

# Structure of the paper

- Becoming a World Class City?
- Selling the City
- Disney by the Sea
- Newcastle: Great Port City?
- Criticisms of the Festival Marketplace Formula
- Concluding Comments

# Becoming World Class?

- *"Sydney is now strongly identified as a 'world city'"*
- *"Sydney is a true world city - outward looking, influencing and interpreting global trends, clearly differentiated from other global cities and representative of Australia's exuberant spirit." (Tourism NSW 2004)*

# Becoming World Class?

- *As a world city, Sydney is distinguished by its 'Urban Beach Lifestyle', which encompasses waterside dining, surfing 15 minutes from the city and a love of the harbour. However, the research also revealed that highlighting other, less well-known dimensions could strengthen Sydney's image."* (Tourism NSW 2004)

# Becoming World Class?

- *Buzz - a strong sense of diversity, vibrancy and pace;*
- *Choice - enough variety to meet everyone's needs;*
- *Multiple options for short breaks and getaways - both within the city and to close regional areas;*
- *History - a sense of importance, tradition and educational values. (Tourism NSW 2004)*

# Becoming World Class?

- Find the right formula for your city;
- Solve a host of urban and social problems;
- The arts and entertainment are central;
- Concern with consumption rather than production.

# Selling the City

- Unique and attractive places to live, visit and work;
- Dynamic and prosperous centres for commerce and industry to (re)locate;
- Festivals and events, such as the Olympic Games;
- Program of major building and urban redevelopment;
- Americanisation and Europeanisation.

# Disney by the Sea

- **Festival Marketplace:**
  - a themed retailing
  - restaurants
  - arts and entertainment complexes
  - a convention centre
  - maritime museum
  - aquarium
  - casino
  - high cost housing
  - sports stadia
  - marina

# Newcastle: Great Port City

- The Honeysuckle Development
- From 'Coal Town' to 'Port City'
- London, Boston, New York, Newcastle...

# Criticisms of the Formula

- Not a guaranteed success;
- Top-down, little connection to local communities;
- Rarely addresses social problems, such as unemployment;
- Sameness – everywhere could be anywhere.

# Concluding Comments

- There are no sure fire solutions;
- And certainly no one solution – combination of strategies required;
- Local focus;
- A city wide approach.