

# Greater Sydney Partnership

Launch, April 30  
CarriageWorks, Everleigh  
Peter Holmes à Court,  
Chairman Greater Sydney Partnership Limited

[www.greatersydneypartnership.com.au](http://www.greatersydneypartnership.com.au)



We are here to start a conversation about  
**SYDNEY**

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Sydney  
Partnership

a conversation about  
**SYDNEY**

My Sydney story? My wife Divonne  
and I moved to Sydney in 2000 **from**  
**New York.**

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a conversation about  
**SYDNEY**

Someone said: **it is not the best place**  
**to live,**

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Someone said: it is not the best place  
to live, and its not the best place to  
work,

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Someone said: it is not the best place  
to live, and its not the best place to  
work, but it is the best place in the  
world  
to live and work.

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But we still love New York:

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But we still love New York: **the New  
York that New York has become** over  
the last 20 years.

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However the iconic city brand of NYC is loved by people around the world (even New Yorkers)



everyone knows the logo, many love the logo.



everyone knows the logo, many love the logo.

(Few know that the logo was commissioned by the State of New York, created by the Advertising Agency (Wells, Rich and Greene), and drawn by legendary graphic artist Milton Glaser, co-founder of



its become more of a social icon than an advertising logo.



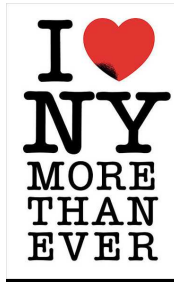
its become more of a social icon than an advertising logo.

(You have really made it when you end up in a **snow cone**.)



Milton Glaser updated his original campaign\* in 2001 after the tragedy of September 11.





Milton Glaser updated his original campaign\* in 2001 after the tragedy of September 11.

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\*Considered off-brand, it was not officially used and Glaser was threatened with legal action if he tried to use the design.

**I amsterdam.**<sup>®</sup>

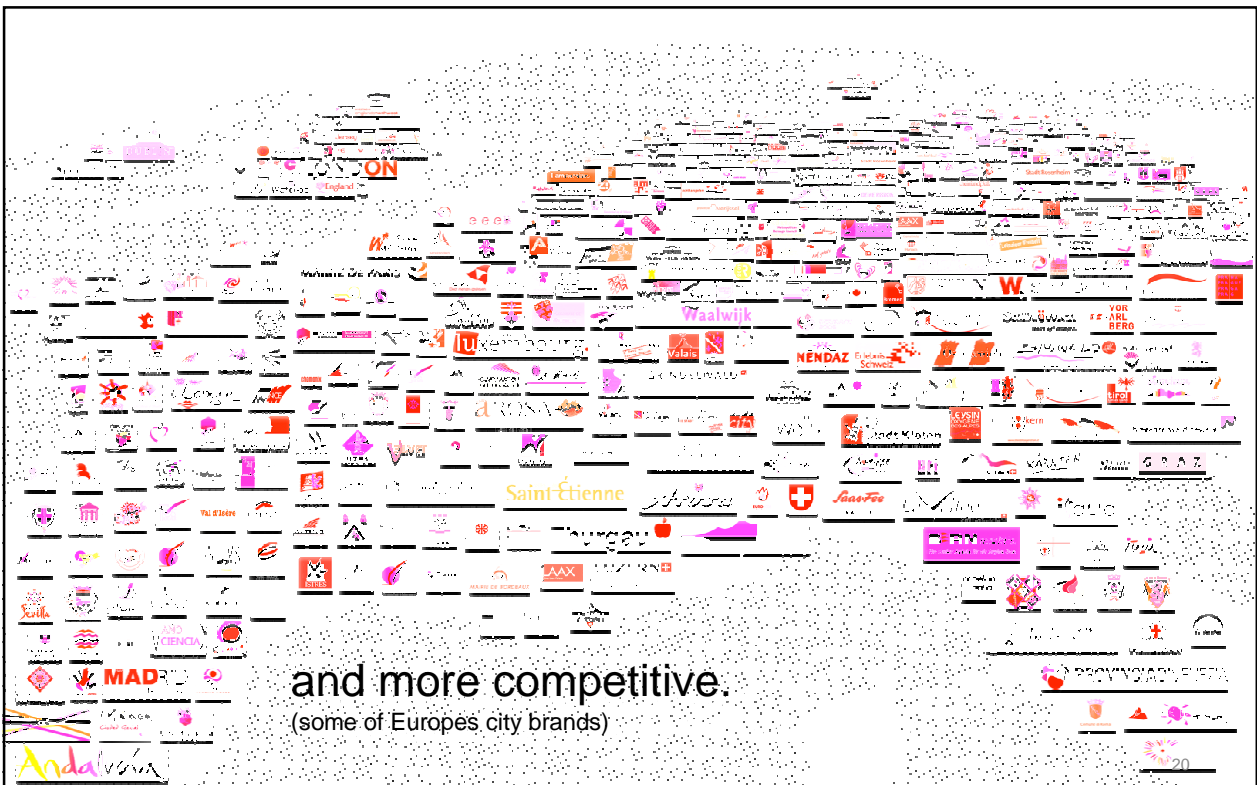
City branding has been come much more sophisticated.

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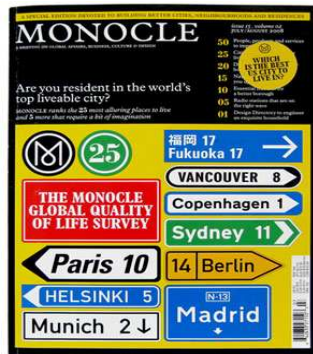
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And very street level, connected to,  
and embraced by the citizens  
themselves.



and more competitive.  
(some of Europe's city brands)

Andalusia



Fortunately, Sydney still finds itself in an elite group

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what you'd see on the window of a global noodles chain

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LONDON

NEW YORK

PARIS

SYDNEY

SHANGHAI

Or on a perfume bottle.



LONDON

NEW YORK

PARIS

SHANGHAI

Not that Sydney has always been Australia's global city.



LONDON      NEW YORK      PARIS      MELBOURNE      \* SHANGHAI

\* First 30 years of 19<sup>th</sup> C, Melbourne was biggest city, legal, financial capital of Australia. And they had an Olympics before us.

Not that Sydney has always been Australia's global city.



LONDON      BOSTON      \*      PARIS      SYDNEY      SHANGHAI

\* Ahead of NYC for first 200 years.

Not that Sydney has always been Australia's global city.



LONDON

BOSTON

PARIS

SYDNEY

TOKYO \*

\* After 20 years of economic stagnation Tokyo isn't talked about so much.

Not that Sydney has always been Australia's global city.



REYKJEVIK \*

NEW YORK

PARIS

SYDNEY

TOKYO

\* And Reykjavik was the Global capital of cool for approximately 2 minutes.

Not that Sydney has always been Australia's global city.

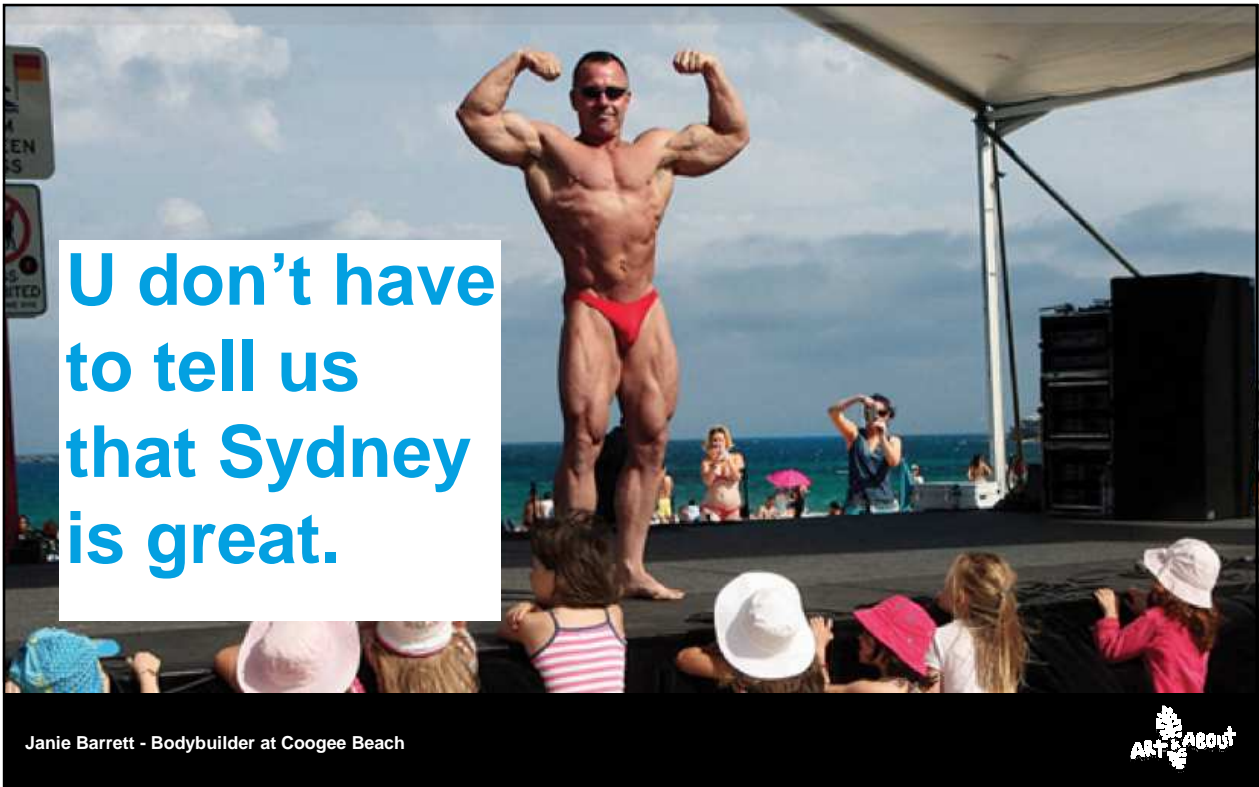
Cities fall off the list.

Cities fall off the list. New Cities try to get in.  
 (And some of the fallen try to return. Melbourne is having its second go. Rome its third.)

Cities fall off the list. New Cities try to get in.  
 (And some of the fallen try to return: Melbourne is having its 2<sup>nd</sup> go. Rome its 3<sup>rd</sup>.)

At present Sydney sits towards the front of a very fast moving pellaton.





**U don't have  
to tell us  
that Sydney  
is great.**

Janie Barrett - Bodybuilder at Coogee Beach



**and that it  
has a few  
issues.**

Dean Tirkot - Self Portrait



**mostly due  
to the fact  
that Sydney**


**● Sydney**

A white silhouette of Australia is centered on a black background. The map is divided into several rectangular regions by thin white lines. A small red dot is placed on the eastern coast of Australia, representing the city of Sydney. The word "Sydney" is written in white text to the right of the red dot.

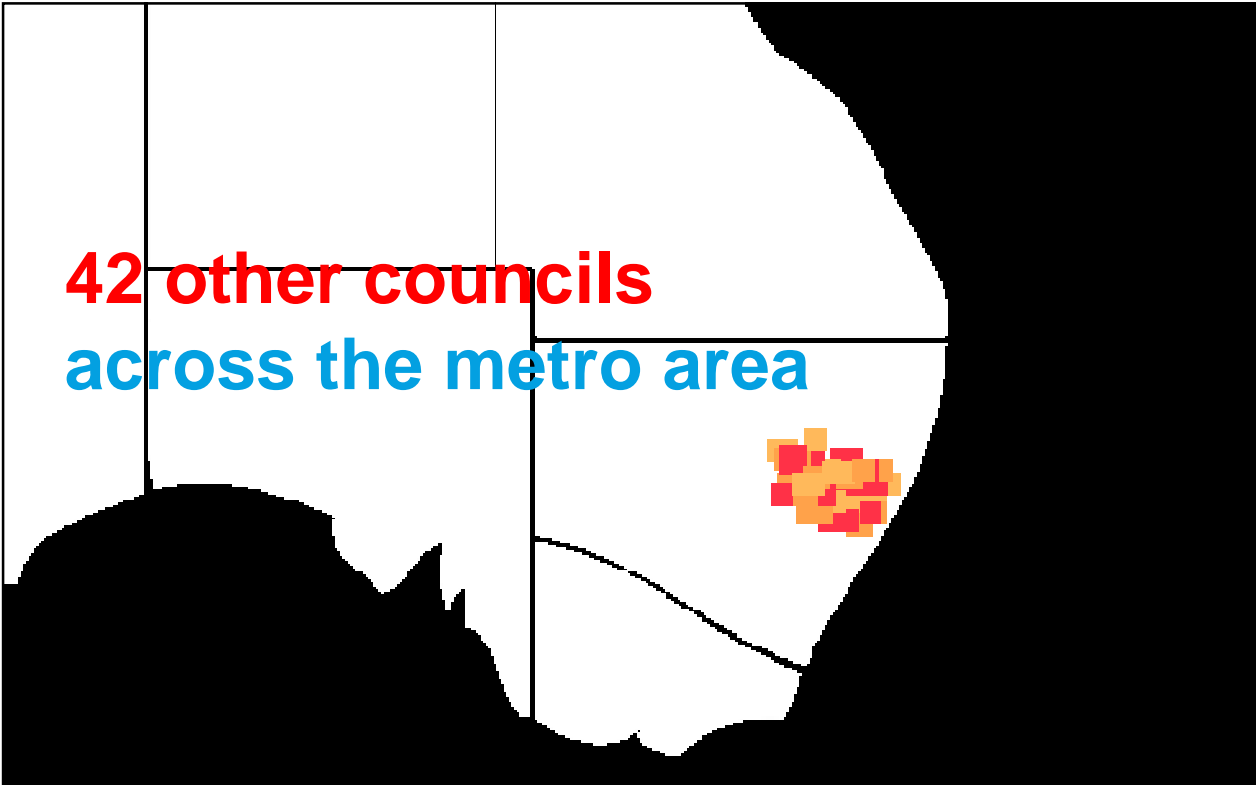
**does not  
exist**

**Sydney**

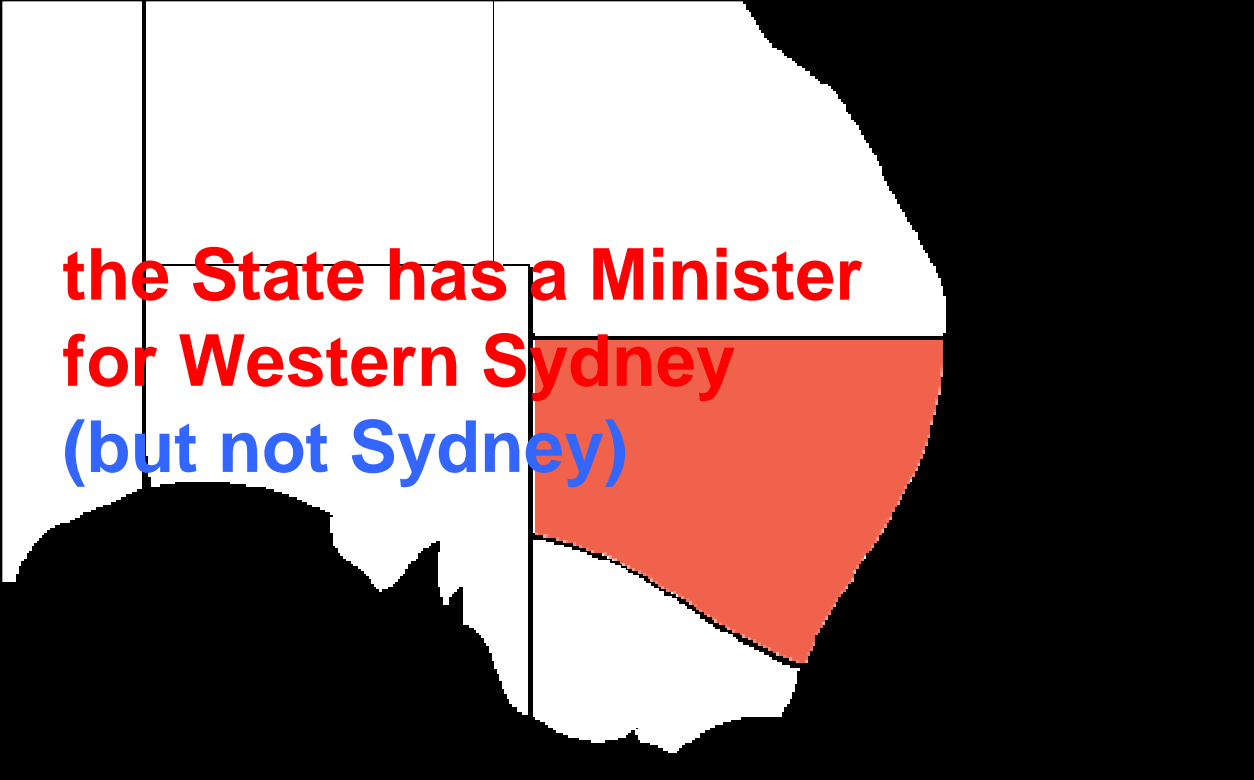
A white silhouette of Australia is centered on a black background. The map is divided into several rectangular regions by thin white lines. The word "Sydney" is written in white text on the eastern coast of Australia, corresponding to the location of the red dot in the top image.



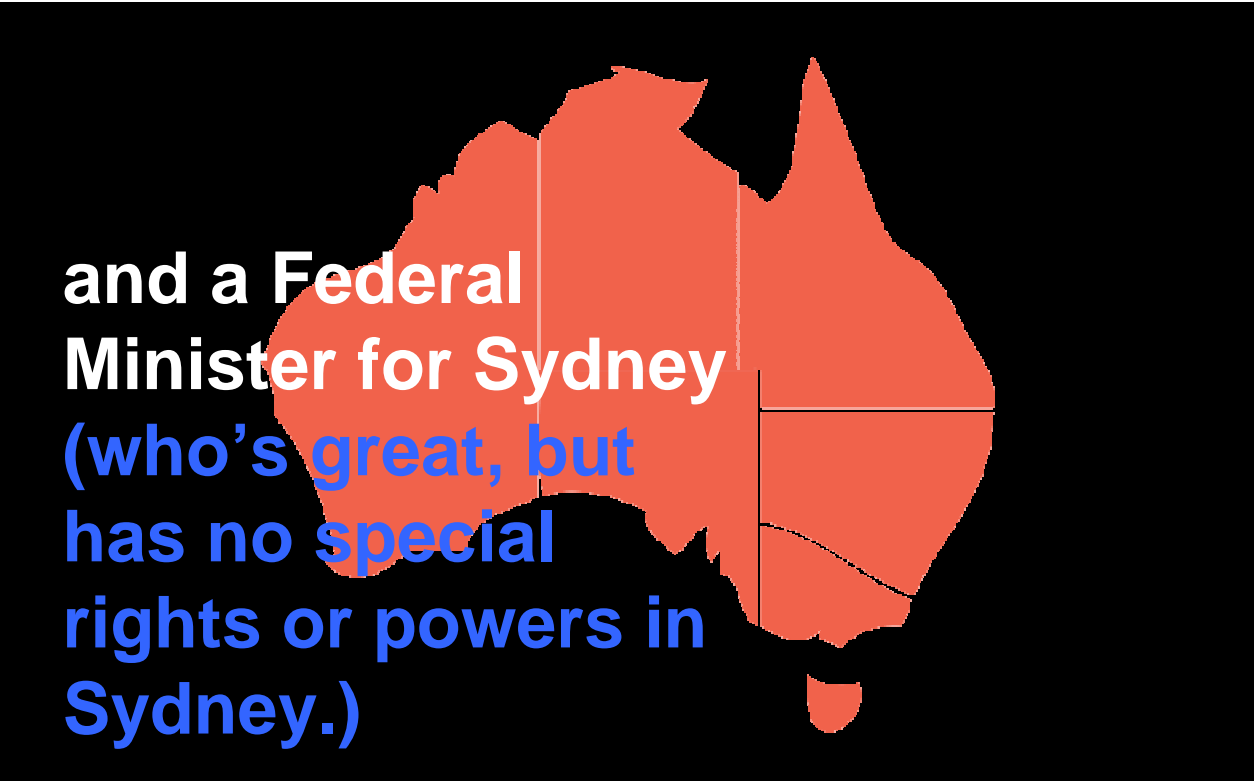
**We have the  
City of Sydney**



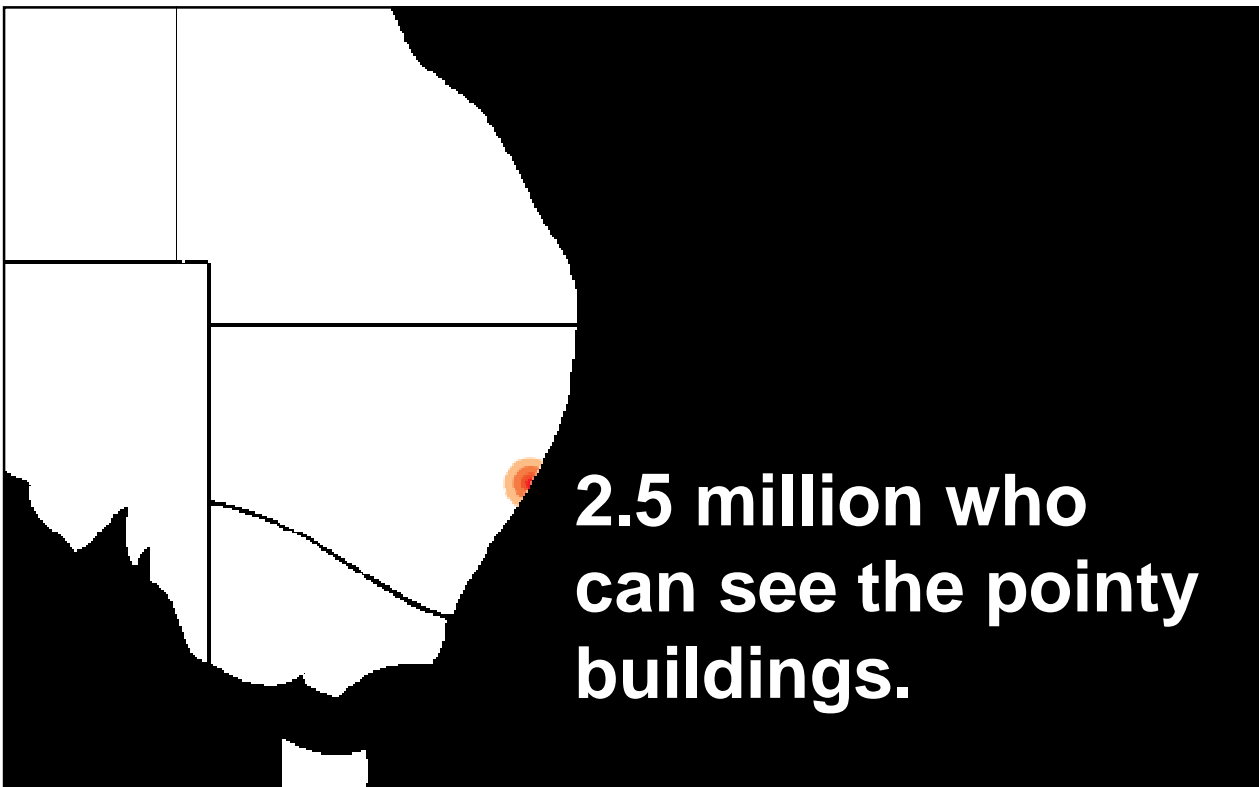
**42 other councils  
across the metro area**

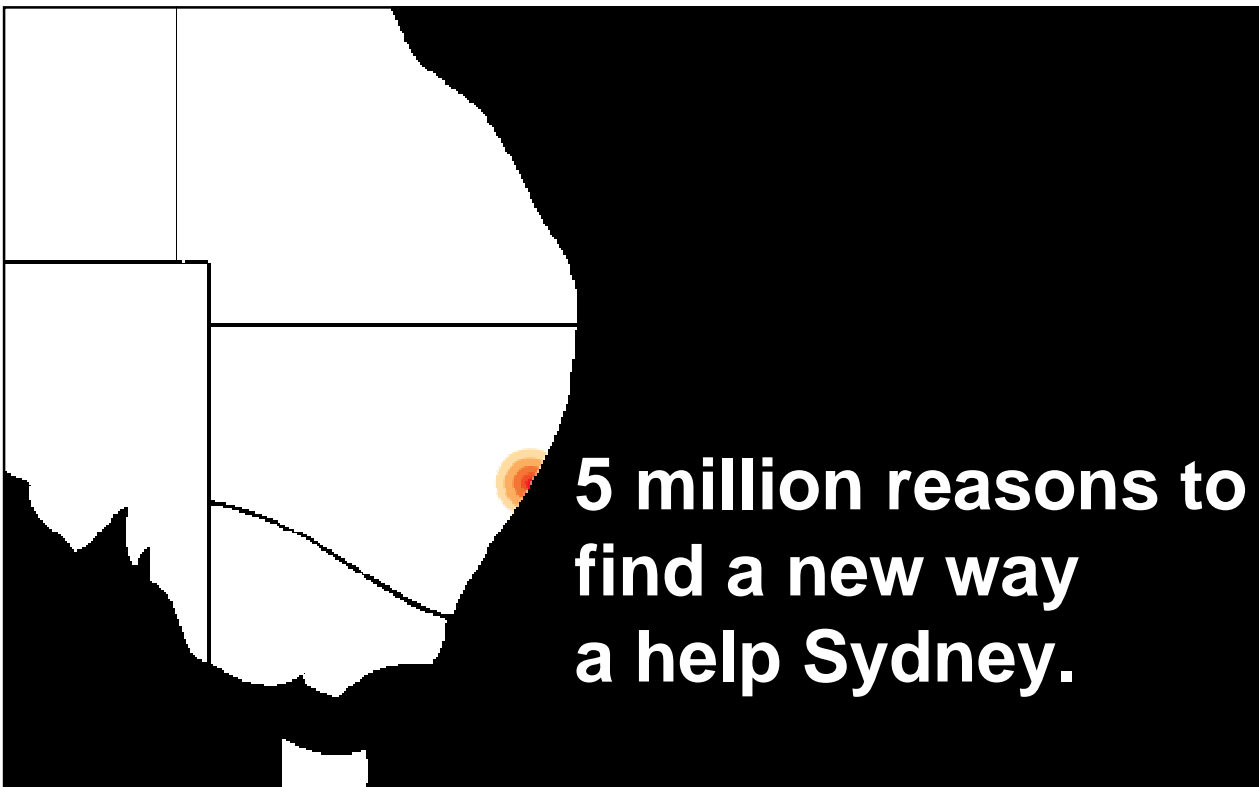
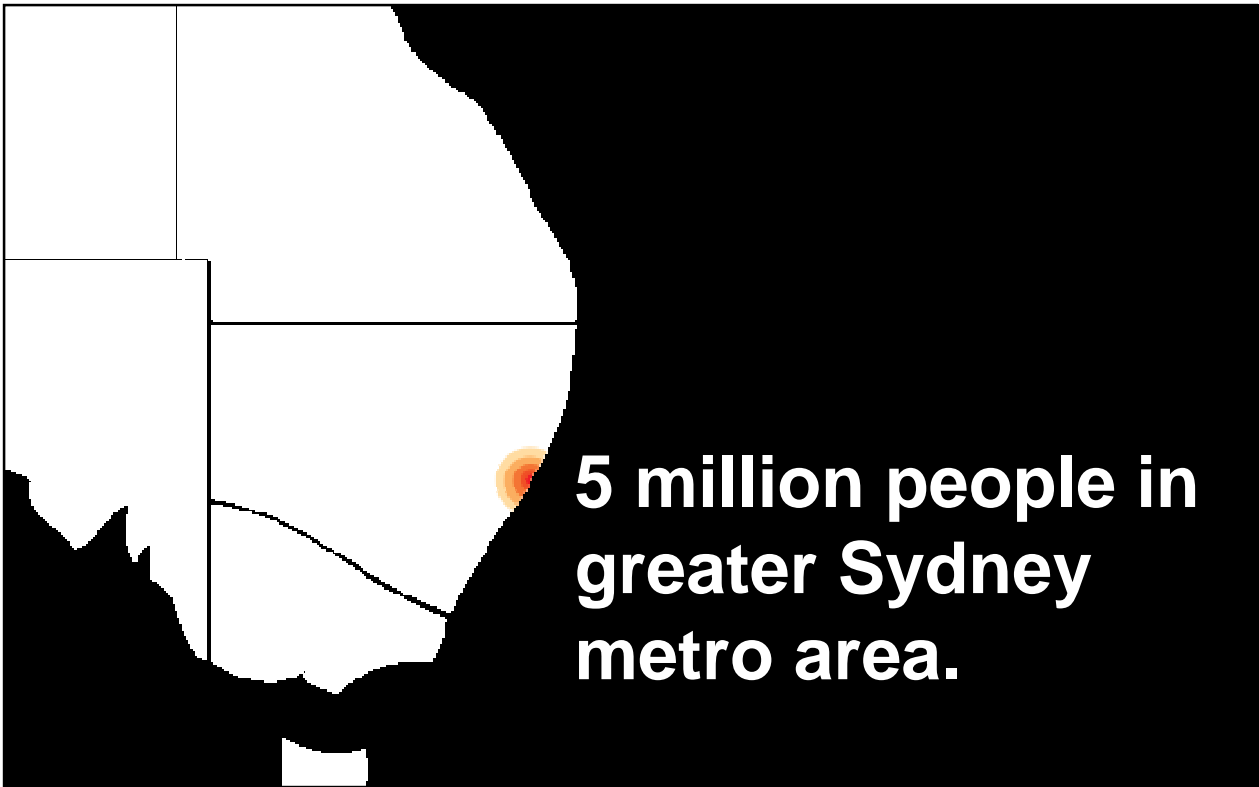


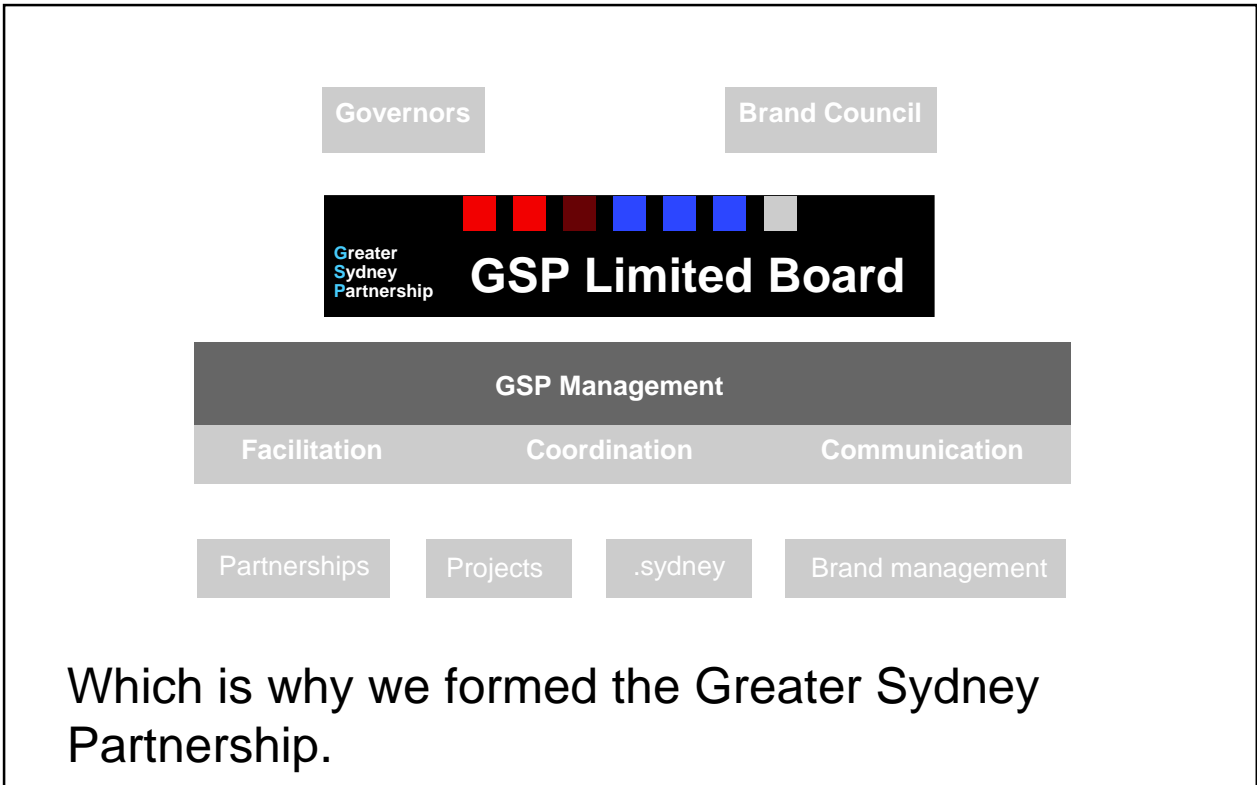
**the State has a Minister  
for Western Sydney  
(but not Sydney)**



**and a Federal  
Minister for Sydney  
(who's great, but  
has no special  
rights or powers in  
Sydney.)**







**“We’ll toil with hearts and hands,  
to make this **commonwealth** of ours  
renowned of all the lands.”**

**(it is in our National Anthem)**

“We’ll toil with hearts and hands,  
to make this **city** of ours  
renowned of all the lands.”

(in a **modified** National Anthem)

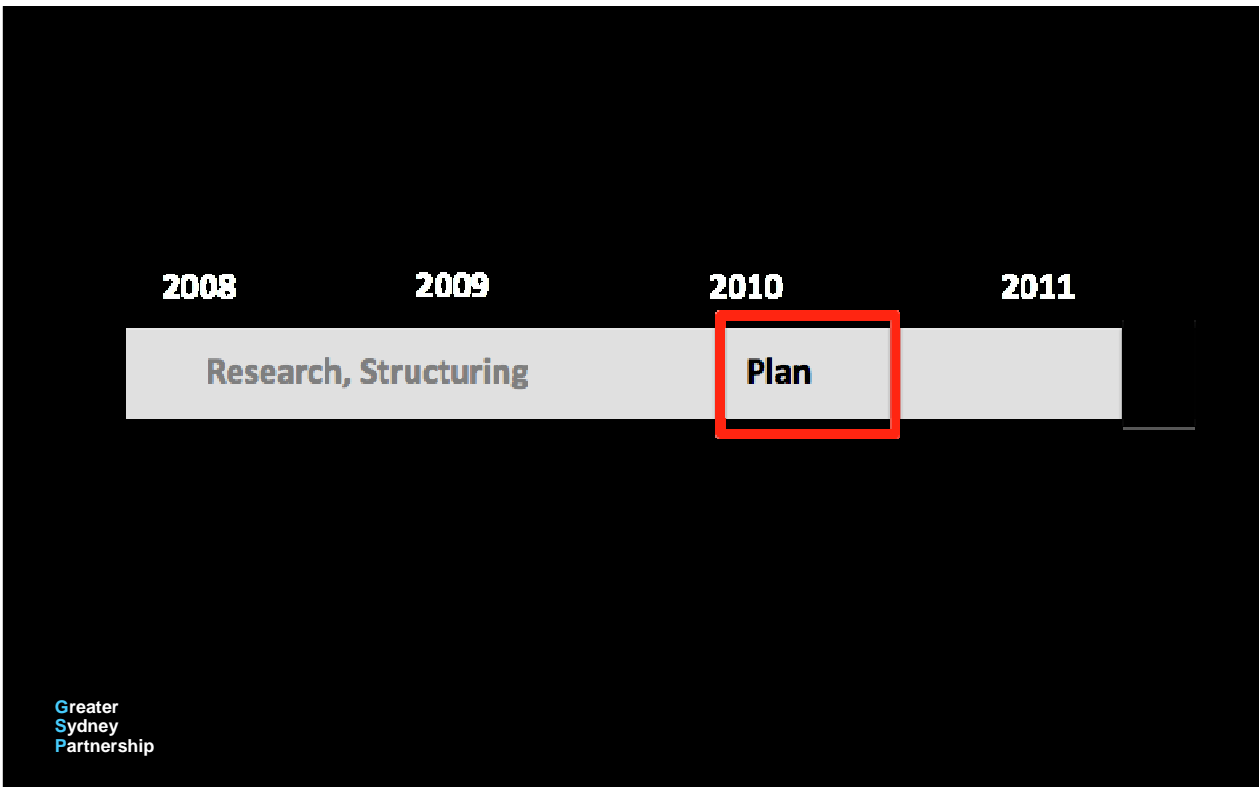
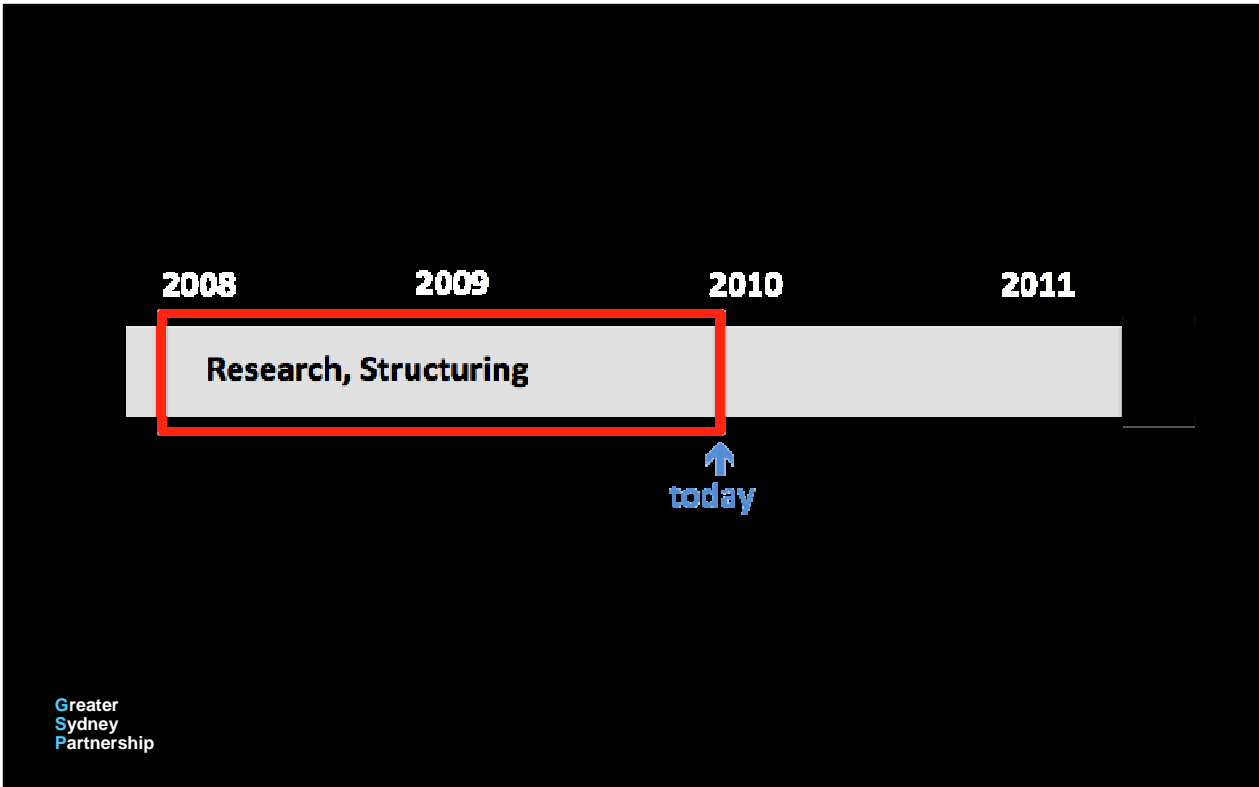
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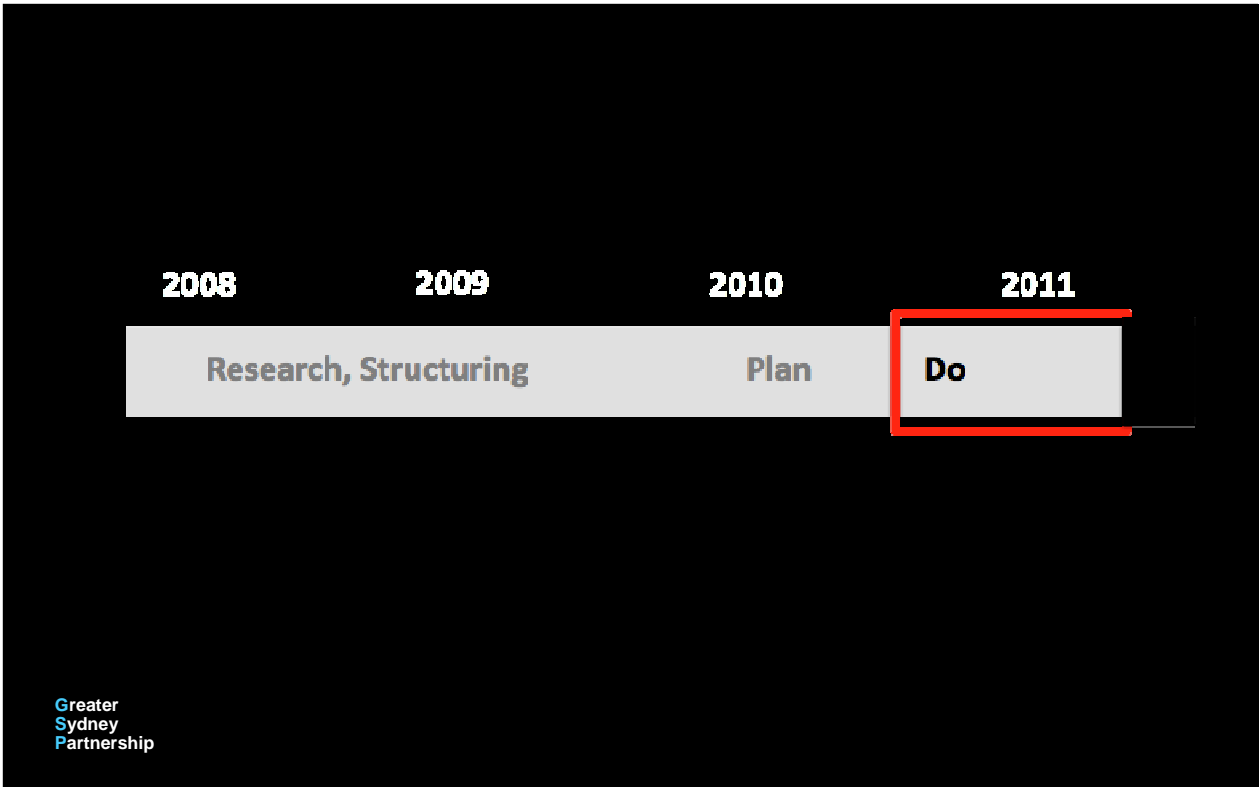
“We’ll take **advantage of our brand.**  
[Our city] is recognised world-wide.  
Yet, as a city we’ve never taken direct  
coordinated custody of our image.  
By changing that, we can realise  
additional city revenues immediately.”

**From a guy who knows about  
marketing. (NY’s Mayor, Michael  
Bloomberg)**

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**SYDNEY**

To use a football metaphor, we have some colours and a logo.

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**But no matter what you do to  
protect your colours and polish  
your brand...**

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**...your brand is always determined  
by the behaviour of the players...**

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...and by the behaviour of your fans.

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It is what they do in the stadium...

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...AND what they do in the  
community that will determine  
your brand.

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So before we say what we think is  
**SYDNEY**

We have to ask:  
**SYDNEY?**





Alina Gozin' - Holroyd High School





**Many hands**

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**Many hands make light work**

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**Why I think it is worth doing**



**Sydney knows diversity**



**NO BIG  
FINISH**

(New Year's Eve in Sydney, a big finish to



**WE'LL  
NEED  
YOUR  
HELP TO  
START A  
CONVERSATION**

# Greater Sydney Partnership

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Join the conversation at  
[www.greatersydneypartnership.com.au](http://www.greatersydneypartnership.com.au)

The **Greater Sydney Partnership (GSP)** is a not-for-profit organisation that has been formed to enhance and promote Sydney's interests as Australia's only global city. The partnership will develop and manage 'Brand Sydney' project along with many other initiatives which support Sydney's global positioning. Whilst this is a private-sector initiative, the GSP has the full support of the State Government and the City of Sydney along with some generous seed funding from both entities.

### Objectives:

- To drive tangible economic value for the Sydney community through the creation of the Greater Sydney Partnership that will have Brand Sydney at its core
- Grow the potential of the GSP by brokering and supporting private and public sector partnerships
- Incubate or facilitate high impact projects
- Deliver an inspirational, consistent, centralized marketing and communications platform for the greater Sydney community
- Galvanise the marketing resources of Sydney into a multifaceted, connected voice
- Focus on future opportunities by directly engaging the next generation of Sydney's leaders



### Watch the Launch

Event Description to go here. In Lorem ipsum dolor sit consectetur adipiscing eli. In Lorem ipsum dolor sit consectetur adipiscing eli. In Lorem ipsum dolor sit consectetur adipiscing eli. In Lorem ipsum dolor sit consectetur adipiscing eli. In Lorem ipsum dolor sit consectetur adipiscing eli. In Lorem ipsum dolor sit consectetur adipiscing eli.

<p>Join the conversation!</p>	<p><b>facebook</b> Join the conversation &amp; help create a better Sydney</p>	<p><b>LinkedIn</b> Join the GSP network of Sydney ambassadors</p>	<p><b>twitter</b> Keep up to date with news &amp; resources from GSP</p>	<p><b>slideshare</b> View the keynote presentations here</p>	<p><b>Newsletter Sign up</b> Enter your email address here <input type="text"/> <input type="button" value="OK"/> Stay in touch with future developments &amp; events</p>
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The nice day  
is the enemy  
of getting stuff done



## THANK youse:

Fleur Brown Amanda McGregor The Launch Management Group  
John Moore David Faulks Generation Alliance John Tabart James  
Nicole Long Chris Green Sam Ian Rowden Anouk Darling Sara Catts  
Robbie Powell Moon Ron McCulloch Ian Gardiner Viocorp Remo  
Giuffré General Thinking Tedx Sydney Tony Howe Sam Ken Edwards  
Patricia Forsythe Stephen Loosely Chris Brown Pamela Sayers  
Stephen Peoples Initial steering committee The Hon. Jodie Mackay –  
Minister for Tourism John O'Neill and The Brand Sydney steering  
committee Sarah Cruickshank, Parker & Partners Ogilvy Andrew  
Coppin, photoartgallery.com Simon Walkom Gillian Minervini Alastair  
Walton, City of Sydney Sydney Life Exhibition, Art and About Tourism  
NSW Geoff Parmenter Events NSW Patrick McIntyre, Sydney  
Theatre Company Nicholas Davie Dennis Handley from Sony Nova  
Radio FBI Radio Sydney Musicians 32 Hundred Lighting Forte  
Catering & Events LinkedIn Kristina Kineally Ben Keneally NSW  
Liberal Party Ross Hill Wines Lovells Lager

# SYDNEY

the end. thank you.

continue the conversation at

[www.greatersydneypartnership.com.au](http://www.greatersydneypartnership.com.au)