



CASE STUDY

22 - 25 OCTOBER
SIBOS
2018

OVERVIEW

ICC Sydney staged the Society for Worldwide Interbank Financial Telecommunication (SWIFT)'s flagship event SIBOS (SWIFT International Banking Operations Seminar) from 22 to 25 October 2018. As the world's premier financial services event, the conference attracted more than 7,500 business leaders, academics and entrepreneurs from 150 countries to Sydney.

With hundreds of speakers and conference sessions, nearly 200 exhibitors, and multiple networking events, SIBOS is the place to discuss business strategy, build networks and collectively shape the future of the financial industry.

It was the third time SIBOS was hosted in Sydney, following successful events in 1997 and 2006. Chosen for its energy, innovation and infrastructure, Sydney and ICC Sydney provided an ideal location for SIBOS to celebrate its 40th anniversary.

Delivering thorough preparation, quality service and world class facilities, ICC Sydney's brief from the event organisers was to:

- Provide detailed planning, operational and logistic solutions.
- Create a dynamic experience for 7,500+ delegates featuring a complex multi-day conference program and tradeshow with 180 exhibitors alongside custom built stands, interactive zones and live activations.
- Host an additional 75 private meetings concurrent to the official program in a range of ICC Sydney's flexible spaces.
- Deliver an exceptional and multifaceted event Legacy Program.

After four years of meticulous planning to deliver this premier event, ICC Sydney created an immersive delegate experience to facilitate the complex multi-day conference program and tradeshow with custom-built stands, interactive zones and live activations.

The planning also included working extensively with partners throughout the Darling Harbour precinct and Sydney, to ensure the smooth execution of this high-profile event.

The full scope of ICC Sydney's integrated convention and exhibition resources were engaged as well as the 900 team members representing every department including sales, event planning, Information and Communication Technology (ICT), culinary, customer services, marketing and communications, and security. 71,000sqm of space across the Convention and Exhibition Centres were exclusively activated for four days, with 75 private meetings held concurrently to the official program in a range of ICC Sydney's flexible spaces.

Pop-up and multi-purpose locations were set up for delegates to enjoy between sessions, taking full advantage of the venue's waterside location and natural light. This included the transformation of the 5,000sqm open-air Event Deck into a connected garden sanctuary - the ultimate place to rest and reflect on sessions from the industry's top experts, complete with early morning Tai Chi classes.

Customised food and beverage options were delivered including 93,294 individual dishes, 19 distinct menus and the service of 7,291+ meals in a 1,800 seat, purpose-built SIBOS Restaurant which was housed within one of the Exhibition Halls. Menus were designed for 68 exhibitor cocktail parties, with 580 complex exhibitor on-stand catering orders delivered for a staggering 130 exhibitors.

Security protocol was a key focus for SWIFT to ensure a secure and safe event venue. ICC Sydney was locked down for SIBOS attendees and only accredited/inducted team members and suppliers were permitted access to service the event.

Along with many great partners, ICC Sydney supported Business Events Sydney to win the bid for this high-impact event. The city's partners collaborated to ensure SIBOS delegates enjoyed the full Sydney experience - from the Convention Centre ferry services, the local attractions to the Sydney hospitality.

ICC SYDNEY'S CSR AND LEGACY PROGRAM

ICC Sydney's unique Corporate Social Responsibility (CSR) initiatives and Legacy Program provide clients with the opportunity to contribute to the city's cultural capital—and advance the social and sustainability objectives of their events—in real and meaningful ways.

SIBOS' BRIEF

SIBOS has a strong remit to reduce its environmental and ecological footprint and contribute positively to the communities that host the event long after SIBOS ends. SWIFT engaged ICC Sydney to activate legacy initiatives and design a multi-faceted program to deliver on environmental, social and economic legacy objectives.

ENVIRONMENTAL LEGACY

SWIFT challenged ICC Sydney to reduce the rate of landfill compared to SIBOS Toronto (2017). In a record result for ICC Sydney, for an event of its size and scale, a waste diversion rate of 62.5% was achieved, including 88% of materials being diverted from landfill during the event bump out and 15,200 plastic water bottles being saved. 1,120 tonnes of fertiliser was produced from organic waste matter.



SOCIAL LEGACY

Community

ICC Sydney's partnership with OzHarvest and Matthew Talbot Hostel resulted in 855 kilograms of food, equivalent to 2,564 meals, donated.

First Nations

ICC Sydney facilitated the Welcome to Country ceremony for SIBOS through the Metropolitan Local Aboriginal Land Council, enabling international visitors to be immersed into and learn about Australia's indigenous culture.

ECONOMIC AND BUSINESS LEGACIES

Sydney, local businesses and the nation benefited immensely from the hosting of SIBOS with the total benefit to the Australian economy estimated to have exceeded AU\$40 million.

Venue and workforce

SWIFT gained access to an inducted, accredited, qualified and expansive 900-strong workforce which was scaled-up by the in-house human resources.

Every department was activated; engaging ICC Sydney's processes and collaboration across planning, onsite delivery and post-event reporting. More than 60 volunteers from the wider full-time non-operational team assisted during SIBOS. The processes to engage such a team is now part of the ICC Sydney offering and has dramatically up-skilled the workforce for managing large scale events.

SIBOS especially utilised the Information and Communication Technology (ICT) department, due to the size and complexity of the event - stretching the highly skilled team to achieve new heights.

The ICT department rolled out their largest cable deployment to date with 400+ additional copper cables being installed, a huge fibre deployment with 25 additional network switches (supplementing their existing 152), and supported Wi-Fi for over 7,000 simultaneous users.

Visitors

The 7,500+ delegates originated from 150 nations, with 90% voting Sydney as an attractive host city. SIBOS reported many of the delegates stayed on post-event for tours of Sydney, NSW and Australia. The positive and organic word-of-mouth marketing from delegates to colleagues, friends and families and via social media provided a powerful legacy for inbound tourism.

Financial services sector

To encourage collaboration, the world's financial institutions, top FinTech companies, 75 global and local start-ups and leading NSW universities such as The University of New South Wales (UNSW), University of Technology Sydney (UTS), and University of Wollongong (UOW), participated in a new SIBOS exhibition space, the Discover Zone.

To further facilitate business connections and innovative partnerships with delegates, start-ups, financial institutions and Australian universities, students were invited to pitch their ideas on how to protect personal data in an era of open banking; over 30 submissions were received.

NSW universities also had the opportunity to showcase innovative ideas, with UNSW, UTS and UOW presenting concepts on space travel and research, sustainable seawater desalination technology and customised 3D bio printing.

Hosting SIBOS shone an international spotlight on the Australian financial sector and highlighted the strength of Sydney's surging FinTech community. In total, 32 FinTechs from Australia and New Zealand plus ANZ, NAB and Commonwealth Bank participated.



Regional economy

ICC Sydney's award-winning Feeding Your Performance program benefitted the regional NSW economy greatly as it engaged local farmers and producers via its supply chain.

The venue's commitment to sourcing fresh, seasonal produce from across the State enabled ICC Sydney to increase its expenditure with NSW suppliers which equated to 92% of wines, 97% of all beverages and 97% of food bought for SIBOS. ICC Sydney now purchases 100% of its wines from NSW.

ICC Sydney delivered an inspiring culinary experience, showcasing regional NSW's seasonal and sophisticated produce at its best to thousands of international visitors, including:

Producers on show from the Southern Highlands included Jannei Goat Dairy, an artisan goat cheese maker who produce their own line of cheese and Crookwell Potato Association, who grew and harvested potatoes especially for SIBOS 2018.

ICC Sydney showcased 37 NSW winemakers during the event, with premium wine and family-owned businesses Tyrrell's Wine, McWilliam's Wine and Montrose Wines featured.



19 distinct menus (catering for vegan, gluten-free guests)



5,000 bottles of wine (best sellers from Orange, Mudgee, the Hunter Valley, the Riverina and the Southern Highlands)



185 individual menu items



93,294 different individual items served



5,020 service drops - catering deliveries, etc.



Service of 7,291+ meals in an 1,800 seat, purpose-built SIBOS Restaurant



Menus for 68 exhibitor cocktail parties



580 complex exhibitor on-stand catering orders.



99%

**Delegate
satisfaction**

99%

**Client
satisfaction**

99%

**Customer
service**

98%

**Venue
presentation**

97%

**Culinary
satisfaction**

MEASURING SIBOS' LEGACY

Staging SIBOS is one of ICC Sydney's biggest triumphs, positioning Sydney and NSW as a leading international business events destination. SIBOS 2018 received the highest delegate score in the history of the event. SIBOS' exemplary delegate/client satisfaction resulted in:

ICC Sydney achieved its objective to maximise client, exhibitor, delegate and stakeholder satisfaction while managing an innovative Legacy Program which will have a lasting impact for SIBOS, the venue, Sydney, NSW and Australia.

The impact of events like SIBOS extends beyond tourism and hospitality, with ancillary benefits including professional development; enhanced science, technology and innovation; and promotion of cultural exchange. ICC Sydney is expected to generate an estimated \$5 billion in economic benefits for New South Wales over 25 years.



Head of SIBOS, Chantal Van Es said supporting the host city's local communities and environment is an essential part of the event's philosophy.

“ Every year we strive to create a positive legacy that lasts for generations to come. The ICC Sydney team have done an outstanding job helping us to realise this vision and connect us with local charities and businesses to reduce the environmental impact of SIBOS and maximise the social and economic benefits for all.

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

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