



GREAT MINDS LIVE HERE

MELBOURNE
AUSTRALIA

An aerial photograph of a city skyline, likely Chicago, viewed from across a body of water. In the foreground, there is a large, calm body of water reflecting the sky. A paved path runs along the water's edge, lined with several palm trees. Beyond the path is a lush green park with many trees and open grassy areas. In the background, a dense city skyline with numerous skyscrapers is visible under a clear blue sky. A large purple triangle is overlaid on the left side of the image, pointing towards the city.

**GREAT
CONFERENCES
LIVE
HERE**

A GLOBAL BUSINESS EVENTS DESTINATION

Melbourne is Australia's knowledge capital and innovation hub. It is a city where the world's brightest minds gather to inspire, innovate and create real change.

Melbourne is a vibrant and multicultural destination bursting with galleries, theatres, beautiful green spaces, exceptional food and wine, hidden laneways, shopping, creative architecture and an unparalleled major events calendar.

Melbourne's compact grid layout makes it one of the most convenient cities in the world to navigate.

Excellent city connectivity means that delegates can access the best that the city has to offer with ease.

With expansive conference facilities, award-winning infrastructure, collaborative network of suppliers, ample and varied accommodation options plus experiences to delight and surprise, Melbourne is the smart choice for your next conference.

CONVENIENCE:



The free City Circle Tourist Tram travels the perimeter of Melbourne's city centre and passes many Melbourne landmarks



Melbourne's city centre has Australia's largest and fastest free Wi-Fi network



7,600 rooms within a 5 minute walk of the Melbourne Convention and Exhibition Centre (MCEC)



25,000 rooms within a 10 minute commute of the MCEC



5,500 additional city hotel rooms by 2022

SUSTAINABILITY:



Melbourne Convention Bureau (MCB) is a member of the Global Destination Sustainability Index, an initiative that drives the adoption and recognition of sustainable practices in the business tourism and events industry.

MCEC was the first centre in the world to obtain a 6-star Green Star environmental rating.

CONNECTIVITY:



24/7 curfew-free International Airport



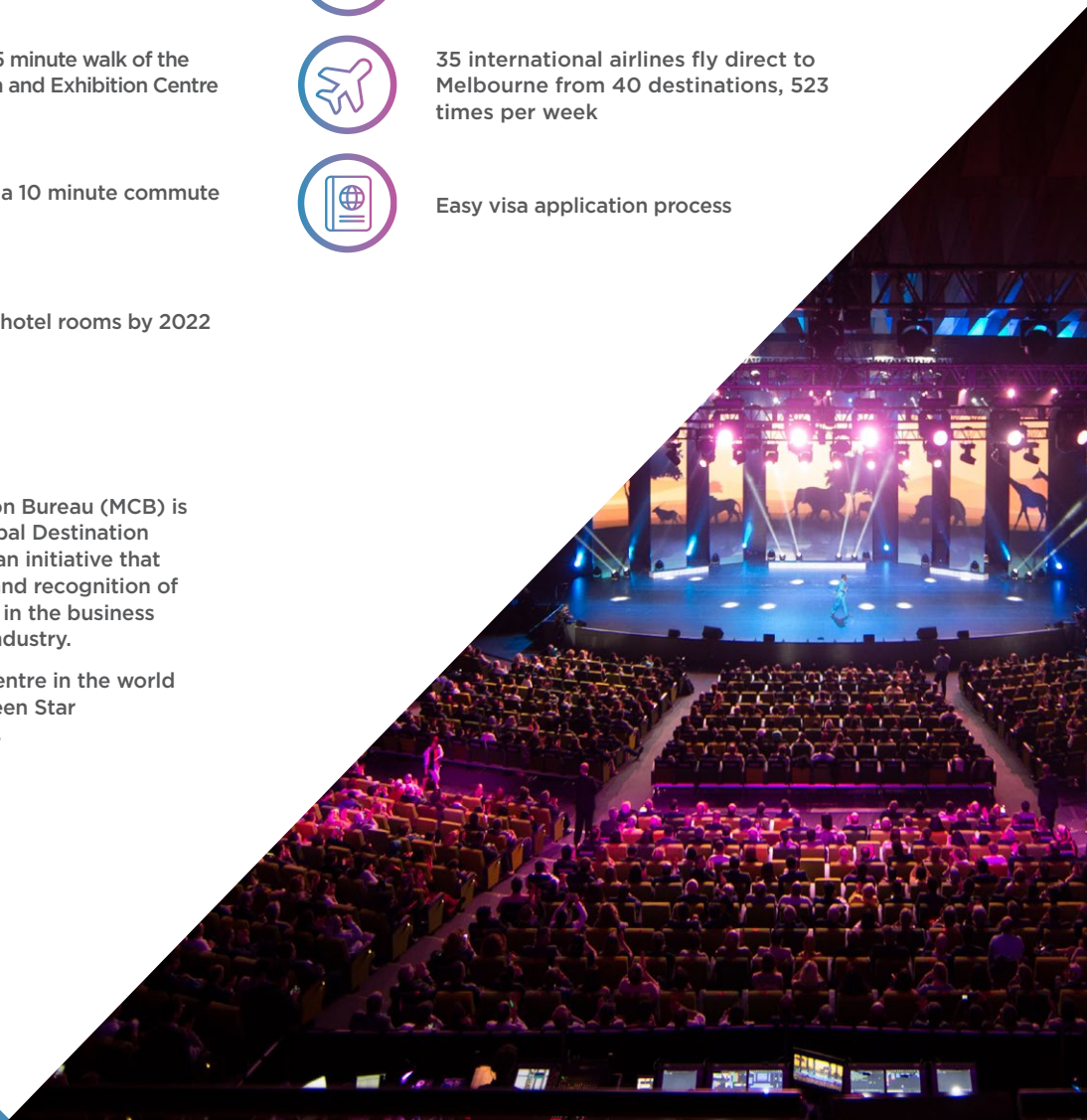
25 minute Airport-City transfer



35 international airlines fly direct to Melbourne from 40 destinations, 523 times per week



Easy visa application process





**GREAT
SUPPORT
STARTS
HERE**

CONFERENCE COLLABORATION

With over 40 years' experience, Melbourne Convention Bureau (MCB) secures international and national conferences, incentive travel reward programs and other business events for the state of Victoria by working with associations, corporate organisations and event planners from around the world.

As a subsidiary of Visit Victoria, MCB partners with the Victorian State Government, City of Melbourne, Melbourne Convention and Exhibition Centre as well as private enterprise that includes over 250 industry partners to secure and deliver outstanding and memorable business events for Victoria.

Our successful 'Team Melbourne' approach enables MCB to deliver exceptional events for clients and delegates, creating impactful legacies that last well beyond the event itself.

OUR TEAM ASSISTS WITH:



Identifying conference opportunities



Bid documents and presentations



Securing a local host to lead and financially underwrite the bid



Preparing preliminary budgets and risk analysis



Liaising with government and industry leaders



Coordinating site inspections



Developing bid strategies



Marketing and promotional activities

Melbourne is a founding member of the BestCities Global Alliance, an international network of 12 premier meeting destinations, unified by a commitment to deliver exceptional standards.

bestcities.net

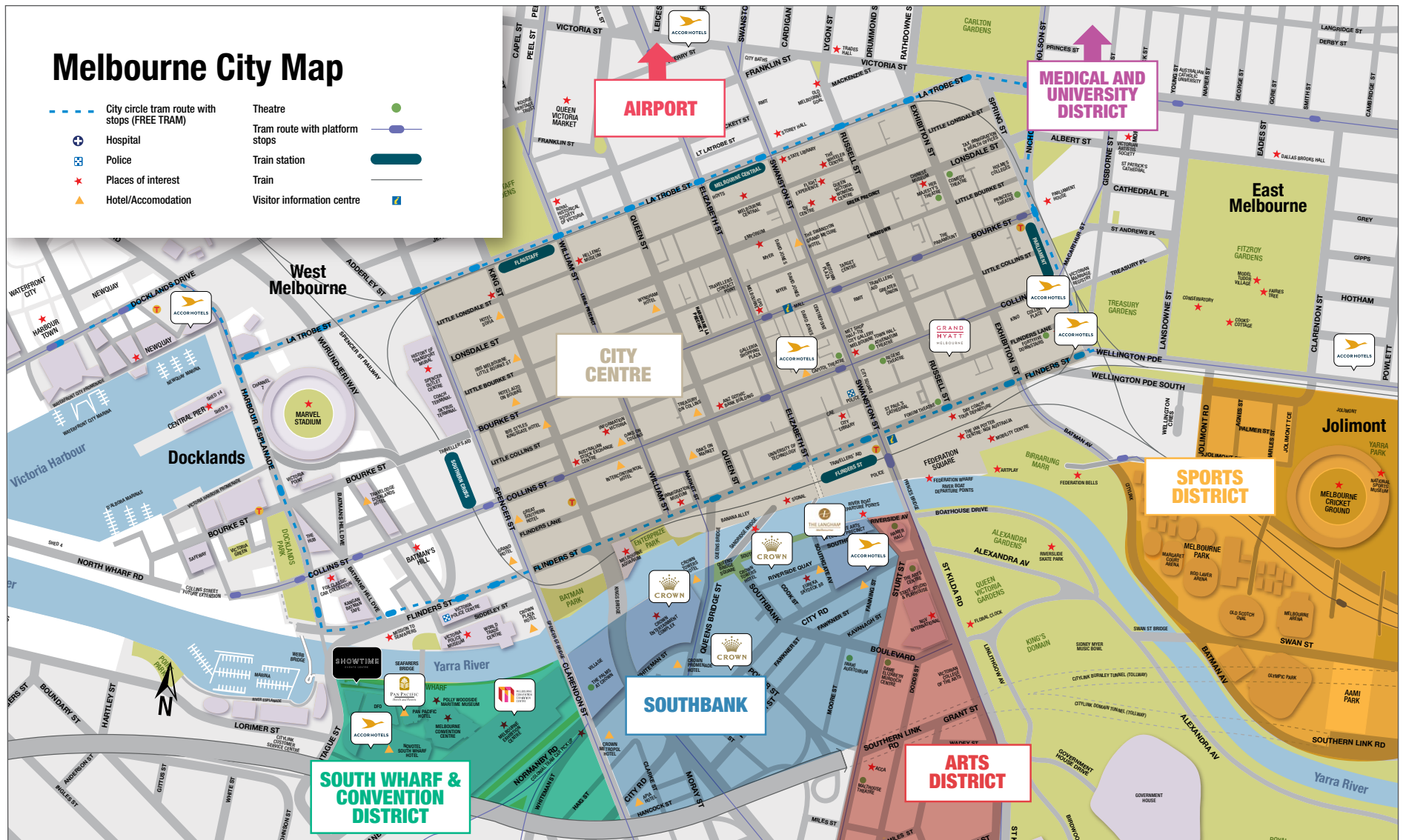




**GREAT
EXPERIENCES
LIVE
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Melbourne City Map

- City circle tram route with stops (FREE TRAM)
- Hospital
- Police
- Places of interest
- Hotel/Accommodation
- Theatre
- Tram route with platform stops
- Train station
- Train
- Visitor information centre



MELBOURNE PRECINCT MAP AND STRATEGIC PARTNERS





The Twelve Apostles, Great Ocean Road



Royal Arcade



Hidden Laneways

DISCOVERY STARTS HERE

SHOPPING

Melbourne is a shopper's paradise for those with a passion for fashion. From luxe boutique stores in the city's laneways and large department stores, to modern shopping centres and local artisan markets, you are sure to find something special in Melbourne.

FOOD AND WINE

From hip waterfront cafes to internationally acclaimed restaurants and chic rooftop bars, Melbourne has an incredible array of food and dining experiences. Renowned as a world-class gastronomic destination, the city boasts more than 3,000 restaurants and eateries representing 75 different ethnic cuisines.

SPORTS AND EVENTS

Melbourne plays host to an array of world-class food, wine, sports, culture and music events. The city is well regarded as the 'sporting capital' of Australia with a jam-packed calendar of high-profile sporting events where you can get close to the action.

ARTS AND CULTURE

From grand theatres, museums and over 100 galleries to laneway street art and vibrant cultural festivals, Melbourne is alive year-round with world-class art, design, music and live shows.

OUTDOORS

Within our leafy city there are beautiful gardens and public parks. Enjoy Port Phillip Bay's sheltered beaches, take a boat cruise on the Yarra River or follow a walking track along the water's edge. Take a trip to regional Victoria to explore more of the great outdoors.

PHILLIP ISLAND

Get up close with the world-famous Little Penguins at the Penguin Parade at Phillip Island, set in a spectacular Australian coastal setting.

GREAT OCEAN ROAD

Take a drive along the scenic Great Ocean Road. See the towering 12 Apostles, native wildlife, iconic surf breaks, pristine rainforest and misty waterfalls as you go.



Melbourne Skyline



Convention Precinct



Sports Precinct

EXPLORATION STARTS HERE

SOUTH WHARF & CONVENTION PRECINCT

Melbourne Convention and Exhibition Centre (MCEC) spans more than 70,000 sqm / 753,474 sqft and features 52 meeting rooms and the spectacular 5,500 seat Plenary. Award-winning food and world-leading technology create an unforgettable conference experience for delegates. On-site accommodation is available at Pan Pacific Melbourne and Novotel Melbourne South Wharf.

SOUTHBANK

Located on the southside of the Yarra River and in close walking distance to MCEC, Southbank offers excellent waterside restaurants, cool cafes, stylish retailers, striking public art and over 6,000 accommodation rooms.

ARTS PRECINCT

The Arts Precinct is abuzz with galleries and performing arts venues. Visit the National Gallery of Victoria, Arts Centre Melbourne, Australian Centre for the Moving Image or the Melbourne Recital Hall for world-class art, dance, theatre and music.

SPORTS PRECINCT

Home of the famous Melbourne Cricket Ground (MCG), Melbourne Park and AAMI Stadium, delegates can attend premier sporting events such as the Australian Open Tennis Championships, international cricket, football and our own Australian Rules Football matches.

CITY CENTRE

Delegates visiting Melbourne are spoilt for choice with arts and cultural attractions, beautiful arcades, hidden laneways, picturesque public parks, world class attractions, stylish shopping and a sophisticated food and wine scene to enjoy and explore.

MEDICAL AND UNIVERSITY PRECINCT

As Australia's innovation capital, Melbourne is home to diverse discoveries and inventions impacting the global market, supported by 150 biotechnology companies, 13 major medical research institutes, 10 teaching hospitals and 9 universities.



CONTACT MCB

For further information and to access our services for bidding, planning and delivering first-class business events in Melbourne, please contact our offices:

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WE LOOK
FORWARD TO
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IN MELBOURNE