

# WELCOME TO MELBOURNE AUSTRALIA



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# ABOUT MELBOURNE CONVENTION BUREAU

# WHO WE ARE

With over 40 years' experience, Melbourne Convention Bureau (MCB) is an economic business development organisation in Victoria, Australia. Its core function is to secure incentive travel reward programs and other business events for the state of Victoria by working with 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 incentive events for Melbourne and Victoria.

MCB works collaboratively on each incentive proposal, tailoring its approach to guarantee the best possible experience for delegates, as well as deliver real business outcomes for companies that choose to host in Melbourne.

The successful 'Team Melbourne' approach enables MCB to deliver exceptional events for clients and delegates to motivate and reward staff and leave long lasting memories.

## MCB ASSISTS INCENTIVE AND CORPORATE PLANNERS WITH:



Accommodation and venue recommendations



Promotional and marketing support



Coordination of site inspections



Support from State and Local Government



Sample itineraries, social programs and proposal presentation



Customs and immigration procedures



Sourcing of suppliers and contractors and referral to inbound tour operators

A woman with long dark hair, wearing a black jacket and a purple scarf, is standing on a cobblestone street in Melbourne. She is holding a white smartphone up to take a photo of a vibrant graffiti wall. The wall is covered in colorful graffiti, including a large pink and blue figure. In the background, a man in a dark coat is walking. The scene is set in a narrow alleyway with buildings on either side. A large purple and blue diagonal graphic is overlaid on the left side of the image.

# WHY MELBOURNE

# MELBOURNE AT A GLANCE

Set on the shores of picturesque Port Phillip Bay, the southern-most city of mainland Australia is rich in aesthetics, with its beauty enhanced by the meandering Yarra River, immaculate parks and gardens, public art, classical buildings and innovative design.

## STABLE AND PROSPEROUS

**Uninterrupted growth** - Australia is a CRT-1 country with very low levels of economic, political and financial system risk. The nation has experienced 27 years of continuous economic growth.

**Enviably business environment** - According to the World Bank, Australia's business climate is in the top ten in the world regarding ease of doing business.

**Thriving** - Melbourne is ranked eighth in the global 'city prosperity index' by the United Nations.

## ENVIABLE LIFESTYLE

**World's Most Liveable City** - Melbourne was voted the World's Most Liveable City seven times by the London-based Economist Intelligence Unit.

**Multicultural** - Melbourne is one of the most cosmopolitan and multicultural cities in the world. Victorians come from over 200 countries, speak over 180 languages and dialects and follow over 110 religious faiths.

## AUSTRALIA'S PREMIER INCENTIVE STATE

**Award-winning** - Melbourne was voted Australasia's Leading Meetings and Conference Destination in the 2018 World Travel Awards.

**An abundance of facilities** - Melbourne boasts the country's highest concentration of conference facilities, conveniently located in the centre of the city.

**A plethora of accommodation** - The convention district boasts over 33,000 accommodation rooms, ranging from luxurious to more budget-friendly options.

## SAFE CITY

Melbourne has been accredited an international 'Safe City' by the World Health Organisation.

## FREE WI-FI

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

## CLIMATE

Melbourne's climate is characterised by low humidity and little rainfall, with four distinct seasons to enjoy. Average temperatures are listed below.

<b>Summer</b>	25°C/78°F December - February
<b>Autumn</b>	21°C/69°F March - May
<b>Winter</b>	16°C/58°F June - August
<b>Spring</b>	20°C/67°F September - November

## 24/7 INTERNATIONAL AIR ACCESS

**Melbourne Airport** - Operates 24 hours a day, seven days a week. Its integrated international and domestic terminal precinct provides passengers with the maximum flexibility in scheduling domestic and international travel. Melbourne Airport is a 20-minute drive via freeway from the city centre and is curfew free, providing more arrival and departure options for visitors.

The airport offers 35 international airlines flying direct to 40 destinations, 523 times per week.

## DIVERSITY OF EXPERIENCES

Planners are spoilt for choice when developing incentive programs. From city experiences to regional Victoria, the State offers immersive, cultural and memorable experiences, only available in Melbourne.

## ACCESSIBILITY

Melbourne is a well-connected, accessible city making it easy and enjoyable for delegates to travel in and around.

## WORLD-CLASS FOOD SCENE

Melbourne is renowned as a foodie haven with a diversity of cuisine that makes it a very enticing destination for incentive groups. There are a myriad of restaurants, food tours and immersive food experiences in Melbourne to indulge in the famous culinary delights of the city.



## A CITY THAT SUPPORTS INNOVATION IN BUSINESS

### AN ECONOMY WITH STRONG AND CONSISTENT GROWTH

The state of Victoria represents 3 per cent of Australia's total land mass, accounts for 22 per cent of national GDP and competes with the largest economies in South East Asia. For more than two decades, the Victorian economy has delivered strong and consistent growth supported by a diverse economy and a long history of prosperity across many industries.

### THE WORLD'S TOP PERFORMING COMPANIES

Melbourne continues to be the number one choice for a large number of both domestic and foreign-owned businesses. Six of the world's top 10 and 29 of Australia's top 100 companies choose to establish their headquarters and conduct their business in Melbourne above any other state in Australia.

### AUSTRALIA'S MOST EDUCATED STATE

Victoria is the most educated state in Australia. Over half of all Victorians aged between 15-64 hold a post-secondary qualification, and over a quarter hold a university degree – the highest proportion in Australia. In its Global Talent Index the EIU ranks Australia 2nd in Asia Pacific, and globally we are ranked 6th.

### CLEAN AND GREEN VICTORIA

Our global reputation as exporters and suppliers of some of the world's cleanest, greenest and safe food and fibre products is built on the highest quality biosecurity, safety and reliability standards, and strong environmental protection.

Home to over 40 food research centres, our food producers are early adopters of cutting-edge technologies in areas such as water management, food manufacturing and packaging.

### AUSTRALIA IS AN OPEN AND INTERNATIONALLY ENGAGED ECONOMY

Australia has well established open-market policies, large global trade and investment flows, and a dynamic and resilient economy. Melbourne consistently ranks highly on the Index of Economic Freedom and currently sits 5th in the world reflecting Australia's strong regulatory efficiency and rule of law, high trade, investment and financial freedoms. Australia is closely engaged with our Asia Pacific neighbours.



# GETTING AROUND MELBOURNE





## A TRANSIT FRIENDLY CITY

### PERFECT WALKING CITY

Melbourne is set in a compact grid layout, making it very easy to navigate by foot. The City of Melbourne has developed a series of self-guided walks to help visitors explore the city by foot.

### MELBOURNE BIKE SHARE SCHEME

Melbourne offers a Bike Share Scheme, allowing users to hire one of 600 bikes at the 50 docking stations around the city centre.

### RIVER CRUISES

With the Yarra River running through it and a bay next door, Melbourne is a great city to make your way around by boat. Jump on a Melbourne Water Taxi or take a scenic cruise departing from Southbank.

### FREE TRAM TRAVEL

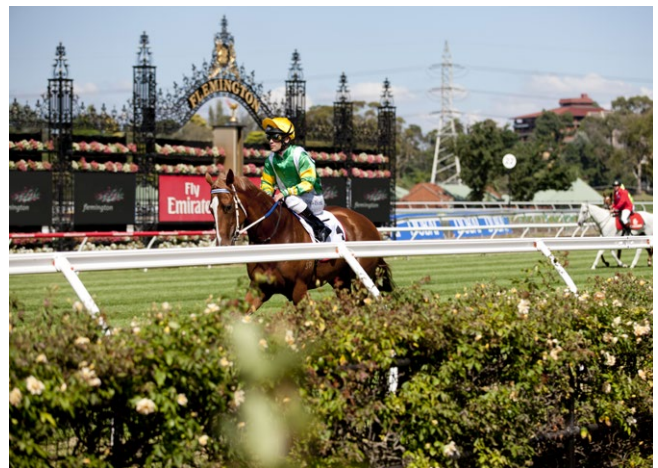
The City of Melbourne offers free tram travel within the city centre year-round.

### FREE CITY CIRCLE TRAM

The City Circle Tram travels the perimeter of the city centre, taking in many of Melbourne's landmarks. The City Circle route uses iconic heritage trams, offering passengers a historical experience, while automated commentary announces points of interest along the route.

A woman in a dark, sleeveless top and wide-leg trousers is juggling fire in a large, ornate, blue-lit hall at night. She is holding a flaming torch in her right hand and has another flaming torch in her left hand, which is raised. The hall has a high, vaulted ceiling with a complex metal structure and is filled with people in the background. The scene is illuminated by blue lights and the fire of the torches. A large orange triangle is overlaid on the left side of the image.

**EXPLORATION  
STARTS  
HERE**



## THE HOME OF MAJOR EVENTS

Melbourne is Australia's event capital, featuring everything from sport to fashion on its year-round calendar.

### MELBOURNE FASHION FESTIVAL

Known for its consumer friendly events where the public get a chance to mingle with the fashion elite and where Melbourne's own designers have the opportunity to showcase the city's distinctive edge and style.

### SPRING RACING CARNIVAL

Famous the world over as the most stylish and revered horse racing carnival in the world, culminating in the Melbourne Cup Carnival each November.

### AUSTRALIAN OPEN TENNIS CHAMPIONSHIPS

The biggest sporting event in the Southern Hemisphere and the first Grand Slam of the year, visitors fly in from all over the world for two weeks each January to get a slice of the action.

### AUSTRALIAN RULES FOOTBALL

Passions run high during the seasons of Australia's own football game, with its spiritual home at the world-famous Melbourne Cricket Ground, also home to the National Sports Museum.

### FORMULA 1® AUSTRALIAN GRAND PRIX

The world's fastest cars and adrenalin junkies alike head to the usually tranquil Albert Park Lake for a weekend in March sure to get the heart racing.

### MELBOURNE FOOD AND WINE FESTIVAL

Dive into the Melbourne Food and Wine Festival; an annual celebration of the Victorian food and wine industry. From large scale free events like River Graze to intimate dinners and immersive festival hub at the House of Food and Wine Hotel, there's something for every food lover.



## DESTINATIONS AFTER DARK

Melbourne's bar culture is an adventure in discovery; as with the retail outlets during the day, some of the best bars can be found down an unassuming laneway or on the city's rooftops.

### MUSIC AND COCKTAILS

Melbourne has been at the heart of Australia's live music scene since the heady days of the 60s and 70s. There are hundreds of gigs offered each night across any music genre.

### MELBOURNE RECITAL CENTRE

Part of the arts precinct, the Centre is an acclaimed music destination, combining architectural innovation and acoustic perfection to showcase the best music, artists and ensembles from around the world.

### ROD LAVER ARENA, ETIHAD STADIUM AND THE SIDNEY MYER MUSIC BOWL

These large venues host the world's most famous music and entertainment stars all year round.

### NIGHTCLUB SCENE

If dancing from dusk to dawn is on the agenda, Melbourne is the poster child for the best nightclubs and night life in Australia. There are no lock out laws meaning visitors have all night to explore the city's dance floors.



## A HAVEN FOR FOOD LOVERS

Surrounded by the highest quality natural produce and innovative, entrepreneurial chefs, Melbourne serves up some 75 ethnic cuisines, with over 3000 restaurants, cafés, bistros and bars in the city offering the best food in the Southern Hemisphere.

### THE NEW AUSTRALIAN CUISINE

Articulating Australian cuisine has always been a challenging prospect with unique produce from both sea and land, decades of migration and a geographic distance all shaping what and the way Australian's eat.

Melbourne's exponential growth as a food city is driving an awareness globally of what Australian food is - innovative, constantly evolving, not tied to any one culture or creed, except for a dedication to quality experiences delivered using some of the best produce the world has to offer.

### LOCALLY DISTILLED, LOCALLY BREWED

Widely renowned for some of Australia's top micro-breweries, Victoria's thirst for local, hand-crafted drinks is still on the rise. Over the past couple of years a number of distilleries offering everything from gin using native botanicals to small-batch whiskey have emerged to be readily embraced by the bartending community and the public.

### BEST IN BRUNCH

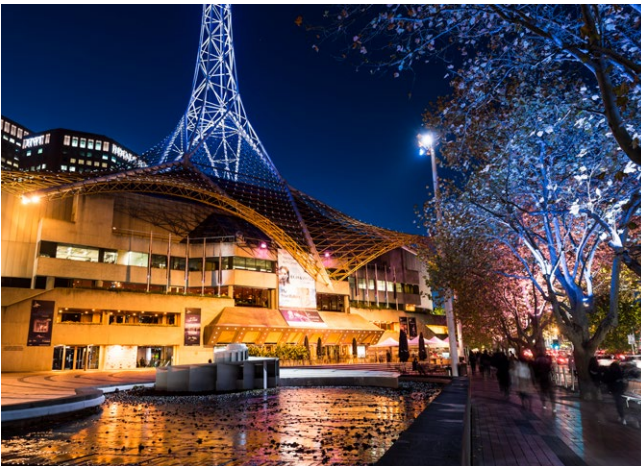
Melbourne has been renowned for brilliant brunch experiences for a number of years now. While artisan breads and single origin coffee are now a basic expectation - artfully designed and flavoursome dishes created using ingredients of the highest standard are served in high-end architecturally designed settings are further challenging the breakfast status quo.

### HERITAGE ON A MODERN PLATFORM

Melbourne's top culinary innovators are taking inspiration from the past to provide unique dining experiences.

### EXTREME ICE-CREAM

Rain, hail or shine, Melbourne's propensity for icy treats does not wane. A number of new additions to the gelato scene are popping up around town treating lovers to fresh hand made products, quirky serving techniques and a bounty of flavours.



## INSPIRING ARTS AND CULTURE

As Australia's centre of arts and entertainment, visitors are spoilt for choice when it comes to attractions and the performing arts in Melbourne.

### NATIONAL GALLERY OF VICTORIA (NGV)

Australia's oldest public art gallery, the NGV showcases over 68,000 works of art from around the world and regularly hosts temporary exhibitions. The NGV also has a home in Federation Square, which exhibits remarkable Australian art.

### ARTS CENTRE MELBOURNE

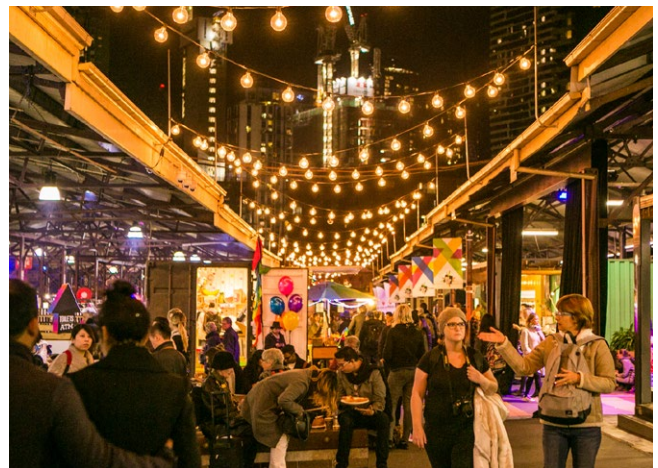
With its iconic spire, the Arts Centre Melbourne is the home of the performing arts in Victoria and has many live shows including musicals, ballets and orchestras each night.

### EAST END THEATRE DISTRICT

Catch a blockbuster show at Australia's only theatre district, the East End Theatre District, which is home to the heritage listed Princess Theatre, Regent Theatre, Comedy Theatre, Her Majesty's Theatre, the Athenaeum and the Forum.

### INDIGENOUS MELBOURNE

Discover Australia's Indigenous history, which reaches back more than 60,000 years as the original settlement of the Wurundjeri People. Visit the NGV, Melbourne Museum and Royal Botanic Gardens to learn about the unique traditions and spiritual beliefs of Victoria's first people.



## FASHION FORWARD

Melbourne is known as a well-dressed city, where shopping has been elevated to a new art form. Losing oneself amongst the laneways and arcades in the centre of town is just about the best way of getting to know the city, which is brimming with quirky boutiques, street markets, department stores and shopping centres.

### LUXURY GOODS

The top end of Collins Street is where to head for designer brands such as Prada, Gucci, Chanel, Bvlgari, Hermes and Ralph Lauren.

### CHADSTONE FASHION CAPITAL

The biggest shopping centre in the Southern Hemisphere features over 550 stores, designer boutiques and 32 luxury brands as well as homewares, health, beauty and more.

A new Tourist Lounge is available for visitors to enjoy, as well as exclusive Tourism Passport featuring over 100 special offers.

### QUEEN VICTORIA MARKET

One of Australia's longest running and most beloved shopping experiences, visitors can browse the aisles of fashion, shoes, leather and sheepskin goods, furniture, toys and Australian souvenirs, as well as a specialty food market.

### SOUTH WHARF DIRECT FACTORY OUTLETS (DFO)

Located in the vibrant South Wharf precinct, this ideal shopping destination offers brand name bargains, up to 70% off.



**SEE YOU  
IN MELBOURNE**