



MEDIA RELEASE

AEG OGDEN ANNOUNCES ICC SYDNEY DIRECTOR OF BUSINESS DEVELOPMENT

A senior executive with a proven track record in business events, the hotel and hospitality industries and strong credentials in the Sydney market has been appointed the Business Development Director for the International Convention Centre (ICC) Sydney.

She is Beverley Parker, who has been the Executive Director of Sales and Marketing for the Dockside Group for the past 14 months. In addition to working senior executive roles with Four Seasons Hotels and Accor Asia Pacific, Ms. Parker served five years from 1999 as the Director of Sales and Marketing with the Sydney Convention and Exhibition Centre.

Ms. Parker is also a current Board Member of both Business Events Sydney and the Australian Racing Car Drivers Club which manages Sydney Motorsport Park at Eastern Creeks.

Announcing the appointment today, AEG Ogden's Director of Convention Centres and ICC Sydney CEO, Geoff Donaghy said Ms. Parker brought a wealth of industry experience and business networks to ICC Sydney.

"This is a key appointment to the ICC Sydney senior management team and another indicator that the venue was ready for business.

"Beverley will be responsible for the management of a multi segment team delivering all international, national and local revenue outcomes.

"In developing and successfully implementing the ICC's annual sales plan, she will work in close collaboration with the convention, exhibition and meeting industries, Business Events Sydney as well as other key stakeholders," he said.

Mr. Donaghy said one of her first assignments will be to oversee ICC Sydney's major presence at the IMEX Trade Show in Frankfurt, Germany next month.

ICC Sydney will be operated by AEG Ogden, the leading venue management company in the Asia Pacific region. It is due for completion in December 2016.

"The new venue, featuring waterfront facilities in a prime CBD and harbourside location in Australia's leading city, was destined to become one of the most exciting major convention, exhibition and entertainment facilities in the world," Mr. Donaghy said.

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 commenced 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 Darling Harbour Live consortium, comprising AEG Ogden, Lend Lease, Capella Capital and Spotless Facilities Services, with AEG Ogden being the venue operator. The convention facility is capable of holding four fully separated concurrent events of over 12,000 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 an Australian controlled joint venture between Australian venue management interests and AEG Facilities of the United States.

AEG Ogden manages venues throughout the Asia Pacific region, including Suncorp Stadium in Brisbane; convention centres in Brisbane, Cairns, Darwin, Kuala Lumpur, Hyderabad (currently in design), Oman (opening 2016), the ICC Sydney (opening December 2016) and the Sydney Exhibition Centre @ Glebe Island; Suncorp Stadium in Brisbane; arenas including the Brisbane Entertainment Centre and the adjacent Sports Centre, Sydney's Allphones Arena, the Qantas Credit Union Arena (formerly the Sydney Entertainment Centre), the Newcastle Entertainment Centre and Perth Arena; 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.

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