



SUSTAINABILITY REPORT

20
24

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MAKING A POSITIVE IMPACT ON
PEOPLE AND THE PLANET THROUGH
LIGHT, MUSIC, FOOD AND IDEAS.



INTRODUCTION

Destination NSW is the champion and voice for the visitor economy within the NSW Government. Spearheading a whole-of-government approach to visitor economy growth, Destination NSW influences and shapes the visitor economy through strategic research, policy and thought leadership, stakeholder engagement and consultation, commercial partnerships and investment in visitor experiences, business support, marketing and events. Destination NSW is also the major investor in Business Events Sydney (BESydney) for the purpose of securing more international and domestic conventions, incentive travel reward programs, corporate events and exhibitions.





ABOUT VIVID SYDNEY

Vivid Sydney, the Southern Hemisphere's leading multi-artform festival, transforms Sydney into a vibrant hub of creativity, innovation and community connection. Over 23 nights, light installations, music, ideas and food inspire global audiences and drive cultural exchange, attracting visitors and fuelling economic growth.

Proudly owned, managed and produced by Destination NSW, Vivid Sydney showcases NSW's cultural vibrancy and positions it as a global leader in artistic innovation.



VIVID LIGHT

Combining world-class innovation and creative brilliance, Vivid Light provides a captivating journey along Sydney's breathtaking harbourfront and CBD. Warming all with bursts of colour, mesmerising artworks and 3D projections.



VIVID MUSIC

Vivid Music presents a diverse program of genre-spanning performances showcasing established and emerging artists. Sydney transforms into a dynamic stage, creating a city-wide celebration that connects audiences in shared moments of musical discovery.



ABOUT VIVID SYDNEY?

continued



VIVID IDEAS

Vivid Ideas is a forum for inspiration, challenging and reshaping conventional thinking about the world. Fostering compassion and understanding through the exploration of trending topics, it brings sharp analysis, careful listening and memorable discourse to Sydney, and provides new forms of creative exchange and interactive engagement.



VIVID FOOD

Vivid Food is a celebration of our diverse culinary offering and produce, showcasing what makes Sydney and NSW's dining scene so special. From the sensory explosion of open-fire street food to dazzling dishes from distinguished chefs at the top of their game, there's something for everyone.

Each year, the festival refines its approach to strengthen sustainability strategies, reduce environmental impact, enhance accessibility, and improve data collection to better measure progress. In 2024, Vivid Sydney continued to build on its long-term sustainability vision through waste reduction, energy efficiency, and responsible resource management. While progress has been made, sustainability remains an ongoing journey—one that requires continuous collaboration, creativity, and commitment to shaping a more sustainable future for Vivid Sydney.

This report provides insights into Vivid Sydney's 2024 sustainability efforts and achievements. As the owner, manager, and producer of Vivid Sydney, Destination NSW is dedicated to delivering an event that stands as a global benchmark for sustainability. The Vivid Sydney Team played a pivotal role in shaping the event's sustainability strategy, setting ambitious reporting targets, engaging stakeholders, and implementing sustainability initiatives. In collaboration with internal and external stakeholders, Vivid Sydney ensured that sustainable practices were integrated into supplier and stakeholder operations throughout the event.

PRIORITY SDGS

The Sustainable Development Goals (SDGs), also known as the Global Goals, were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet and ensure that by 2030 all people enjoy peace and prosperity.

The goals outlined below have been carefully selected as the focus of the Vivid Sydney Sustainability program because of their alignment with our values and mission.



SDG 11 — Sustainable Cities & Communities

SDG11 aims to create cities and human settlements that are inclusive, resilient, and environmentally sustainable, enhancing the quality of life for all residents. Vivid Sydney contributes to SDG11 through its celebration of cultural diversity, transformation of urban spaces with dazzling light installations, promotion of sustainable tourism and economic growth, and fostering inclusive, resilient, and vibrant urban environments. By actively engaging local communities, encouraging innovation and creativity, and promoting eco-friendly practices, the festival plays a pivotal role in advancing the development of sustainable and inclusive cities.



SDG 12 — Responsible Consumption & Production

SDG 12 aims to foster sustainable practices in consumption and production, focusing on reducing waste, promoting resource efficiency, and encouraging sustainable lifestyles. Vivid Sydney contributes to this goal by prioritising sustainability throughout its operations. The festival offsets its electricity use and emphasises energy efficiency by incorporating LED lighting across installations. Vivid Sydney conserves water by using efficient restroom facilities, reducing overall water consumption. Water refill stations are available across the festival to minimise the use of single-use plastic bottles, encouraging sustainable choices among visitors. Additionally, Vivid Sydney minimises its environmental impact by reusing materials, employing eco-friendly practices like paperless ticketing, and promoting public transport. Artists are encouraged to use recycled materials, extending the life of installations and reducing waste. Through these efforts, Vivid Sydney underscores its commitment to sustainable consumption and production.

PRIORITY SDGS continued



SDG 10 — Reduced Inequalities

SDG 10 aims to reduce inequalities based on factors such as income, gender, age, disability, race, ethnicity, nationality, and sexual orientation. Vivid Sydney supports SDG 10 offering inclusive cultural experiences accessible to individuals from diverse backgrounds. Through its diverse programming and accessible venues and Light Walk, the festival ensures that people of all abilities, socioeconomic statuses, and cultural identities can fully participate and enjoy the festival. By providing free and low-cost events, Vivid Sydney democratises access to cultural enrichment, fostering social inclusion and cohesion within the community.



SDG 17 — Partnerships for the Goals

SDG 17 emphasises the power of collaboration in achieving sustainable development. Each year, Vivid Sydney partners with a charity to support meaningful social causes. In 2024, the festival collaborated with Doctors Without Borders, raising awareness and resources for their humanitarian work. Through Vivid Ideas, the festival also fosters discussions on social and environmental issues, encouraging knowledge sharing and collaboration. By engaging diverse stakeholders, Vivid Sydney demonstrates how cultural events can drive collective action toward sustainability.



ABOUT OUR REPORTING

Vivid Sydney prioritises sustainability as part of a long-term strategy to measure, report on and reduce the environmental impact the festival.

Since 2023, Vivid Sydney have partnered with Australian owned Huddle Agency, to use gold standard data collection and measurement techniques to assess and reduce the impact of the festival.

In 2024, Vivid Sydney hosted a series of live training webinars for all suppliers in the lead-up to the event, educating them on ways to reduce environmental impact and discussing the data that would be collected to measure impact.

These webinars were followed by one-on-one Zoom interviews to gather data from each supplier.

The data was then analysed using Huddle Agency's carbon impact calculator, EventZero to estimate Vivid Sydney's impact in the following areas:



Quantify energy emissions from all power sources including mains electricity and temporary sources.



Assess the impact of crew travel on the carbon footprint of Vivid Sydney.



Measure and minimise food and other waste generated.



Calculate the impact of food and beverages served at Vivid Sydney.



Track the emissions from freight and transportation of equipment.



Understand the impact of production materials and their life cycle.

AT A GLANCE

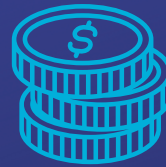
VIVID SYDNEY 2024 HIGHLIGHTS

2.42 MILLION

ATTENDED VIVID SYDNEY 2024
OVER THE 23 NIGHT
EVENT

\$180.2 MILLION

GENERATED IN VISITOR
EXPENDITURE



907k Followers

ACROSS ALL OWNED SOCIAL CHANNELS

58%

OF LOCAL
BUSINESS

REPORTED A
HIGHER THAN
NORMAL
INCREASE IN
REVENUE



637M

REACHED
GLOBALLY BY
#VIVIDSYDNEY

86%

OF ATTENDEES
PURCHASED
FOOD AND
BEVERAGES

01.6K+ VOLUNTEER APPLICATIONS

+78% UPLIFT YEAR ON YEAR

64%

ATTENDED
2 NIGHTS
OR MORE

ENVIRONMENTAL IMPACT HIGHLIGHTS

4.34 million **public transport trips**

WERE RECORDED DURING

VIVID SYDNEY

OVER THE

23 nights



OVER 95%

OF ENERGY USED

FOR VIVID

SYDNEY 2024

WAS

RENEWABLE



WATER REFILL STATIONS SAVED

92 KG OF PLASTIC

WATER BOTTLES FROM LANDFILL

OFFSET

710 TONNES

CO₂

THROUGH THE

PURCHASE OF

ACCREDITED

CARBON OFFSET

CREDITS



SPLASHDOWN VACUUM
TOILETS SAVED OVER

2.7 MILLION

LITRES OF WATER

COMPARED TO FULL FLUSH
TOILETS



ECO-

FRIENDLY

FENCING

SAVED,

9.6 KG OF

PLASTIC

93% OF LIGHT

INSTALLATIONS

USED LED

LIGHTING

REDUCING

ENERGY

CONSUMPTION BY

MORE THAN **75%**

52% OF VIVID SYDNEY ARTISTS
& STAFF TRAVELLED BY

PUBLIC TRANSPORT

SOCIAL IMPACT HIGHLIGHTS

7,230 attendees

downloaded the



ACCESSIBILITY MAP

The accessibility itinerary was viewed

2,347 times

OVER 54,000

ATTENDEES USED A



**WHEELCHAIR OR
REQUIRED
MOBILITY
ASSISTANCE**



VIVID SYDNEY 2024 ACCESSIBILITY
PROGRAM RECEIVED A

**GOLD PINNACLE
AWARD**

FOR BEST ACCESSIBILITY PROGRAM



71%

OF SUPPLIERS
SURVEYED
OPERATE
ACCORDING TO AN
APPROVED

**LGBTIQA+
inclusiveness**

POLICY OR STRATEGY



85% OF ATTENDEES

SURVEYED ON ACCESSIBILITY
RATED THEIR EXPERIENCE AS

**GOOD OR
VERY GOOD**



74%

OF VIVID SYDNEY
2024 SUPPLIERS
SURVEYED

**HAD A FORMAL
GENDER
EQUALITY
POLICY**

77% OF VIVID
SYDNEY SUPPLIERS
SURVEYED IN 2024

OPERATE IN
ACCORDANCE
WITH A FORMALLY
APPROVED

**DIVERSITY
POLICY**

OVER 800 SUNFLOWER LANYARDS WERE PROVIDED

SUMMARY

Our work in 2024 represents significant progress in our sustainability program. We have seen the benefits of our new data collection approach in an increase in the quality and quantity of data collected in 2024 and our goal is to continue on this trajectory in 2025 and beyond.

Our focus is to improve our dataset and collection from vendors to provide more holistic reporting, enhancing our ability to consider our impact when making strategic planning decisions for Vivid Sydney into the future.



ACKNOWLEDGEMENTS

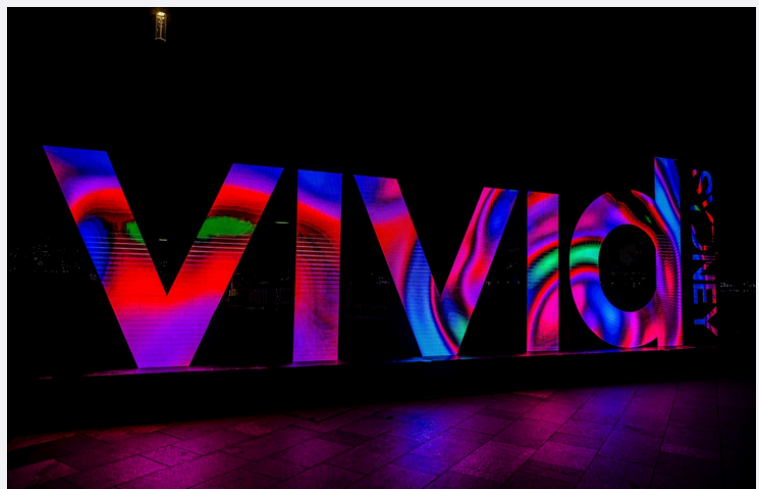
Our thanks and acknowledgements to:

Huddle Agency
Suppliers and Stakeholders
Sydney Opera House
Doctors Without Borders
Placemaking NSW
Premier's Department
City of Sydney
Transport for NSW

We sincerely thank our stakeholders for their support and efforts in advancing our sustainability initiatives and contributing to the United Nations Sustainable Development Goals (SDGs). Your collaboration has been vital in driving positive environmental, social, and economic outcomes.

Contact

For further information please contact the Vivid Sydney team at <https://www.vividsydney.com/info/contact-us>





VIV'd SYDNEY

