

BENJAMIN FAYAZ

"I love the city's atmosphere, its modern architecture, high-rise buildings and sheer size."

**BRIT SUSSAN**

"Melbourne is the city of the arts and city of luscious green, and I always would prefer Melbourne over Sydney."

CASSANDRA GOLDIE

"It's very rich in its culture and a kind of kookiness ... it has a sense of fun and a sense of seriousness too."

**SNAPSHOT OF A CITY****HOW MELBOURNE STACKS UP GLOBALLY****NUMBER 1**

FRIENDLIEST CITY IN THE WORLD

2nd out of 20

CITIES FOR INCLUSIVITY AND WELLBEING

2nd out of 20

CITIES FOR CAR OWNERSHIP RATE

2nd out of 15

CITIES FOR LONGEST AVERAGE PUBLIC TRANSPORT COMMUTE TIME

3rd out of 18

CITIES FOR CREATING NEW START-UPS

3rd

LEAST OVERWORKED POPULATION IN THE WORLD

4th out of 20

CITIES FOR THE EXPERIENCE ECONOMY

4th

MOST VEGAN CITY IN THE WORLD

5th

MOST UNAFFORDABLE ENGLISH-SPEAKING CITY FOR HOME BUYING

7th

LEAST CONGESTED AMONG 17 PEERS

8th out of 20

CITIES FOR IMAGE AND INFLUENCE

9th out of 20

FOR SKILLS AND TALENT

11th out of 20

FOR GLOBAL REACH AND RESILIENCE

12th out of 20

FOR ENVIRONMENTAL OUTCOMES

13th out of 20

FOR WHOLE-CITY CONNECTIVITY

13th out of 20

FOR TECHNOLOGY AND EFFICIENCY

15th out of 20

FOR LEADING-EDGE INNOVATION

Source: Benchmarking Melbourne 2023

'Brand' needs a reset

Call to define city image

ALEXANDRA MIDDLETON
JOHN MASANAUSKAS

ed collaboration between governments, state departments, statutory agencies, businesses and the community.

Committee for Melbourne CEO Mark Melvin said Melburnians were understandably proud of their famous food and coffee culture, but there was much more the city could trumpet.

"We have world leading firsts like inventing the airplane black box, we were the richest city in the world in 1880, our State Library was the first to open in Australia, our medical research facilities at Peter Mac and other centres are globally recognised," he said.

Former Melbourne Business School marketing professor and brand expert Mark Ritson said Melbourne's brand was not obvious or immediate, but "a little bit special and magical".

"You cannot have 42 different things because what that ends up being is nothing," he said.

"The challenge is, do we push that link to university and high science angle? Do we push the European feel over the city? Do we push that secret, magical, more exclusive thing there?"

Mr Ritson said managing growth was a key part of maintaining Melbourne's positive perception over the next few decades amid booming growth in the outer suburbs.

"How do we define a city when it's approaching this gigantic size?" he said.

"When we talk about inclusiveness, we talk about people of different orientations and races, and that's absolutely something that Melbourne is wonderful at, but I think we have to add the geographic disparity and make sure that is something that we balance out in the future."

"Melbourne will only be as good an experience as one that you have an hour out of the city rather than two minutes away from Collins St."

The Benchmarking Melbourne 2023 report released today said that developing an agreed vision for the city need-

ed a "reset" and the outer suburbs require just as much attention as the city centre, a top branding expert says.

As a major new report outlines the challenges facing the city post-Covid, calls are being made for Melbourne to define its global image to ensure it stays relevant and dynamic.

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German tourist Benjamin Fayaz said he loved the city's atmosphere, modern architecture, high-rise buildings and "sheer size".

"A few months ago when I was in New Zealand, everybody was talking about Melbourne, especially young people – it was the place to go in Australia," he said.

"I was surprised (by the cost of public transport) but I heard they've got a daily limit."

Fellow German visitor Brit Sussan said she preferred Melbourne to Sydney.

"I love Melbourne because you've got everything at once. You can go in the mountains and you can go to the Great Ocean Road in the evening," she said.

Sydney visitor Cassandra Goldie, said Melbourne had "a kind of kookiness".

"It has a sense of fun and a sense of seriousness too. I mean, I love sun and beaches, but it's not all about sun and beaches."

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Funding may hinge on housing

JADE GAILBERGER

FEDERAL funding for the 2026 Commonwealth Games could be contingent on athletes villages becoming social and affordable housing, Infrastructure Minister Catherine King says.

The clock is ticking for the state government, which is yet to put in a detailed pitch for funding, as the Albanese government's May budget looms.

And there are no promises that an infrastructure cash splash is on the cards for Victoria, despite having \$1bn ripped out of Coalition-promised projects last October.

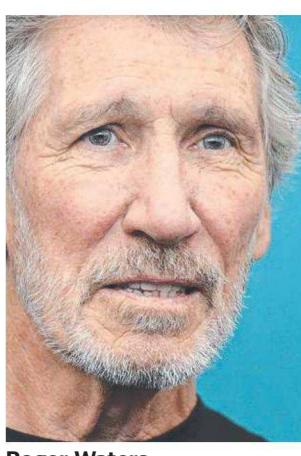
Daniel Andrews is understood to have written to Anthony Albanese about funding for the Commonwealth Games.

But Ms King said: "We haven't got a detailed ask on the table yet". "Largely the issue will be around legacy for

us, particularly in terms of the athletes villages and what legacy that might leave around social and affordable housing."

The state government has already flagged that the games will "leave a legacy of housing" for regional communities.

Ms King, the member for Ballarat, confirmed she would have to recuse herself from funding decisions about proposals that would benefit her electorate.



Roger Waters

Another crack in Wall

BERLIN: German cities are under pressure to cancel concerts by Pink Floyd co-founder Roger Waters after Frankfurt city council banned a performance, saying he was "considered one of the most far-reaching anti-Semites in the world".

Politicians and Jewish organisations said Waters fanned hatred of Israel by comparing it to Nazi Germany. They noted a pig-shaped

balloon with images of the Star of David had been part of his The Wall Live concerts from 2010 to 2013.

Waters, 79, also under fire over his sympathetic stance towards Russia in the Ukraine war, plans to hold five concerts in Germany in May. Frankfurt council said the intended venue was particularly inappropriate as it had been a collection point for Jewish men bound for concentration camps.