

**Jodi McKay**  
Minister for Tourism  
Minister for the Hunter  
Member for Newcastle



October 22, 2008

## **Brand Sydney Project to lift Sydney's global profile**

The Minister for Tourism Jodi McKay told a seminar at the 9<sup>th</sup> World Congress of Metropolis that the development of Brand Sydney will define the harbour city as a global leader in business, culture, tourism, events and education.

Ms McKay today welcomed delegates and guests to the international Congress of Metropolis which will highlight the importance of building city brands.

"Whether it's via events, creative promotional strategies, or innovative policy-making, cities have big decisions to make if they are to effectively position themselves as successful global brands," Ms McKay told the 'Branding Global Cities' seminar.

"Given the world events of the past couple of weeks, these issues are even more relevant as cities find themselves competing for tourism, for investment and for headquarters of global businesses."

Ms McKay said the Congress is perfectly timed for Sydney and its tourism industry, particularly with the recent launch of the Brand Sydney Project.

"Our new brand will build on our reputation as a destination for visitors and for hosting world-class events," Ms McKay said.

"Brand Sydney will deliver consistent messaging across industry that will define Sydney as a hub for business, education, culture, tourism and events."

In March Sydney was voted the number one city brand in the world in the annual Anholt City Brands Index for the second year in a row.

Last week Sydney was named the number one city in the world for the 13<sup>th</sup> time at the prestigious US *Condé Nast Traveler Awards*.

The Brand Sydney Project was established by the NSW Government to develop a contemporary city brand with John O'Neill AO appointed as independent Chair of the Brand Sydney Steering Committee.

The Brand Sydney Project is a partnership between Government and key stakeholders including the Arts, Sport and Recreation (Dept), Business Events Sydney, City of Sydney, Committee for Sydney, Events New South Wales, NSW

Vice Chancellors' Committee, State and Regional Development, Sydney Chamber of Commerce, Tourism and Transport Forum and Tourism NSW.  
It is expected that the project will be completed by mid-2009.

Tourism NSW's advertising agency Singleton Ogilvy & Mather has flown in the newly appointed Global CEO of The Ogilvy Group, Mr Miles Young to provide the keynote address at the Congress, after which he will be joined by an expert panel for a discussion on key branding principles every city needs to adopt if they are have sustained growth in today's competitive global environment.

The Branding Global Cities seminar included representatives from Indian NGO Bombay First, Events NSW, Tourism NSW, the Department of Planning and the Brand Sydney Project.

The 9<sup>th</sup> World Congress of Metropolis Congress officially opens tomorrow and will bring together more than 600 delegates from over 80 cities including mayors, senior government officials, academics and industry leaders to share their experience and expertise around key issues facing cities today.

The Metropolis Congress is held every four years, and was secured for Sydney in a joint bid by the Sydney Convention and Visitors Bureau and the NSW Department of Infrastructure, Planning and Natural Resources. The Congress was awarded to Sydney at Metropolis 2005 in Berlin and will be worth an estimated \$2.5 million to the local economy.

**Media contact: Dale Paget 0409 090 911**

### **About Metropolis Congress 2008**

Hosted by the NSW Government, the 9<sup>th</sup> World Congress of Metropolis is to be held in Sydney, 22-25 October, 2008. The event will bring together international and Australian mayors, government officials, academics and industry leaders to share experience and expertise around some of the key issues facing cities including climate change, urban renewal, financing public infrastructure and services and city leadership.

[www.MetropolisCongress2008.com](http://www.MetropolisCongress2008.com)

Keynote speakers confirmed for the Congress include:

**Dr Rajendra Pachauri**, Chair of the Nobel-prize winning Intergovernmental Panel for Climate Change

**Professor Saskia Sassen**, Columbia University Professor and member of the Committee on Global Thought, Sassen is renowned as a commentator on the world's cities and coined the term 'global city'

**Carlo Ratti**, Director of the 2007 Venice Biennale's Real Time Rome and the Museum of Modern Art's New York Talk Exchange

**Nic Villa**, Global Director, Connected Urban Development, IBSG, Cisco

**Professor Chetan Vaidya**, Director of the National Institute of Urban Affairs, India's premier institute for research and training in urban management

**Cate Blanchett**, Joint Artistic Director, Sydney Theatre Company

**Wim Elfrink, Chief Globalisation Officer and Executive Vice President, Cisco**  
Representatives from world cities including **Barcelona, Berlin, Delhi, Guangzhou, Kingston, Kolkata, Manila, Melbourne, Moscow, Mumbai, Montreal, Paris, Sao Paulo, Seoul, Tehran and Toronto.**

**About Metropolis:**

Metropolis is the World Association of Major Metropolises. Metropolis members are cities with populations greater than one million people. Metropolis is also the metropolitan section of the United Cities & Local Government organization (UCLG).

The Metropolis mission is to promote international cooperation and exchanges among local and metropolitan governments. Metropolis is the representative on cities' interests for a number of international forums.

Metropolis has 104 member cities worldwide. The NSW Government, through the Department of Planning, is hosting the Metropolis Congress 2008 and represents the 4 million people of Sydney. [www.Metropolis.org](http://www.Metropolis.org)