



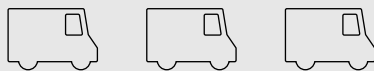
8,000 attendees over 13 days



\$1 million spent on Australia visas for delegates



Menu presented to client prior to the event and tailored to cultural taste



Traffic management catered for **60** coaches and delegate groups of over **2,000**



ICC Sydney acted as a base for delegates while they explored Sydney landmarks

OVERVIEW

In its first incentive event, International Convention Centre Sydney (ICC Sydney) amazed over 8,000 Amway China delegates over 13 days, with a bespoke series of functions that utilised the venue's diverse range of flexible spaces to provide a world class experience. As the \$1.5 billion centrepiece of the \$3.4 billion transformation of Darling Harbour, ICC Sydney's industry leading proposition was central in bringing Amway China to Sydney for a third year, having held events in the city in 2005 and 2011. Between 6 and 18 January, four groups of over 2,000 delegates descended on Australia's premier convention, exhibition and entertainment venue for an event to reward employees who had met and exceeded sales targets for the year.

VENUE SNAPSHOT

2,000 person banquet in the Grand Ballroom.

VIP lunch in the Cockle Bay Foyer.

Customised bi-lingual signage throughout venue to cater for overseas guests.

CLIENT OBJECTIVES

ICC Sydney's team worked closely with Amway China to create an event that would cater to a Chinese audience. The organisers were impressed with the expertise and flexibility of the venue in delivering specialised solutions. This included creating bespoke bi-lingual signage throughout the venue, from theatres and meeting rooms to toilets and lifts.

Organisers were thrilled with ICC Sydney's ability to support a range of event types within the overall programme.

Darling Harbour Theatre, which is also a performance space, became the perfect setting for large-scale presentations, while the Grand Ballroom - within the Convention Centre itself - provided the ideal location for a 2,000 person banquet. Gourmet Chinese sharing banquets that catered to the delegates' tastes featured some of Sydney's finest produce were created. This menu was crafted in line with ICC Sydney's industry-first Feeding Your Performance philosophy, which sees fresh, seasonal and locally sourced ingredients, expertly combined to drive physical and mental performance - a key factor in business meeting success. With meals prepared by a raft of culinary professionals and served by highly a trained team, the sit down lunches were delivered efficiently and to the highest standard. Guests were quick to note that they were never left waiting, or rushed to finish their food, and that the hospitality staff remained courteous and attentive throughout. ICC Sydney's team also quickly catered to a last minute opportunity to serve 50 VIPs with a new adapted plated lunch menu of quintessentially Sydney dishes.



Created by ICC Sydney Executive Chef, Tony Panetta, the menus combined ingredients from New South Wales, providing an economic benefit for local growers and producers in line with the prediction that the venue will inject \$5 billion into the State's economy over the next 25 years. Several highly successful presentations and meetings were delivered across Amway China Leadership Seminar 2017. Organisers cited the venue's stellar audio visual equipment as essential to creating 'next-level' seminars, and its remarkable 10Gbps optical fibre backbone and venue-wide connectivity in providing a seamless experience for guests.

Having drawn Amway China to the city in conjunction with Business Events Sydney, ICC Sydney acted as a base for the trip. Delegates were given the option to enjoy entertainment in its three theatres and double stacked, 35,000sqm exhibition centre which was showing The Hunger Games: The Exhibition and Brickman Wonders of the World Exhibition during the seminar. In addition, attendees took in some of Sydney's leading attractions and hotels, such as Luna Park, Sydney BridgeClimb, Sheraton on the Park, The Star, Sydney Tower Restaurant, Captain Cook Cruises, and Sydney Opera House.

RESULTS

ICC Sydney CEO, Geoff Donaghy, said the team worked to ensure every client need was met and the delivery of the event to a world class level.

"From developing specific bi-lingual signage and providing exclusive routes through the precinct, to creating dishes that mirrored our guests' tastes, we delivered a five star experience for every attendee.

"We hope that from the moment they saw ICC Sydney's striking, contemporary design, delegates felt that it is a destination made for the next generation of business meetings, where they can break from the everyday and embrace their creative sides to find new solutions and best practice.

"ICC Sydney is fully integrated with strong transport and accommodation which made it easy for our international visitors to access. The venue's stunning water-side setting, beautiful harbour views and proximity to the city centre, Barangaroo, Darling Harbour, Sydney Harbour Bridge and the Sydney Opera House also impressed and underpinned our reputation as a leading business events destination on the global stage," Donaghy said.



A NSW Government project, ICC Sydney was delivered in partnership with Darling Harbour Live, comprising Lendlease, Hostplus, First State Super, Capella Capital, AEG Ogden and Spotless FM.

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