leading Legacy Program, which presents ample opportunities for both the venue team and its clients to make meaningful contributions to society - increasing their social impact and reducing their environmental footprint.

Refer to Appendix 7 for World Leading Legacy Program, page 74.

## Invest in ASM Global People

Create an environment of inclusion and gender equity across our organisation, grow the diversity of our business partners around the world, and enable opportunities for our current and future workforce.

### What our team members say...

*"There is a lot of support from management and work colleagues that makes ICC Sydney a safe and wonderful place to work. I'm proud and happy working at ICC Sydney."*  
Building Services team member

*"Highly recommend ICC Sydney - it has a great work culture."*  
Event Services team member

*"I've been working at ICC Sydney for over a year now, it's a great venue and an excellent place to work. Feels like home to me..."*  
Culinary Services team member

*"One of the best places to work - love my job would recommend to all family and friends."* Audio Visual team member

### Demonstrating Leadership

Team members contribute their time and experience to external organisations, sharing knowledge with industry groups and other agencies. This contribution represented over 1,282 hours of industry advocacy and participation since tracking commenced in 2020, across groups including the Sydney Business Events Coalition, Australian Chamber of Commerce and Industry Tourism Restart Taskforce, Association of International Convention Centres, Business Events Council of Australia, Committee for Sydney, Business Sydney, Exhibition and Event Association of Australasia, Meetings and Events Australia, International Congress and Convention Association and the New Sydney Waterfront Company.

### Maintaining Employer of Choice Position

ASM Global is committed to being an employer of choice and providing a great place to work that creates meaningful and fulfilling careers, not simply jobs. Investment in people continued to deliver outstanding results since opening, including 212 internal promotions at ICC Sydney.

ICC Sydney has long enjoyed above average Employee Engagement scores, achieving 84% in 2023 against a benchmark of 68% for all Australian companies with over 1,000 employees.\*

ASM Global's employee benefits program helps it meet its ambition to be more than a venue for the community it operates in.

ASM Global invests in the next generation of event professionals across multiple internship and traineeship programs - covering culinary, audio visual, event management, business administration, digital media and risk.

Since opening, ICC Sydney has progressed **71 interns and trainees, recruiting 85%, or 60 of these graduates for permanent and casual positions.**

- **23** First Nations Employment Program (18 employed)
- **34** AV Graduate Program (32 employed)
- **14** Trainees across disciplines in collaboration with TAFE NSW (10 employed).

\*Source: Culture Amp, <https://www.cultureamp.com/science/insights/australia-1000-plus>

## 7 YEARS OF INVESTING IN PEOPLE



COURSES

**3k+** INTERNAL & EXTERNAL



INTERNAL PROMOTIONS

**212**



TRAINING HOURS

**75k+**



71 INTERNSHIPS

**85%** CONVERSION INTO EMPLOYMENT

Regular participants in ASM Global's 'Month of Giving' for selected charitable causes including Support Act, Variety the Children's Charity, KARI Foundation, Life Blood and Movember.

## PEOPLE ACHIEVEMENTS IN 2023



INTERNAL PROMOTIONS

**100+**



EMPLOYEE ENGAGEMENT

**84%**

AUSTRALIAN WORKPLACE EQUALITY INDEX

**Bronze Tier Status**



TRAINING HOURS

**12.5k+**



CASUAL PROGRESSIONS

**31**



**Employee benefits includes:**

- a workforce referral scheme
- free daily meal in the Team Cafe
- fundraising opportunities with community partners such as running the City2Surf with KARI and volunteering with community partners such as Stand Tall and Science for Wildlife.

ASM Global has engaged its team to acknowledge days of importance or participate in fundraising or volunteering activities with its community partners. Recently, ICC Sydney recognised Domestic and Family Violence Prevention Month with meaningful action including a donation program, awareness raising, and education. A donation drive was undertaken with team members to support the charity organisation Every Little Bit Helps (ELBH). ELBH believes that every Australian should have access to toiletries and hygiene products and provides care packages to those most in need through Women’s Refuge, Homeless Shelters, Youth Centres and Community Centres. Cumulatively, ICC Sydney team members contributed 3,000kg items across its charity partner network.

**Skilling the Team for Success**

Through the Academy of Extraordinary and with access to ASM Global’s Leadership Academy, ICC Sydney provides expansive learning resources and professional development opportunities. Team members participated in hundreds of training courses delivered in partnership with providers, including TAFE NSW. The internal program, My Extraordinary Journey, continues to offer clear career pathways for team members through talent, leadership and career development streams, in turn increasing engagement.

ICC Sydney’s team members have undertaken 75,000+ hours of learning and development across 3,000+ internal and external courses since the venue opened. Strategic collaborations with leading vocational training providers including TAFE NSW enabled ICC Sydney to fulfil its Professional Growth Traineeship Program with 12 trainees participating in the year-long program. ICC Sydney has activated its Audio Visual Graduate Program four times. In 2024, ICC Sydney is running its First Nations Employment Program for the third time since launching it in 2018 as part of ICC Sydney’s Reconciliation Plan Commitments. Internal training opportunities have been elevated with the implementation of ICC Sydney’s inaugural High Performance Program for six participants. The 12-month program was developed to broaden their business management knowledge and skills.

**Championing Diversity, Equity, Inclusion and Accessibility**

Diversity is about recognising and valuing the different knowledge, skills, backgrounds and perspectives that people bring to work, regardless of whether those differences are based on age, gender, ethnicity, sexual orientation, social background or other factors. As a global leader, ICC Sydney believes that diversity must be visible within its workforce and across its partners, supplier base and content.

This is how it builds organisational capability and diversity of thought to deliver the best guest experience to the people that ICC Sydney is dedicated to serving. ICC Sydney’s diversity strategy is built on the six key streams of Able at Work, First Nations, Five Generations, LGBTQIA+, New Australians (Refugee) and Parents and Carers. To foster understanding and collaboration between all team members, ICC Sydney runs a program of activities focusing on these streams.

Targeted diversity, equity and inclusion training played a vital role in the preparedness of team members to cater to the diverse accessibility and inclusion needs of guests. All ICC Sydney team members undertake anti-discrimination and awareness training. Specialised targeted training was provided to key team members, including but not limited to:

- Accessibility and hidden disabilities training with the Sunflower Program
- Cultural awareness training under the guidance of its First Nations community partners KARI, Metropolitan Local Aboriginal Land Council and Reconciliation Australia, as well as through its parent group ASM Global
- Ally for Change training (LGBTQIA+ training) developed through the partnership with Pride & Diversity and measured against the Australian Workplace Equality Index, the national benchmark on LGBTQ workplace inclusion
- Sydney WorldPride Human Rights Conference Diversity and Inclusion training
- Mental Health First Aid
- Mental Health Awareness and Training for Leaders
- First Step training, provided through Supply Nation (introductory supplier diversity training program)
- Acknowledge This! (Acknowledgement of Country training).

Community



Diversity & Inclusion

**Recruiting to Best Serve Event Needs**

ICC Sydney recruited over 900 full-time and casual people in 2023. The team maintains a close working relationship with neighbouring University of Technology Sydney (UTS), providing information and employment for event management graduates.

ICC Sydney’s Culinary Services team is all the more diverse and enriched as it welcomes new international interns from some of the highest ranking universities worldwide. To date, ICC Sydney has accepted six cohorts to work at ICC Sydney while completing their university studies. ICC Sydney’s international interns from the Breda University of Applied Sciences, The Netherlands, chose to learn best practice hospitality management as they work alongside ICC Sydney’s expert culinary professionals who hail from some of the world’s finest 5-star hotels, hatted restaurants and fine dining venues, further promoting its brand for excellence globally.

**Celebrated Commitment to Innovation**

Highlighting ICC Sydney’s commitment to innovation was the International Association of Convention Centres (AIPC) 2022 Award for Innovation that recognised ICC Sydney’s one stop destination for digital event solutions - Connect Hub. Born out of the team’s agility and dedication through COVID, new tech has future-proofed events of all types by taking traditional speaker preparation to the next level for both onsite and online speakers, including a dedicated media studio for broadcast events, a video edit suite, digital signage management and digital event platform. This service was further celebrated as the recipient of the Meetings and Events Australia national award for the Virtual Event of the Year - Pathology Update 2021.

## Protect the Environment

Reduce waste from the guest experience across our venues, enhance facility efficiency through capital investments, and protect and preserve resources in and around our communities.

### Waste Management

ICC Sydney has continually invested in its waste management capabilities, increasing waste streams, implementing innovative bin tracker technology in the Exhibition Centre, and providing greater waste management education to team members and clients. Through these initiatives, ICC Sydney has diverted 262+ tonnes from landfill since opening with a focus on recycling, repurposing, supporting those in need and turning organic waste into fertiliser.

### Energy

A key focus of its Joint Meetings Industry Council's Net Zero Carbon Events Pledge is to set energy reduction targets and seek solutions to meet them. Through advocacy, the ASM Global team has received commitment from its Darling Harbour Live partners to purchase 20% renewable energy through its energy contract, which together with the onsite community owned solar array, is using 25% renewable energy to power the venue. Through the management of a CSR Interface meeting, ICC Sydney leads a working group to seek ways to further reduce energy use to achieve its Net Zero target. A review of energy use in FY2023 is the source of a reduction campaign to be launched in FY2024. From opening until September 2023, ICC Sydney's solar array had generated 3,570MWH energy, saving 2,745t of Co2e in total.

### Water Conservation

Since opening, through an ongoing industry leading partnership with Sydney Water, the ASM Global team encourages clients to install temporary water refill units at their events and ensures the venue uses Sydney tap water in all meeting rooms, significantly driving down the use of single-use plastic bottles. The venue has reached a major milestone, saving 2,650,000 plastic bottles from use since the program commenced in 2018.

Fixtures and fittings that minimise water use, such as toilets and taps, were included in ICC Sydney's original design. Rainwater continues to be harvested with reclaimed water used for irrigation and toilet flushing. Actively managing site services, such as cooling systems, and increasing awareness and education around consumption to drive behaviour change contribute to ICC Sydney's water saving initiatives.

### Sustainability Focused Culinary Service

Through ICC Sydney's commitment to the ASM Global ACTS framework, the team has built on its Feeding Your Performance culinary philosophy to feature carbon friendly menu options giving event organisers the opportunity to make a positive contribution to the planet. The University of Technology Sydney assessed ICC Sydney's Feeding Your Performance culinary philosophy and found it to be the 'gold standard' of providing economic contribution through investment in NSW based food and beverage suppliers.



**Louise Dudley**  
President, Australian Water Association

“It was wonderful working with the ICC Sydney team to execute this year's exhibition and conference. Sustainability and inclusivity are incredibly important to AWA and were major driving factors in planning the delegate experience, and we were blown away by the rich offering the venue had in these areas. It was especially impressive to see their staff raise the bar by also participating in volunteering activities over each day. Having such a supportive and well resourced venue helped make Ozwater'23 a resounding success.”

## 7 YEARS OF PROTECTING THE ENVIRONMENT



### WASTE DIVERSION

**262<sup>+</sup>t**

DIVERTED FROM LANDFILL SINCE OPENING



**2.65m**

PLASTIC WATER BOTTLES SAVED FROM USE SINCE OPENING



### SOLAR

**2.7k<sup>+</sup>**

TONNES OF CO<sup>2</sup>E SAVED THROUGH SOLAR



### RENEWABLE ENERGY

**3.5k<sub>mwh</sub><sup>+</sup>**

GENERATED THROUGH SOLAR ENERGY (measured until Sep 23)

### CAPABILITY TO USE

**25%**

RENEWABLE ENERGY IN FY2024

## PROTECTING THE ENVIRONMENT IN 2023



### WASTE DIVERSION

**1.1k<sup>+</sup>**

TONNES DIVERTED FROM LANDFILL



### WASTE DIVERSION

**65%**

DIVERTED FROM LANDFILL

Up from 42% (2017) due to expanded waste streams and bin tracking technology



### ORGANIC WASTE

**100%**

DIVERSION TARGET REACHED

## Strengthen our Communities

Engage in improving the vitality of our communities, increase philanthropic support through meaningful efforts, and enhance the health and wellbeing of our co-workers, clients and guests.

### First Nations Acknowledgement and Celebration

ICC Sydney continued to fulfil the commitments of its 'Innovate' Reconciliation Action Plan recognising and celebrating First Nations people and culture since 2018. The venue has marked significant dates including National Reconciliation Week and NAIDOC Week.

ICC Sydney embedded Gadigal language into the operations of the team. It has also strengthened ties with First Nations organisations including KARI to actively work towards providing trusted employment opportunities for First Nations people.

As part of its commitment to reconciliation, ICC Sydney has marked National Reconciliation Week by painting the artwork 'Connections' which was created by 80 team members under the guidance of Dalmari artists Jason Douglas and Trevor Eastwood.

ICC Sydney hosted Business Sydney's First Nations Forum delivered in partnership with KARI for two years. The event showcased the immense value of leveraging the knowledge and unique services of First Nations owned and operated businesses to Sydney's business community.

Cultural awareness training was delivered for ICC Sydney's Executive team as well as the Reconciliation Action Plan Working Group via the KARI Foundation. A broader cultural awareness training program was rolled out to all permanent team members through ASM Global's LITMOS training platform. A legacy of Sydney WorldPride was the development of a diversity, inclusion and equity guide (featuring cultural inclusion and respect) for event planners.

*ICC Sydney presented Gadigal Dreaming – The Sacred Country of the Gadigal People – an interactive digital experience that was open to the public presented on ICC Sydney's outdoor digital screens across Tumbalong Boulevard. The activation was developed in 2022 by Bilbie XR Labs – an award winning First Nations digital storytelling enterprise, the Metropolitan Local Aboriginal Land Council and with the support of Investment New South Wales.*

### Food Donations

ICC Sydney engages with charitable and not for profit organisations to ensure unserved food can be used to support those in need within the community. To date, the culinary team has donated 34.6 tonnes of food to community partners. As well as fresh fruit and vegetables, the team was able to find a purpose for cookies, cakes and other baked goods from the in house pastry kitchen as well as unserved sandwiches, salads, wraps and sushi.

### Charities and Community Support

ICC Sydney has established ties with local charities and continues to grow its support of circular economy initiatives that benefit community members in need. Engaging with long term partners Matthew Talbot Hostel, and forging new relationships with Pyrmont Cares, ReLove, Newtown Refugee Centre and The University of New South Wales Food Bank, ICC Sydney not only diverts potential waste from landfill, but assists in improving the lives of community members in need. ICC Sydney has donated approximately 24.5 tonnes goods such as furniture, homewares, computers, clothing, toiletries, stationery and more to its charity partners since opening.

ICC Sydney welcomed and supported 69 charity events including Gidget Foundation Australia, Children's Cancer Institute Australia, Ronald McDonald House, Giant Steps Sydney Limited, Tour de Cure Ltd., Stand Tall, Arnott's Foundation, NSW Police Legacy, Redkite and many others that collectively raised A\$21 million through events at ICC Sydney.

ICC Sydney has provided promotional support displaying content on digital signage or by lighting up the building for various charities, community partners and days of importance such as environmental sustainability, community causes, and accessibility, diversity, equity and inclusion. Content for EarthHour, AusMusic T-Shirt Day, Stand Tall, R U OK? Day, National Reconciliation Week, Pride Month, International Day Against Homophobia, Biphobia and Transphobia, International Women's Day and International Day of People with Disability among other content is communicated across the Darling Harbour precinct.

## 7 YEARS OF MAKING A DIFFERENCE



### CHARITY

**A\$21m**  
RAISED BY 69 EVENTS



### DONATIONS

**34.6t**  
QUALITY FOOD DONATED  
TO PEOPLE IN NEED



### INDUSTRY ADVOCACY

**1.2k+** HOURS



### COMMUNITY

**24.5t**

GOODS DONATED TO  
COMMUNITY PARTNERS

### FIRST CONVENTION CENTRE

TO SET UP A  
RECONCILIATION  
ACTION PLAN

## SOCIAL IMPACT IN 2023



### CHARITY

**A\$6.19m**  
RAISED BY 6 EVENTS



### DONATIONS

**7.5t**  
QUALITY FOOD DONATED  
TO PEOPLE IN NEED



### INDUSTRY ADVOCACY

**300** HOURS



### COMMUNITY

**3.7t**

GOODS DONATED TO  
COMMUNITY PARTNERS



### PROMOTION

**18k+**

HOURS OF COMMUNITY  
PARTNER CONTENT DISPLAYED

## Partnerships for Productivity

Through ICC Sydney's Legacy Program, engagement with Sydney's globally respected universities has led to profiling of key academics in ICC Sydney publications, communications and marketing channels, their participation in client engagement events, opportunities for students to participate in international events and for ICC Sydney to play a role in presenting to their students as part of curriculum content.

### University Partners

- University of Technology Sydney
- University of New South Wales
- University of Sydney
- Macquarie University
- Torrens University
- Western Sydney University



### Accelerating Entrepreneurship with Startups

University of Technology Sydney (UTS) immediately neighbours ICC Sydney and the two organisations enjoy a strong partnership.

ICC Sydney partners with UTS Startups (as well as Tech Central and Sydney Start Up Hub members) to provide opportunities for local entrepreneurs to participate in business events - from exhibits on trade show floors to presentations through conferences to networking opportunities at cocktail and catered events. Through the years of the partnership with UTS, ICC Sydney has supported the promotion of educational programs across its outdoor digital screens throughout the precinct.



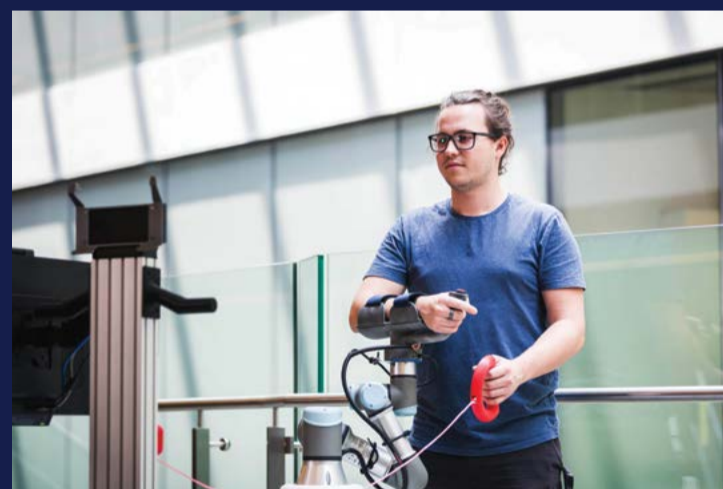
### Curriculum content

In 2018, ICC Sydney presented a business events challenge to the UTS high performers summer school. In 2024, ICC Sydney will present opportunities to Robotics Department students to enhance the visitor experience through innovation in robotics at the venue. It will also seek opportunities for students to showcase their robotics skills through robot demonstrations on ICC Sydney's world stage.



### Robotics and Innovation at ICC Sydney

As part of ASM Global's approach to innovation, CSI through constant small improvements and efforts to improve efficiencies, ICC Sydney's team is always looking to evolve its operations and partnerships with local universities and startups to fuel innovation and implement high tech solutions. Robotic solutions are embedded within venue operations, and provide digital concierge services, exhibition line marking and cleaning.



### UTS Startups Summit

In 2024, ICC Sydney will again welcome 2,000+ high school students from years nine and 10 to Australia's largest event inspiring and supporting young tech-enabled entrepreneurs - the UTS Startups Summit. The event features young founders and entrepreneurs from an array of industry backgrounds, including ecommerce, software development, digital content creation and marketing.



**Glenn Wightwick**  
Deputy Vice-Chancellor (Enterprise),  
University of Technology Sydney

“Our rich partnership with ICC Sydney is integral in helping UTS promote knowledge exchange and entrepreneurship through their international platform. From collaboration on ICC Sydney's Feeding Your Performance culinary philosophy report, the promotion of entrepreneurship through UTS Startups that is aimed at boosting the nation's productivity levels, the promotion of our entrepreneurial summer school challenge and recruitment opportunities for our event management students, ICC Sydney is the perfect venue to drive large scale impact. The inaugural UTS Startups Summit would not have been possible without ICC Sydney's team, and their commitment to create a genuine legacy and inspire the next generation is awe-inspiring. We're currently supporting 680+ startups through UTS Startups, with connections to the right mentors, investors, customers, talent and researchers. It's wonderful to have a world class venue nearby with a team that encourages relevant startups in to support a particular industry or technical skill through the incredible Legacy Program partnership.”



**Councillor Yvonne Weldon**  
Deputy Chair, Metropolitan Local Aboriginal Land Council

“Working with ICC Sydney’s whole team and in partnership with the Metropolitan Local Aboriginal Land Council has been an important and significant journey because what you see at ICC Sydney is that there is so much reflection of the First Nations people. It’s built into the beautiful building and it’s also built into their practices. The fact that we have these practices continuing in a modern day place is both a testament to ICC Sydney and the Metropolitan Local Aboriginal Land Council.”\*

\* Source: ICC Sydney Case Study: Business Sydney First Nations Forum, <https://iccsydney.com.au/wp-content/uploads/2023/05/220914-ICCS-RAP-2022-CaseStudy.pdf>



**Cain Slater**  
Chief Commercial Officer, KARI

“KARI’s partnership with ICC Sydney is a perfect embodiment of our mission to create meaningful points of connection to share Aboriginal culture and achievement while strengthening Indigenous communities in Australia. The power of business events to demonstrate the role of Aboriginal and Torres Strait Islander people is proven repeatedly at ICC Sydney. The business connections we have made have resulted in increased investment in our support programs, from helping to equip kids for learning to strengthening career opportunities for high performing talent, while broadening the exposure of our cultural performances to more local and visiting event attendees. With over 90% of our KARI performances booked and hosted through the venue, ICC Sydney has been a central platform to promote, share and nurture First Nations Peoples, culture and talent on a global scale.”



**Angela Farr-Jones**  
Associate Chief Executive Officer & Co-Founder  
Stand Tall

“Now in our seventh year together with ICC Sydney, Stand Tall Event has grown from 1,500 in 2017 to 6,000 attendees. 2023 was our best event yet and we have had many long term supporters agree. ICC Sydney’s staff are truly exceptional, and they have wonderful leadership from the top. Everyone part of our Stand Tall team loves working with ICC Sydney to make a tangible difference to the mental health and wellbeing of many young people.”\*

\* Source: ICC Sydney Case Study: Stand Tall 2023, 8 June 2023, <https://iccsydney.com.au/media/case-studies/stand-tall-2023/>



# ASM Global's Executive Management Team at ICC Sydney



**Geoff Donaghy**  
Chief Executive Officer ICC Sydney  
& Group Director Convention Centres  
ASM Global (APAC)

Geoff Donaghy is one of ASM Global's longest serving executives having previously managed the Cairns Convention Centre and redevelopment of Suncorp Stadium for ASM Global. He was the obvious choice for ASM Global to entrust him with the most exciting challenge in the venue industry – to lead the operations, planning and opening of Australia's leading convention, exhibition and entertainment precinct at Sydney's Darling Harbour.

As CEO, Geoff was part of the bidding consortium that was responsible for establishing the ICC Sydney team during the pre-opening.

Geoff served two terms as President of the International Association of Congress Centres (AIPC) following several years as a board member and was their representative on peak global body, the Joint Meetings Industry Council (JMIC), where he was a longstanding member of its executive committee.

In the five years from 2005, he served as Chair of local peak body, the Business Events Council of Australia (BECA), where he steered greater government recognition for the industry and was reappointed to the board as Deputy Chair in 2020, to assist in driving industry advocacy initiatives during the COVID-19 crisis. During this period, he was also appointed to the Australian Chamber of Commerce and Industry (ACCI) Tourism Recovery Taskforce.

Geoff was awarded the Australia Centenary Medal by the Federal Government in 2001, the Australian industry's Outstanding Contribution Award in 2009, the Joint Meeting Industry Council's 2010 Global Power and Profile Award and the 2016 IMEX Academy Award for outstanding Asia Pacific industry service and has been a regular convention speaker and leading media spokesperson on business events industry matters. In 2021, Geoff was inducted into the USA based Events Industry Council's Hall of Leaders – a prestigious international recognition program in the global meetings, conventions and exhibitions industry.



**Adam Mather-Brown**  
General Manager

With a career in the convention and exhibitions industry spanning more than 30 years, Adam's enthusiasm shines through his every interaction. Adam's depth of experience encompasses design and operational consultation on multi-national ASM Global facilities.

Specialising in pre-opening and opening phases, Adam played a pivotal part in delivering the revitalised Darling Harbour precinct and opening of ICC Sydney in December 2016, which has changed the face of the city for generations to come.

For Adam, ICC Sydney was a natural next step in an esteemed career that has seen his involvement in opening some of the world's top convention centres including the Durban International Convention Centre, Cape Town International Convention Centre, Kuala Lumpur Convention Centre, and the Qatar National Convention Centre.

Adam is also ASM Global's foremost expert in the company's world leading proprietary operating system, ASM Global 'Atlas', as so successfully utilised to set up and manage ICC Sydney and all its operational functions.



**Beverley Parker**  
Director of Business Development  
& Director Of Marketing | ASM Global (APAC)

Beverley brings a wealth of industry experience to ICC Sydney developed through global exposure to the corporate, conference, incentive, leisure, inbound and exhibition sectors. She was a founding member of ASM Global's pre-opening team for ICC Sydney and as Director of Business Development, Beverley's sound business development strategy and astute leadership of the Business Development Department was responsible for confirming over 500 events valued at A\$200 million prior to the venue opening in December 2016. Under Beverley's direction, ICC Sydney's Business Development team has secured a total of 3,665 events for 6.4 million attendees that contributed A\$3.9 billion to the local economy across seven years of operation.

As Director of Marketing for ASM Global's Asia Pacific operations, Beverley is responsible for the successful establishment and promotion of the group's new and existing portfolio of venues throughout the region. She is a key contributor to the national business events and tourism industry and is a member of Business Events Australia Industry Advisory Panel. She is a world renowned event professional who has attracted some of the world's most prestigious business events and conferences to ICC Sydney, establishing partnerships across Australia and the world including Asia, North America and Europe.



**Lynell Peck**  
Director of Culinary Services

ICC Sydney's Director of Culinary Services, Lynell Peck is an accomplished industry professional with over 30 years' experience in hospitality and event management at leading venues. Lynell has been an instrumental contributor to ASM Global's international culinary initiatives.

Lynell leads a team of more than 500 people to deliver an extraordinary culinary experience at ICC Sydney. She has set new culinary standards across the board with ICC Sydney's presentation, imagination and product sourcing, including an emphasis on collaborating with an extensive network of NSW-based food and beverage suppliers and producers. Her leadership has ensured a world class, respected reputation for culinary excellence.



**Malu Barrios**  
Director of Event Services

Malu Barrios has spent some 30 years at Director level in the events industry; developing and implementing venue management strategies across a variety of major convention centres and event venues throughout Australia.

She is a seasoned ASM Global executive, having successfully launched three of the global venue management group's facilities at the Brisbane Convention and Exhibition Centre, the Darwin Convention Centre and the interim Sydney Exhibition Centre @ Glebe Island prior to undertaking her current role of Director of Event Services at ICC Sydney.



**Samantha Glass**  
Director of Corporate Affairs, Communication  
& Sustainability

A founding member of ASM Global's ICC Sydney leadership team, Sam developed the award winning communications and marketing strategies that have resulted in establishing one of the business events industry's strongest brands.

As a champion of sustainability and social justice, Sam oversees ICC Sydney's globally respected, industry leading Legacy Program, Corporate Social Responsibility (CSR) Strategy, Reconciliation Action Plan and Accessibility and Inclusion commitments, all of which have been awarded or recognised internationally as world leading.

A corporate affairs and stakeholder engagement specialist, Sam is actively involved with roles on Committee for Sydney and Business Sydney working groups, is Chair of the Australian Business Events Association's Sustainability Committee and is a founding member of the international convention centre association, AIPC, Future Shapers Taskforce - which is committed to solving industry challenges through leadership and collaboration.



**Brian Nash**  
Director of Audio Visual Services

Brian brings a wealth of industry knowledge to the ICC Sydney team as the Director of Audio Visual Services.

Having spent the majority of his life on, near or around a stage, Brian has an immense passion and dedication for event production. With more than 30 years' experience, he is an exceptionally experienced operator who has worked on numerous touring productions, festivals and venues including ASM Global's Brisbane Convention and Exhibition Centre and prior to that at the Sydney Opera House and the Sydney Entertainment Centre.

Part of ASM Global's landmark opening team for ICC Sydney, Brian is highly regarded as an industry veteran who has set a new benchmark for venue technology including the launch of ICC Sydney's world leading Hybrid Event Solutions model, developed in response to the coronavirus pandemic.



**Martin Clapham**  
Director of Business Services

ICC Sydney's Director of Business Services, Martin Clapham, is responsible for overseeing and controlling all corporate, financial and ICT operations. He has extensive experience and a high degree of commercial acumen gained in past roles across sectors including FMCG, agricultural, hospitality and the construction industry.

Martin is a strategic thinker and is admired for his ability to bring clarity to complex commercial and operational business decisions. He has demonstrated a strong leadership ability, inspiring high performance in teams across the Asia Pacific region, in line with playing a pivotal role in driving business excellence and efficiency through his leadership.



**Luke Fleming**  
Director of Human Resources

A key contributor in ASM Global's people and culture initiatives nationally, ICC Sydney's Director of Human Resources, Luke Fleming, is a business events and hospitality industry specialist with over 20 years' experience in managing expansive workforces both in Australia and Asia. Joining in the pre-opening stage, Luke was an integral part of developing our award winning people and culture function, earning industry and professional recognition across a number of years.

Luke's strengths in strategic business planning, talent management and capability development as well as employment relations and industrial compliance has earned him a sound reputation as a highly effective people leader. A member of ASM Global's APAC senior people and culture leadership group, Luke is a driving force behind ensuring ASM Global APAC is an industry leader, delivering cutting edge, early adopter initiatives that advocate change across our sector with particular focus on people and organisational culture development as well as industrial compliance.



**Adam Smith**  
Director of Building Services

Adam Smith is an acclaimed hospitality and customer experience manager with a career spanning over two decades' working in the events services industry. He is renowned as a highly strategic leader who is skilled in people, operations, financial, food, beverage and event management.

Adam joins ASM Global's executive team at ICC Sydney following a long tenure at the Australian Turf Club where he led a team of almost 1,500 people. In his role as General Manager, Adam oversaw security, transport, traffic management and construction projects as well as major events in a venue that attracts over a million visitors annually.

Skilled in the management of large facilities and passionate about creating a safe a sustainable venue, Adam's role at ICC Sydney specialises in security, safety, operational management and the delivery of premium visitor services through the excellent presentation of Australia's premier convention, exhibition and entertainment venue.



ASM Global (APAC) Regional Office Executives Supporting ICC Sydney



**Harvey Lister AM**  
Executive Chairman



**Peter Loxton**  
Executive Vice President  
- Commercial, Strategy  
and Growth



**Bob O’Keeffe AM**  
Chief Operating Officer  
- Venue Operations



**Geoff Donaghy**  
Group Director  
- Convention Centres  
and CEO, ICC Sydney



**Mark Pitman**  
Chief Financial Officer



**Beverley Parker**  
Group Director of Marketing  
and Director of Business  
Development, ICC Sydney



**Gary Thomas**  
Executive Vice President,  
Technical and Design,  
ASM Global Solutions



**Adam Lister**  
Group General Counsel



**Tim Worton CVE**  
Group Director  
- Arenas, Theatres  
and Entertainment



**Rebecca Barry AVM**  
Senior Vice President,  
People & Culture



**Paul Sergeant OBE**  
Executive Vice President  
- Asia & MENA



**Rod Pilbeam**  
Group Director,  
Venue & Event Innovation



**Martin Latter**  
Senior Vice President  
Food & Beverage  
and Hospitality



**Tina Eggers**  
Deputy Director of  
Business Development,  
Conventions & Exhibitions



**James Wagg**  
Group Director of Facilities



**Amanda Kneebone**  
Group Manager - Financial  
Reporting & Analytics



**Ed Sanderson**  
Executive Vice President  
- Venue Development



**Don Elford**  
Director,  
Global Partnerships



**Debbie Rogers**  
Deputy Group Director,  
People & Culture



**Fiona Persson**  
Manager, Project  
Research and Consultancy



**Andrew McDonald**  
Group Chief  
Information Officer



**Geoff Hanrahan**  
Senior Vice President  
Operations  
ASM Global Solutions



**Tammy Werner**  
Group Manager,  
Finance & Administration



**Gail Sawyer**  
Media & Communications  
Manager



**Cameron Costello**  
First Nations Ambassador



**Jennifer Thompson**  
Executive Assistant  
to the Chairman



**Jennifer Barry**  
Global Partnerships  
Executive



**Karen Worboyes**  
Group Manager,  
Payroll Services



**Carly Browne**  
Centralised Entertainment  
Bookings Manager



**Glen Vickers**  
Group Manager,  
Operating Systems

# Universal Recognition – Awards Snapshot for ICC Sydney

ICC Sydney and its Darling Harbour Live partners demonstrated global leadership through world class service excellence in 2023 adding a further 20 awards and accolades totalling 95 to date. Awards recognised ICC Sydney's architecture, design, culinary service, audio visual innovation and delivery, event management, marketing and communications and its extraordinary people.

## Venue

### 2023 World Travel Awards

Oceania's Leading Meetings & Conference Centre

### 2022 TTG Asia Travel Awards

Best Convention & Exhibition Centre

### 2023 Spice News

Hot 100 venues - Best Mega Venue in Australia  
Hot 100 venues - Best Convention Centre Catering  
Hot 100 venues - The Most Sustainable Venue Category

### 2022 Spice News

Hot 100 venues - The Best Venue for a Gala Dinner

### 2019 Good Design Awards

Gold Award for Architectural Design: Urban

### 2019 City of Sydney Global Destination Sustainability Index

Innovation Award

### 2019 Meetings and Events Australia National Awards

Best Event Venue - Capacity over 1500

### 2018 Australian Institute of Architects New South Wales Awards

Lloyd Rees Award for Urban Design

### 2018 Australian Institute of Architects National Awards

Walter Burly Griffin Award for Urban Design

### 2018 Property Council of Australia and the Rider Levett Bucknall Innovation and Excellence Awards

Best Public Building

### 2018 Property Council of Australia and the Rider Levett Bucknall Innovation and Excellence Awards

Best Tourism and Leisure Development

### 2018 Qantas Business Travel Awards

Best Conference Venue

### 2017 Australian Institute of Building Awards

Professional Excellence Award  
AIB NSW Chapter Building Professional of the Year

### 2017 Master Builders Association Awards

Outstanding construction Award  
Excellence in Energy Efficiency  
National Entertainment & Recreation Facility of the Year  
Best Use of Concrete  
Best Use of Glass  
Best Public Building & Best Building

### 2017 Infrastructure Partnerships Australia National Infrastructure Awards

Project of the Year

### 2017 Illuminating Engineering Society of Australia Annual IES Lighting Awards

Public realm lighting Darling Harbour  
Exhibition Centre Pre-function Space  
and Façade Lighting

### 2017 Qantas Business Travel Awards

Australia's Best Conference Venue

## Culinary Services

### 2022 NSW Sommelier's Wine List Awards

Best NSW Wine List in a Sydney venue (>40 seats)

### 2021 Spice News

Hot 100 venues - Best Convention Centre Catering

### 2018 New South Wales Savour Australia Restaurant & Catering HOSTPLUS Awards for Excellence

Sydney Metropolitan Function/  
Convention Centre Caterer

## Corporate Social Responsibility

### 2023 KARI Foundation Awards

Fundraiser of the Year (City2Surf)

### 2023 Exhibition and Event Association of Australasia Awards for Excellence

Sustainability Initiative Award

### 2020 UFI Awards

UFI Sustainable Development Award 2020

### 2019 Meetings and Events Australia National Awards

Event Legacy Award

### 2018 Exhibition and Event Association of Australasia Awards for Excellence

Best Corporate Citizen

## People

### 2023 Inavate 40 under 40

APAC Class of 2023 - Anthony Chin,  
Senior AV Project Manager

### 2023 PCO Association President's Award

Geoff Donaghy, CEO

### 2021-2022 Meetings and Events Australia Awards

Skilling Program of the Year

### 2023 Australian HR Awards

Rising Star of the Year - Ashleigh Vassallo,  
HR Business Partner

### 2021 Events Industry Council Hall of Leaders

Geoff Donaghy, CEO

### 2019 Australian HR Awards

Best Diversity and Inclusion Program  
Best Learning and Development Program  
Best Reward and Recognition Program

### 2019 Meetings and Events Australia National Awards

Operational Person of the Year and Platinum Award - Marc Singerling

### 2018 Exhibition and Event Association of Australasia Awards for Excellence

Best Venue Team

## Audio Visual and Innovation

### 2022 International Association of Convention Centres Innovation Awards

Connect Hub

### 2021 - 2022 Meetings and Events Australia NSW Awards

Audio Visual Services

2018 INCON Awards

Global Digital Infrastructure Awards

## Communications and Marketing

### 2021 PRIA Golden Target Awards

Bronze B2B Campaign of the Year & Crisis & Issues Management Campaign of the Year

### 2017 PR Asia Awards

B2B Campaign of the Year

## Events

### 2021 - 2022 Meetings and Events Australia National Awards

Virtual Event of the Year - Royal College of Pathologists  
Australasia's Pathology Update 2021

### 2019 Exhibition and Event Association of Australasia Awards for Excellence

Sibos 2018

## Confirmed Future Event Highlights

### International

15<sup>th</sup> International Congress on Mathematics 2024  
 Global Positive Nature Summit 2024  
 International Commission on Irrigation and Drainage (ICID) Asian Regional Conference 2024  
 National Computational Infrastructure - Super Computing Asia 2024  
 Global Health Security Network - Global Health Security Conference 2024  
 Institute for Operations Research and the Management Sciences - Marketing Science Conference 2024  
 World Endometriosis Society World Congress on Endometriosis 2025  
 International Union for Vacuum Science, Technique and Applications International Vacuum Congress 2025  
 International Astronautical Federation 76<sup>th</sup> International Astronautical Congress 2025  
 Congress of the International Council of the Aeronautical Sciences 2026  
 31<sup>st</sup> International Congress of The Transplantation Society 2026  
 IAGG World Congress on Gerontology and Geriatrics 2030

### National

Salesforce World Tour 2024  
 SXSW Sydney 2024  
 Australian Institute of Company Directors Conference 2024 and 2025  
 Fundraising Institute Australia Conference 2025  
 Australian Society of Otolaryngology Head and Neck Surgery Annual Scientific Meeting 2025  
 Royal Australasian College of Surgeons Annual Scientific Congress 2025  
 AusMedtech Annual Conference 2025  
 Australian Veterinary Association Conference 2025  
 Fire Protection Association Australia Fire Australia Conference and Tradeshow 2025  
 49<sup>th</sup> Annual Scientific Meeting of the Australasian Divisions of the International Academy of Pathology 2025  
 Network of Alcohol and other Drugs Agencies Conference 2025  
 Clinical Oncology Society of Australia Annual Scientific Meeting 2026  
 Australian Water Association Ozwater'27, 2027  
 Australian Physiotherapy Association Conference 2027

### Exhibitions

Reed Gift Fair / Life Instyle 2024  
 Smart Energy Conference & Exhibition 2024  
 INDO PACIFIC International Maritime Exposition 2025

## Pipeline Event Highlights

### International

Papua New Guinea Resources and Energy Investment Conference and Exhibition  
 The International Mining and Resources Conference (IMARC)

### National

Australian Network on Disability Conference and Awards 2025  
 Australian Nurse Teachers Society, National Nurse Educator Conference 2025  
 Australasian Railway Association, AusRAIL PLUS 2027  
 Clean Energy Council, Australian Clean Energy Summit 2027  
 Australian Human Resources Institute AHRI National Convention and Exhibition 2028  
 Early Childhood Australia National Conference 2028  
 Royal Australian and New Zealand College of Radiologists Annual Scientific Meeting 2028  
 SXSW Sydney 2025

### Exhibitions (multi-year)

ADX Sydney Dental Exhibition  
 Australian Fitness Expo  
 Australian Manufacturing Week  
 Design Show  
 Fine Food  
 Gaming Technologies Expo  
 Global Sourcing  
 Good Food and Wine Show  
 Great Australasian Beer SpectAPular (GABS)  
 INDO PACIFIC International Maritime Exposition  
 Integrate Security  
 International Jewellery Fair  
 Naturally Good Expo  
 Online Retailer  
 Reed Gift Fair / Life Instyle  
 Sydney Build  
 Sydney Disability Connection Expo  
 Sydney International EV Show

# New South Wales and First Nations First

As a gateway to Sydney and surrounding areas for customers and visitors, ICC Sydney promotes Sydney and regional NSW. It is also committed to strengthening the broader industry that reaches out through these supply chains and through its Reconciliation Action Plan commitments and ASM Global ACTS inspired Legacy Program, it seeks to provide opportunities for Indigenous owned businesses.



© Supply Nation



### First Nations

Through its second Reconciliation Action Plan (and Legacy Program), ICC Sydney has promoted the inclusion of Indigenous owned businesses into client events. Through its partnership with Supply Nation, ICC Sydney created opportunities to grow Aboriginal-owned businesses across its supply chain through an enhanced First Nations procurement strategy. ICC Sydney has now engaged 20 First Nations suppliers and has spent A\$595,727 with First Nations suppliers since opening.

### Impact of Feeding Your Performance Philosophy

ICC Sydney continued to drive positive outcomes for NSW through its Feeding Your Performance philosophy. This focus feeds the performance of event delegates, ICC Sydney's produce partners and the communities in which they run their businesses. ICC Sydney has spent A\$65 million with NSW food and beverage suppliers since opening and maintains a 100% NSW wine list.



*ICC Sydney's support for home state wines has been exemplary. The team at ICC Sydney continue to lead when promoting NSW wines. Not only does the venue team support our industry all year round with a commitment to a 100% NSW wine list, but their world class venue and passionate people ensure our NSW Wine Awards judging process and the awards luncheon are presented to the highest standard."*\*

**Mark Bourne, President  
NSW Wine Industry Association**

\* Source: ICC Sydney champions NSW wine industry and top drops | ICC Sydney



### NSW First Procurement

ICC Sydney continues to prioritise sustainable procurement strategies. The venue team has spent A\$370 million with NSW suppliers since opening.

## 7 YEARS OF ECONOMIC CONTRIBUTION



**A\$370m<sup>+</sup>**  
NSW SUPPLIER SPEND



**A\$595k<sup>+</sup>**  
FIRST NATIONS  
SUPPLIER SPEND



**400k<sup>+</sup>**  
BOTTLES OF NSW WINE  
SERVED AT EVENTS

## ECONOMIC IMPACT IN 2023



**A\$57m<sup>+</sup>**  
NSW SUPPLIER SPEND



**A\$65m<sup>+</sup>**  
NSW  
FOOD & BEVERAGE  
SUPPLIER SPEND



**100%**  
LOCAL WINE LIST



**A\$15.3m<sup>+</sup>**  
NSW  
FOOD & BEVERAGE  
SUPPLIER SPEND

# Direct Investment in NSW

## Food and Beverage

### CENTRAL TABLELANDS

Angullong Wines  
Beef  
Black Tuscan cabbage  
Block 11 Organics  
Breakout River Meats  
Cabbage  
Canola oil  
Chalou Wines  
Colmar Estate  
Cow's milk feta cheese  
Eggplant  
First Ridge Wines  
Gilbert Family Wines  
Green shallots  
Heirloom carrots  
Herbs  
Jannei Goat Dairy  
Kogi pumpkins  
Lamb  
Logan Wines  
Majors Group Australasia  
Nashdale Lane Wines  
Philip Shaw Wines  
Potatoes  
Printhie Wines  
Rhubarb  
Robert Oatley Wines  
Robert Stein Wines  
Ross Hill Wines  
See Saw Wines  
Silverbeet  
Snow pea tendrils  
Swinging Bridge Wines  
Tamburlaine Organic Wines  
Tomatoes  
Turnips  
Windowrie Wines

### CENTRAL WEST

2 GR Wagyu beef  
Nectarines  
Plums  
Pumpkin  
Single origin grain

### CENTRAL COAST

Wallis Lake oysters

### HUNTER

Bimbadgen Wines  
Binnorie Dairy  
Brokenwood Wines  
De luliis Wines  
Hungerford Hill Wines  
Hunter Belle Cheese  
Margan Wines

McGuigan Wines  
Mercer Wines  
Peter Drayton Wines  
Scarborough Wine Co  
Silkman Wines  
Thomas Wines  
Thompson's Pies  
Tulloch Wines  
Tyrrell's Wines

### GREATER SYDNEY

Apromo Trading  
Asahi Lifestyle Beverages  
Australian Liquor Marketers  
Avery Dennison  
Baby fennel  
Badboy Bakehouse  
Batch Brewing Company  
Bean shoots  
Bega Dairy and Drinks  
Berry Man  
Bidfood  
Big Mouth Foods  
Bok choy  
Brasserie Bread  
Bread Spread  
Cabbage  
Calendar Cheese Company  
Chicken  
Chinese broccoli  
Coca Cola  
Combined Wine and Food  
Cookers Oil  
Cornfed chicken  
Cucumber  
Daikon  
Dolce Vita Fine Foods  
Euromaster Smallgoods  
Eustralis Food & Wine  
Farmer Joes Chickens  
Figs  
Fino Foods  
Fireworks Foods  
Food Queens  
Forage Gourmet Edibles  
Free range chickens  
Game Farm  
Get Fish  
Green space herbs  
Haverick Meats  
Heirloom beetroot  
Heirloom carrots  
Heirloom tomatoes  
Heng Australia  
Herbs  
Hong Australia Coporation

Horseradish  
Jacobs Douwe Egberts  
JB Metropolitan  
JFC Australia  
Juice and Co  
Julianne's Kitchen  
Kaffir lime leaves  
Kale  
Kitchen food company  
Lai Shing Dim Sim Factory  
Land of Plenty  
Lemon verbena  
Lemongrass  
Lemons  
Lettuce  
Lewis Continental Kitchen  
M & J Chickens  
Madhouse Bakehouse  
Martin's Seafoods  
Mayers Fine Food  
Merna Crumpets  
Micro herbs  
MMMore  
Mushrooms  
Nasturtium  
Nespresso  
Neverfail Springwater  
Nomad Distribution  
Onions  
Pac Trading  
Paramount Liquor  
Pasta Italia  
Pasteles Bakehouse  
Patchetts Pies  
Pencil leeks  
Pepe Saya  
Petit leaves  
PFD Food Services  
Pink Cloud Kombucha  
Pro Bros  
QCC Hospitality  
Radicchio  
Radishes  
Rainbow chard  
Raj Foods  
Rhubarb  
Royal CDS  
Salad leaves  
Select Fresh Providores  
Seven Miles Coffee Roasters  
Silverbeet  
Socrates Distributors  
Sonoma Bakery  
Sweet William  
Taiyo Foods  
The Essential Ingredient

Tip Top  
Tooheys  
Turmeric  
Two Providores  
Unilever  
Vic's Meat  
Wayward Brewing  
Young Henry Brewing Company  
Zokoko Artisan chocolate  
Zucchini

### MURRAY

Haloumi cheese  
Pete's Pure Wines  
Secret Garden Wines  
Trentham Estate

### NORTH COAST

Berkelo  
Blue eye cod  
Blueberries  
Finger fennel  
Kurobuta pork  
Macadamia nuts  
Mount Warning Water  
Pepe Saya cream  
Raspberries  
Stone and Wood Brewing Co

### NORTH EAST

Nimbin Valley Cheese

### NORTH WEST

Thomas lamb  
Wholegrain Milling Co.  
Woodward Meats

### NORTHERN TABLELANDS

Bindaree Beef  
Rangers Valley beef  
Toppers Mountain Wines

### RIVERINA

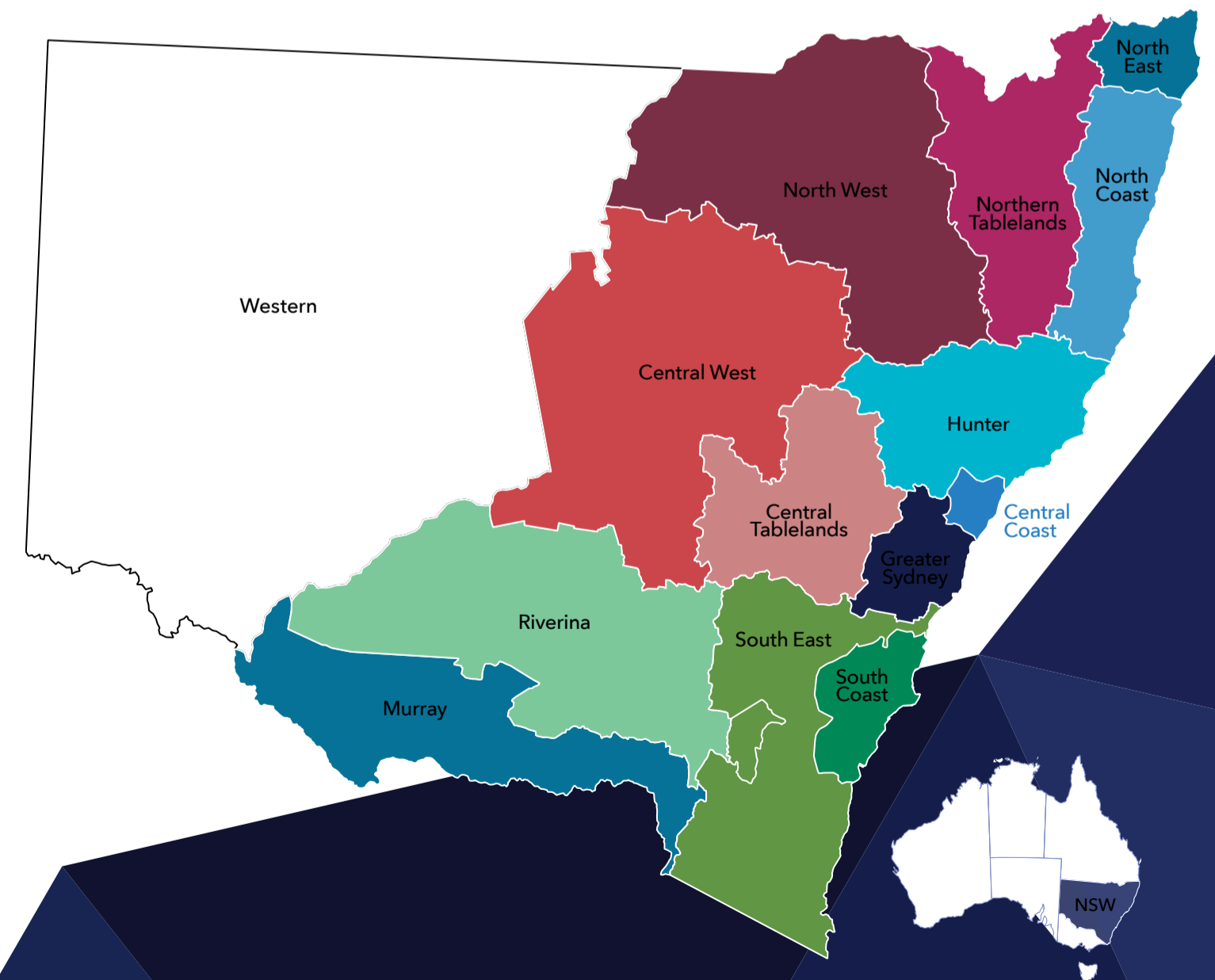
Calabria Family Wines  
Chicken  
De Bortoli Wines  
Dee Vine Estate  
Granny Smith apples  
Grapefruit  
Murray cod  
Riverine beef  
Riverine lamb

### SOUTH EAST

Alto Olives  
Axel Vodka  
Collector Wines  
Four Winds Vineyard  
Freeman Vineyards  
Garlicious Grown black garlic  
Grove Estate Wines  
Kipfler potatoes  
Lock & Key Wines  
Moppity Vineyards  
Nick Spencer Wines  
Spatchcock  
Sydney Rock Oysters  
The Gourmet Potatoes  
Tumblong Hills Wines  
Ulladulla yellowfin tuna

### SOUTH COAST

CopperTree Farms



# World Leading Legacy Program

ICC Sydney's Legacy Program supports its clients to deliver an impact, and contribute to the intellectual, social and cultural capital of Sydney, long after the conclusion of their events.

Underpinned by the ASM Global ACTS framework of environmental and social impact, ICC Sydney's team has continuously grown its Legacy Program by adding new partnerships and deepening its relationships with existing partners. Since launching, the program was activated 344 times. First Nations culture is now acknowledged in 68% of all Legacy Program activations.



## First Nations

**Acknowledging, supporting and celebrating Aboriginal and Torres Strait Islander cultures and businesses**

Australia is a land infused with the rich histories, cultures and knowledge of its First Nations Peoples.

In the spirit of reconciliation, ICC Sydney is committed to demonstrating respect for Aboriginal and Torres Strait Islander people, and acknowledging their ancient and continued connection to Country as the traditional custodians of this land, while providing opportunities and connections for clients and guests to do the same, through:

- Cultural acknowledgments including Welcome to Country
- Indigenous food and produce selections that are championed in ICC Sydney's menu collection
- Performance and art experiences to inspire delegates embedded into event program
- Cultural experiences and tours to educate and connect delegates with the community and Country
- ICC Sydney's partnership with Supply Nation engage genuine First Nations businesses to supply event needs



## Environmental Sustainability

**Minimising the environmental impact of events**

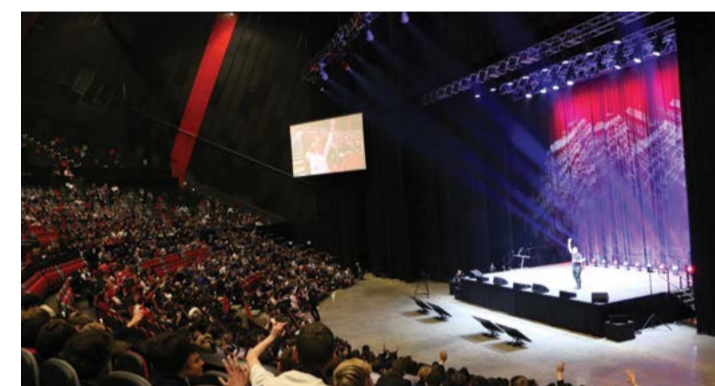
ICC Sydney works collaboratively to assist clients to minimise waste, recycle more, spend less carbon, and utilise resources more sustainably. From the simple repurposing of leftover event materials to charities and the creation of more sustainable culinary offerings, through to detailed carbon assessment and reporting, ICC Sydney's strategies seek to make a positive environmental impact.



## Creative Industries

**Connecting talent from across the Sydney community**

Sydney is home to an abundance of talented performers, artists and designers. 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 Australian artists. The Talent Development Project (TDP) is Australia's leading music training program, preparing students for careers in the entertainment industry. The program has graduated hundreds of students who have national and international careers, including Human Nature and Angus and Julia Stone. ICC Sydney connects TDP with clients to showcase local emerging artists, performers and musicians at their events.



## Innovators and Entrepreneurs

**Building engagement with local innovators and entrepreneurs**

Sydney is not short on ideas. Home to a vibrant startup community, Sydney boasts world class innovators and entrepreneurs. ICC Sydney connects clients with the best of them. Working in partnership with local startup hubs and their members, government, academia and industry, ICC Sydney has developed a program where industry specific startups are invited to pitch, present and showcase their ideas at relevant events.



## Generation Next

**Fostering the next generation of thought leaders and members via student engagement**

To help engage, foster and support the next generation of leaders, ICC Sydney works with clients, as well as partners in academia and industry, to provide the leaders of tomorrow with access to the important industry events and thought leaders of today. The venue team provides students with access to events and facilitates life changing connections for them. Through the Generation Next stream, ICC Sydney supports clients to showcase student talent to the industry, this in turn provides opportunities for students to expand their networks and establish contacts with established professionals.





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