

# sydney convention & exhibition centre fact file

## centre overview

Australia's leading business events venue, the Sydney Convention and Exhibition Centre, is superbly located on the Darling Harbour waterfront, adjacent to the bustling Sydney central business district.

The Centre comprises three major buildings: Convention Centre Bayside, Convention Centre Parkside and the Exhibition Centre.

The perfect venue for meetings, conferences, exhibitions and special events, the Centre offers over 30 flexible meeting rooms, ranging from smaller spaces suitable for events for up to 50 people to an auditorium accommodating 3,500. It also features six exhibition halls and offers a total exhibition space of 30,000 square metres.

The following pages provide key information on the Sydney Convention and Exhibition Centre, its operations and its outstanding location. For more information, please visit [www.scec.com.au](http://www.scec.com.au)

# event facts

## ↘ events

The Centre hosts an average of 600 events a year including:

- International Congresses
- Trade and Public Exhibitions
- National Conferences
- Special Events
- Gala Dinners
- Product Launches
- Cocktail Parties
- Christmas Parties

## ↘ average annual visitor numbers

1.06 million

## ↘ average number hotel room night bookings

More than 220,000 hotel room night bookings are generated from international convention delegates annually.

## ↘ average annual occupancy rate of the convention centre

40%

## ↘ significant events held at the centre

2008 World Youth Day events  
2007 APEC  
2006 SIBOS  
2000 Sydney Olympics events  
1996 11th World Congress of Anaesthesiologists

## ↘ average annual occupancy rate of the exhibition centre

62%

## ↘ average number of exhibitions held annually

Public	31 events
Trade only	32 events
Public and trade combined	5 events

## ↘ average number of visitors to exhibitions annually

Public	562,000 people
Trade only	165,500 people
Public and trade combined	63,000 people

## ↘ largest exhibition held each year (visitors attracted)

Held annually in October, the Australian International Motor Show is the largest public exhibition in Australia and in 2008 attracted more than 136,000 people. It occupies all six exhibition halls and the promenade area in the Centre. This show will now be held biennially, alternating with Melbourne.

## ↘ largest exhibition held each year (space occupied)

The Sydney International Boat Show occupies all six exhibition halls and the promenade area in the Centre, spilling out into the Darling Harbour precinct and using the Cockle Bay Marina. In 2008, the show attracted more than 80,000 visitors.

## ↘ largest exhibition held each year (exhibitor numbers)

Held bi-annually at the Centre, the Reed Gift Fair attracts an average of 800 exhibitors and occupies all six exhibition halls, the promenade area in the Centre and a pavilion outside Hall 1.

# economic benefits

## ↳ economic return

A six-day international conference for approximately 2,000 delegates contributes an average \$9 million to the NSW economy, with delegates spending across a wide range of areas from transport and entertainment through to shopping and dining.

The estimated expenditure of international delegates visiting the Centre in the 2008/2009 financial year is just under \$500 million.

The estimated delegate/visitor expenditure in 2008/2009 financial year by market segment for domestic and international business is as follows:

International Conferences/Congresses	\$109 million
Exhibitions	\$91 million
Domestic Conferences	\$269 million
Banqueting Events	\$2 million
<b>Total</b>	<b><u>\$472 million</u></b>

*All currency quoted in Australian dollars*

## ↳ employment

The Centre employs approximately 274 full-time and 581 casual staff.

# the building

The Sydney Convention and Exhibition Centre was opened on May 4, 1988 by Queen Elizabeth II. The Centre's Convention Centre Parkside expansion was opened on October 20, 1999, by then New South Wales Premier, the Hon. Bob Carr.

## ↘ construction cost

\$287 million, with a further \$57 million spent on the Centre's expansion in 1999. The Centre has an ongoing refurbishment program investing \$50 million over 5 years; the project continues to refresh the look of the Centre and increase its flexibility and suitability as a multi-purpose venue.

## ↘ architecture

### ↘ convention centre bayside

Builder: NSW Government  
Architect: John Andrews

Convention Centre Bayside is designed in the form of two interlocking semi-circles. The space includes:

- Bayside Lounge
- Bayside Boardroom and Business Centre
- Bayside Auditorium
- Bayside Grand Hall
- 17 meeting rooms
- Operations offices
- Service Zone
- Central Information Desk

### ↘ convention centre parkside

Contract Managers: Department of Public Works, NSW  
Architect: Anchor Mortlock & Woolley

Featuring convention facilities and 2,200 square metres of exhibition space, Convention Centre Parkside consolidates a central core of exhibition and convention space facilities. It includes:

- Exhibition Hall 6 – 2,200 square metres of space
- Parkside Auditorium
- Parkside Ballroom
- 8 meeting rooms
- Operations offices



- Custom designed compactors with odour suppression units
- A flexible compactor assignment system customisable to events
- Glass crushers
- Colour coded separation/collection points
- Clear pictorial signage
- New procedures, training and education materials
- Extensive monitoring and reporting systems

The result has been a massive increase in the amount of waste diverted from landfill, preservation of virgin resources, reduced greenhouse gas emissions, and the support of 'cradle to cradle' rather than 'cradle to grave' product life cycles.

Every year since 2003 the exhibition centre has increased 'recycling' by 184%. In 2003 only cardboard and paper were recycled which represented 5% of the waste stream. By 2008, exhibition 'recycling' streams included glass, untreated timber, metals, recyclable plastics, food, oil and liquid waste, paint and chemicals – 46% of the waste stream. Additionally, organic material diverted from landfill saw 636 tonnes of greenhouse gas avoided – equivalent to taking 298 cars off Australian roads for the year.

Behind all of this has been a fundamental shift in thinking that challenges the very definition of waste. 'Resource recovery' is now a more apt term than 'recycling' because discarded materials can be reprocessed into different products. For example, methane from the Centre's food waste is used to generate electricity.

The Centre is committed to working with exhibition organisers, contractors, and suppliers on improved sustainability for the industry as a whole. The 2008 resource recovery rates are impressive however by incorporating a waste management plan into an event there is scope for further improvement. When the types and amounts of exhibitor waste is known well ahead of time, system resources can be allocated effectively to capture a greater proportion of the recoverable waste stream, and information can be recorded that sets a benchmark for future events.

## ↘ artwork

When the Centre opened, distinguished Australian artists were commissioned to create artworks that responded in some way to Sydney, its foreshores and harbour.

The result is a magnificent collection that includes outstanding expressionist imagery by artists such as John Olsen, Charles Blackman, Lloyd Rees, Tim Storrier, John Firth-Smith, Ken Done and Sandra Leveson, with the most notable piece of work being Brett Whiteley's "Sydney Harbour".

The pieces sit beside stunning works by renowned Aboriginal artists, such as Ronnie Tjampitjinpa, Charlie Tjapangati and Long Jack Phillipus Tjakamarra.

## ↘ association memberships

The Sydney Convention and Exhibition Centre holds memberships with a number of industry associations. This enables the Centre to contribute to the national and international events industry.

These memberships include:

- Meetings and Events Australia (MEA)
- Exhibitions and Events Association of Australasia (EEAA)
- International Special Events Society (ISES)
- Venue Management Association (VMA)
- International Congress and Convention Association (ICCA)
- The Global Association of the Exhibition Industry (UFI)
- International Association of Congress Centres (AIPC)
- Conventions Australia (CA)

## ↘ centre supported charities

The Centre supports a number of charity organisations through sponsorship arrangements. The main charity the Centre supports is the Variety Children's Charity, by holding the annual children's Christmas party in the Exhibition Halls.

## awards and recognition

The Centre aims to excel in all areas of operation. To measure our success in providing premium products, services and as a place of employment, the Centre regularly enters event industry awards. Over the past year, we have been very successful in gaining recognition for our achievements for the following:

- |        |   |
|--------|---|
| Winner | 2007 & 2008 Meetings & Events Industry Award (NSW): Meeting Venue – more than 500 delegates                             |
| Winner | 2008 Meetings & Events Industry Award (NSW): Operations Person of the Year awarded to Paul Davison                      |
| Winner | 2008 Meetings & Events Industry Award (NSW): Corporate Social Responsibility - Category C (over 30 full time employees) |
| Winner | 2008 Exhibition and Events Association of Australia's inaugural Best Green Initiative Award                             |
| Winner | 2006,2007 & 2008 World Travel Award for Australasia's Leading Conference Centre   |
| Winner | NSW Nestlé Golden Chefs Hat Award   |
| Winner | 2007 & 2008 Kraft Philadelphia Kitchen Restaurant Challenge   |
| Silver | 2008 Kraft Philadelphia Front of House Challenge  |
| Silver | 2008 Global Corporate Challenge - Most Active Company   |
| Winner | 2008 Sydney Local Community Partnership - Outstanding Employer  |

# ownership and management

The Centre is owned by the Sydney Harbour Foreshore Authority, a statutory body responsible for the management of approximately 400 hectares of prime Sydney Harbour foreshore land.

The Centre is managed by Darling Harbour Convention and Exhibition (DHCE) Pty Ltd, a company owned by CCM (Convention Centre Management Pty Ltd), which is in turn owned by Accor Asia Pacific (60%) and Compass Group (Australia) (40%).

Accor Asia Pacific is wholly owned by its parent company, French-based Accor SA, the world's largest hotel and tourism corporation. Accor Asia Pacific has established a network of 180 hotels in the Asia Pacific region, including 120 in Australia, under the brands Novotel, Sofitel, Pullman, Ibis, Mercure, Formule One and All Seasons. It is also a leader in tourism services with major interests in convention centres, catering, casinos, and restaurants.

Compass Group (Australia) Pty Ltd is a subsidiary of the global Compass PLC food services organisation. It caters for a number of large, high profile venues, including the Sydney Cricket Ground and Sydney Football Stadium, and was one of the main caterers for the 2000 Olympic Games. Compass, the parent company, provides catering services for world-renowned venues, such as Stade de France, Millennium Stadium and Wembley.

# the darling harbour precinct

A thriving precinct on the edge of Sydney's central business district, Darling Harbour is home to some of Australia's most significant tourist attractions as well as a myriad of restaurants and shops, all attuned to the interests and needs of conference delegates.

Many of the city's vibrant public festivals and events are held in Darling Harbour, which features beautiful parks and a series of major sculptures.

Darling Harbour has even been incorporated into some of the Centre's major events, most notably the Sydney International Boat Show which extends into the Cockle Bay Marina.

## ➤ history

Named after the then Governor of NSW Sir Ralph Darling in 1826, Darling Harbour was a busy port for local and overseas trade throughout the 19th century.

However, during the 20th century its role became less relevant to the city and by 1980 the area had largely become derelict.

In 1984 the NSW Government announced it would redevelop the precinct, investing \$900 million of funds into the project over the following four years.

The site was officially opened on May 4, 1988 by Queen Elizabeth II, with work on Darling Harbour completed in 1994 when Cockle Bay Wharf on the eastern side of Cockle Bay was opened.

Today the precinct maintains some reminders of its past. Tumbalong Park draws its name from the Aboriginal term for "meeting place", while Cockle Bay bears the name given to it by the original settlers, soldiers and convicts who were grateful for the shellfish they found on its shores in a time of food shortage.

## ➤ visitors

Almost 150 million people have visited Darling Harbour since it opened in 1988. More than a quarter of those visiting Darling Harbour are Sydneysiders who head to the precinct regularly.

The makeup of visitors is:

Sydneysiders	31%	Interstate	9%
Other NSW	5%	Overseas	54%

## ↘ hotels in the darling harbour area

Novotel Sydney on Darling Harbour	525 rooms
Hotel Ibis Sydney, Darling Harbour	256 rooms
Mercure Grand Apartments, Darling Harbour	110 rooms
Novotel Rockford Darling Harbour	230 rooms
Somerset, Darling Harbour	119 rooms
Crowne Plaza at Darling Harbour	345 rooms
Four Points by Sheraton	630 rooms
Holiday Inn Darling Harbour	344 rooms
The Waldorf Apartment Hotel	26 rooms
Medina Grand Harbourside Apartments	114 rooms
Oaks Goldsbrough Apartments Darling Harbour	520 rooms
The Star City Casino Hotel and Serviced Apartments	480 rooms
<b>Total rooms</b>	<b>3,699 rooms</b>

## ↘ main attractions

### ↘ government funded attractions

- Sydney Convention and Exhibition Centre
- Parks and Gardens
- Foreshore Promenades
- The Chinese Garden
- Pyrmont Bridge Restoration
- Harbourside Car Park
- National Maritime Museum
- Marina
- Entertainment Centre (exc. car park)
- Powerhouse Museum

### ↘ privately funded attractions

- Sydney Aquarium
- Sydney Wildlife World
- Harbourside Shopping Centre
- Entertainment Car Park
- Star City, Darling Harbour
- Darling Park/Cockle Bay Wharf (commercial office building and restaurants)
- IMAX Theatre
- Sydney's Paddy's Markets
- Market City (retail and cinema complex)
- King Street Wharf
- Sydney Monorail
- Sydney Light Rail

# contact details

## ↘ mg media communications

For further media information on the Centre, please contact

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## ↘ sydney convention and exhibition centre

For further information on the Centre, please visit our website at [www.scec.com.au](http://www.scec.com.au)

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