



Beyond the Postcard

Unlocking the economic
power of Sydney's brand



Committee
for
Sydney

Acknowledgement of Country

The Committee for Sydney acknowledges Aboriginal and Torres Strait Island peoples as the traditional custodians of the land. Sovereignty was never ceded: this was, and always will be, Aboriginal land.

About this paper

In 2025, the Committee for Sydney launched Sydney Global to address a simple but critical challenge: Sydney is not fully understood on the world stage.

Tell almost anyone you're from Sydney and you'll instantly conjure images of sunshine, iconic architecture and glistening beaches. These images are the reason Sydney is one of the most recognisable and desirable cities on the planet.

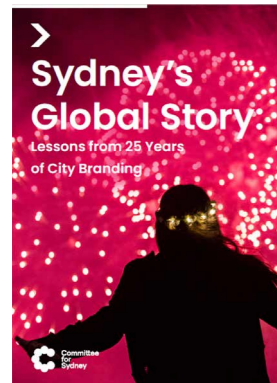
But Sydney is so much more than a beautiful holiday destination.

This narrow value proposition undersells the city. It overlooks the depth, diversity and ingenuity of the 5.5 million people¹ who call Sydney home, and the rich cultural, educational and economic strengths that make the city special.

Unlike peer cities with integrated brand management, Sydney lacks a consistent, city-wide strategy beyond the visitor economy. Without a cohesive brand, Sydney risks falling behind, losing relevance, investment and global influence to better-positioned cities.

This report explores the opportunity of elevating our competitive advantage by presenting a more complete and compelling story to the world – one that reinforces our capability as a leading destination for talent, investment and ideas.

How this report contributes to Sydney Global



The history of the problem

Sydney's Global Story looks at the past 25 years of city-wide brand management. It draws lessons from previous place branding projects to guide Sydney Global and build on existing momentum.



The scope of the problem

Beauty Runs Deep, a benchmarking report that compares Sydney's brand to peer global cities, found that while Sydney performs strongly across many areas, global perceptions have persistently lagged, resulting in lost consideration and investment in Sydney.



The value of solving the problem

This report quantifies the value of addressing Sydney's brand gap by aligning perception with actual performance – an opportunity worth at least \$3.3 billion to Sydney's economy.



How to solve the problem

The next phase of Sydney Global will focus on developing and activating a clear, shared narrative for the city, alongside identifying priority audiences, growth sectors and the governance required to sustain coordinated momentum.



Executive summary

A more unified and confident Sydney narrative unlocks up to \$3.3 billion in additional economic value for our city.

Sydney Global builds on a decade of research from the Committee for Sydney, which has consistently identified a misalignment between what our city is and what the world perceives our city to be.

Sydney remains one of the world's most recognisable cities – iconic and globally admired. But peer cities are out-competing us through more deliberate and cohesive efforts to shape global perception and reinforce their strengths across multiple audiences.

Sydney Global aims to equip Sydney and Sydneysiders with a clear, shared narrative for the city. One that reinforces what Sydney is good at while challenging outdated or incomplete perceptions of lesser-known strengths.

This is not about a costly large-scale campaign. It's about alignment. Aligning how Sydney presents itself so that its performance and perception reinforce one another. This report quantifies the value of that alignment at up to \$3.3 billion for the Sydney economy.



Sydney Fish Markets, 2026. Photo: David Chatfield



An anecdote for Sydney: Australia at the Olympics

Once, Australia was a dominant presence on the Olympic stage.

Dawn Fraser ruled the pool, Herb Elliott set new standards on the track, and the medal tally became a shorthand for national confidence. Our natural talent and grit seemed enough to keep Australia on top.

Then the world changed and we did not change fast enough.

By the 1970s, the Olympics had become a race between countries, not just individuals. The Soviet Union and East Germany built state-backed institutes powered by sports science and analytics. The United States deepened college pathways. European nations professionalised coaching, conditioning and talent identification. Performance was no longer incidental; it was engineered.

Australia grew complacent. We relied on what had worked before, assuming that natural talent and past success would continue to carry us. The cost of that complacency was laid bare at the 1976 Montreal Games, where Australia failed to win a single gold medal.²

Montreal became a turning point. In 1981,³ the Australian Institute of Sport opened in Canberra, signalling a shift to a coordinated, high performance model. Sports science, structured pathways and professional coaching were embedded into the system.

Through the 1990s, investment intensified in the leadup to the 2000 Summer Olympic and Paralympic Games. Hard work, data, and targeted funding replaced assumption with strategy.

When the world arrived in Sydney, the results followed. Ian Thorpe dominated in the pool. Cathy Freeman's 400 metres became a defining moment of execution under pressure. Australia finished fourth on the medal table, its strongest result in decades.⁴ This was not a lucky resurgence; it was the outcome of renewed focus, coordination and intent.

The moral of the story

Success is not static. In any field that is strengthening, standing still is the same as slipping back. Complacency costs position. Raw talent and past performance are foundations, not guarantees.

Cities now face the same reality. Sydney's natural strengths – its harbour, lifestyle, diversity and trust – remain powerful. But as the global race accelerates, relying on these natural assets is a form of complacency.

To sustain and grow our position, Sydney must do what Australia's Olympic effort did: align capability, identity and effort around a new, high-performance model. For Sydney, that model is a coherent, future-facing global brand.



Andrew (Boy) Charlton Pool



The opportunity framed

The field is getting faster

Sydney's brand sits at a similar inflection point. Our name recognition and lifestyle appeal remain strong, yet the competitive landscape is changing quickly. Peer and emerging cities are investing with greater coordination and speed, sharpening their positioning, building innovation ecosystems and using global campaigns to tell compelling stories about who they are and what they can offer.

In the mid-20th century, only a relatively small group of cities competed meaningfully on the world stage.⁵ Today, the field is broader, deeper and far more ambitious. Globalisation, digital integration and the rise of middle-income populations have enabled dozens of cities across Asia, Africa, the Middle East and Latin America to step forward with confidence.⁶ They are investing in infrastructure, cultural assets and brand building with deliberate intent.

Over the past decade, the Committee for Sydney has tracked Sydney's performance by benchmarking our city against others. While Sydney is growing and changing (for the better), others are more strategic, more coordinated and more attune to the spill-over benefits of global brand than we are.

As more nations and cities join the starting line, the mechanics of competition have evolved:

- Venture capital ecosystems have increased fivefold, over 100 cities now compete for talent⁷

- Sydney has moved from a top 60 global city to outside the top 80, with further slippage projected by 2050 (UN)⁸
- Cities such as Nairobi, Hanoi, Ankara and Jaipur are expanding their global presence more rapidly and at a faster pace than us.⁹

In this environment, global brand is not a static backdrop: it is a dynamic part of how cities compete.

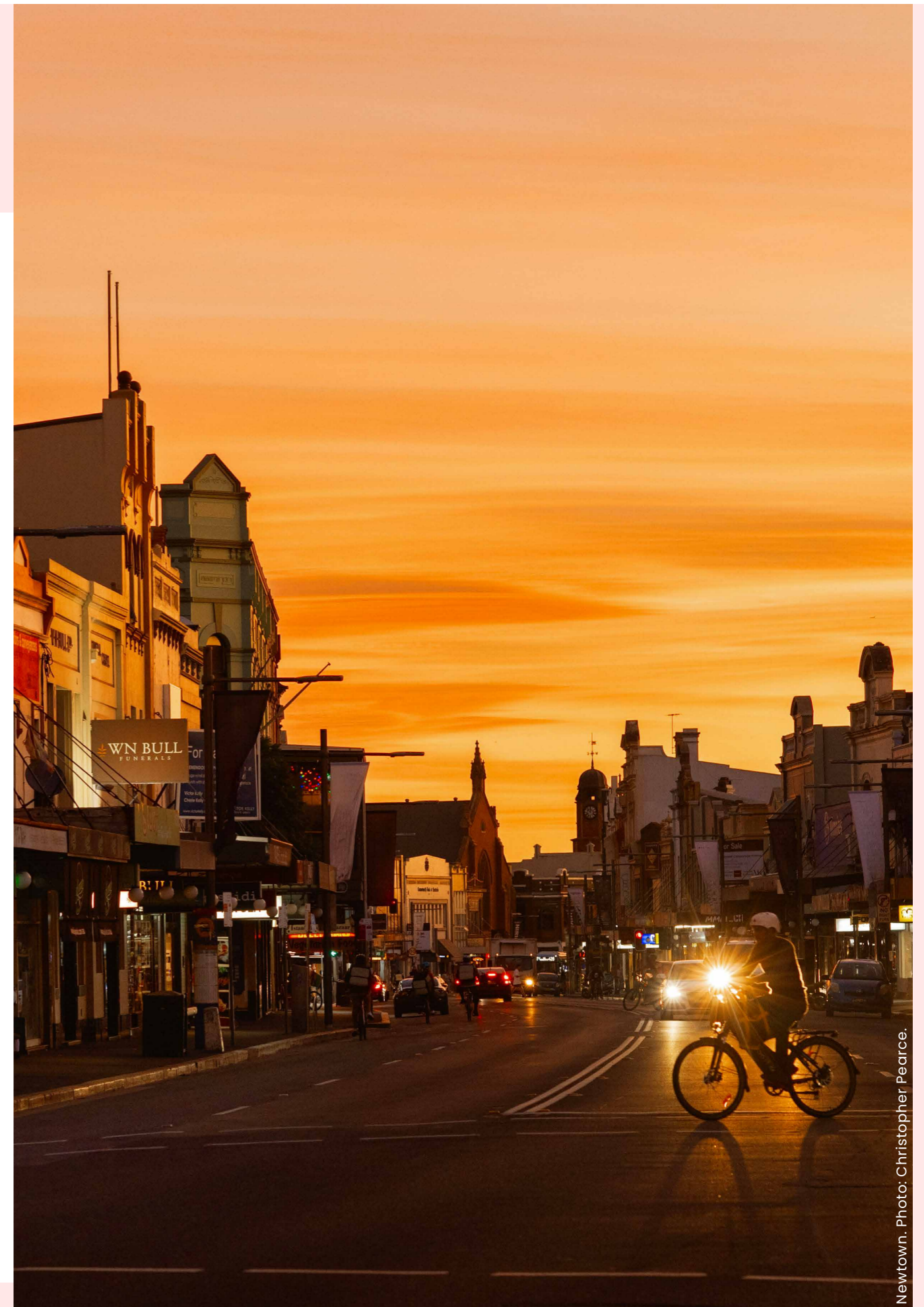
Running yesterday's race

Sydney remains globally recognised and anchored in legacy imagery – the Opera House, the Harbour Bridge, Bondi Beach. In 2025 well over 80 per cent of the top 1,000 Google Images of Sydney featured either the Opera House, the Harbour Bridge or Bondi Beach.¹⁰

Few cities enjoy similar visual equity. But that recognition is highly concentrated in aesthetics, not in the city's economic and cultural complexity. Put simply, our city is known for its assets, but not its people.

Global evidence shows that cities which consciously consolidate strengths across multiple dimensions perform more strongly and prove more resilient over time, suggesting that diversification, not narrow positioning, underpins enduring competitiveness.¹¹ Unless we project a broader story, Sydney risks running yesterday's race – competing in a field that has moved on.

The central risk is relying on a strong but incomplete brand that underrepresents the city's true capability.



Newtown. Photo: Christopher Pearce.



Brand, soft power, and the economics of perception

Brand as soft power in action

To measure the value of improving Sydney's narrative on the global stage, we looked at how our brand is perceived.

Brand is often dismissed as intangible, aesthetic or symbolic – secondary to 'real' economic fundamentals. In reality, brand is the outward expression of soft power.

Soft power is a nation's ability to shape preferences, attract partners and influence outcomes through credibility, reputation and relationships rather than coercion. It is built through culture, governance, education, innovation, diplomacy and lived experience. Where hard power compels, soft power attracts.

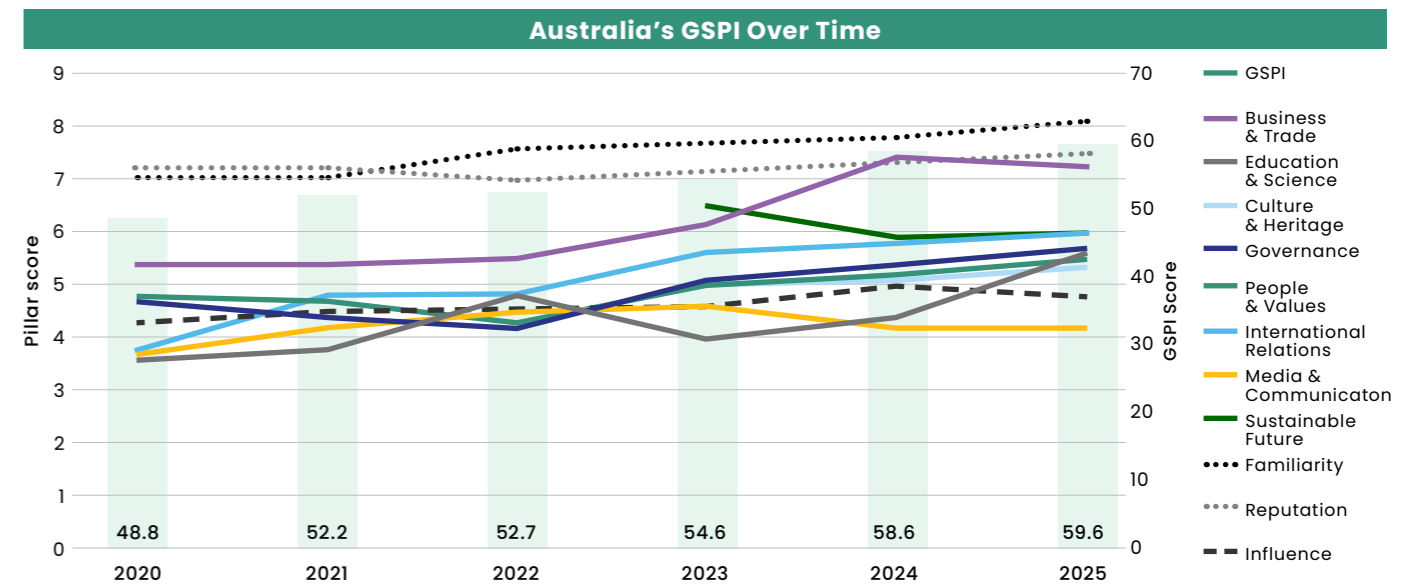
Soft power may sound abstract, but it is accumulated – and lost – through tangible touchpoints: whether investors trust institutions, whether students feel welcomed,

whether entrepreneurs see opportunity, whether global audiences associate a country with dynamism or decline.

The Global Soft Power Index

The Brand Finance Global Soft Power Index (GSPI) is an annual study that measures how nations are perceived globally and the strength of their soft power.¹² Drawing on surveys of more than 100,000 respondents across over 100 countries, it evaluates countries across three core metrics: familiarity, reputation, and influence. These are assessed through a broad set of performance pillars including:

- business and trade
- governance
- international relations
- culture and heritage
- media and communication
- education and science
- sustainability.



Rather than measuring hard economic output alone, the GSPI captures how effectively a country converts its economic, cultural and diplomatic assets into global perception and persuasive power – strategic assets in attracting investment, talent and partnerships.

In a more competitive and finite global landscape, brand and soft power are no longer passive assets. Capital, talent and influence flow toward places that are understood, trusted and seen as future-facing. Perception shapes choice and choice shapes economic outcomes.

Australia's soft power

Australia's performance in the GSPI has strengthened materially in recent years.

- Between 2020 and 2025, Australia's overall score increased by more than 10 points, rising from 48.8 to a peak of 59.6
- In 2025, with a high score of 59.6, Australia placed 14th out of 193 countries
- The strongest gains have come from Business & Trade and International Relations pillars
- The introduction of the Sustainable Future pillar in 2023 also highlighted an area of relative strength.¹³

Notwithstanding this upward trend, Australia's relative ranking slipped over the period as several comparator countries experienced faster growth.

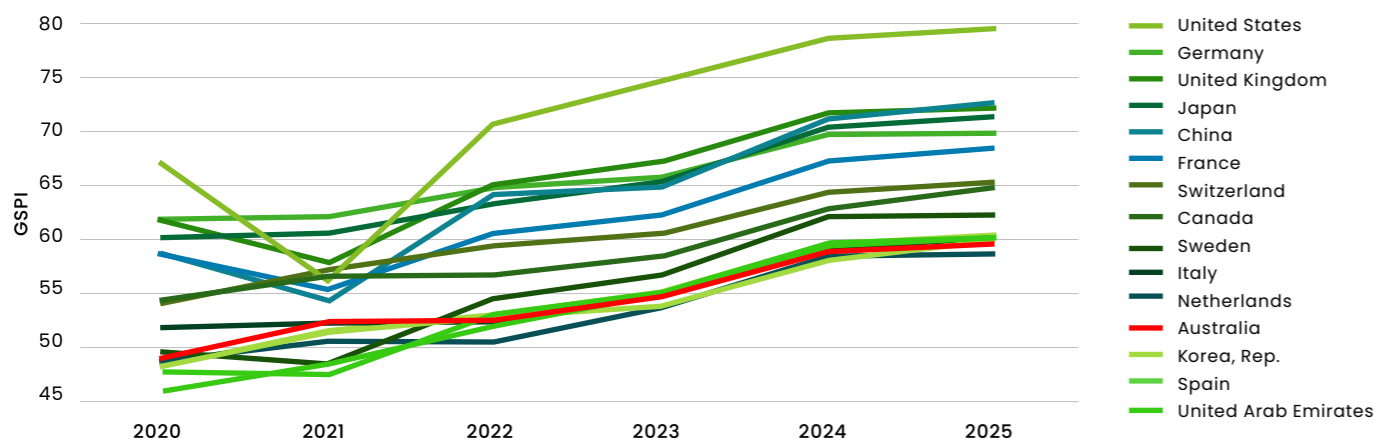
Sydney as the engine of Australia's soft power

But Australia's soft power is not evenly distributed across its cities. Sydney carries a disproportionate share of the nation's visibility and influence. The Brand Finance Global City Index (GCI) consistently places Sydney in the top tier worldwide for reputation, people and values, friendliness, consideration and vibrancy. These are podium level attributes that shape how Australia is seen.

In 2024, Sydney ranked eight globally, with a City Soft Power Index score of 83.7.¹⁴ No other Australian city sits within striking distance: Melbourne ranks 22nd, Perth 71st, and no other Australian city appears in the global top 100.

The implication is clear. When global audiences assess Australia – whether as a destination for investment, study, partnership or relocation – they are overwhelmingly responding to Sydney's visibility, performance and reputation. In practice, Sydney is not just one Australian city among many; it is the primary lens through which the nation is seen.

GSPI by Country Over Time





Just as Sydney carries Australia's brand, it also drives its economic power

Across capital formation, innovation, global talent flows, trade and services exports, the pattern is consistent: Sydney generates a disproportionate share of Australia's economic output and outward engagement.

- **Business and trade:** Sydney attracts around 65 per cent of Australia's startup funding (2024).¹⁵ NSW accounts for 45 per cent of Australia's international trade in services and 17 per cent of merchandise exports (FY25),¹⁶ ranking third nationally for goods exports.¹⁷ Port Botany, in Sydney's south, is one of Australia's largest container ports.

- **Culture, people and global appeal:** Sydney recorded the highest international visitation of any Australian capital city in FY25, welcoming 3.6 million visitors and generating \$12 billion in tourism expenditure.¹⁸ In FY24, Greater Sydney saw net overseas migration of 120,886 people, representing 28 per cent of Australia's total net migration. It had the second-highest net overseas migration nationally, just behind Greater Melbourne.¹⁹
- **Education and science:** In 2024, Sydney hosted more than 175,000 international higher education students, accounting for 36 per cent of Australia's total.²⁰ NSW was also the country's largest destination for business R&D investment in FY24, attracting \$9.6 billion, nearly half of Australia's total R&D spend.²¹

This performance cuts both ways.

When Sydney performs well, the national brand rises with it. When it attracts capital, students and skilled workers, the benefits flow across the country. But the reverse is also true. If Sydney's story remains too narrow – overly defined by lifestyle and scenery rather than economic depth – then Australia risks being underestimated.

If we continue to project only part of Sydney's capability, we compete with only part of our strength. And because Sydney carries so much of the national load, that gap won't just affect the city, it will shape Australia's overall position in the global race.

The prize for competing has the potential to unlock up to \$3.3 billion in additional economic output.

In simple terms, brand has measurable economic value. If Sydney strengthens its global standing by just one point on the GSPI, the evidence suggests this would translate into higher income per person on average across the city in the following year. When scaled across Greater Sydney's population, that uplift equates to approximately \$3.3 billion in additional economic output.

Quantifying the prize

Deloitte Access Economics undertook an analysis examining the relationship between changes in GSPI score and economic performance.

The model estimates the marginal impact of a one-unit increase in Sydney's GSPI on Gross Regional Product (GRP) per capita in the following year, controlling for other relevant economic variables.

It found that a one-point increase in Sydney's GSPI score is associated with a 0.6 per cent increase in GRP per capita in the subsequent year, holding other variables constant.

- Greater Sydney's GRP per capita is approximately \$96,000 in 2025
- A 0.6 per cent uplift equates to an increase of approximately \$575 per capita
- Applied across the Greater Sydney population, this corresponds to an aggregate uplift of approximately \$3.3 billion in GRP in 2026.

Further details on methodology are available on the Committee for Sydney website.



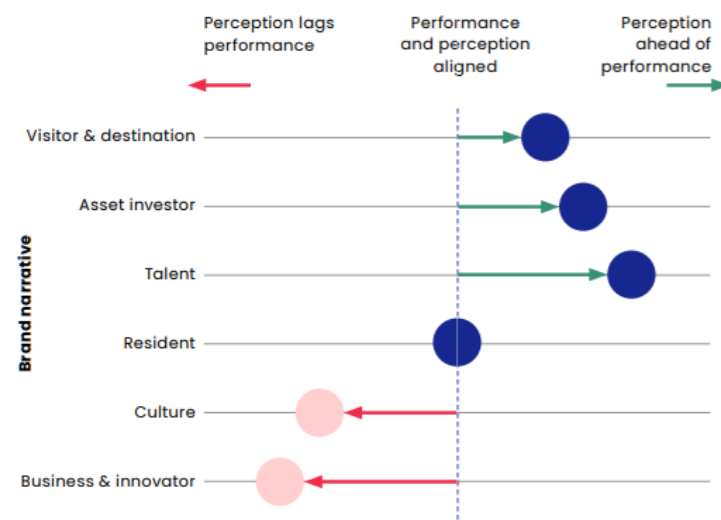
Western Sydney International Airport



Lifting Sydney's game

The Committee for Sydney 2025 *Benchmarking Sydney's Brand* report²² assesses Sydney's global brand performance across six pillars: visitor & destination, asset investor, talent, resident, business & innovator, and culture.

The findings highlight a clear divergence between Sydney's underlying performance and how it is perceived internationally – as demonstrated below.



Sydney ranks at or near the top on metrics related to liveability and tourism. The city benefits from strong name recognition and a positive reputation as an attractive, welcoming destination for short-term visits.

However, global perceptions consistently underestimate Sydney's performance in strategically critical areas, particularly business & innovation and culture. These

pillars are fundamental to attracting long-term investment, global talent and sustained engagement.

In business and innovation and increasingly in culture, Sydney's performance outpaces global perception. Sydney has matured into one of the Southern Hemisphere's epicentres of commerce, research, startup formation and creative output. It operates within a stable national and state governance framework, underpinned by strong institutions, regulatory certainty and the rule of law – fundamentals that global capital depends on, but often takes for granted. Yet this depth has not fully translated into international recognition. The city's tourism-dominant identity continues to overshadow its economic and cultural sophistication.

Some of this reflects ingrained assumptions about what Sydney 'is for'. Some reflects the structural challenge of shifting global narratives from a distance. But the economic implication is clear: where performance exceeds perception, opportunity is being left on the table.

When overlaid with Australia's GSPI results, the pattern becomes even clearer. Australia scores strongly in areas aligned with Sydney's perceived strengths – reputation, governance and liveability. But the areas with room to grow – business dynamism, innovation intensity, cultural influence – are precisely where Sydney's underlying performance is strongest but under-recognised.



Credit: Illume, Bangarra Dance Theatre, 2025. Photo: Daniel Boud



Competing with clarity to unlock \$3.3 billion

Sydney's task is clear; to unlock that \$3.3 billion, what's needed is not reinvention, but repositioning.

We have the assets, momentum, credibility and capability. We now need to compete with a clear, compelling value proposition. This requires a coherent and mutually reinforcing narrative that tells a story of a confident, charismatic and economically complex city.

The opportunity is two-fold. The key areas where Sydney outperforms global perceptions – business & innovation, and culture – are also among the most influential drivers of its GSPI position.

Business & innovation

Sydney is Australia's largest urban economy. We contribute 21% of Australia's economic activity,²³ have the largest share of innovation-intensive businesses in the country²⁴, attract the majority of national startup funding, have the largest concentration of data centres in Australia and are the country's deepest concentration of venture capital, founders and commercialisation activity.²⁵

Internationally, we are the number one startup ecosystem in the southern hemisphere,²⁶ a top five global quantum hub²⁷ and one of only four cities in the world with two universities in the global top 25.²⁸

Many of the industries that will shape Australia's economic future have deep roots

here – Fintech, climate tech, biomedical technologies and life sciences, deep and digital technologies and advanced manufacturing.

We have a deep network of innovation places across Greater Sydney – places nurturing new research and helping to translate it into innovative commercial outcomes.

Taken together, these elements position Sydney as the leading innovation ecosystem in the Southern Hemisphere, with strong links into Asia-Pacific markets and a growing role as a bridge between eastern and western economies.

The scale, connectivity and maturity of this system offer significant opportunity for increased international investment and the growth of high value businesses in future-focused industries.

Culture

Sydney's cultural strength is its living, distributed ecosystem shaped by and reflecting one of the most multicultural populations in the world.

At its core is the world's oldest continuing culture, with Aboriginal and Torres Strait Islander stories, knowledge and history embedded in the identity of the city.

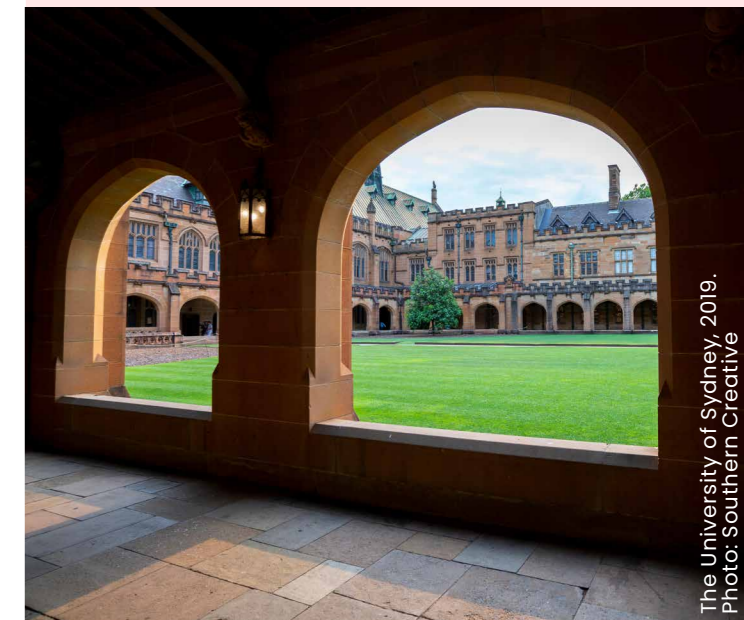
Today, over half of Greater Sydney's residents are first or second-generation migrants, and more than 40 per cent speak a language other than English at home. Over 250 ancestries and hundreds of languages are represented across the city, alongside diverse faith communities living and working together in practical stability.²⁹

The opportunity to unlock Sydney's economic potential through our cultural strength is two-pronged. One is through the celebration and activation of the communities and places that reflect Sydney's cultural diversity – from Burwood's Chinatown, Harris Park's Little India, Cabramatta's vibrant Vietnamese community to Eastwood's Koreatown.

Around them, major festivals such as the Sydney Biennale, Sydney Festival, Ramadan Night Markets, Parramatta Lanes, Vivid and Mardi Gras demonstrate scale, diversity and creative confidence.



Westmead Health Precinct



The University of Sydney, 2019.
Photo: Southern Creative



Tenich Reserve, Penrith, Photo: Fluentid Studio.

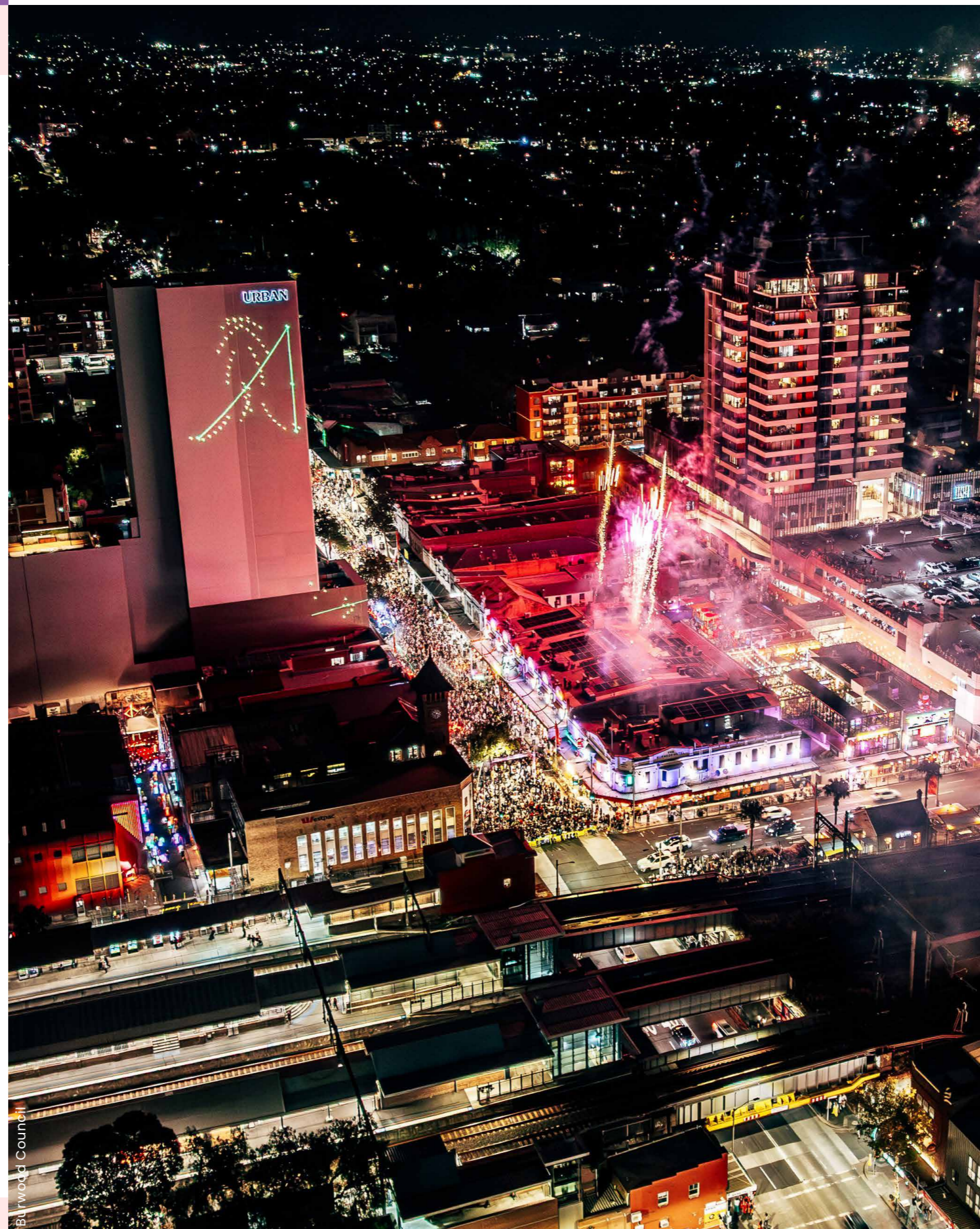


The other is through Sydney's formidable array of nationally and globally recognised cultural assets. At the core sit institutions with enduring global recognition such as the Sydney Opera House, the Museum of Contemporary Art and the Art Gallery of NSW. This depth of cultural assets extends across the metropolitan area. Western and Southwestern Sydney are increasingly important centres of cultural production and participation, supported by investment in institutions such as Powerhouse Parramatta and a growing network of arts and cultural venues across Campbelltown, Blacktown, Bankstown, Penrith and Liverpool.

Sydney Olympic Park and ICC Sydney function as major convening arenas of the Asia-Pacific, hosting millions each year³⁰ for international conferences, trade exhibitions, sport and cultural exchange.³¹

Day to day, our diversity underpins diaspora networks that are deeply embedded in business, trade and community life, contributing to a unique cultural and economic vibrancy that help talent from around the world to see themselves – and their businesses – thrive here.

Together, these elements present Sydney as a city where culture is expressed across a network of places, communities and institutions. This offers a rich and distinctive proposition of a city where global recognition and local authenticity coexist, and where cultural activity is a driver of economic opportunity both here and abroad.



Burwood Council

Closing the brand gap and building on momentum

Global capital and talent follow momentum. Sydney has it.

We continue to invest in the infrastructure that is the backbone of a global city. From new metro lines that criss-cross the city³² to Western Sydney International Airport providing 24-hour global passenger and freight capacity.³³

Infrastructure momentum extends to new cultural assets, from the Art Gallery of NSW expansion in the east to the new Powerhouse Parramatta on the riverbank of Sydney's second CBD.

Sydney's rapid rise as a globally recognised start-up and knowledge centre has built momentum that is driving innovation, attracting capital and establishing us a premier city for higher education.

These generational investments signal scale, ambition and future capacity. They reflect a city that is growing, connecting and evolving, with a clear trajectory as a globally competitive and regionally integrated economic centre.

Sydney does not need a new identity. It needs alignment across government, industry, institutions and communities on our shared global story.

Focusing our efforts in closing the perception-performance gap in these two areas – business & innovation, and culture – delivers a double dividend. It improves how we are perceived globally and delivers a significant economic boost to Australia.

We have momentum. The race is underway. To compete with intent and put our best foot forward, we must tell a cohesive and compelling story that reflects the true capability of 21st century Sydney.



References

- 1 Australian Bureau of Statistics (2024) Regional population. <https://www.abs.gov.au/statistics/people/population/regional-population>
- 2 Australian Olympic Committee (2024) Montreal 1976 Olympic Games Results. <https://www.olympics.com.au/games/montreal-1976/>
- 3 Australian Institute of Sport (2024) History of the AIS. <https://www.ais.gov.au/about/history>
- 4 Australian Olympic Committee (2024) Sydney 2000 Olympic Games Results. <https://www.olympics.com.au/games/sydney-2000/>
- 5 McKinsey Global Institute (2018) *Global cities: The world's fastest-growing cities and how to manage their growth*. <https://www.mckinsey.com/mgi/overview>
- 6 Brookings Institution (2019) *Global Metro Monitor*. <https://www.brookings.edu/research/global-metro-monitor/>
- 7 Startup Genome (2024) *Global Startup Ecosystem Report 2024*. <https://startupgenome.com/report/gser2024>
- 8 Kearney (2024) *Global Cities Index 2024*. <https://www. Kearney.com/service/global-business-policy-council/gci>
- 9 Oxford Economics (2024) *Global Cities Index 2024*. <https://www.oxfordeconomics.com/resource/global-cities-index-2024/>
- 10 Committee for Sydney (2025) *Benchmarking Sydney's Brand*. https://sydney.org.au/wp-content/uploads/2025/06/Committee-for-Sydney_Benchmarking-Sydneys-Brand_June-2025.pdf
- 11 Brand Finance (2026) *Global Soft Power Index 2026 – Executive Summary*. <https://brandfinance.com/insights/global-soft-power-index-2026-executive-summary>
- 12 Brand Finance (2025) *Global Soft Power Index 2025*. <https://brandfinance.com/insights/global-soft-power-index-2025>
- 13 Brand Finance (2025) *Global Soft Power Index 2025*. <https://brandfinance.com/insights/global-soft-power-index-2025>
- 14 Brand Finance (2024) *Global City Index 2024*. <https://static.brandirectory.com/reports/brand-finance-global-city-index-2024-digital.pdf>
- 15 Startup Genome (2024) *Sydney Startup Ecosystem Report*. <https://startupgenome.com/ecosystems/sydney>
- 16 Australian Bureau of Statistics (2025) *International Trade: Supplementary Information, Financial Year 2024–25*. <https://www.abs.gov.au/statistics/economy/international-trade/international-trade-supplementary-information-financial-year/2024-25>
- 17 Australian Bureau of Statistics (2025) *International Trade in Goods, Australia, November 2025*. <https://www.abs.gov.au/statistics/economy/international-trade/international-trade-goods/nov-2025>
- 18 Destination NSW (2025) *Travel to Sydney: Visitor Profile, Year Ending June 2025*. <https://cdn.sanity.io/files/faycjmvy/production/cb50bc9ff967ee9cc4ce13570ae699350bd91807.pdf?Travel%20to%20Sydney%20Visitor%20Profile%20YE%20Jun%202025.pdf>
- 19 Australian Bureau of Statistics (2024) *Regional Population, Australia – Latest Release*. <https://www.abs.gov.au/statistics/people/population/regional-population/latest-release#new-south-wales>
- 20 Australian Government Department of Education (2025) *International Student Monthly Summary and Data Tables*. <https://www.education.gov.au/international-education-data-and-research/international-student-monthly-summary-and-data-tables>
- 21 Australian Bureau of Statistics (2024) *Research and Experimental Development, Businesses, Australia – Latest Release*. <https://www.abs.gov.au/statistics/industry/technology-and-innovation/research-and-experimental-development-businesses-australia/latest-release>
- 22 Committee for Sydney (2025) *Benchmarking Sydney's Brand*. https://sydney.org.au/wp-content/uploads/2025/06/Committee-for-Sydney_Benchmarking-Sydneys-Brand_June-2025.pdf
- 23 Australian Bureau of Statistics (2024) *Australian National Accounts: State Accounts*. <https://www.abs.gov.au/statistics/economy/national-accounts>
- 24 NSW Department of Industry, Science and Resources (2023) *Australian Innovation System Report*. <https://www.industry.gov.au>
- 25 Startup Genome (2024) *Sydney Startup Ecosystem Report*. <https://startupgenome.com/ecosystems/sydney>
- 26 Startup Genome (2024) *Global Startup Ecosystem Report*. <https://startupgenome.com/report>
- 27 CSIRO (2023) *Australia's Quantum Future*. <https://www.csiro.au/en/work-with-us/services/consultancy-strategic-advice-services/quantum>
- 28 QS World University Rankings (2025) *QS World University Rankings*. <https://www.topuniversities.com/world-university-rankings>
- 29 Australian Bureau of Statistics (2022) *Greater Sydney: Cultural Diversity Profile*. <https://www.abs.gov.au/statistics/people/people-and-communities>
- 30 Sydney Olympic Park Authority (2024) *Annual Report*. <https://www.sopa.nsw.gov.au>
- 31 International Convention Centre Sydney (2024) *Annual Report*. <https://www.iccsydney.com.au>
- 32 Transport for NSW (2024) *Sydney Metro*. <https://www.sydneymetro.info>
- 33 Western Sydney International Airport (2024) *About the Airport*. <https://www.westernsydney.com.au>

Thank You

This report was prepared by the Committee for Sydney, in collaboration with Deloitte Access Economics, as part of the Sydney Global program.

Sydney Global Partners

We thank our Sydney Global program partners for making this work possible.



Innovation Fund Partners

We thank our Innovation Fund Partners for their ongoing support of our research.





**Committee
for
Sydney**

Keep in touch

Committee for Sydney
sydney.org.au

 [@Committee4Syd](https://twitter.com/Committee4Syd)

 committee@sydney.org.au

 +61 2 8320 6750