

Headquarters

# SYDNEY

ON THE EDGE OF TOMORROW



An aerial photograph of Sydney, Australia, showing the city skyline with numerous skyscrapers, a large green park area, and a body of water with a boat. The text is overlaid on the bottom left of the image.

# SYDNEY

## DESIGNING THE FUTURE

**Even though it was my third time to Sydney, the city never ceases to amaze me. Whatever you want to call it - a renaissance, a renovation, a rejuvenation - the buzzing Australian destination is designing its future, with a constant focus on innovation and major infrastructure developments underway, starting with the brand-new International Convention Centre Sydney (ICC Sydney) opening in December — giving planners all the more reason to consider meeting in Sydney. Not only will you get access to more unexplored markets and communities, you'll also get the overall “Australian metropolis” experience — a definite add-on!**

*Rémi Dévé reports*





Sydney is laying the foundations today for a smart future with the creation of industry-led knowledge hubs in key areas of state strengths, such as financial services, digital/creative, energy and medical technology.

The world of tomorrow will probably be a very different one to what we know today. Destinations preparing for their future are now relying on knowledge and innovation to remain or become key players in their respective fields — and Sydney and New South Wales (NSW) might be the epitome of this phenomenon. Focusing on unlocking their full knowledge potential, the destinations are supporting the people, talent and skills necessary to drive change and succeed long-term.

#### **BEYOND THE ECONOMIC IMPACT**

Excelling in fields as diverse as biotech, communications technology, engineering, professional services and medical science, Sydney can definitely be called an intellectual capital. In this regard, business events held in the Australian destination are providing a platform for industry leaders to exchange research agendas, knowledge and ideas with their counterparts from around the world, leaving a legacy that goes well beyond the economic impact of events, touching everything from trade and investment to education, and engagement with the local community. ▶



**LYN  
LEWIS-SMITH**

As Lyn Lewis-Smith, CEO of Business Events Sydney (BESydney), the city's convention bureau, puts it: *"In Sydney, and NSW more broadly, we're laying the foundations today for a smart future with the creation of industry-led knowledge hubs in key areas of state strengths, such as financial services, digital/creative, energy and medical technology. These hubs recognise the importance of bringing industry, academia, government and the private sector together, harnessing their diverse perspectives, expertise and experience to help solve our greatest challenges and drive progress, both locally and globally. Events such as the International Bar Association Annual Conference in 2017, and the Swift International Banking Operations Society (SIBOS) in 2018, cement Sydney's place as a major player in the global market."*

### **FINTECH & STARTUPS**

Throughout my way-too-short visit to Australia last month, my hosts continuously put emphasis on two of Sydney's most prominent features: its vibrant startup culture, strongly supported by all tiers of government, coupled with a prowess in financial services technology, better known as fintech services.

Producing five percent of Australia's GDP, with a significant extra multiplier effect in innovation and job creation for the rest of the economy, Sydney's financial services industry is a key driver of national productivity. This sector even produces more wealth for Australia than the mining industry as a whole. In addition to this, Sydney is the centre of Australia's ICT industry and leads the nation in technology startups — no small feat! The perfect example of Sydney's startup culture, Simply Wall St redefines the experience of stock picking and has created "snowflake" maps, visualisations of the drivers of shares, and outlooks for equity markets in Australia, the UK and the United States — and it's growing by 20 percent every month!

Over 64 percent of Australia's tech startups and up to 15 percent of Australian workers employed in the ICT sector are located in and around the Sydney area, so it's no wonder Sydney strongly relies on them for its economy to grow and for knowledge-based, innovation-driven businesses to flourish. As Lord Mayor of Sydney Clover Moore says, *"Encouraging technology entrepreneurs to start and grow global businesses will create more jobs, boost Sydney's economy, strengthen global connections and make the city a more desirable place to live, work and visit."*

Whether it's for work or play, delegates usually want an immersive and authentic experience. With its constant drive for innovation and changing ur-

ban landscape, Sydney provides the ideal mix — all the more reason to jet across the globe to meet in this dynamic, rapidly growing city.

### **MEET SYDNEY STARTUP GOGET**

In 2003, Bruce Jeffreys and Nic Lowe started a disruptive carsharing scheme in Newtown called GoGet. In just 13 years, the startup has expanded into a national business, with over 2,000 cars and 80,000 members scattered across the continent.

As Keith Forbes, Head of Business Solutions, said: *"GoGet was first started because we thought that it would be a great idea if people could share a car with their neighbours. We believed that car ownership for many people was an old model and we cared very much for the environment. Then, we remained on top of our game by looking at creating ways to best meet the needs of our customers."*

GoGet shows how a startup makes people's behaviours change, and in doing so, they're disruptive. While growing and learning, they can create a small revolution that affects a very specific target.



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# THREE ON-THE-SPOT QUESTIONS TO MINISTER AYRES

## **“USE BUSINESS EVENTS TO SHAPE THE NARRATIVE OF YOUR DESTINATION”**

**NSW Minister for Trade, Tourism and Major Events, The Hon. Stuart Ayres MP is a strong supporter of business events, attracting the world’s brightest minds to collaborate, innovate and change the future while meeting in Sydney.**



**MINISTER  
AYRES**

### ***In what ways does Sydney stand out as a meetings destination?***

Even though we are proud of all the latest and ongoing infrastructure developments – ICC Sydney has been a catalyst to numerous other urban refurbishments, including the renaissance of a whole precinct and the creation and renovation of new hotels – Sydney is offering something beyond that. People can meet anywhere, but at the end of the day, only Sydney can offer such an important value proposition. Sydney is vibrant and diverse, with creative industries flourishing on the edge of the CBD. The business events industry is backed up by a forward-thinking government, and Sydney can really offer a whole experience.

We want to be a global events capital. We want to be able to say if you come to Sydney, you’re going to come to the best convention centre and the best theatre facilities in this part of the world.

### ***What are Sydney’s competitive advantages?***

First and foremost, it is the people, as Business Events Sydney’s ‘Sydney Shines’ campaign clearly shows. It’s all about who makes the city what it is



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today and what it will be like tomorrow. BESydney has a very strong Ambassador Program, which includes champions across all kinds of sectors who have been instrumental in winning high-profile events for Sydney. ICC Sydney has hired or is currently hiring the people who will make the venue one of the most prestigious in the world. As business events are a vehicle for global trade, our brand proposal has just a bit more depth than those of most of our competitors.

### ***How can business events be drivers of a thriving economy?***

We have to use business events to shape Sydney’s narrative. Business events are key drivers for our State. They stimulate the knowledge economy; support trade and investment, talent acquisi-

tion and retention; and foster sustainable future growth.

By strategically aligning the events Sydney secures with key national and state priorities, we can play a more powerful role in addressing and solving current and future global challenges, as well as grow industries, strengthen communities and create jobs.

Sydney can also play a pivotal role in the Asia-Pacific, as, in my opinion, we are a regional – if not global – centre of gravity, with healthy competition from other destinations like Hong Kong, Shanghai and Singapore. Half of the world’s population will live here by the end of the decade. Sydney represents a safe landing zone and is the ideal place to learn all that there is to take in about Asia. **HQ**

# ICC SYDNEY

## MEET IN THE WORLD'S NEWEST CONVENTION CENTRE

**While taking a hard hat tour of the centre in early May, the one thing that really blew me away was the size. To possess that kind of space right in the centre of a city like Sydney is - at least to me - practically unheard of. But of course ICC Sydney's location isn't its only asset. Let me share a few of the other major factors making this new centre a winner for both delegates and the destination as a whole.**





The numbers speak for themselves: 70 rooms scattered across three distinct but interconnected buildings; a Grand Ballroom set to become Australia's largest and most prestigious; a handful of plenary theatres, making it possible to host three concurrent, self-sufficient major conventions; an 8,000-seat theatre; expansive exhibition halls with 35,000sqm of internal exhibition space — and that's just the start. If you look at the hard facts only, the AU\$1.5 billion ICC Sydney is likely to become one of the key venues in our industry, giving the city the power to host and accommodate events of all scales and styles.

#### EVENT DECK

My favourite space hands down is the Event Deck, a sweeping 5,000sqm open air rooftop venue connected to the upper halls of the exhibition centre. Eighty days a year, the deck will be available to accommodate exhibitions, cocktail parties and banquets of up to 1,800 people, and the other 285 days it will "belong" to the public.

With more than 4,500 hotel rooms within a 10-minute walk (and more to come in the near future), ICC Sydney is the definition of centrally located. An adjoining landmark five-star luxury hotel, the Sofitel Sydney Darling Harbour, will also help to complete the hotel landscape when it debuts next year. The 35-floor, 600-room hotel's striking design even has plans to include a rooftop deck complete with an infinity pool, showing off breathtaking views of the city

# 70

THE NUMBER OF SPACES  
SCATTERED ACROSS THREE  
DISTINCT, INTERCONNECTED  
BUILDINGS AT ICC SYDNEY

skyline from above. Once guests step outside, they'll find themselves immersed in a completely revitalised precinct, Darling Harbour.

As Minister Ayres mentioned before, the government has made some pretty bold decisions when it comes to infrastructure. The idea behind the large-scale AU\$3.4 billion redevelopment of Darling Harbour, for instance, is to transform the entire western edge of the city, allowing pedestrians to stroll from Darling Harbour and Darling Square to Barangaroo, Headland Park and the theatre district of Walsh Bay.

One of the biggest catalysts of change by far has been the demolition of the former conference centre and the creation of an entirely new one. It was a well-calculated risk for the city to take, because when ICC Sydney opens later this year, it certainly looks as though it will more than pay off, as dozens of events have already been secured, which include over 30 international business events secured by BESydney (more on this in the Q&A with Geoff Donaghy). ▶





## SUSTAINABILITY & PEOPLE

ICC Sydney's design is one way the city is honing in on the concept of innovation, but its sustainability initiatives are another major component. The roof of ICC Sydney will be home to one of Australia's largest solar arrays within a central business district, producing approximately five percent of the energy necessary to power the venue's facilities — the same amount required to power over 100 homes a year.

David Riches, Project Director for Infrastructure New South Wales, the government agency responsible for Darling Harbour's AU\$3.4 billion rejuvenation said: *"The team at ICC Sydney is creating a socially responsible and environmentally sensitive convention, exhibition and entertainment hub that we believe will set new benchmarks for sustainability in Australia. It is the first Australian convention and exhibition facility registered with the U.S. Green Building Council for the internationally recognised LEED® green building certification, targeting a Gold Certification. Once built, ICC Sydney is expected to operate with optimal resource efficiency because of smart design strategies integrated with cost-efficient and renewable technologies."*

Of course the design is one of the highlights here, but ICC Sydney also draws attention to its team, bringing together seasoned industry experts — AEG Ogden, the company that manages the world-class venue, is extremely good at this — as well as city and state leaders and professionals from parallel industries to bring in fresh thinking. ICC Sydney will employ a team of 2,000 who will be essential components in enhancing a delegate's event experience.

ICC Sydney's design is one way the city is honing in on the concept of innovation, but its sustainability initiatives are another major component

Don't think that ICC Sydney will be a "stand-alone" venue that's foreign to outsiders, though. It's going to be where conventions meet with community. Delegates won't feel isolated; in fact, the experience will be quite the opposite. As conferences come to a close, delegates will feel like they've really become a member of the community.

## ICC SYDNEY HEAVY HITTING FIGURES

- 70 rooms in total, spread across 3 separate buildings
- A Grand Ballroom, with space for 2,000 banquet-style or 3,500 in cocktail mode
- An open-air Event Deck for up to 1,800 people that spans over 5,000sqm
- The ICC Sydney Theatre, with an 8,000-seat capacity
- The Gallery, a 2,400sqm room for exhibitions and cocktail receptions of up to 2,000 people located within the convention building
- 35,000sqm of exhibition space, with 20 dedicated meeting rooms — many with spectacular city views







ICC Sydney, Theatre from Tumbalong Park



Exhibition Centre



Event Deck

## Q&A WITH GEOFF DONAGHY, CEO AT ICC SYDNEY

**Geoff is not only the CEO at ICC Sydney, he's also Director of Convention Centres AEG Ogden and President of the International Association of Congress Centres (AIPC). Needless to say, he knows a thing or two about running a conference venue, in addition to staying on top of the latest trends in the meetings industry.**



GEOFF  
DONAGHY

### ***How innovative is ICC Sydney going to be?***

At ICC Sydney, we believe innovation is in our DNA. We have the privilege of working on one of the most exciting projects underway across the business events industry in a dynamic, global city that is the economic powerhouse of our nation. ICC Sydney sits in the heart of our city's business, education, research and knowledge communities in the rejuvenated precinct of Darling Harbour, between the new financial district of Barangaroo, some of Sydney's most prolific startups, and major cultural and media facilities. This makes an ideal environment for conferences so that they can achieve the highest levels of attendance, knowledge sharing and legacies.

### ***What do you find are the main assets of ICC Sydney?***

If I had to use just one word, it would be "flexibility." We have the ability to host three major concurrent conventions and large-scale exhibitions, as well

as entertainment performances and celebrations, corporate meetings, and small gatherings. Events have already been secured because planners were able to recognise the multi-functionality, connectivity and prime location of Australia's first fully integrated international convention, exhibition and entertainment precinct.

### ***Can you tell us about the types of events that have already been secured at ICC Sydney?***

We have secured 50 exhibition events for 2017 and have 300 national and 40 international conventions lined up through to 2020 — one I would highlight is the 2017 World Chambers Congress of the International Chamber of Commerce. The conference is worth AU\$3.3 million to the New South Wales economy and will bring about 1,000 delegates to Sydney. There is also the FIGO World Congress of Gynecology and Obstetrics in 2021, which is the world's largest gynecology and obstetrics conference, with 7,000 expected delegates. SIBOS, the conference of the Swift International Banking Operations Society, is also a major win.

BESydney and ICC Sydney have formed a formidable bidding partnership for winning major events with the bureau leading an all of city approach and our team supporting with its technical knowledge and world class event management experience. Those, and many more, represent a strong sign of confidence and trust in Sydney and our ability to deliver world-class events and infrastructure. **10**



# CREATIVE BY DESIGN

**Sydney is consistently ranked among the Top 10 of the World's Most Liveable Cities by both the annual Mercer and Economist surveys. Even on your first visit, it's easy to understand why: gorgeous weather year-round, pristine beaches at almost every corner, stunning cityscapes, friendly and welcoming people... you name it, they have it. But it's also Sydney's drive for innovation and creativity that makes the destination a truly unique one.**

A city rich in culture with a passion for art, food and all things in between, Sydney is an undisputed hub for creativity and innovation across all fields. Just take a look at ICC Sydney's culinary services. It's the first time I've seen a conference centre go to such lengths when it comes to cuisine. Let me show you why.

## PERFORMANCE FED

Branded "Feeding Your Performance," the food philosophy at ICC Sydney is led by renowned Executive Chef Tony Panetta and focuses on incorporating local, seasonal and heritage produce with exceptional flavour into menus designed to fuel both body and mind. For months now, ICC Sydney has been working closely with nutritionists and regional suppliers in New South Wales to develop an "industry-first approach to cuisine." Panetta said: "We want everyone to know what they're eating and where it came from, offering a bit more traceability and trackability. Some of the hallmarks of our great food will be balance, quality, freshness and taste."

The idea here is to boost alertness so that delegates are rejuvenated after a lunch at ICC Sydney and ready to roll for round two of the day's meetings. As nutritionist Joanna McMillan said: "There's no doubt the delegates will benefit from ICC Sydney's food philosophy, and so will the corporations who are putting together their conferences here because they will find that their presenters are going to be sparkier, have more energy and be able to deliver more compelling sessions."







**GO DIGITAL**

With nearly 60 percent of Australian production and post-production businesses that are based in NSW, Sydney has made a name for itself as Australia's film and television production hub. Local creative industries have grown into world-class organisations, with prime examples like digital animation pioneers Animal Logic, creators of *The LEGO Movie* and *Happy Feet*. Sydney is also home to Fox Studios Australia, which features the largest sound stage in the Southern Hemisphere. The studio, known for producing blockbusters like *The Matrix*, *The Great Gatsby* and *The Wolverine*, provides state-of-the-art filming and digital resources for filmmakers.

**NANOSCIENCE AT THE FOREFRONT**

One field where it's crystal clear to see Sydney's drive for innovation is in the research and academic sector. During my visit, I was lucky enough to tour the brand-new Australian Institute for Nanoscale Science and Technology (AINST), Australia's first facility built for nanoscience that's part of Sydney Nanoscience Hub. As nanoscience is expected to have more of an impact this century than the industrial revolution, it is one realm that's strongly supported by the federal

government. The institute includes teaching spaces alongside publicly available core research facilities that will support fundamental research, as well as the work of startups and established industry.

Professor Simon Ringer, Director of Sydney Nanoscience Hub and BESydney Ambassador, was instrumental in winning the 19<sup>th</sup> International Microscopy Congress (IMC19), taking place at ICC Sydney September 9-14, 2018. He said: "In Sydney, thanks to AINST, the best building of its kind, we conduct research and ask

One field where it's crystal clear to see Sydney's drive for innovation is in the research and academic sector

*questions at the frontier of science. The Sydney Nanoscience Hub hosts the most advanced nanofabrication and electron microscopy instrumentation. It just made sense for IMC19 to take place here, as a showcase of what Australians in general and Sydney-siders in particular are capable of.* ▷



Sydney Nanoscience Hub

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## MEET IN **BARANGAROO** AND ON **COCKATOO ISLAND**

**Finding a place to meet in Sydney is like trying to count the grains of sand on its beaches. There's so many great spots it's hard to decide. Luckily, my hosts gave me the inside scoop on two of the latest additions to join Sydney's already rich portfolio of venues.**

*Barangaroo Reserve* is Sydney's newest and most spectacular park on the north-western tip of the Central Business District, right on the shores of the harbour and a 10-15 minute walk from ICC Sydney. Spanning more than 22 hectares, planners have plenty of spaces and locations to choose from, such as the Cutaway, a sophisticated underground locale that can accommodate up to 5,000 people. The Stargazer Lawn, meanwhile, offers space for up to 3,000 that's framed with indigenous trees for a simply beautiful scene by day or under the stars at night.



Barangaroo Reserve



Cockatoo Island



Military Guardhouse, Cockatoo Island

*Cockatoo Island*, a UNESCO World Heritage-listed island in the middle of the Sydney Harbour, just a ferry ride away from Barangaroo, is like a cat that's lived through nine lives. Used as a convict penal colony, as well as the site of one of Australia's biggest shipyards until 1991, the island now contains the nation's most extensive and varied record of shipbuilding. Drawing numerous events like the Biennale, it's also a great place to meet, either for a conference or a cocktail event, in spaces like the small conference centre, the Mould Loft or on one of the numerous outdoor lawns all of which showcase breathtaking views of the Sydney Harbour Bridge.

# WHY SYDNEY?

## LET THE PEOPLE TALK

**The people who make - or will come to - Sydney tell Headquarters what makes the cosmopolitan city a great convention destination.**

### IBA ANNUAL CONFERENCE

#### A CHAT WITH FRED CHILTON

**Fred Chilton, a partner at Emil Ford Lawyers and BESydney Ambassador, was one of the key players who was assisted by BESydney on the successful bid for the 2017 Annual Conference of the International Bar Association (IBA) to be held at ICC Sydney, taking place October 8-13, 2017. With this role, he will be asked to share his expertise and knowledge to provide direction in some of the law-related conferences coming to the city.**



**FRED  
CHILTON**

#### ***Could you briefly tell us about the International Bar Association?***

Established in 1947, the International Bar Association is the world's leading organisation of international legal practitioners, bar associations and law societies. The IBA influences the development of international law reform and shapes the future of the legal profession throughout the world. It has a membership of more than 80,000 individual lawyers and more than 190 bar associations and law societies spanning over 160 countries. It has considerable expertise in providing assistance to the global legal community.

#### ***Why did you choose Sydney as the host city for the 2017 IBA Annual Conference?***

The IBA Annual Conference is a very large event, bringing together 5,000 to 6,000 delegates from around the world. Held over an entire week, the programme features nearly 200 substantive legal sessions, workshops and panels, including topics on current events and contentious issues facing the profession. The aim of the annual conference is to bring the profession together to share knowledge, insight and expertise, as well as generate new business with leading law firms in big cities throughout the world. Sydney is definitely the right place to do so.

#### ***Can you describe the bidding process that led to Sydney being selected?***

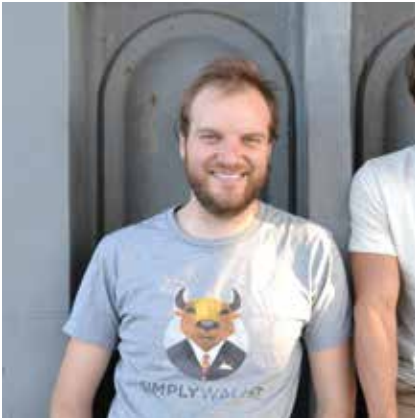
The bid was led by myself, and I worked in conjunction with Business Events Sydney. I was able to explain to them what IBA was after regarding their Annual Conference, and they could explain

all of Sydney's specifics to our board and different deciding committees, providing key support and assistance to win the bid. The Law Council of Australia, the Law Society of NSW, the NSW Bar Association and the Australian Bar Association also played major roles in the project, not to mention the city government as a whole. It was a unified effort and it paid off.

#### ***What are Sydney's assets as an association destination?***

It's an English-speaking destination full of friendly, welcoming and helpful people. There is a wide range of hotels that cater to all kinds of tastes and budgets. Sydney is a very well-connected city, both from the inside and the outside (it's just one stop away from major cities around the world). And once you're actually in Sydney, there's plenty to see and do. I could ramble on for hours about the quality of food, wine and music to be found in Sydney! Last but not least is the location and world-class infrastructure of ICC Sydney. I'm confident the IBA Annual Conference will be, for all of those reasons, a truly memorable event. ▶





**NICK VAN DEN BERG**

Co-founder of Simply Wall Street

*"Australians are natural innovators, starting with the lawn mower and the Hills Hoist. The country as a whole is a prime player in the growth of fintech companies worldwide, with Sydney being one of the five top global fintech hubs. The local government makes it very attractive for startups like Simply Wall St to settle, grow and thrive in Sydney."*



**TRISTAN SENDER**

CEO of GoGet

*"Sydney residents and small businesses – as well as the city government itself – have been real pioneers in the expansion of the carsharing spirit. To me, Sydney is not shy when it comes to trying new things; her sense of innovation is paramount. That's what makes it such a great city to live in."*



**CLOVER MOORE**

Lord Mayor of Sydney

*"There is fierce international competition for the jobs and economic benefits that the startup sector is creating. The next multibillion-dollar company to follow in the footsteps of Twitter, Uber or Airbnb is already being developed. We must ensure that Sydney is a supportive location for such development so that our most talented companies and the entrepreneurs behind them grow their businesses in Sydney."*



**SVEN BOSSU**

Head of Sibos

*"Sydney is home to Australia's finance sector, and we will bring Sibos 2018 to ICC Sydney. Business Events Sydney was instrumental in outlining what we could achieve in Sydney. The team presented a highly coordinated city bid involving the government, the financial industry, the venue managers of ICC Sydney and the local community. We felt that the city as a whole understood the requirements of a large event like ours, and we are confident we are in the right hands to deliver the top event that Sibos is."*



**DR. TIM WILLIAMS**

CEO of the Committee for Sydney

*"Sydney plays a key role as a national engine of growth by being the gateway to the world's talent. Business events held in the city contribute to Sydney's reputation globally and support lasting legacies for the people of Sydney. Business visitors will discover a city that has fantastic momentum, with players across all fields uniting for even better outcomes in terms of infrastructure and knowledge sharing."*



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MEET  
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ICC SYDNEY

OPENING DECEMBER 2016



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