



**Media Information**  
**5 February 2007**

## **Melbourne brand a winner**

Melbourne has entered the top 10 of city brands in the world, finishing 8<sup>th</sup> in the annual Anholdt City Brands Index (CBI).

The CBI measures the power and impact of a city's brand and its overall international image, taking into account the perceived potential and opportunities it presents for people abroad.

CBI report author Simon Anholt said Melbourne had done exceptionally well beating other recent additions to the poll that include Montreal, Copenhagen and Boston.

The number of cities surveyed in 2006 doubled from the previous year, from 30 to 60, with Melbourne scoring the highest rank out of all the new entrants.

Melbourne made its debut in the 2006 list, while Sydney topped the poll for the city's best brand in the world, climbing two places from 2005, and pushing London into second place.

Austrade's chief economist, Tim Harcourt, said: "the findings show that Australia is thought of not just as a great place to visit, but also as a destination for investment and business thanks to the strong brands Sydney and Melbourne have created".

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