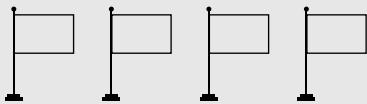
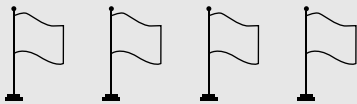




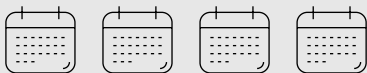
500 delegates



4 heads of state



6 heads of government



4 day bump in

OVERVIEW

ICC Sydney welcomed the Prime Minister of Australia, the Hon. Malcolm Turnbull MP, 11 heads of state and the Secretary-General of Association of Southeast Asian Nations (ASEAN) to the ASEAN-Australia Special Summit 2018, hosted over three days from 16-18 March 2018.

Held in Australia for the first time, more than 500 high profile delegates from the Asia Pacific region came together to strengthen Australia's strategic partnership with ASEAN and promote economic cooperation, security and prosperity.

ICC Sydney's advanced technology infrastructure, range of multipurpose spaces and world class operations played a pivotal role in creating an environment for success during the leading international forum.

VENUE SNAPSHOT

Five major events over three days

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

Exclusive use of ICC Sydney Convention Centre as well as exhibition halls 1 and 5 in the Exhibition Centre

200 international media

20,000sqm of space across the Special Summit venue

Heightened communication and security protocols including accreditations and police checks



CLIENT OBJECTIVES

Event Delivery

ICC Sydney's expert operational team supported the ASEAN-Australia Special Summit 2018 Taskforce over 18 months to meticulously plan the complex, multi-day event that took place across a range of the venue's integrated spaces. This included the exclusive use of ICC Sydney's Convention Centre, Darling Harbour Theatre foyer, Pyrmont Theatre and two exhibition halls in the Exhibition Centre.

Bringing together dignitaries, including four heads of state, six heads of government, the ASEAN Secretary-General and many other Ministers, ICC Sydney successfully catered for every need, all in an inspiring destination to collaborate and promote the sharing of ideas and information.

Technology Infrastructure

Underpinning the event's successful execution was ICC Sydney's leading technical and production facilities, and its robust digital infrastructure. This was crucial in delivering to the Taskforce's expectations.

The venue's expert Audio Visual and Information & Communication Technology Services team worked hand in hand with the Taskforce and a network of contractors and agencies to deliver a fully integrated and tailored solution that met the digital requirements of the Taskforce, including simultaneous interpretation services and an international media centre used by more than 200 journalists.

Creating a Secure Environment

ICC Sydney adhered to strict venue protocols during the Special Summit and worked closely with the client and state government agencies to plan emergency procedures specific to the event and support the mitigation of potential issues through the deployment of fencing, guards and security equipment.

Feeding Your Performance

A key component of the event's success was ICC Sydney's Culinary team, led by Executive Chef Tony Panetta. This team catered for the

international delegates in attendance with ease, designing bespoke menus to meet a raft of dietary requirements and preferences.

In keeping with ICC Sydney's award winning Feeding Your Performance philosophy, dignitaries enjoyed 'smart' dishes comprising fresh, seasonal ingredients, expertly combined to support physical and mental performance.

RESULTS

As Australia's premier convention, exhibition and entertainment venue, ICC Sydney provided the ultimate in quality, choice and flexibility for the ASEAN Leaders to meet and collaborate.

Coverage of the City of Sydney, ICC Sydney and the Special Summit was broadcast to an audience in Australia and Southeast Asia of hundreds of millions, capturing the beauty of Sydney Harbour and the landmark meeting on our shores between Prime Minister Malcolm Turnbull and his counterparts from across Southeast Asia.

With meticulous advanced planning, stakeholder collaboration and innovation, ICC Sydney demonstrated its ability to provide a venue and accompanying event expertise to support the delivery of this high profile event, underscoring Australia's reputation as a leading destination for business events on the global stage.

Head of the ASEAN Taskforce, Simon Merrifield said, "All ICC Sydney team involved exemplified the utmost professionalism, dedication and ability to seamlessly deliver this high profile event, resulting in a truly positive experience for the dignitaries who attended."

"While ICC Sydney is a fantastic new venue with great ICT infrastructure, it was their people that made all the difference. The level of support we received throughout the entire 18 month journey and especially during the event was unprecedented. The in house team's collaborative approach to trouble shoot ideas and challenges has been appreciated by teams across the ASEAN Taskforce," said Merrifield.



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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