



MEDIA RELEASE

BUSINESS EVENTS INDUSTRY ABUZZ WITH EXCITEMENT OVER NEW DARLING HARBOUR FACILITY

Despite being more than three years away from completion, the International Convention Centre Sydney (ICC Sydney) is already kicking goals with considerable interest being expressed by potential national and international clients.

Business Events Sydney (BESydney) in conjunction with the ICC Sydney operators, AEG Ogden, have moved quickly to position the venue and the city itself as a leading player in the business and events industries from when construction is completed in December 2016.

ICC Sydney and the Darling Harbour Live project were showcased recently at the Asia Pacific Incentives and Meetings Expo (AIME) in Melbourne where a full model of the precinct was on show.

Further industry and media briefings will be undertaken by BESydney staff this month at IMEX, a worldwide exhibition for incentive travel, meetings and events, in Frankfurt, Germany.

Lyn Lewis-Smith, the Chief Executive Officer of Business Events Sydney – the organisation responsible for promoting Sydney and New South Wales as business events destinations – described the interest from Australian and global markets as “fantastic”.

“BESydney has already secured two major events for ICC Sydney – including the International Bar Association annual conference in 2017 worth a combined \$19 million in estimated economic impact.

“In addition, we are already holding space for 88 events at ICC Sydney from 2017 - 2022.

“The work of BESydney is long-term which means we need to be bidding for events now. But the feeling is overwhelmingly positive and our whole-of-city approach to securing events is a proven success.

“Sydney’s venue options are diverse, flexible and abundant. The city is well and truly open for business, now and throughout the redevelopment period. Our future is bright,” Ms Lyn-Lewis said.

AEG Ogden's Director of Convention Centres, Geoff Donaghy will also assume the role as Chief Executive Officer of the new venue's management company when the pre-opening period and construction commences in December this year.

"We are thrilled at the level of awareness shown in ICC Sydney even at this very early stage, and demand is already strong.

"AEG Ogden looks forward to working closely with BESydney to continue developing the identity and awareness of this exciting new venue and precinct," Mr Donaghy said.

The ICC Sydney will feature:

- Convention facility capable of holding four fully separated concurrent events of over 12000 delegates
- Total exhibition capacity of 40,000 square metres
- An external event deck of 5,000 square metres featuring spectacular city views
- A premier red carpet theatre with a capacity of 8,000 suitable for international entertainment acts and being used for major convention plenary sessions
- A Grand Ballroom to provide Sydney's premium banqueting space for more than 2,000
- A new ICC hotel complex with up to 900 rooms.

Construction of the \$1 billion facility will commence in December 2013 with completion due in December 2016

About Business Events Sydney

Business Events Sydney (BESydney) is a partnership between the New South Wales (NSW) Government and the private sector. The not-for-profit organisation actively promotes Sydney and NSW as business events destinations, identifies new event opportunities and wins these events through competitive bid processes. With a global network of experts that spans Europe, Asia and the Americas, BESydney has successfully connected Sydney with the rest of the world through conventions, conferences, congresses, incentives and business meetings for over 40 years. In the past 10 years, BESydney has secured events that have generated an estimated \$1.6 billion in economic impact for the state of NSW. Find out more about BESydney at www.businesseventssydney.com.au

About the International Convention Centre Sydney (ICC Sydney)

ICC Sydney at Darling Harbour will be Australia's first, fully integrated convention, exhibition and entertainment precinct.. Construction of the \$1 billion facility will commence in late 2013 with completion due in late 2016. The development of the facility is being overseen by Infrastructure NSW and undertaken through a Public Private Partnership with The Destination Sydney consortium, comprising AEG Ogden, Lend Lease, Capella Capital and Spotless Facilities Services. AEG Ogden will be the venue operator with its Director of Convention Centres, Geoff Donaghy, appointed as the CEO of the new venue's management company. The convention facility is capable of holding four fully separated concurrent events of over 12000 delegates; total exhibition capacity of 40,000 square metres; an external event deck of 5,000 square metres featuring spectacular city views; a premier red carpet theatre with a capacity of 8,000 suitable for international entertainment acts and being used for major convention plenary sessions; a Grand Ballroom to provide Sydney's premium banqueting space for more than 2,000; and a new ICC hotel complex with up to 900 rooms. For more information visit www.darlingharbourlive.com.au

About AEG Ogden

AEG Ogden is a joint venture between Australian venue management interests and AEG Facilities of the United States. It manages venues throughout the Asia Pacific region, including convention centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Qatar, Oman (under construction), and Sydney (construction commencing 2014); arenas including Sydney's Allphones Arena, the Sydney Entertainment Centre (from December 2013), the Brisbane Entertainment Centre, the Newcastle Entertainment Centre and Perth Arena; Suncorp Stadium in Brisbane; and live theatres including Perth's His Majesty's Theatre, Perth Concert Hall, the WA State Theatre Centre, Albany Entertainment Centre, and Subiaco Arts Centre.

Date:

Further information: