



Sydney's Global Story:

Lessons from 25 Years
of City Branding



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.

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Cover image: Getty Images.



1. Introduction and background

The world's cities compete – for visitors, investment, talent, students, business headquarters, jobs, events and residents.

In this race, Sydney has been blessed with breathtaking natural assets, a temperate climate and some of the world's most iconic man-made attractions. Yet these strengths have created a paradox. While they continue to attract people and capital, they have also fostered a long-standing assumption that Sydney "sells itself" and that its future performance is assured.

The success of the Sydney 2000 Olympic and Paralympic Games amplified this perception. The Games elevated Sydney's image globally but also reinforced a sense of brand complacency.

Meanwhile, peer cities, with significantly inferior natural assets, have invested deliberately in shaping how they are understood internationally. Melbourne's rise as Australia's cultural capital, for instance, was built through sustained strategic positioning despite every data point pointing to Sydney as the true leader in cultural production and performance. Melbourne's

story is a testament to what a city can achieve when it embraces competition and focuses on nurturing positive perceptions aligned with purpose.

Over the past 25 years, Sydney has made multiple attempts to articulate a competitive positioning platform. These initiatives were well-intentioned, well-resourced and often well-advised. Yet none has delivered an enduring, shared narrative.

Today, as global competition intensifies, the need to put "Sydney" to work in service of the city's future prosperity has never been greater. In 2025, the Committee for Sydney launched the Sydney Global program to do just that.

Sydney Global seeks to harvest both the insights and lessons from previous efforts, and translate them into a practical, durable positioning platform - one grounded in research, aligned with priority audiences, and focused on economic impact.

This paper provides the foundational reference for that work.



Image: Fairfield Cabramatta Moon Festival 2018.

The ultimate success of the Sydney 2000 Olympic and Paralympic Games amplified this dichotomy. They were a potent megaphone for the city's image, but exacerbated perceptions that the city "sells itself".



2. Sydney's previous place branding projects, 2000-2023



Image: Shutterstock

2.1 Overview

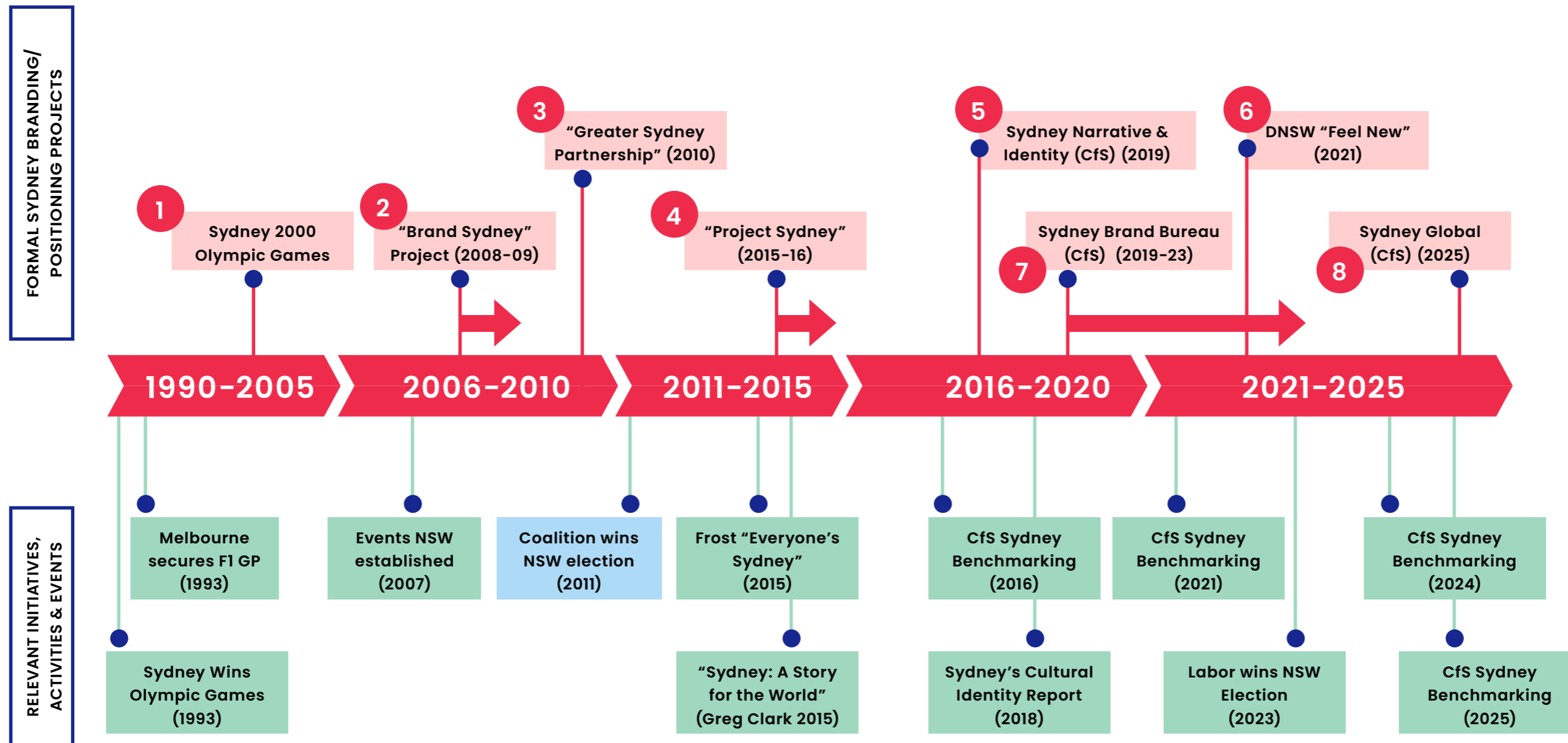
Since the highly impactful proxy Sydney global branding initiative of the 2000 Olympic Games, stakeholders in Sydney (many of them the same) have made several more deliberate attempts to establish a recognised, shared competitive identity or place brand for Sydney. Each successive project has recognised and referenced the prior attempts, sought to avoid previous pitfalls, and generated some valuable outputs. Despite millions of dollars and years of collective effort, Sydney remains without a defined competitive proposition to drive its aspirations for future growth and prosperity. This review of Sydney's previous place branding initiatives is designed to identify any recurring and enduring Sydney attributes, characteristics or positioning themes; success factors; and transferable and avoidable limitations in order to inform the *Sydney Global* approach.

A brief description of each initiative is provided as context for this analysis.



Figure 1. Historical snapshot of Sydney brand projects, and related events and activities

Positioning Sydney – Historical snapshot





2.2 Sydney 2000 Olympic and Paralympic Games

The Australian Tourism Commission (ATC, now Tourism Australia) created a dedicated Olympic Games Business Unit in 1995, to leverage Sydney 2000 to build a new “Brand Australia,” shifting its image from a stereotyped place of kangaroos and koalas to a modern, cultured, technologically advanced, and world-class tourist destination. The ATC implemented pre-Games and post-Games strategies, including partnerships with broadcasters and businesses, joint promotions, major media programs, and a national tourism campaign that boosted awareness and converted it into tourist numbers. This effort was highly successful, creating a lasting positive legacy for Sydney and Australia.

Sydney attributes, characteristics or positioning themes

- ✍ Ancient land
- ✍ Global city
- ✍ A land of freedom
- ✍ Culturally rich
- ✍ Energy & possibility

Success factors

- ☑ Not an overt “branding” project
- ☑ “Branding” initiative (inherently) attached to a major project with significant public interest and support (the Olympic Games)
- ☑ The platform (global Olympic audience) demanded and led the positioning work

Limitations

- ☒ No sustained legacy program after 2001

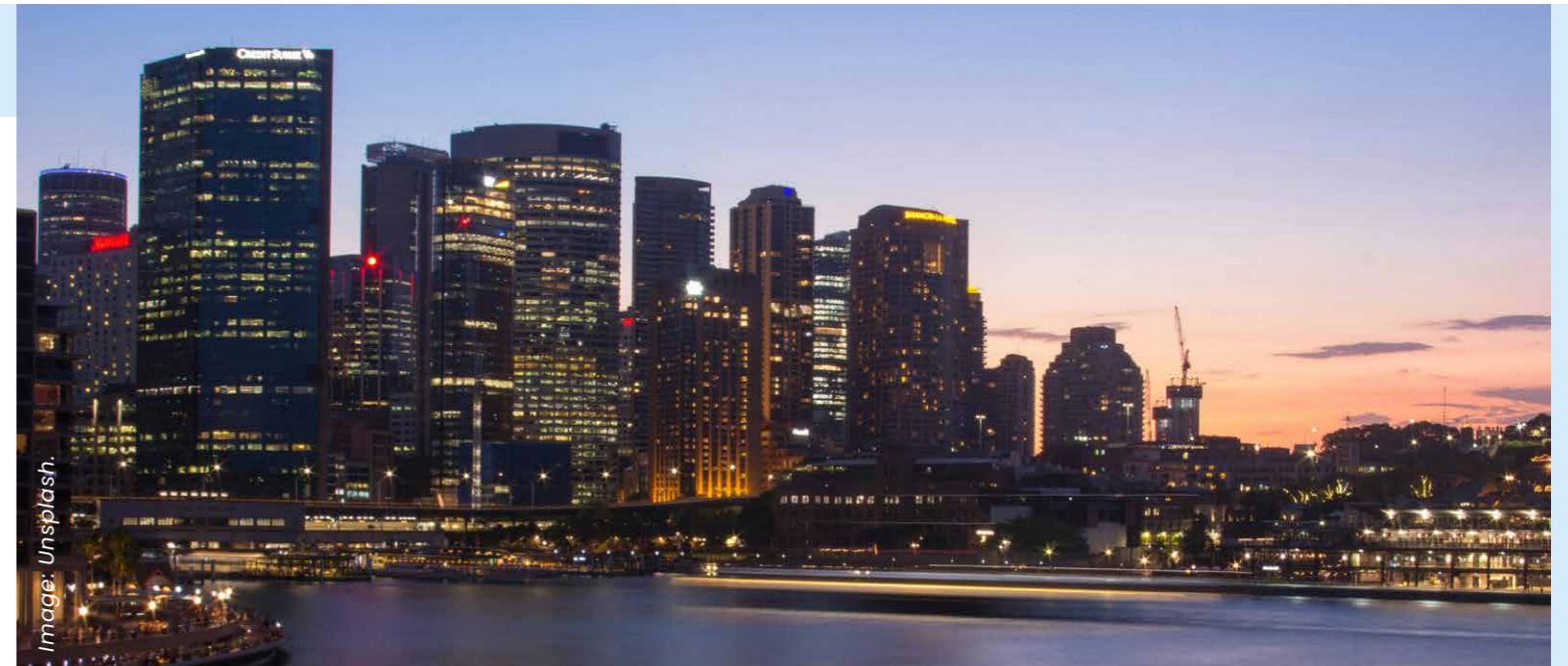


Image: Unsplash.

2.3 “Brand Sydney” project (2008-09)

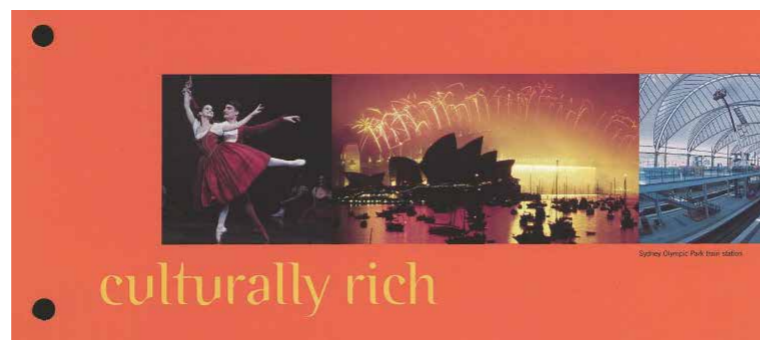
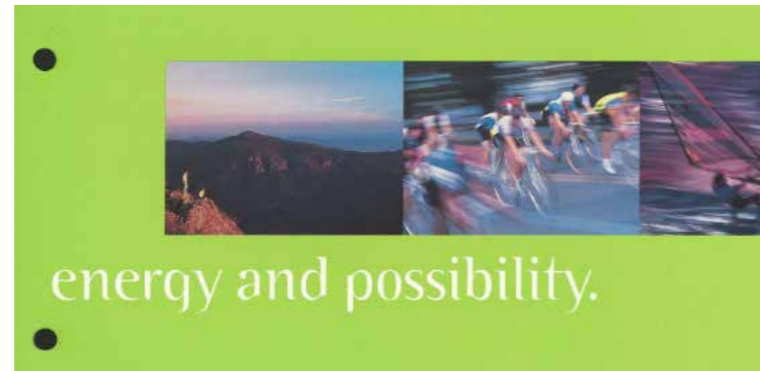
Events NSW initiated a collaborative “Brand Sydney” project in response to the absence of brand reference materials for Sydney to guide their event calendar development work. A “coalition” was convened, including the Committee for Sydney (CfS), Tourism & Transport Forum (TTF), various NSW government departments (e.g., State Development, Tourism NSW), Tourism Australia, City of Sydney, the Sydney Business Chamber, Business Events Sydney, greater Sydney universities, representatives of the arts sector/institutions and the Sydney Harbour Foreshore Authority (now Place Management NSW). A governance committee was chaired by Events NSW Chair, John O’Neill AO. The group secured some enabling funding from Tourism NSW and engaged Ogilvy and their sister agency Parker and Partners, who were on Tourism NSW’s roster. Terrence Burns, an international branding expert, was brought in as a consultant, and John Moore, the former marketing director for the Sydney 2000 Olympics, led the work. Representatives from

Ogilvy, Parker & Partners and Moon were significant contributors.

The coalition pooled all relevant existing content, collateral, and research which was analysed and distilled as input to the brand strategy development. They also conducted significant additional research, including focus groups (18), 100 targeted one-on-one stakeholder interviews in Australia and seven priority international markets, and dedicated surveys of member organisations (of TTF, BESydney, CfS etc) and conference delegates.

This process developed a robust brand strategy platform, defining a Purpose, Positioning, Essence, Values, Personality and a set of territories considered to be the drivers of Sydney’s brand.

The program then moved into a creative phase, and a visual identity to represent Sydney was developed by brand agency Moon. Unfortunately, the focus of the initiative shifted to subjective considerations on the visual identity, and away from implementing the strong brand strategy platform.





SYDNEY MARKETING PARTNERSHIP

UNIFY, INSPIRE & PROMOTE SYDNEY

BRAND PLACEMAT

PURPOSE & ROLE

The purpose is the brand's fundamental reason for being. The role defines how the brand will deliver on its purpose.

PURPOSE
SYDNEY, LEADING AUSTRALIA ON THE WORLD'S STAGE

ROLE
TO UNIFY, INSPIRE AND PROMOTE SYDNEY.

VALUES

Brand values represent the code by which your brand lives. If a decision doesn't reflect your brand values, then it isn't the right one!

- 01 Vibrancy
- 02 Free-thinking
- 03 Vitality
- 04 Beauty
- 05 Real (Grounded)
- 06 Leadership

POSITION

An internal statement that states the market in which you compete, how we compete and our unique point of difference.

Sydney, Australia's global city, offers an unmatched way of life. A naturally beautiful, cosmopolitan city; Sydney is vital, creative, optimistic and open; enriched by intelligent strength and the will to succeed.

PERSONALITY

Personality traits are the human characteristics of your brand. They are expressed through every aspect of your brand's identity.

- 01 Bright
- 02 Dynamic
- 03 Worldly
- 04 Natural
- 05 Optimistic
- 06 Progressive

ESSENCE

Vibrant Magnetism

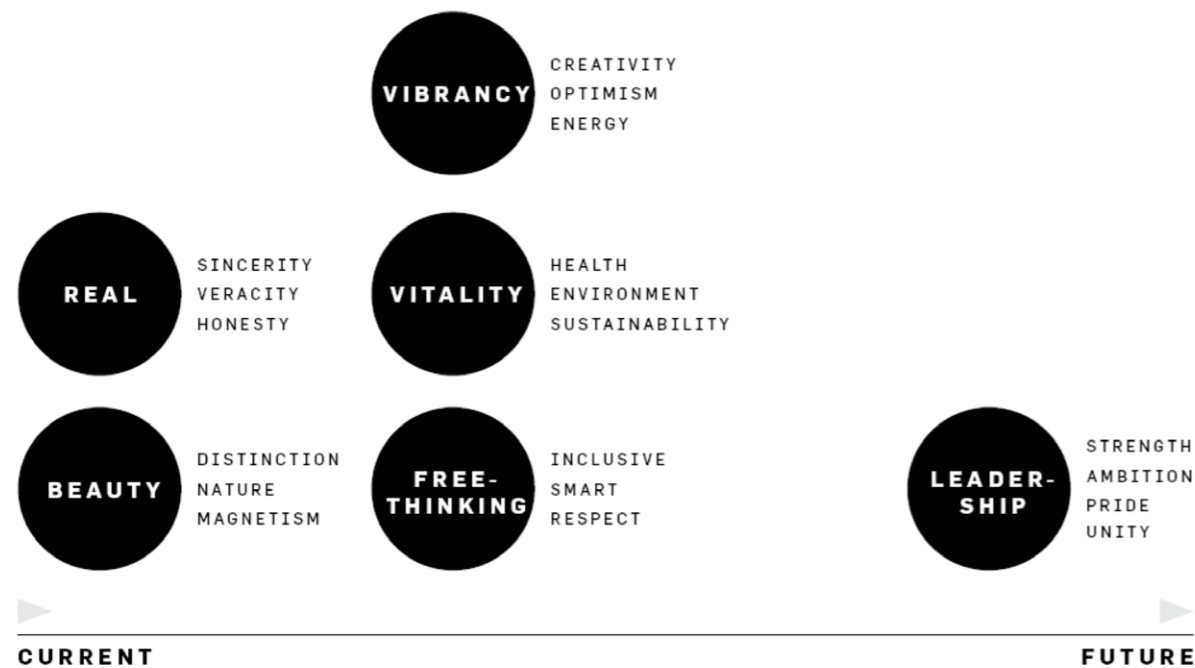
There's nowhere else quite like Sydney. Our city's vibrancy is magnetic – progressive, energizing and alive with possibility, you can't resist our diverse and welcoming city of opportunity.

BELIEFS AND DRIVERS

From the research and process Sydney has some key strengths that set it apart and make it a competitive city.

- 01 'Can do' attitude/'work hard, live large'
- 02 Uninhibited outlook (successful multiculturalism)
- 03 Progressive/inspiring
- 04 Natural attraction

VALUES & ATTRIBUTES



Sydney attributes, characteristics or positioning themes

- ✎ Attributes: Real, Beauty, Vibrancy, Vitality, Free-thinking, Leadership
- ✎ Brand driving territories:
 - ✎ 'Can do' attitude/'work hard, live large'
 - ✎ Uninhibited outlook (successful multiculturalism)
 - ✎ Progressive/inspiring
 - ✎ Natural attraction

Success factors

- ☑ Genuine collective ownership, supported by comprehensive representative project governance (at a senior level) of relevant stakeholders
- ☑ Extensive research and robust analytical foundation ⇒ solid insights
- ☑ Strong brand strategy expertise

Limitations

- ☑ Failure to adequately pre-define project objectives (at a practical level)
- ☑ Focus on developing a Sydney "brand" (in a traditional marketing sense)
- ☑ Focus on developing a visual identity
- ☑ Failure to adequately provide a robust value proposition for end-users
- ☑ Lack of Government sponsorship at Premier or senior Minister level





2.4 "Greater Sydney Partnership" (2010)

The Brand Sydney coalition sought a special purpose vehicle to take its foundational strategy and creative work and develop and implement a marketing program with all the relevant stakeholders. A public-private partnership called the Greater Sydney Partnership (modelled on London & Partners), was established with seed funding from the NSW Government, under the sponsorship of Premier Kristina Keneally. A Board was constituted comprising many of the Brand Sydney coalition representatives, some of whom also contributed to an initial operating budget. The Premier approached Peter Holmes à Court to lead the initiative. The Greater Sydney Partnership was launched with some fanfare in early 2010. Rather than seek to validate and implement the Brand Sydney platform, Holmes à Court sought to reinitiate much of the work from scratch. The venture folded before year's end with little to show for its efforts.

Sydney attributes, characteristics or positioning themes

N/a

Success factors

- ☑ Strong personal sponsorship of the Premier

Limitations

- ☒ Failure to adequately pre-define project objectives (at a practical level)
- ☒ Failure to adequately provide a robust value proposition for end-users
- ☒ Lack of relevant expertise



Image: Pymont and Ultimo Aerial Photos, Lucinda Varney Airview Group.





2.5 "Project Sydney" (2015-16)

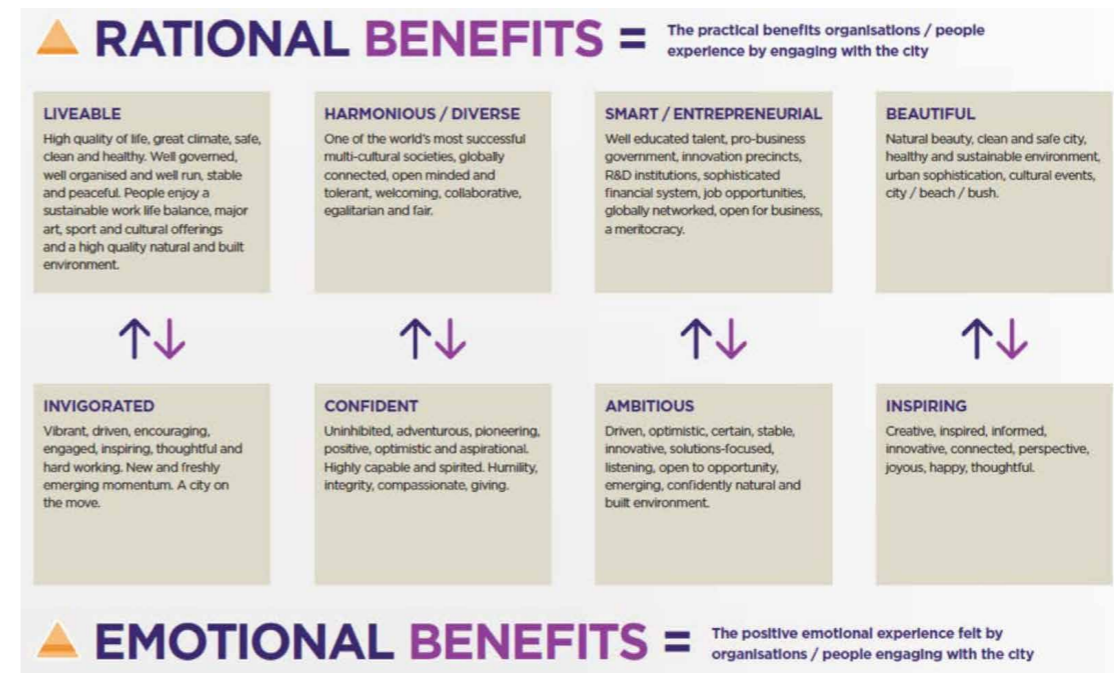
In June 2015, the then Minister for Trade, Tourism, Major Events and Sport Stuart Ayres initiated a process to develop a competitive positioning platform for Sydney – "Project Sydney".

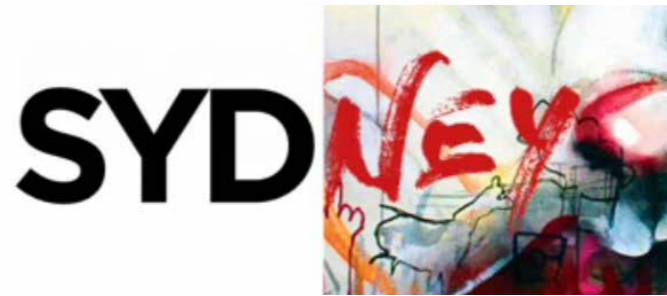
The initiative aimed to "elevate the competitive position of Sydney as a leading global city, attracting investment, business, talent and visitors". The platform was intended to "provide a unified, compelling and consistent approach to promoting Sydney's strengths, be it through government promotions or collaborative marketing partnerships with Sydney stakeholders". It also anticipated producing a set of communications tools that would enable stakeholders to leverage, consistently and effectively, the power of Sydney's image and reputation.

Newgate Communications was commissioned to support the program. Past commissions to develop a brand position for Sydney, as well as stakeholder research into perceptions of the city, supporting economic analysis, and international benchmarking

surveys, were evaluated as part of the process. Key documents included all those relating to Project Brand Sydney (2009), McKinsey's Compete to Prosper (2014) and the work of Professor Greg Clark (2015). A program of stakeholder engagement was also undertaken to inform the process, including workshops, in-depth interviews, and online surveys.

This process developed a traditional brand platform, defining functional and emotional benefits, personality traits, values and the essence of Sydney's brand. Through this stage, leadership of the project was assumed by a team from within the Department of Premier and Cabinet. Advertising Agency Marcel was commissioned to interpret the brand platform into a creative proposition. This process was led with a visual identity. Their tag line "Grow with us", and dynamic visual identity system for Sydney met a mixed response from stakeholders. The project stalled on this reaction even before emerging "Story-telling tenets" could be developed into a narrative with supporting content.





Sydney attributes, characteristics or positioning themes

- ✎ Attributes: Diverse, Multi-cultural, Open, Innovative & Entrepreneurial, Clean, Safe & Beautiful
- ✎ Rational benefits: Liveable, Harmonious/ Diverse, Smart/Entrepreneurial, Beautiful
- ✎ Emotional benefits: Invigorated, Confident, Ambitious, Inspiring
- ✎ Brand essence: Anything is possible in Sydney
- ✎ Story telling tenets (Marcel): Don't just say it, live it; Collaborative; Reveal the best of Sydney; Evolving/Dynamic

Success factors

- ☑ Substantial research and analytical foundation ⇒ solid insights
- ☑ Strong Ministerial sponsorship

Limitations

- ☒ Focus on developing a Sydney "brand" (in a traditional marketing sense)
- ☒ Prioritised development of a visual identity and tag line
- ☒ Insufficient/unsustained stakeholder/end-user engagement/ownership
- ☒ Failure to adequately provide a robust value proposition for end-users

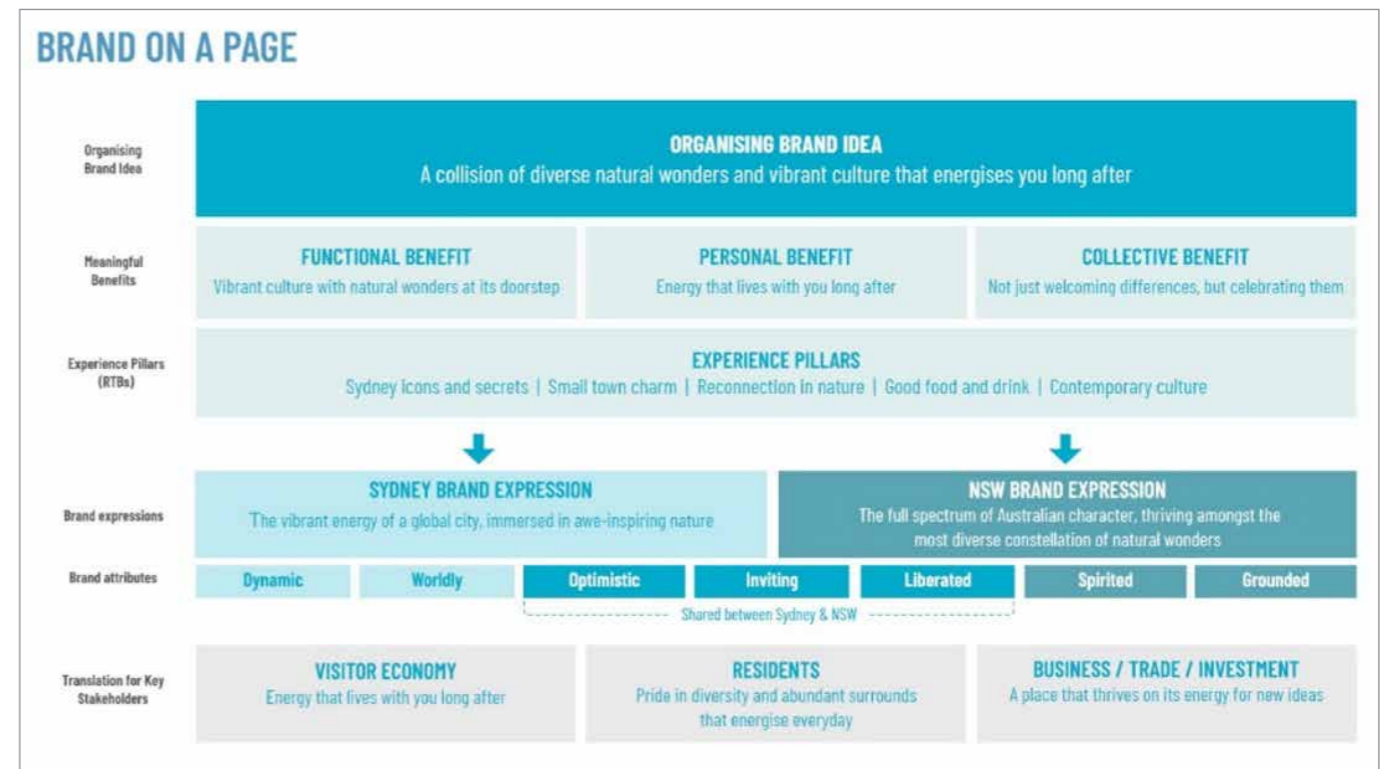
2.6 Destination NSW "Feel New" (2021)

In 2020, Destination NSW, with new leadership and strong support from the then Tourism Minister, Stuart Ayres, initiated a substantial project to develop a new, aligned destination brand for Sydney and New South Wales. The process was led in house by Destination NSW, and supported by their house agency, Leo Burnett.

Extensive (online, because of COVID) workshop sessions were held with a broad set of stakeholders at the front end of the development process, with some reengagement as the project was

progressed. A combined Sydney/New South Wales brand platform was released in early 2021 before a campaign was launched later that year by the Minister under the creative banner "Feel New".

The tag line and campaign have been maintained through the change in Government, and an evolved version – designed to go "beyond the icons" to a more experience-based proposition – was launched in the second half of 2025.





Sydney attributes, characteristics or positioning themes

- ✎ Organising brand idea (Sydney & NSW): A collision of diverse natural wonders and culture that energises you long after
- ✎ Brand expression: The vibrant energy of a global city, immersed in awe-inspiring nature
- ✎ Attributes: Dynamic, Worldly, Optimistic, Inviting, Liberated
- ✎ Business/Trade/Investment proposition: A place that thrives on its energy for new ideas

Success factors

- ☑ Brand strategy expertise
- ☑ Strong Ministerial sponsorship

Limitations

- ☑ Destination brand focus in line with DNSW's responsibility with limited reference to Business/Trade/Investment
- ☑ Combined focus on Sydney and New South Wales

2.7 Committee for Sydney – Sydney Narrative & Identity; Sydney Brand Bureau (2019-23)

In 2019 the Committee again initiated a conversation with stakeholders about Sydney's competitive positioning. In recognition of some of the recurrent limitations from the previous projects, they sought to repoint the initiative towards the development of a shared "narrative and identity" for Sydney, rather than a "brand".

They convened a Steering Committee and an Advisory Group, which met in March 2019. This project was paused when COVID struck, but prior to that pause, the initiative generated a significant volume of valuable work, including the consolidation and archiving of a great deal of the historical material generated over the previous fifteen-plus years. Importantly, this initiative began to consider how the common insights developed across the major historical Sydney brand platform projects could be synthesised into some narrative themes that could be used to promote Sydney collectively. Several reports were drafted which framed up sets of potential themes.

At the same time, the Committee began to give serious consideration to the governance of Sydney's identity. With input from members of the Narrative and Identity Steering Group and others, proposals were developed starting in 2020 for the establishment of dedicated capability – a specialist "bureau" – to manage and

facilitate the collective usage and leveraging of a shared Sydney identity and story. The pursuit of a practical path forward which synthesises lessons and outputs from all the previous work, has prompted and informed the design and establishment of the *Sydney Global* program.

Sydney attributes, characteristics or positioning themes

- ✎ Shared "values":
 - ✎ Australia's World City – the world lives in Sydney.
 - ✎ A business, financial, investment and education powerhouse.
 - ✎ A great and beautiful place to work, live and visit.
 - ✎ An open, friendly and welcoming place.
 - ✎ A young, highly educated and diverse population

Success factors

- ☑ Evolution from "brand" focus to "narrative" focus
- ☑ Robust analysis and synthesis of all previous work

Limitations

- ☑ Maintenance of "brand" tenets (e.g. "values")
- ☑ Absence of senior political sponsorship

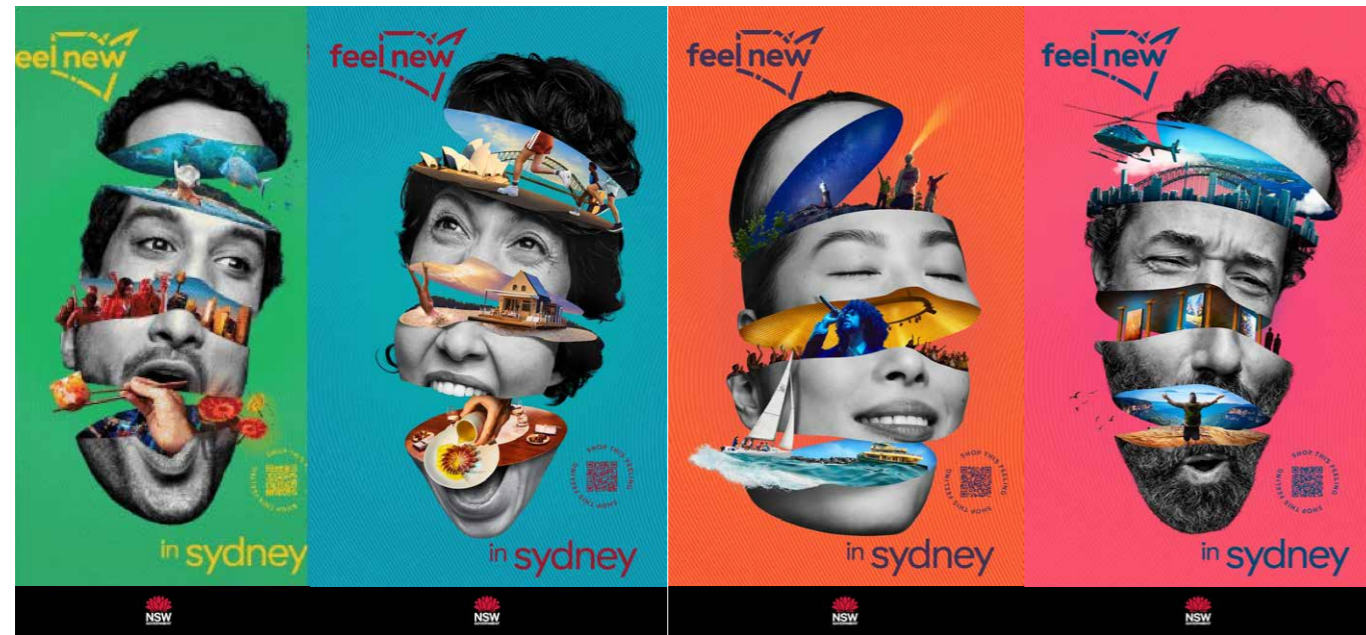




Image: Sydney Swans



2.8 Supporting initiatives

Alongside these large formal projects, a number of initiatives have been undertaken by various parties in relation to Sydney's brand, identity and story over the last decade. These have included:

- Extensive work by Business Events Sydney (BESydney), which has driven and supported a significant amount of the effort to leverage Sydney's identity over the last two decades. Over that time BESydney has arguably accumulated the most first hand experience of putting Sydney's identity to work to drive their business outcomes. They have commissioned dozens of projects, including specific brand strategy development initiatives for BESydney, five e-books showcasing Sydney's credentials in priority industry sectors and a 2020 project – "The Story of Sydney", which developed a flexible narrative for Sydney

- Studies and reports by urbanist Greg Clark, including
 - *Sydney: A Story for the World* (2015), which identified Sydney as an established World City, and a High Quality of Life city, benchmarked its performance against peers, and called for a strategic response;
 - *Sydney's Cultural Identity* (Report, with Create NSW), which consulted extensively with the arts and culture community and highlighted Sydney's Uniqueness and Authenticity, Global Relevance, Openness and Freshness and Heritage and Habitat, as the core planks of its cultural narrative.
- A creative project undertaken by Committee for Sydney member Frost, designed as a campaign to generate local community pride in Sydney, under the banner "Everybody's Sydney"

- Investment NSW's brand strategy initiative, supported by Newgate, which sought to reconcile the range of investment attraction related propositions overseen by the State and the Agency, as well as the recently released "Feel New" destination brand
- Committee for Sydney's benchmarking reports, in 2021, 2024 and 2025, which compared Sydney's brand, perception and performance systematically against a set of peers, and have revisited that assessment longitudinally.

Sydney attributes, characteristics or positioning themes

- ✍ Narrative themes:
 - ✍ Uniqueness and Authenticity, Global Relevance, Openness and Freshness and Heritage and Habitat
 - ✍ Home to the world's oldest living culture
 - ✍ We're all sizes, colours and nationalities
 - ✍ A remarkable, unexpected dynamic
 - ✍ Pioneering innovation
 - ✍ Ready to adapt
 - ✍ Business-friendly



3. Lessons and learnings to guide Sydney Global

3.1 Interpretation of past initiatives to guide future narrative development

The analysis of past initiatives reveals clear patterns of success and failure points.

Past projects have struggled to deliver enduring outcomes because they:

1. Failed to adequately pre-define, at a necessary level of specificity, the objectives and deliverables
2. Focused on the development of a traditional marketing "brand" with, for example, an "essence", "values", "attributes" and "personality traits"
3. Focused on the development of a visual identity, or creative tag line
4. Did not sufficiently engage and share ownership with stakeholders and end-users

Project	Success factors										Limitations									
	Not an overt "branding" project	"Branding" initiative attached to a major project	The platform led the positioning work	Genuine collective ownership, governance	Extensive research, robust analytical foundation	Strong brand strategy expertise	Strong personal sponsorship of Premier/Minister	Evolution from "brand" focus to "narrative"	Robust analysis and synthesis of all previous work	No sustained legacy program	Failure to adequately pre-define project objectives	Focus on developing a (marketing) "brand"	Focus on developing a visual identity	Lack of Government sponsorship (Premier/Minister)	Failure to provide value proposition for end-users	Lack of relevant expertise	Insufficient stakeholder engagement/ownership	Destination brand focus	Combined Sydney and New South Wales brand	Maintenance of "brand" tenets (e.g. "values")
Sydney 2000 Olympic and Paralympic Games	☑	☑	☑							☑										
"Brand Sydney" project (2008-09)				☑	☑	☑					☑	☑	☑	☑	☑					
"Greater Sydney Partnership" (2010)							☑				☑				☑	☑	☑			
"Project Sydney" (2015-16)					☑		☑				☑	☑	☑		☑		☑			
Destination NSW "Feel New" (2021)						☑	☑											☑	☑	
CfS - Sydney Narrative & Identity; Sydney Brand Bureau (2019-23)								☑	☑					☑					☑	☑

Figure 2. Consolidated historical project success factors and points of failure



In addition to addressing these, the shared beneficial characteristics of past projects which offer the Sydney Global program the best prospects of success are:

5. Not presenting the initiative overtly as a "branding" project
6. Extensive research and robust analytical foundations, based on all previous work
7. A focus on articulating Sydney's shared narrative
8. Attaching that proposition and story to audience-relevant tangible exemplar projects or initiatives.

Of course, there is a place for a traditional marketing brand for Sydney. But the fact that the meanings of brand "essence", "values", "attributes", "benefits" and "personality traits" often need to be explained in brand guides can make them a barrier to use for anyone that doesn't have marketing expertise. The more polished the language, the harder it can be for an end user to make it their own. In light of all the previous project experience, right now a straightforward, functional approach is recommended for the development of a shared narrative. A best practice international example is London & Partners' *The London Fundamentals* (see Appendix 1).

If the *London Fundamentals* approach is adopted, first a set of Sydney's "Fundamental Strengths" (around six) would be determined, and prioritised/validated with reference to the value proposition offered by that "Strength" to each identified priority audience, and the performance v perception gap in Sydney's current image. The supporting evidence base (illustrative examples or storylines) is then provided – one page for each Strength¹.

Then a small number of overarching "key messages" can be framed (three or four only "Sydney is..." or "Sydney does..." statements, including "Sydney has an exciting future (and here is why)". These should not just attempt to aggregate all the identified Strengths! They should represent the set of most important take-outs that audiences should know about Sydney.

This work should be informed by the plethora of positive, distinctive characteristics that have been identified through all the previous work.

¹ If the Sydney Fundamentals style reference guide evolved into an online reference in time, the storylines could be extended without limit, and catalogues for ease of reference

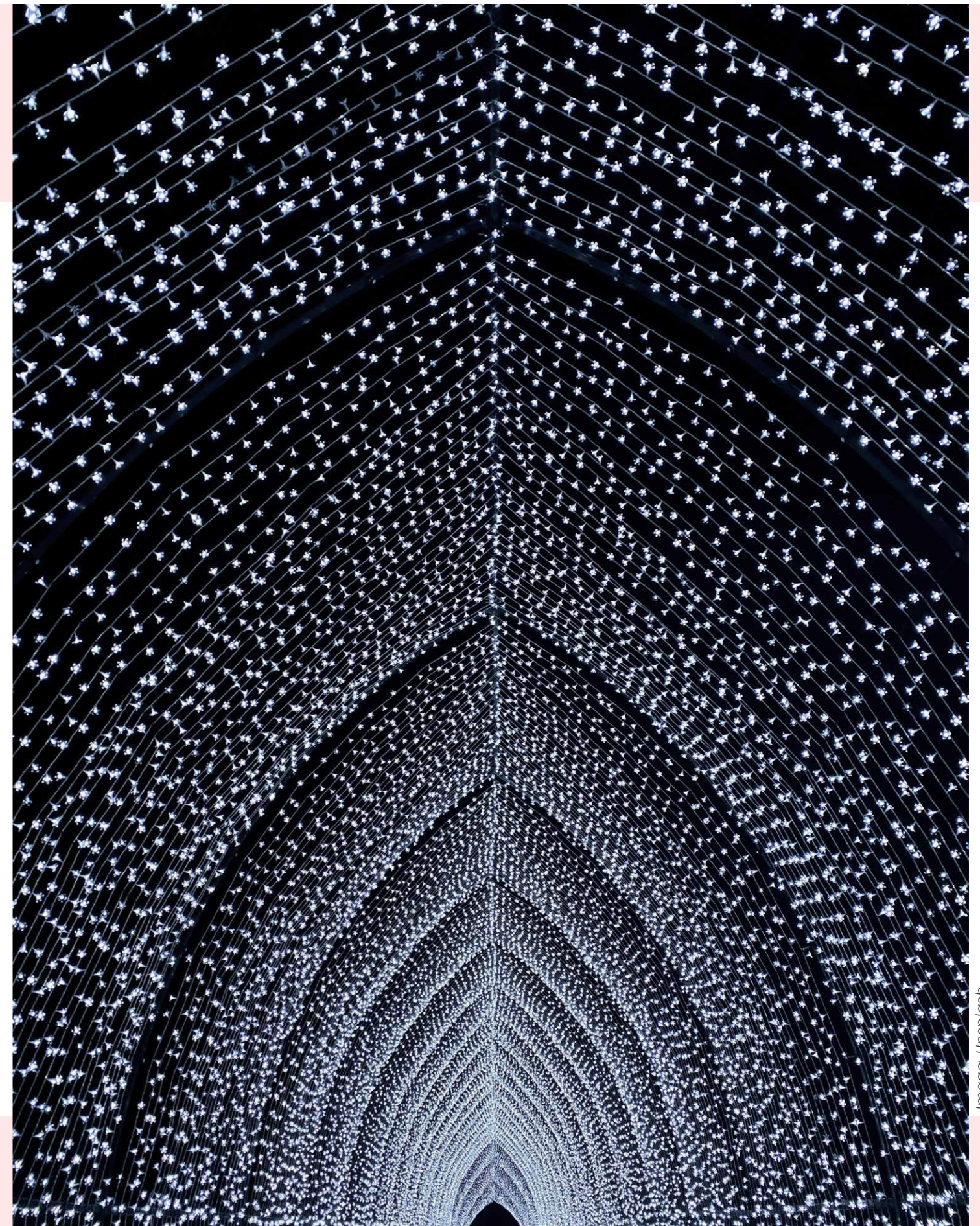


Image: Unsplash.



4. Narrative themes – Sydney's fundamental strengths and key messages (preliminary and subject to refinement)

Image: Unsplash.

As evidenced by the analysis of the previous projects, Sydney has an embarrassment of riches when it comes to positive attributes.

Many of these have been highlighted repeatedly, and/or sit adjacent to each other in complementary territories. As indicated earlier, with access to such extensive, good quality and consistent work over many years, there is no need to repeat this effort and expense, and any temptation to do so should be resisted. The reference materials are already here. The historical findings just need to be validated and distilled into a readily usable format.

As an initial step below, the attributes and characteristics identified previously have been clustered around a set of potential narrative themes. These may be adopted and/or interpreted into "fundamental Sydney strengths" and/or "key messages" Through the work of Sydney Global, these may be adopted and/or interpreted as fundamental Sydney strengths and key messages.

1. Home of Australia's Culture

Attribute	Source
Ancient land	Sydney 2000
Home to the world's oldest living culture	BESydney The Story of Sydney (2020) Sydney's Cultural Identity Report (2018)
Heritage	Sydney's Cultural Identity Report (2018)
Culturally rich	Sydney 2000

Relevant global rankings:

- **1st** oldest continuous living culture (Australian Geographic)
- **3rd** for coffee culture (Food & Wine).
- **5th** for culture offering (Time Out).
- **14th** for food scene (Time Out).
- **2nd** for internationally recognised architects (Higher School of Economics).
- **3rd** for cultural diversity in population (World Cities Culture Forum).
- **9th** for museums in APAC (Resonance).
- **15th** for international reach (Higher School of Economics).
- **21st** for cultural content exports (Mori).

Rankings are indicative and drawn from publicly available sources; methodologies vary.



2. Possibility and Opportunity

Attribute	Source
Ambitious	Project Sydney (2015-2016)
Confident	Project Sydney (2015-2016)
Optimistic	Project Sydney (2015-2016) DNSW Feel New (2021)
Inspiring	Project Sydney (2015-2016)
Energy & possibility	Sydney 2000
Evolving	Project Sydney (2015-2016)
Dynamic	Project Sydney (2015-2016) DNSW Feel New (2021)
Invigorated	Project Sydney (2015-2016)
Progressive/Inspiring	Brand Sydney (2008-2009)
'Can do' attitude/ 'work hard, live large'	Brand Sydney (2008-2009)
Ready to adapt	BESydney The Story of Sydney (2020)
Liberated	DNSW Feel New (2021)
Free-thinking	Brand Sydney (2008-2009)
A land of freedom	Sydney 2000
Uninhibited outlook (successful multiculturalism)	Brand Sydney (2008-2009)
Innovative	Project Sydney (2015-2016)
A place that thrives on its energy for new ideas	DNSW Feel New (2021)
Entrepreneurial/Smart	Project Sydney (2015-2016)
Pioneering innovation	BESydney The Story of Sydney (2020)
Business-friendly	BESydney The Story of Sydney (2020)
A young, highly educated and diverse population	CfS Sydney Narrative & Identity (2019-2023)
Leadership	Brand Sydney (2008-2009)
Anything is possible in Sydney	Project Sydney (2015-2016)

Relevant global rankings:

- **2nd** for most likely to see rental growth (PwC/ULI).
- **2nd** for hotel investor intentions in APAC (CBRE).
- **3rd** International student talent pool (HSE)
- **3rd** software engineering talent pool in APAC (Karat)
- **3rd** data centre capacity in APAC (Knight Frank)
- **3rd** for best investment prospects (PwC/ULI).
- **3rd** for best development prospects (PwC/ULI).
- **2nd** for cross-border private investment (Knight Frank).
- **3rd** for projected office occupier demand in APAC (Knight Frank).
- **9th** for maturity of fintech industry (Zhejiang)
- **9th** for education levels and mobility opportunities (Kearny)
- **10th** for no. of unicorns created in 2024 (Dealroom)
- **17th** for city peace and stability (Gensler)

3. Energising Contrasts

Attribute	Source
A collision of diverse natural wonders and culture that energises you long after	DNSW Feel New (2021)
A remarkable, unexpected dynamic	BESydney The Story of Sydney (2020)
The vibrant energy of a global city, immersed in awe-inspiring nature	DNSW Feel New (2021)
Vibrant / Vital	Brand Sydney (2008-2009) Project Sydney (2015-2016)

Relevant global rankings:

- **19th** most dynamic city (IESE Business School)



4. Celebrating Diversity

Attribute	Source
Harmonious	Project Sydney (2015-2016)
Diverse	Project Sydney (2015-2016)
Multi-cultural	Brand Sydney (2008-2009) Project Sydney (2015-2016)
We're all sizes, colours, nationalities	BESydney The Story of Sydney (2020)
Inviting	DNSW Feel New (2021)
An open, friendly, welcoming place	CfS Sydney Narrative & Identity (2019)
Open	Project Sydney (2015-2016)
Openness and Freshness	Sydney's Cultural Identity Report (2018)
Worldly	DNSW Feel New (2021)
Global city	Sydney 2000
Australia's World City – the world lives in Sydney	CfS Sydney Narrative & Identity (2019-2023)
Global Relevance	Sydney's Cultural Identity Report (2018)
Collaborative	Project Sydney (2015-2016)

Relevant global rankings:

- **3rd** for percentage of foreign-born population (World Population Review)
- **2nd** most multicultural city (WorldAtlas)

5. Quality Life

Attributes	Source
Beautiful	Brand Sydney (2008-2009) Project Sydney (2015-2016)
Natural attraction	Brand Sydney (2008-2009)
Habitat	Sydney's Cultural Identity Report (2018)
A great and beautiful place to work, live and visit	CfS Sydney Narrative & Identity (2019-2023)
Liveable	Project Sydney (2015-2016)
Safe / Clean	Project Sydney (2015-2016)
A business, financial, investment and education powerhouse	CfS Sydney Narrative & Identity (2019-2023)
Real	Brand Sydney (2008-2009)
Uniqueness and Authenticity	Sydney's Cultural Identity Report (2018)

Relevant global rankings:

- **3rd** for perceived beauty and access to nature (Time Out).
- **3rd** for access to green space among top 20 global cities (Husqvarna).
- **5th** for city centre access to amenities (C40).
- **6th** safest city to travel to (Berkshire Hathaway Travel Protection)
- **11th** best city to live, work and visit (Forbes)
- **12th** for overall resident satisfaction (Gensler).



**Committee
for
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Keep in touch

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