

ANNUAL  
PERFORMANCE  
REVIEW  
2020/21



## 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.

# CONTENTS

MESSAGE FROM THE MINISTER	3
MESSAGE FROM THE CEO	4
ABOUT US	7
PROUDLY MANAGED BY ASM GLOBAL	7
KEY RESULTS	9
STRONG LEADERSHIP	12
BRAND MANAGEMENT	13
BRINGING BUSINESS BACK	18
STRENGTH AND RESILIENCE	19
POWERFUL PARTNERSHIPS	25
CULTURE	28
CUSTOMER-CENTRIC	31
AWARDS, ACCREDITATION	35
CORPORATE SOCIAL RESPONSIBILITY	37



## MESSAGE FROM THE MINISTER



Creating a legacy of beautiful public spaces, great built design and inspiring infrastructure for the people of NSW is my motivation.

While the NSW Government led the rebuild of our international convention, exhibition and entertainment centre, it is the team at ICC Sydney which have brought it to life.

Over the past 12 months, ICC Sydney has proved again, that even in the face of a pandemic, it is in the business of building a legacy.

Not just with the events it secures, but through its partnerships with community groups from First Nations businesses to students, start-ups and entrepreneurs to emerging artists and charities.

With the support of the NSW Government, ICC Sydney has played a leadership role in remaining open for business, despite the impacts of COVID-19. It was agile in finding online and digital solutions to ensure important events in Sydney and the regions could continue.

With no international events, and heavily impacted national audience, its economic contribution was approximately 10 per cent of its usual levels. However, it demonstrated incredible resilience by holding 352 successful, COVID-safe events and welcoming more than 200,000 people through its doors with contact tracing, sanitiser stations and social distancing measures in place.

The online audiences often surpassed usual in-person attendance by the hundreds, and sometimes thousands. The message this sent to our city, our nation and the world confirmed Sydney's brand - we are a city that has responded appropriately to the most difficult of challenges.

Thank you ICC Sydney for remaining a beacon of hope during some of our most challenging of times and I truly hope in 2022 we see a return to life as we know it.

**THE HON. ROB STOKES MP  
MINISTER FOR PLANNING AND PUBLIC SPACES**

## MESSAGE FROM THE CEO



*We had an opportunity to demonstrate what those in the events and venue management industry are much-admired for when operating at their best – our agility and our resilience in the face of adversity.*

It is with gratitude that we thank the NSW Government and Darling Harbour Live for enabling ICC Sydney to operate responsibly throughout the 2020/21 Financial Year. Protecting the venue and our city's brand locally, nationally and globally, as well as careers where possible, and supporting our extended supply chain and community network to the best of our ability.

For ICC Sydney, our city and the communities that we represent, the benefits of staying open through the most challenging of times were clear. We had an opportunity to demonstrate what those in the events and venue management industry are much-admired for when operating at their best – our agility and our resilience in the face of adversity.

We had an obligation to our clients to be available to communicate the ever-changing operating environment we were booking, rescheduling, planning and running events within. We had an obligation to communicate to stakeholders the needs of our industry and we had a need to maintain the safety and security of all people as well as our physical building. We were able to achieve this through constant communication with advice from the NSW Health Department, our internal COVID-19 Taskforce and our EventSafe Operating Guide based on our parent company, ASM Global's worldwide VenueShield program.

Constant communication and dialogue internally and externally allowed us to build trust and identify a pathway through the pandemic while being clear on how we would get there.

We focussed our attention on achieving results for activities within our control – developing COVID safe operating measures and an agile internal COVID Taskforce to enable our quick responses to an ever changing landscape, launching new technology-driven services to enable professional broadcasting and event success and building confidence in our ability to deliver successful events.

After all, the benefits to our knowledge economy and local community reach far beyond the economic impact of the events we traditionally host.

Despite the challenging times, ICC Sydney received 22 enquiries for its Legacy Program through the year. This enabled the inclusion of First Nations performances and Welcome to Country addresses during events. We also repurposed goods after events and as a result of the disruptions to events, the team provided seven tonnes of food to charities that help people in need in Sydney. Furthermore, the team collectively contributed over 600 hours to support our industry through panels, taskforces, conferences and workshops and in the second half of the year 12 team members contributed 51 volunteering hours with charities.

For the things outside of our immediate control – international border closures and hot spot outbreaks triggering interstate border closures – we set about advocating for our industry with the decision-makers that could support our economic outlook.

Through constant dialogue with our industry colleagues and representative bodies, our industry's medium and long term recovery strategy remains front of mind with decision makers at the state and federal levels. This includes my roles with business events peak body, the Business Events Council of Australia (BECA), the Australian Chamber of Commerce & Industry's Tourism Restart Taskforce, as well as our industry associations.

These industry-wide efforts contributed to positive outcomes including the launch of the Federal Government's \$50 million Business Events Grants Program and state-wide eased restrictions for exhibitions and corporate events, including an exemption for ICC Sydney to operate larger conferences as a result of its size, capability and reputation for running events to strict COVID safe measures.

Despite the ongoing impact of the pandemic on event attendance in Sydney, ICC Sydney forecasts returning to a position to again deliver \$1 billion in economic benefit to NSW within five years, once international and interstate border restrictions are safely able to be eased and assuming that mandated quarantine for international visitors is no longer required.

We look forward to keeping you updated.

**GEOFF DONAGHY**  
CHIEF EXECUTIVE OFFICER



## ABOUT US

ICC Sydney is a \$1.5 billion development delivered by the NSW Government and Darling Harbour Live, comprising Lendlease, Hostplus, Aware Super (formerly First State Super), Capella Capital, ASM Global (formally AEG Ogden) 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 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.

## 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. The company's elite venue network spans five continents, with a portfolio of more than 300 of the world's most prestigious arenas, stadiums, convention and exhibition centres, and performing arts 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 introduced VenueShield – an environmental hygiene program of the most advanced safeguards, informed by public health authorities, medical and industry experts and deployed in 325 ASM Global facilities worldwide, including at ICC Sydney.

**ICC**  
SYDNEY  
INTERNATIONAL EXHIBITION CENTRE



## KEY RESULTS

Maintaining the confidence of clients, the state and ICC Sydney's stakeholders throughout the pandemic has enabled its success despite the devastating impact of COVID-19 on the events industry at large.

Through clear and constant communication with clients ICC Sydney ran 352 events with 200,000 attendees, plus an additional virtual audience of at least 200,000.

Working closely with the NSW Health Department, our internal COVID Taskforce ensured the safe and continued running of events under ICC Sydney's EventSafe Operating Guide and parent company ASM Global's worldwide VenueShield program.

The ongoing flow of information to businesses, association members and all organisations is arguably more important during a crisis than in a usual year.

Therefore, once a safe operating environment was established, ICC Sydney commenced running virtual, then hybrid and ultimately in-person only events.

It upgraded its technology and team skills to run these events 100% in-house.

**352**

events

**200,000**

in-person attendees

**200,000**

online audience

**600+**

hours of industry advocacy

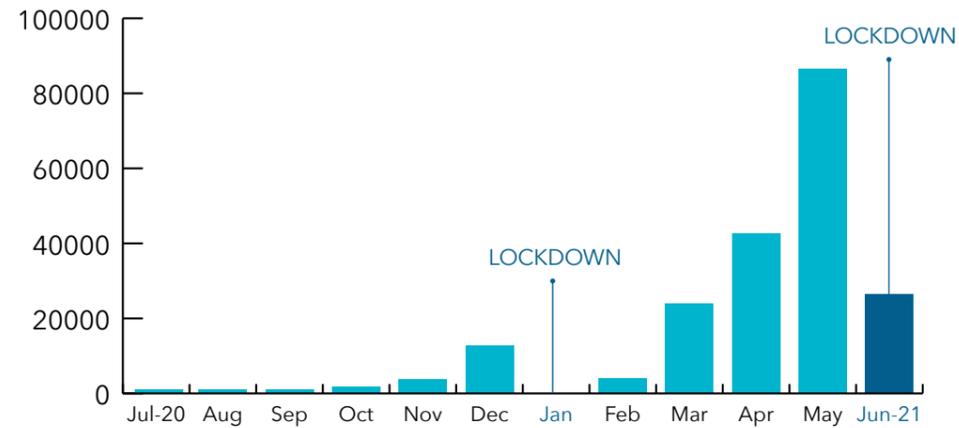
**An exemption to operate conferences to ICC Sydney's EventSafe Guidelines**

**Remaining open throughout the pandemic**

**In-house broadcast studio and end-to-end virtual events technology**

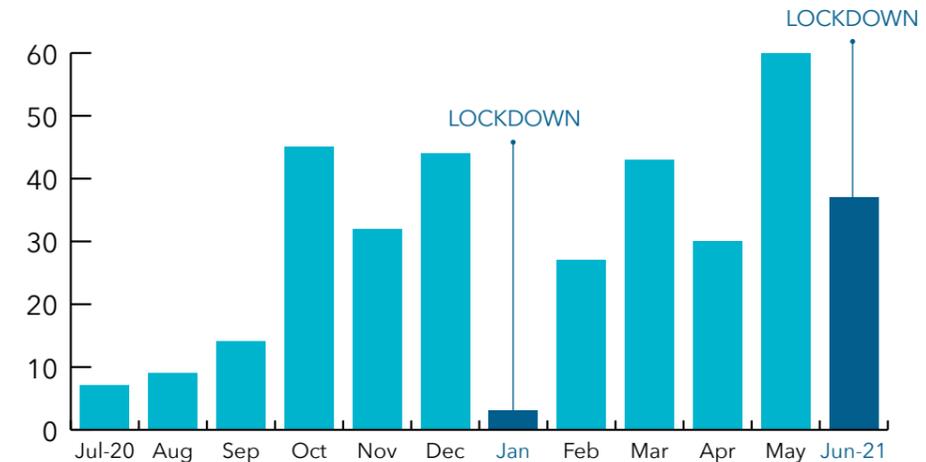
## DOMESTIC BUSINESS RETURNS

DELEGATE ATTENDANCE: FY 2020/21



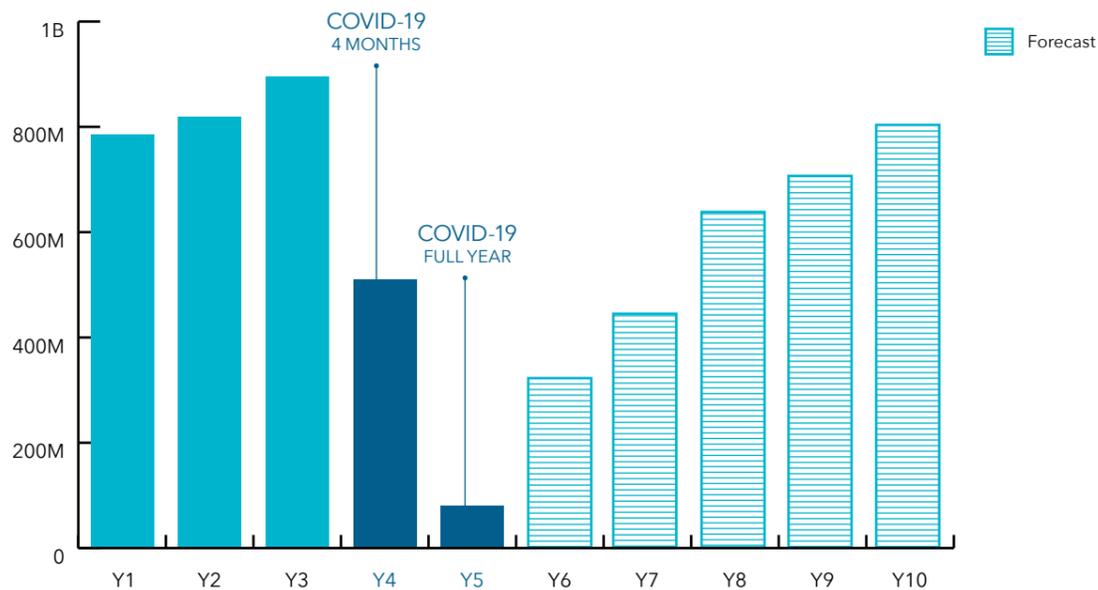
Delegate attendance grew except for those months impacted by Sydney lockdowns.

EVENTS: FY 2020/21



Event numbers grew except for those months impacted by Sydney lockdowns.

DELEGATE EXPENDITURE: SINCE OPENING



Delegate expenditure (Facilitated Tourism Spend)



Domestic business had returned by May 2021 with **60 events** attended by almost **90,000 attendees** during the month.

**400+**  
casual roles reinstated by May 2021

**155,000**  
room nights

**\$80M**  
delegate spend

## STRONG LEADERSHIP

The delivery of 352 events in the 2020/21 financial year was made possible through ICC Sydney's leading industry advocacy and practical response to the challenges created by the pandemic through the establishment of a safety framework and new in-house services.

### Leadership and Industry Advocacy

At the helm of ICC Sydney is CEO, Geoff Donaghy, who is uniquely placed as Group Director Convention Centres ASM Global (Asia Pacific) as well as being the Deputy Chair of the industry's peak body, the Business Events Council of Australia (BECA). During this period he was appointed to the Australian Chamber of Commerce and Industry (ACCI) Tourism Recovery Taskforce and member of the executive committee of the Joint Meetings Industry Council (JMIC). Geoff's role in advocating for industry issues generated the impetus for the industry-led application to NSW Health for a review of the gathering restrictions that were in place preventing conferences, banquets, live events and exhibitions to go ahead in significant numbers.

ICC Sydney further operated in partnership with several leading industry bodies including Exhibition and Event Association of Australasia (EEAA), International Association of Convention Centres (AIPC), International Congress and Convention Association (ICCA, Meetings and Events Australia (MEA) and Union of International Fairs (UFI), to engage and advocate for the needs of the industry. Briefings with key government departments and Ministerial offices, as well as leading Sydney organisations, Committee for Sydney and Sydney Business remained critical.

“ICC Sydney has played an important leadership role in our sector's path to recovery. With ICC Sydney's partnership and support, exhibitions have returned and this has had a positive impact which reaches far beyond our industry. Trade exhibitions are a critical component of the \$35.7 billion business events industry and in this way, their return and recovery is a key contributor to the national economy. The flow on benefits of trade show business is substantial and we hope the continued progress in this sector paves the way for the recovery of other industries.”

**BRIAN THOMAS, MANAGING DIRECTOR,  
RX AUSTRALIA**

### Safety Response

Through the implementation of ASM Global's environmental hygiene program – VenueShield, collaboration with industry bodies and representatives, ICC Sydney created its venue-specific EventSafe operating protocols. Furthermore, ICC Sydney activated a new internal committee, the COVID Taskforce, comprising representatives from all departments to consult, communicate and consolidate ICC Sydney's COVID-19 safety response. The EventSafe protocols provided the framework for safely conducting events in line with NSW Government regulations and earned the venue permission to deliver events.

An exemption traversing multiple event delivery areas was permitted by the NSW Health department in recognition of the safety standards and planning methodology presented by ICC Sydney. This exemption granted clearance to host events in the Convention and Exhibition Centres and Aware Super Theatre subject to one person per four square metres to the full extent of each space, without a capacity limit.

Staying open and agile with a focus on safety measures allowed ICC Sydney to deliver events such as RX Australia's Reed Gift Fair and the Australian Healthcare Week Expo (see case study on page 16).

## BRAND MANAGEMENT



In an environment transformed by the COVID-19 pandemic, ICC Sydney stepped into its leadership stride to engage with clients, on international, national and local fronts, to maintain the strength and reputation of the venue and the city.

To achieve this, ICC Sydney hosted seven industry forums and events aimed at driving the discourse that would lead to the sector's recovery while elevating the prominence of the city domestically and internationally. ICC Sydney spokespeople contributed over 600 hours towards industry engagement and advocacy, lending their expertise and support across 40 platforms and forums. Over 970 direct communications were developed and distributed to stakeholders, media, clients, partners, and community members, keeping each party abreast of operational and advocacy updates amidst an evolving landscape.

Thought leadership social media posts distributed via the LinkedIn platform consistently received higher than average engagement. Similarly, electronic direct mail campaigns also garnered engagement rates above the industry average.

Engagement with members of business events sector organisations increased, to ensure dialogue to showcase Sydney and keep people connected.

Proactive communication was critical, but it was also important to showcase across multiple channels and touchpoints how events were able to proceed safely. In this way, ICC Sydney continued its leadership role, in leading by example under evolving conditions.

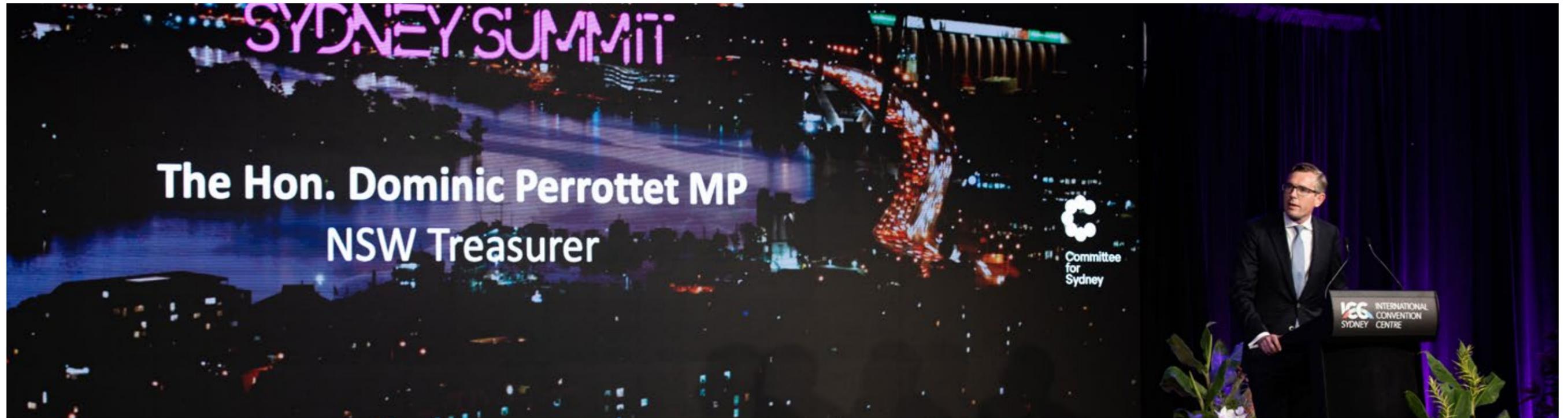
Promotion of ICC Sydney and the city's brand continued through the distribution of nine event case studies developed in partnership with a diversity of clients that collaborated on the delivery of conferences, exhibitions, banquets, and live events. Maintaining continuous support and event delivery rendered the ICC Sydney team match fit and ever-ready to host events as restrictions were eased in the third and fourth quarters of the financial year. ICC Sydney delivered 200 in-person, 72 hybrid and 80 virtual events through the period and in doing so, Sydney's reputation was maintained on the world stage.

During the period, urban policy think tank Committee for Sydney's inaugural Sydney Summit was held as a 100% in-person event at ICC Sydney, bringing together leaders to share their vision for the future of Sydney city (see case study on page 14).

# CASE STUDY

## SYDNEY SUMMIT

8 February 2021



The Committee for Sydney selected ICC Sydney as its venue of choice for the inaugural Sydney Summit, a live, half-day conference that brought together leaders to share their vision for the future of Sydney. The event was a critical component of the Committee's program, re-establishing in-person events in 2021, following months of interruption caused by the COVID-19 pandemic.

### Full range of services activated

ICC Sydney's team provided audio visual production, event management, culinary and marketing services to best present the event and showcase the Committee's initiatives.

### High calibre speakers

The half-day program featured high calibre speakers including:

- Michael Rose AM, Committee for Sydney Chair
- The Hon. Dominic Perrottet MP, NSW Treasurer
- Gabriel Metcalf, CEO, Committee for Sydney
- Simon Corah, Futurist, Growth Mantra
- Michael Pratt AM, Secretary, NSW Treasury
- Geoff Roberts AM, Chief Commissioner, Greater Sydney Commission
- Danielle Wood, CEO, Grattan Institute.

### PROVIDING A SAFE ENVIRONMENT

- Exemption granted by NSW Health to the venue to deliver exhibitions in the Convention Centre.
- Stringent health and safety measures embedded into ICC Sydney's COVID-19 Safety Plan and EventSafe operating protocols.
- Permission to operate the event at one person per four square metres at a minimum.

**100%** in-person

**200** in-person attendees

**7** keynote speakers

**2** media outlets accommodated to observe

*"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."*

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

# CASE STUDY

## 11<sup>TH</sup> ANNUAL AUSTRALIAN HEALTHCARE WEEK

17-18 March 2021



Australian Healthcare Week was the first major trade exhibition in the Exhibition Centre since the onset of the pandemic. 4,500 in-person attendees engaged with over 150 exhibitors. 400 delegates registered to attend the conference sessions over the two day event.

### Collaboration leads to success

ICC Sydney's team supported International Quality & Productivity Centre for 12 months to plan Australian Healthcare Week's event program, which was presented in theatre spaces set up across the exhibition show floor spanning three halls of ICC Sydney's Exhibition Centre. The event planning team, informed by ICC Sydney's internal COVID Taskforce, guided the organiser through evolving NSW Government public health orders.

### Positive industry impacts

Over 220 speakers contributed to 75 conference sessions and Sydney's knowledge economy. The economic impacts of staging an exhibition and conference post-COVID are not to be underestimated. Over 765 shifts were provided to ICC Sydney team members in delivering the exhibition. A further 650 contractors delivered works onsite due to the scope of the event.

### PROVIDING A SAFE ENVIRONMENT

- Exemption granted by NSW Health to the venue to deliver exhibitions in the Exhibition Centre.
- Stringent health and safety measures embedded into ICC Sydney's COVID-19 Safety Plan and EventSafe operating protocols.
- Permission to operate the event at one person per four square metres at a minimum.

**Large** scale two-day conference and exhibition

**4,500** exhibition attendees

**400** healthcare professionals attended the conference

**220+** speakers

**75+** conference sessions

**150+** exhibitors

**3** halls in ICC Sydney's Exhibition Centre

**765** team member shifts

**650** contractors worked on site

*"ICC Sydney provided the ultimate in safety provisions, event planning service, quality, choice and flexibility for the team at International Quality & Productivity Centre in delivering the Australian Healthcare Week event.*

*We are grateful for ICC Sydney's collaboration and partnership evidenced through the months we spent working closely together on the planning in the lead up to the event.*

*Through every change in safety restrictions, ICC Sydney's team proved to be an invaluable and agile partner working with us to find solutions that enabled our exhibitors, speakers and attendees to experience a wonderfully beneficial program that delved into many modern issues faced by healthcare professionals and leaders."*

**Noel McDermott, Regional Managing Director, International Quality & Productivity Centre**

## BRINGING BUSINESS BACK

Key pillars of ICC Sydney's national business mix were represented in FY2020/21 in increasing numbers across the calendar of events and with increasing attendance.

Without the longer-staying, higher spending international attendance at events, the venue's economic contribution to the broader economy was just 10% of a usual year. However, by running 352 events and attracting 200,000 in-person attendees, the venue remained a beacon for recovery, providing all the support it could to bolster the industry, support its supply chain as well as the businesses across the surrounding precinct.

ICC Sydney estimates returning to a position to deliver \$1 billion in economic benefit to NSW within five years, once international and interstate border restrictions are safely able to be eased and assuming that mandated quarantine for international visitors is no longer required.

In 2021, ICC Sydney welcomed the industry back to Darling Harbour after months with limited operational capacity. A mix of trade and consumer events contributed to 17 major national exhibitions, many of which delivered significant economic benefits to the industry.

### Event Highlights

- Reed Gift Fairs in April saw four days of face-to-face networking, storytelling and new learnings with over 260 premium exhibitors reigniting retail supply chains.
- Australian Healthcare Week attracted over 4,500 attendees to the exhibition and contributed positive economic and employment benefits.
- High impact corporate events also provided social benefits, in particular the India Australia Business & Community Awards, which was presented for the first time at ICC Sydney and supported by Investment NSW. The event focused primarily on exploring and strengthening the India-Australia relationship with 750 VIP government officials and delegates in attendance.
- The NSW Child Protection Legal Conference presented by the NSW Government Department of Communities and Justice in February 2021 attracted 220 in-person child protection and legal professionals and 467 remote viewers.
- Attracting over 600 Australian sellers and 400 Australian-based buyers arriving from interstate and local regions and a further 600 Australian sellers and 700 internationally-based buyers participated in Tourism Australia's 41<sup>st</sup> Australian Tourism Exchange, which accommodated 57,000 appointments in total in 2021, highlighting the resilience of the tourism industry (see case study on page 20).

## STRENGTH AND RESILIENCE

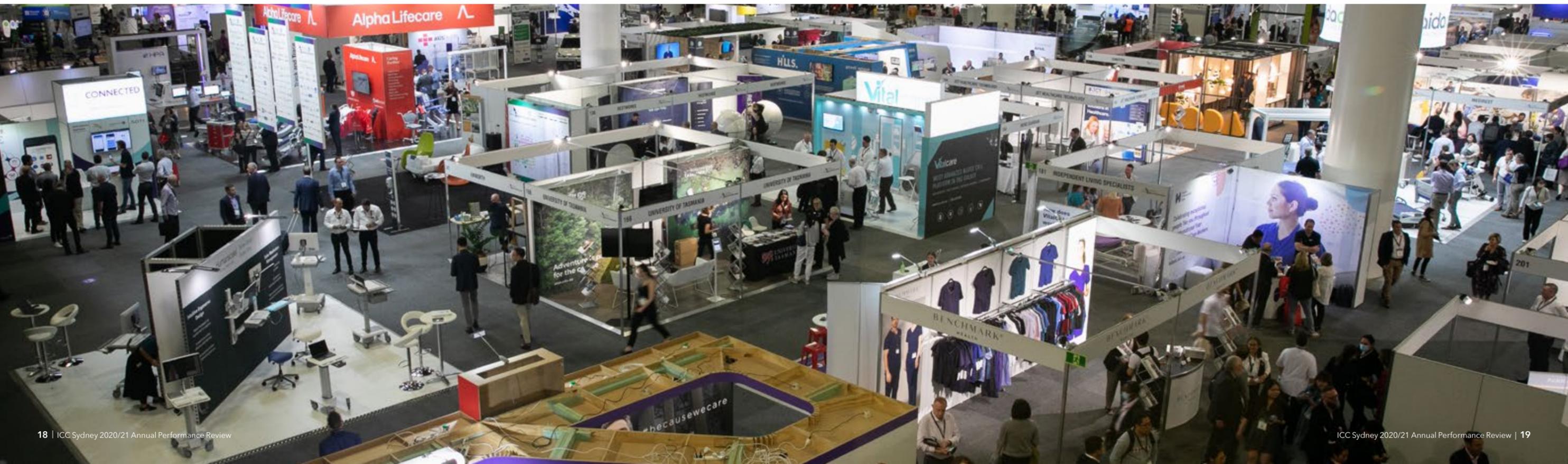
In times of change, resilience has proven paramount in remaining open throughout this pandemic. In an uncertain landscape, ICC Sydney successfully took an agile approach and continuously adapted to the current health regulations. Despite not knowing how long the road to recovery is, successes in the venue provide confidence in what lies ahead.

Over the last year, ICC Sydney welcomed more than 200,000 people through its doors across a diversity of 352 events, including conferences, exhibitions, concerts, awards dinners and gala balls. The venue was match-fit and ready to host events safely in line with NSW Health Department advice and its EventSafe Operating Guide, which integrates parent company ASM Global's worldwide VenueShield program.

Over the year in review, ICC Sydney's team took the opportunity to diversify and introduce new services to the market ranging from virtual and hybrid event solutions supported through the ICC Sydney Connect platform, ample spaces and state of the art audio visual and technology infrastructure, weddings, filming and photography and school events such as examinations.

The team enhanced their skill set to adapt to new technologies and event delivery methods.

The Australian Governance Summit, delivered in collaboration with the Australian Institute of Company Directors utilised the venue's experience in delivering hybrid event solutions. Not only were the needs of the 535 in-person audience accommodated, but the organiser engaged ICC Sydney's expert Audio Visual Services team to optimise the online experience for a further 571 remote viewers.



# CASE STUDY

## AUSTRALIAN TOURISM EXCHANGE

6-9 JUNE 2021



The 41<sup>st</sup> Australian Tourism Exchange (ATE) live event attracted 600 Australian sellers and 400 Australian-based buyers to ICC Sydney. A key theme of ATE21 was the resilience and recovery of bushfire affected communities and a focus on tourism beyond COVID-19.

ICC Sydney's team delivered their unwavering expertise to contribute to the presentation of this significant business event for tourism professionals to nurture relationships after a prolonged, turbulent period in the sector's history.

### Customised culinary services

Activating ICC Sydney's Feeding Your Performance (FYP) culinary philosophy, the team worked with Tourism Australia to structure a menu that championed local produce from across NSW, as well as other Australian produce. Attendees enjoyed 'smart' dishes comprising fresh, seasonal ingredients, expertly combined to support physical and mental performance whilst providing economic and social benefits to suppliers, farmers and regional communities.

### Sustainability in focus

Aligning with ICC Sydney's focus on sustainability, Tourism Australia elevated the importance of sustainability at this year's ATE with content embedded

into the program and on the exhibition floor with potted plants later donated to bushfire affected communities on the South Coast of NSW and excess catering donated to charity. From reducing exhibition build waste by using fully recyclable cardboard meeting tables to looking at ways to offset carbon emissions, learnings from ATE21 can be shared with others so that together we can work towards building a more sustainable future.

### SAFETY TOP OF MIND

- Stringent health and safety measures embedded into ICC Sydney's COVID-19 Safety Plan and EventSafe operating protocols.
- ATE21 was delivered at ICC Sydney in line with the one person per two square metres regulation.

**57,000+** appointments

**1,300** remote international buyers and sellers joined ATE Online

**1,000** buyers and sellers from Australia and New Zealand including inbound tour operators, luxe buyers and specialist buyers hosted in Halls 5, 6 and 7 in the Exhibition Centre

**Seamless** collaboration with Tourism Australia, the event organisers and industry suppliers

**Supporting** local farmers and promoting quality produce

*"ATE Live, the first of its kind in ATE's 41-year history, was an excellent experience for so many different reasons and ICC Sydney played a significant part in our success. The service attitude across the show floor was friendly and professional – from security, to food and beverage teams, to cleaners, and AV technicians. Of course, the senior management team, too! Service quality and attitude was exemplary every day.*

*The quality of food and beverage was also top notch. The way the lunches were managed was nothing short of impressive. Thank you, for making it a really terrific event for the Australian tourism industry."*

**Robin Mack, Executive General Manager, Commercial, Tourism Australia**

# CASE STUDY

## CONNECT MEDIA

Eleven events from August 2021 to February 2021



ICC Sydney hosted seven virtual and four in-person events for integrated marketing and events agency, Connect Media.

### VIRTUAL EVENTS DELIVERED

- 1. CORPORATE AFFAIRS SUMMIT**  
AUGUST 2020
- 2. RETAIL LEADERS FORUM**  
SEPTEMBER 2020
- 3. CFO FORUM**  
OCTOBER 2020
- 4. HEALTHCARE LEADERS FORUM**  
OCTOBER 2020
- 5. MARKETING LEADERS SUMMIT**  
OCTOBER 2020
- 6. BUSINESS OF SPORT SUMMIT**  
DECEMBER 2020
- 7. AUSTRALIAN INSTITUTE OF SPORT**  
FEBRUARY 2021

### Technology Infrastructure

The venue's expert Audio Visual and Information and Communication Technology Services teams worked to deliver a fully integrated and tailored virtual event solution that met the digital requirements for broadcasting to a remote audience, across a broad range of industry specific seminars for Connect Media. Each event was activated with the ICC Sydney Connect customisable event platform and supported by ICC Sydney's expert team.

### Creating a Safe Environment – even for virtual events

ICC Sydney adhered to strict venue protocols as outlined in its venue specific COVID-19 Safety Plan as well as working within its established EventSafe operating protocols in place to support the recording, broadcast and virtual event components to proceed in a COVID safe environment.

**7** virtual events delivered using ICC Sydney Connect platform

Complex, virtual event portfolio reached **1,681** delegates online

Broad event portfolio attracting various industries for media organisation

*"It has been wonderful to host our virtual events with ICC Sydney, their audio visual expertise, studio spaces and ICC Sydney Connect platform assisted us to take our conferences to the next level. The Connect platform was excellent as it gave us a customisable interface. We were able to add our event branding, list partners and link out to relevant pages and websites. Overall our delegates loved the accessibility and interactive presentation of the program and speaker biographies all within the interface for each event. The entire ICC Sydney team is excellent to work with and one of the best venues in the region."*

**Bridee Arrighi, Operations Manager, Connect Media**



“As an investor in ICC Sydney and naming-rights partner of the Aware Super Theatre, we are proud of our continued association with this iconic events and entertainment destination. The venue exemplified the strength of our partnership through their unwavering support during our recent rebrand. At Aware Super, we pride ourselves in doing well for our members in terms of delivering strong, sustainable long-term returns and doing good in the communities in which they live, work and retire. Our investment in ICC Sydney – an invaluable piece of infrastructure and part of the fabric of the Sydney community – is a wonderful example of this. In the last year, perhaps more than ever, we were reminded of how our partnership is not only built on delivering benefits for our members and exceptional experiences for visitors, but also on a shared and deep-rooted commitment to driving positive impact and legacies for the wider community.”

DEANNE STEWART,  
CEO, AWARE SUPER

## POWERFUL PARTNERSHIPS

The business events industry and the performing arts sector were two of the first and hardest hit by the COVID-19 pandemic, however the subsequent easing of restrictions provided the critical signs needed to build confidence for clients, their guests and other event attendees.

Despite changing restrictions and venue capacities throughout the year, Aware Super Theatre hosted 16 major performances, which attracted 60,000 people through its doors and a further 750,000 people viewing events online.

### Aware Super

In recognition of the venue’s strong brand and reputation, equity and naming rights partner Aware Super continued its investment in ICC Sydney underpinning what is a true partnership that enjoys a synergy of shared values.

Aligned in social contribution objectives and activities, ICC Sydney and Aware Super have worked together since the partnership’s establishment in 2019 to ensure that the Aware Super Fund’s members and all patrons enjoy exceptional live events and drive positive community impact. During the year, Aware Super engaged an ICC Sydney creative industries partner. Through the venue’s client legacy program, immensely talented emerging artists from The Talent Development Project, now perform in the Aware Super Theatre Lounge on event nights.

ICC Sydney was proud to support the renaming of its world class theatre from First State Super Theatre to Aware Super Theatre during the year to reflect the rebrand of its partner.

### American Express

American Express opens the door to unforgettable experiences. From concert and theatre pre-sales, lounge access at some of the top arenas around the country including in the American Express Invites Lounge at Aware Super Theatre, American Express offers patrons the opportunity to create memorable moments.

### Premium technology services for member lounge patrons

Inspired to innovate the visitor experience, ICC Sydney introduced the use of QR code technology for food and beverage ordering within the Aware Super Members and American Express Invites Lounges at Aware Super Theatre and offers members a premium and contactless experience.

### Community Partner

Beyond safety measures, through its agile event operations, ICC Sydney delivered social contributions to valued community partners, including Stand Tall - an organisation. In 2021, Stand Tall addressed 6,000 students, teachers and mental health professionals, and a further 100,000 student virtual audience, to deliver positive mental health and wellbeing outcomes.

### Event highlights

**Carols in the Domain (broadcast) / Premier’s Gala Concert / Tina Arena / Jurassic Park in Concert with the Metropolitan Orchestra / PAW Patrol Live! / Paul Gallen vs Justis Huni / Stand Tall**

**60,000**

in-person audience

**16**

performances,  
sporting events or concerts

**750,000**

remote viewers

# CASE STUDY

## STAND TALL

9 JUNE 2021



ICC Sydney hosted valued community partner, Stand Tall, to deliver the annual youth mental health and wellbeing convention, presented as a hybrid event in Aware Super Theatre. Held for the fifth consecutive year at ICC Sydney, Stand Tall 2021 saw 6,000 students, teachers and mental health professionals attend with a further 100,000 tuning in to the live-stream.

Diverse and inspirational speakers included Michelle Payne OAM, Michael Crossland, Aminatah Conteh Biger, Lucas Patchett OAM and Nic Marchesi OAM, Jonny Shannon and Alex Noble. Each took to Aware Super Theatre's stage sharing moving stories and tackling some of the biggest challenges faced by young Australians – mental health, bullying and overcoming adversity.

Stand Tall 2021 provided ICC Sydney team members with a rewarding opportunity to volunteer their skills within a role different to their business as usual responsibilities, at an event that is dedicated to making a difference in the community.

### HEALTH AND SAFETY A TOP PRIORITY

- Stringent health and safety measures were embedded into ICC Sydney's COVID-19 Safety Plan and EventSafe operating protocols to support the safe delivery of Stand Tall.
- Stand Tall was permitted to be held in Aware Super Theatre at 100% capacity with a row between in each school group.

**6,000** in-person attendees

**100,000** students and teachers from every state and territory in Australia plus Cocos Islands watching the live stream or replay

Over **240** schools pre-registered

**36** volunteering hours contributed by ICC Sydney team members

**9** invited speakers and performers

**5** hours of live stream

*"How do we ever thank you enough for the incredible support we receive from you and all the extraordinary ICC Sydney team! We are so enormously grateful that Stand Tall has the backing of Australia's premier theatre and management. It was an incredible experience to run the event this year with you as our partner and many have said it was our best event yet. We have been so moved by the floods of emails, texts, phone calls and social media messages that are pouring in remarking on the impact it had on the young people as well as the adults who watched it. Our survey results on the day were also outstanding. It definitely makes all the hard work worthwhile. The Aware Super Theatre is the perfect venue for Stand Tall and attending this beautiful theatre makes every student feel valued and very special."*

**Angela Farr-Jones, Co-founder, Stand Tall**  
**Jeanine Treharne, Co-founder, Stand Tall**

# CULTURE

ICC Sydney 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 continues to deliver outstanding results.

ICC Sydney's focus on recognising and retaining high-performing talent resulted in 29 internal promotions and 10 casual progressions into permanent roles.

Despite the impact of employee stand downs, uncertainty and tight resourcing, ICC Sydney achieved an average employee engagement score for the year of 82%.

## SKILLING THE TEAM FOR SUCCESS

Through the Academy of Extraordinary, which features 147 internal and external training courses in partnership with providers like TAFE NSW, team members are offered innovative learning opportunities in both formal and informal settings.

The internal program, My Extraordinary Journey, continues to offer clear career pathways for team members through talent, leader and career development streams, in turn increasing engagement.

## HEALTH AND WELLBEING

While the health and wellbeing of the team is always important, there has been a heightened focus during the COVID-19 pandemic. Over the course of the year events such as R U OK? Day, Walk and Talk, BootyBurn and the Longest Lunch were run to connect and engage team members. These in-person activities were supported online with topics such as gym routines, recipes and activities that would allow the team to try something different, learn new skills and share their hidden talents. The promotion of ICC Sydney's employee assistance counselling program has also been continuous.

## DIVERSITY AND INCLUSION

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.

To be a global leader, ICC Sydney believes that diversity must not only be visible within ICC Sydney's workforce but also 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 six key streams: First Nations, LGBTI, Parents and Carers, Five Generations, Able at Work, New Australians (Refugee). To foster understanding, integration and collaboration between all team members we run a program of activities focusing on these streams.

This includes marking days of significance, education through awareness, team activities and learning and development programs focused on ensuring key team members are well equipped to work with and welcome a diverse group of team members and guests into the venue.

## UPSKILLING TO RUN VIRTUAL EVENTS

To meet client needs and deliver ICC Sydney Connect, the team increased its capacity to learn, experiment, test and then deliver a range of services including:

- Management of remote presenters
- Management of remote delegates
- Live streaming to:
  - ICC Sydney Connect
  - Microsoft Teams
  - Facebook Workplace
  - Vimeo
  - YouTube

- Virtual event registration website setup and creation
- Virtual event delivery website setup and creation
- Integration into client virtual event platforms.

All 25 of ICC Sydney's audio visual technicians were upskilled to setup and operate the multitude of platforms and new equipment required to deliver these new in-house virtual and hybrid event services or to integrate into client platforms. The team created a new Digital Services unit comprised of four newly created roles.

“From the outset we knew our event would be in good hands at ICC Sydney. The team understood the rigours of planning a hybrid event which requires detailed scheduling taking into consideration the needs of our in-person and remote audiences. We appreciated ICC Sydney's proactive assistance in implementing their EventSafe operating protocols ensuring high quality service and safety measures went hand in hand.”

REBECCA WALLIS, SENIOR EVENTS OFFICER,  
NSW GOVERNMENT DEPARTMENT OF  
COMMUNITIES AND JUSTICE





## CUSTOMER-CENTRIC

ICC Sydney is committed to being an employer of choice. ICC Sydney's team of exceptionally talented professionals provide a committed service to clients, delegates, patrons and guests. Their experience is backed by a friendly, genuine approach to business that is consistently praised by the venue's cross-section of stakeholders.

In a year like no other, ICC Sydney's team has achieved an exceptional response from clients for our detailed event planning, COVID safe event delivery and sheer resilience in the face of adversity. However, the team is thrilled to receive a 100% client satisfaction rating following client reports.

*\*Note: ICC Sydney received a client survey return rate of 30%, totalling 101 surveys.*

### PROFESSIONALISM, DEDICATION AND SEAMLESS EVENT DELIVERY

“We are ever grateful for the support and care showcased by the teams at ICC Sydney towards IABCA. Everyone involved exemplified the utmost professionalism, dedication, and ability to seamlessly deliver our IABCA program this year, set against the backdrop of the global COVID-19 pandemic, resulting in a truly positive and engaging experience for our high-profile delegates.”

SONIA SADIQ GANDHI,  
DIRECTOR, GANDHI CREATIONS

### HEALTH AND SAFETY PROTOCOLS IN PLACE

“ICC Sydney provided us with a safe solution to proceed with the delivery of our education through their rigorous, informed and professional COVID safe measures and services. We were very well supported through the various teams at ICC Sydney – from the event planning, culinary, audio visual and communications team, they were with us every step of the way to help guide us through planning an event at the venue in the new normal conditions.”

PAUL ELMSLIE,  
FOUNDER & CEO, HEALTHCERT EDUCATION

# 100% overall client satisfaction

### Client Experience

Business Development	<b>98%</b>
Event Planning	<b>98%</b>
Event Operations	<b>99%</b>

### Event Experience

Audio Visual	<b>98%</b>
Culinary	<b>99%</b>
Security	<b>100%</b>
Venue Presentation	<b>100%</b>
ICT (Information & Communication Technology)	<b>99%</b>
Customer Service	<b>100%</b>
Wayfinding	<b>98%</b>
Freight and Logistics	<b>100%</b>

## VISION

To be the best performing convention, exhibition and entertainment centre in the world.

## MISSION

While delivering success for our clients and stakeholders, we are driven to also make a difference within our community as we operate an extraordinary venue with extraordinary people who win, run and support extraordinary events.

## VALUES

Communicating our core values is important to building the collaborative, inclusive culture that we desire. It is the commonality that connects us.



### INTEGRITY

**RESPECTED**  
**TRUSTED**  
**TRANSPARENT**  
**HONEST**

Managed by ASM Global; a trusted organisation with an excellent reputation and respected industry experience, clients have confidence in us because we understand their needs. We are honest and transparent, we do what we say we will do and are known for our professionalism, skill, reliability and strong moral principles.

### + CONNECTED

**COLLABORATIVE**  
**INFORMED**  
**ENGAGED**  
**WELCOMING**

Connected locally, nationally and globally; we are characterised by our large and strong network and provide a platform that connects our guests to the world. We embrace diversity and thrive on bringing together minds from across the globe.

### + CREATIVE

**TRANSFORMATIVE**  
**OPEN MINDED**  
**INNOVATIVE**  
**SOLUTION DRIVEN**

We are problem solvers and innovators. We strive for creative solutions; we have the leadership, insight and skills to attend to each detail with world class proficiency, providing flexible options and endless opportunities for events and event organisers.

### = SUCCESSFUL

**EXTRAORDINARY**  
**HAPPY**  
**PROUD**  
**REWARDED**

If we live our values, then we are successful. 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. We are dedicated to making every event instil pride in our clients and our city so that everybody wins.

## EXTRAORDINARY RESULTS: AWARDS, ACCREDITATION AND RECOGNITION

ICC Sydney and its Darling Harbour Live partners demonstrated global leadership in FY2020/2021, adding a further five awards, accolades and accreditations to the 55 achieved from 2017 to 2019/20.

ICC Sydney and the team have been named as finalists for four awards in the Meetings and Events Australia awards program which has been postponed until September 2021.

This year's awards were secured in recognition of its leadership, audio visual, venue operation, culinary services, sustainability, training and its extraordinary people.



### VENUE

#### Meetings and Events Australia 2020 National Awards

Best Event Venue – Capacity over 1,500, Finalist

*\*Awards ceremony on hold*

#### Association of International Convention Centres

AIPC Apex Innovation Award, Finalist

### CORPORATE SOCIAL RESPONSIBILITY

#### Banksia Foundation

Banksia Sustainability Award, Finalist

### AUDIOVISUAL SERVICES

#### Meetings and Events Australia 2020 National Awards

Audiovisual Services, Finalist

*\*Awards ceremony on hold*

### CULINARY SERVICES

#### Spice Magazine Spice Hot 100

Convention centre with the best in-house catering, Finalist

#### NSW Sommelier's Wine List Awards

NSW Wine Stars, Finalist

### PEOPLE AND TEAM

#### EEAA Awards for Excellence

Unsung Hero

#### EEAA Awards for Excellence

Richard Geddes Young Achiever – Finalist

#### Meetings and Events Australia 2020 National Awards

Sales, Marketing and Business Development Person of the Year, Finalist

*\*Awards ceremony on hold*

#### Meetings and Events Australia 2020 National Awards

MEA Future Leader, Finalist

*\*Awards ceremony on hold*

### ACCREDITATIONS AND CERTIFICATES

#### EarthCheck

EarthCheck Silver Certification

#### 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



## CORPORATE SOCIAL RESPONSIBILITY

Corporate Social Responsibility (CSR) is core to ICC Sydney's business management framework, values and its culture. Through the core pillars of Social Contribution, Economic Impact and Environmental Sustainability, ICC Sydney has continued to build on a strong foundation for delivering its Corporate Social Responsibility plan over the year.

Reflecting on the United Nations (UN) Sustainable Development Goals (SDGs), ICC Sydney has a triple bottom line approach to CSR and has identified initiatives that contribute towards a global agenda for building sustainable cities and communities. ICC Sydney prioritised a number of key projects in 2020/21 to support its CSR commitments, including continuing to implement its industry first Reconciliation Action Plan, deepening community partnerships, minimising waste to landfill, continuing to educate and engage team members, clients and stakeholders and maintaining community partnerships through its Legacy Program.

### SOCIAL CONTRIBUTION



- Team member engagement and stakeholder partnership



- Reconciliation Action Plan
- Supporting charities

### ENVIRONMENTAL SUSTAINABILITY



- Waste management



- Energy use
- Water use

### ECONOMIC IMPACT



- Contributing expertise to build the capacity of the broader industry



- Feeding Your Performance (ICC Sydney's local food and wine philosophy focussed on direct supplier relationships)



- Sustainable procurement
- Diverse suppliers



- Collaborating with clients and stakeholders to deliver sustainable and community-minded events through ICC Sydney's Legacy Program
- Partnering with the City of Sydney and other key institutions under the Sustainable Destination Partnership to promote sustainable tourism

## SOCIAL CONTRIBUTION

Embedded within Sydney's vibrant cultural, creative and inventive centre, ICC Sydney delivers social impact through its internal CSR initiatives and Legacy Program. While event numbers were reduced, the team at ICC Sydney continues to embrace and support community and make new connections with clients.

### LEGACY PROGRAM

Committed to cultivating a powerful legacy from the events it hosts, ICC Sydney continued to deliver its Legacy Program in the face of the pandemic. While enquiries and activations were reduced with 22 enquiries compared to 61 the previous year and five activations compared to 34 the previous year, events were enhanced with local culture nonetheless.

Performers and Elders were engaged to participate in events through the First Nations stream. Students participated in competitions and signed up to volunteer at events. Aware Super Theatre has now also partnered with the Talent Development Project (TDP) to provide emerging artists with work in the Aware Super Lounge during events in the theatre and clients continue to engage with ICC Sydney on reducing the environmental impact of their events.



### 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 authentic 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.



### First Nations

*Acknowledging and exploring local culture and engaging with First Nations businesses*

Australia is a land with a proud First Nations heritage. In the spirit of reconciliation, ICC Sydney is committed to paying our respect to Elders past and present and acknowledging the original custodians of this country, and providing connections for clients to do the same.

KARI Alumni Singers deliver powerful, authentic performances that celebrate and showcase First Nations culture. In addition to providing links with Elders through the Metro Local Aboriginal Land Council, ICC Sydney connects clients with the talented graduates from KARI's Vocal Identification Program to offer a stunning, modern acknowledgment of country experience for event attendees.



### 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 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.

### FOOD DONATIONS

*With so many disruptions to events over the year, ICC Sydney leveraged its relationships with charitable and not for profit organisations to ensure unserved food could be used to support those in need within the community.*

*Over the year, the culinary team oversaw the donation of seven tonnes of quality surplus food to charities including the Matthew Talbot Hostel in Woolloomooloo, OzHarvest and Youth off the Streets. 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.*



### 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.

### Environmental Sustainability

*Minimising the environmental impact of events*

In line with ICC Sydney's commitment to sustainability, it works with clients to manage the impact of their events, particularly waste management and diversion.

From the simple repurposing of leftover event materials to charities, through the creation of edible centrepieces which are then turned into meals for the people in need, ICC Sydney's strategies seek to make a positive social impact.



### Charities and Volunteers

Across the financial year, the venue supported local charities through in-kind contributions. This included assisting youth mental health charity Stand Tall, one of the venue's community partners. Now in its fifth year at ICC Sydney, Stand Tall 2021 was attended by more than 6,000 students, teachers and mental health professionals with a further 100,000 tuning in to the live-stream or online replay.

Across the two charity fundraising events held at ICC Sydney, two million dollars was raised, supported on site by ICC Sydney during the year.

ICC Sydney team members volunteered 51 hours, both for in-house charity events and activities within the community.



### Team Member Engagement

The venue's commitment to delivering positive social impact is furthered through the participation of ICC Sydney team members. ICC Sydney's community engagement project team is responsible for designing and implementing internal activations that support partners.

ICC Sydney's internal campaigns included:

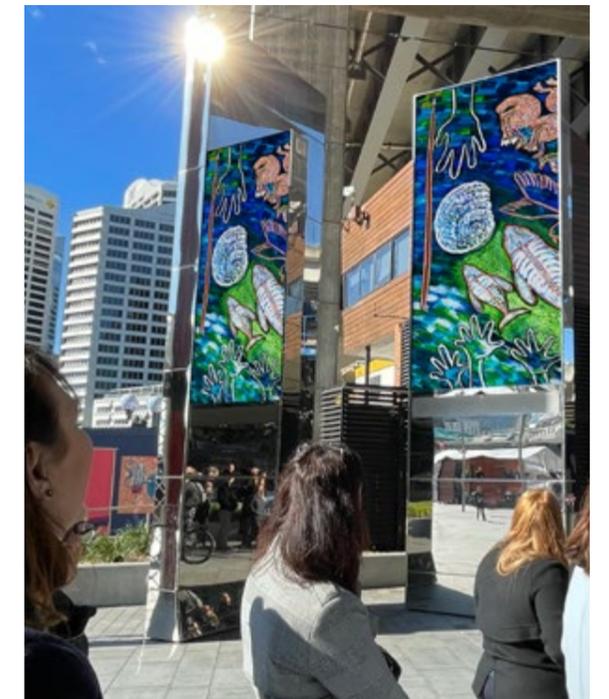
- Volunteering working group established and information added to CSR Hub.
- Educational for Redfern Jarjum College and St. Luke's Catholic College.
- National Reconciliation Week, International Women's Day, Wear it Purple Day, Pride Month, NAIDOC Week, Earth Day and R U OK Day?
- ICC Sydney's team was proud to support the delivery of 58 events delivered for NSW Government to facilitate important information updates.



### First Nations

ICC Sydney continued to deliver on many of its Reconciliation Action Plan commitments during the year, including the celebration of First Nations culture through Gadigal language welcome messages on entry to the venue and artwork through its digital screens by Boomali Cooperative artist Jeffrey Samuels.

The team also marked days of significance such as National Reconciliation Week and NAIDOC Week on its owned channels and hosted a cultural precinct tour and Welcome to Country ceremony and performances with elder Aunty Margret Campbell and members of the KARI Foundation.





**100%**  
of wine purchased from NSW

**94%**  
of food spend from NSW suppliers

**\$2.1M**  
direct NSW spend

**ECONOMIC IMPACT**

As a gateway to Sydney and surrounding areas for customers and visitors, ICC Sydney is cognisant of its responsibility to promote Sydney and regional New South Wales. It is also committed to strengthening the broader industry that reaches out through these supply chains and through its Reconciliation Action Plan commitments and Legacy Program, it is seeking to provide opportunities for Indigenous owned businesses.

**First Nations**

Work has continued during the period, to attract new First Nations team members. Through its Legacy Program it has promoted the inclusion of Indigenous owned businesses into client events. It also engaged First Nations businesses to activate internal acknowledgements of Aboriginal culture and is seeking opportunities to grow Aboriginal-owned businesses across its supply chain.

**Industry Participation**

During the year, team members shared their time and experience gratis to external organisations, sharing knowledge with industry groups and other agencies to support the events, venue and visitor economies. This contribution represented over 600 hours of industry participation across groups including the Australian Chamber of Commerce and Industry Tourism Restart Taskforce, Association of International Convention Centres, Business Events Council of Australia, Committee

for Sydney, Exhibition and Event Association of Australasia, Meetings and Events Australia, International Congress and Convention Association and the Western Harbour Alliance.

**Sustainable Procurement**

ICC Sydney continues to support suppliers with sustainability embedded into their business practices. While this year's overall spend with businesses within this classification dropped compared to 2019/20 from 32% to 23.5%, it saw the percentage of spend increase month on month to the end of the year with ICC Sydney's strongest month for the year, May, hitting 40% for its total spend.

**Direct Investment in NSW – Regional Focus**

ICC Sydney continued to drive positive outcomes for regional NSW through its Feeding Your Performance philosophy. The team believes that quality, seasonal produce delivers better nutrition outcomes, which in turn energises event attendees. This focus feeds the performance of event delegates, ICC Sydney's produce partners and the communities in which they run their businesses. With event attendance significantly impacted during the year, so too was supplier expenditure but relationships were maintained and business did transact.

Following the impact of last summer's bushfires and now COVID-19, the promotion of ICC Sydney's suppliers through its marketing channels continued, including the video series of NSW wine producers "100% Local".

## DIRECT INVESTMENT IN REGIONAL NSW

### CENTRAL TABLELANDS

Angullong Wines  
 Black Tuscan cabbage  
 Block11 Organics  
 Breakout River Meats pork  
 Cabbage  
 Canola oil  
 Colmar Estate  
 Country Valley Direct  
 Eggplant  
 Feta cow's milk  
 First Ridge Wines  
 Heirloom carrots  
 Herbs  
 Jannei Goat Dairy goat cheese  
 Kogi pumpkins  
 Lamb and beef  
 Logan Wines  
 Majors Group Australasia  
 Micro herbs  
 Philip Shaw Wines  
 Potatoes  
 Printhie Wines  
 Rhubarb  
 Robert Oatley Wines  
 Robert Stein Winery  
 Ross Hill Wines  
 Rowlee Wines  
 See Saw Wines  
 Shallots green  
 Silverbeet  
 Snow pea tendrils  
 Swinging Bridge Wines  
 Tamburlaine Organic Wines  
 Tomatoes  
 Turnips  
 Vegetables  
 Windowrie Wines

### CENTRAL WEST

Nectarines  
 Plums  
 Pumpkin  
 Single origin grain

### HUNTER

Binnorie Dairy  
 Brokenwood Wines  
 De Iulius Wines  
 Hunter Belle Cheese  
 Margan Wines  
 McLeish Estate  
 Mount Pleasant Wines  
 Peter Drayton Wines  
 Scarborough Wine Co.  
 Silkman Wines  
 Thomas Wines  
 Thompson's Pies  
 Tulloch Wines  
 Tyrrell's Wines

### GREATER SYDNEY

Apromo Trading  
 Australian Liquor Marketers (ALM)  
 Avery Dennison  
 Baby fennel  
 Badboy Bakehouse  
 Batch Brewing Company  
 Bean shoots  
 Berkelo  
 Berry Man (Aus)  
 Bidfood  
 Big Mouth Foods  
 Black Radish Kombucha  
 Bok choy  
 Brasserie Bread  
 Bread Spread  
 Cabbage  
 Calendar Cheese Company  
 Chinese broccoli  
 Coca Cola  
 Combined Wine and Food  
 Cookers Bulk Oil System  
 Cornfed chicken  
 Cucumber  
 Daikon  
 Dolce Vita Fine Foods  
 Edible salad leaves  
 Euromaster Smallgoods  
 Eustralis Food & Wine  
 F Mayer (Imports)

Farmer Joes Chickens  
 Figs  
 Fino Foods  
 Fireworks Foods (Marydias)  
 Food Queens  
 Forage Gourmet Edibles  
 Free range chickens  
 Game Farm quail  
 Haverick Meats  
 Heirloom beetroot  
 Heirloom carrots  
 Heirloom tomatoes  
 Heng Australia  
 Herbs  
 Hong Australia Coproration  
 Horseradish  
 Middle Road Investments / In2Food  
 Jacobs Douwe Egberts  
 JB Metropolitan Distributors  
 JFC Australia  
 Juice and Co.  
 Julianne's Kitchen fruit paste  
 Kaffir lime leaves  
 Kale  
 Lactalis Australia  
 Lai Shing Dim Sim Factory  
 Lemon verbena  
 Lemongrass  
 Lemons  
 Lettuce  
 Lewis Continental Kitchen  
 M & J Chickens  
 Madhouse Bakehouse  
 Martin's United Seafood  
 Merna Crumpets  
 Micro herbs  
 MMMore  
 Mushrooms  
 Nasturtium  
 Nespresso  
 Neverfail Springwater  
 Nomad Distribution  
 Onions  
 Paramount Liquor  
 Pasta Italia  
 Pasteles Bakehouse

Patchetts Pies  
 Pencil leeks  
 Pepe Saya  
 Petit leaves  
 PFD Food Services  
 QCC Hospitality  
 Radicchio  
 Radishes  
 Rainbow chard  
 Raj Foods  
 Rhubarb  
 Royal CDS  
 Select Fresh Providores  
 Silverbeet  
 Socrates Distributors  
 Sonoma Bakery  
 Sweet William  
 Taiyo Foods  
 The Essential Ingredient  
 Tip Top  
 Tooheys  
 Turmeric  
 Two Providores  
 Unilever  
 Vic's Meat  
 Wayward Brewing  
 Willowbrae Chevre Cheese  
 Young Henry Brewing Company  
 Zucchini

### MURRAY

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

### NORTH COAST

Berkelo Honey  
 Blue eye cod  
 Blueberries  
 Byron Bay Kurobuta pork  
 Finger fennel  
 Macadamia nuts  
 Raspberries  
 Stone and Wood Brewing Co  
 Westview lime

### NORTH WEST

Kangaroo  
 Thomas lamb  
 Wholegrain Milling Co.  
 Woodward Meats

### NORTHERN TABLELANDS

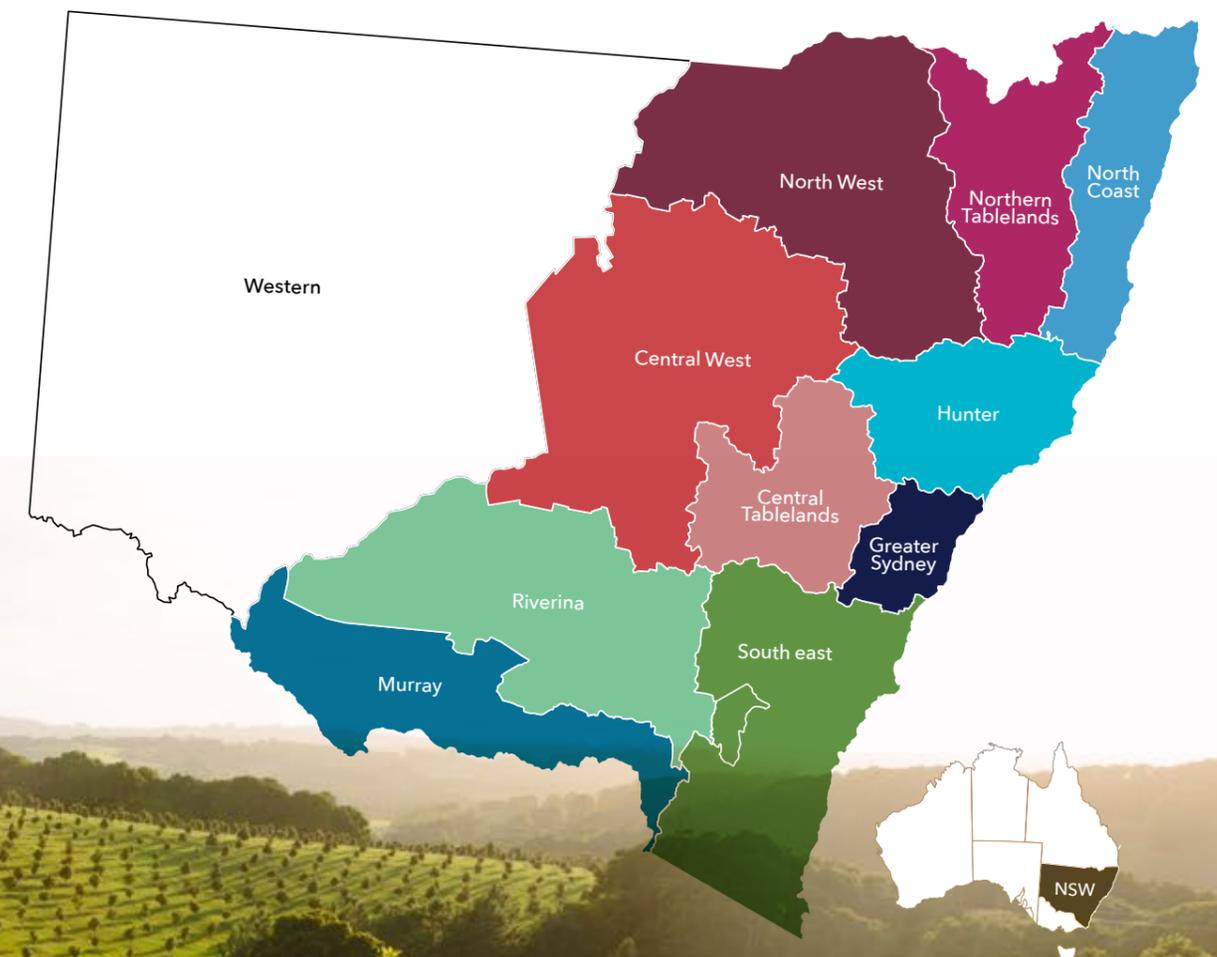
Bindaree Beef  
 Rangers Valley Beef

### RIVERINA

Chicken  
 De Bortoli Wines  
 Dee Vine Estate  
 Freeman Vineyards  
 Granny Smith apples  
 Grapefruit  
 Grove Estate Wines  
 Murray cod  
 Riverine Beef  
 Riverine Lamb

### SOUTH EAST

Alto Olives  
 Delano Speciality Coffee  
 Garlicious Grown black garlic  
 Hungerford Hill  
 Kipfler potatoes  
 Lock & Key Wines  
 McWilliam's Wines  
 Moppity Vineyards  
 Nick Spencer Wines  
 Spatchcock  
 Sydney Rock Oysters  
 Tertini Wines  
 The Gourmet Potatoes  
 Ulladulla yellowfin tuna





## ENVIRONMENTAL SUSTAINABILITY

Sustainability is embedded at the core of ICC Sydney's facilities and operations. The building is Gold certified for Leadership in Energy and Environmental Design (LEED) by the US Green Building Council and is International Environmental Standard ISO14001 and EarthCheck Silver certified.

ICC Sydney is a founding partner of the City of Sydney's Sustainable Destination Partnership and has continued to collaborate with clients and industry stakeholders to reduce waste and maximise energy efficiency throughout its operations.

### Waste Management

ICC Sydney remains committed to minimising waste and continues to strive towards an ambitious target to divert 75% of all waste from landfill. This year, ICC Sydney generated 76% less waste than the previous year; while less events has meant less waste overall, it has also delivered a more challenging environment in which to improve waste diversion.

ICC Sydney continues to partner with its waste services providers to improve resource recovery from waste streams. Many of ICC Sydney's waste streams are either recycled or reprocessed into usable by-products such as energy, fertiliser and alternative fuels. Through its waste management processes and community partnerships over half the waste generated was recycled, reprocessed or donated resulting in a 52% landfill diversion rate in 2020/21.

Each event is reviewed according to the health advice and operating environment of the day, however, while individually wrapped food products have been required from time to time, ICC Sydney remains largely single use plastic free. Where single use packaging items are required, every effort is made to ensure that they are compostable.

Even with far fewer events this year, ICC Sydney has remained committed to working with its charity partners to provide usable food to people in need and stop food waste ending up in landfill. This year ICC Sydney donated over seven tonnes of food to charity representing over 21,000 meals.

**147 t**

waste diverted from landfill

**100%**

diversion of collected organic waste

**52%**

waste diversion

**21,000+**

meals served to people in need



#### Energy Use

Built with sustainability in mind, many of ICC Sydney's features and fixtures are geared towards operating efficiently and minimising energy consumption. This includes ICC Sydney's photovoltaic array, which provided 5.5% of the venue's electricity use this year. Energy reduction initiatives included shutting down non-essential equipment and lighting, installing energy efficient lighting in the car park and revised processes to minimise energy use.

#### Water Conservation

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.

An ongoing industry leading partnership with Sydney Water 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 when not required as a result of health restrictions due to COVID-19. In fact, during the year, the venue hit a major milestone, saving two million bottles from use since the program commenced.

# 538 MWh

generated through solar

# 450 t

CO2-e emissions saved

# 5.5%

of total electricity from solar

ICC Sydney looks forward to your continued support in rebuilding the business that drives positive economic, social and environmental outcomes for Sydney and New South Wales.



EXPERIENCE WORLD CLASS  
MANAGED BY ASM GLOBAL

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