

melbourne is...

The Melbourne Brand captures all the essential characteristics of Melbourne, broken down into ten components.



*Each component highlights a segment of Melbourne, promoting specific resources and attractions that when combined create the perfect image of an ideal convention destination.*



#### ARCHITECTURE

The Gold Rush of the 1850s brought Melbourne immense wealth, and many of the grand old buildings that grace our City were built as a result of these golden years. Those historical treasures are now complemented by impressive examples of modern architecture.

Melbourne blends the past with the future, offering visitors a striking array of well-planned infrastructure. Whether it was built over a century ago, or a new project still awaiting completion, Melbourne's architecture is a monument to excellence.



#### ARTS AND CULTURE

Everywhere you look, Melbourne defines arts and culture.

From 'buskers' amusing passers-by on the City streets to classic symphonies and world class drama, Melbourne's diverse cultural background supplies an abundance of creativity and our arts facilities are extraordinary.





### BUSINESS

Business is booming! Located in the heart of the dynamic Asia Pacific Region, Melbourne is identified as one of the best places in the world to do business.

Melbourne is home to eight of the nation's 10 largest corporations and three of the top five multinationals. It is ranked 13th on the list of major corporate headquarter cities in the world.



### EVENTS

It's always Showtime in Melbourne! Melburnians adore celebrating, and this spirit is reflected in the events that occur throughout the year.

Big or small, loud or low-key, Melbourne's choice of events promises entertainment for all to enjoy.



### FOOD AND WINE

If you can't find culinary excellence here, you must have the wrong address! Melbourne is blessed with a culture of diverse backgrounds, and as a result our food and wine blends the finest cuisine from around the globe.

Our thriving local agricultural industry provides the finest meats, produce and ingredients to enhance the flavours and freshness of Melbourne's food, while world class wine regions such as the Yarra Valley provide a broad selection of premier reds and whites close to town.



### PARKS AND GARDENS

Beautiful parks and gardens surround Melbourne, an idyllic escape from the busy world of the City. Constant upkeep ensures the parks are in stunning condition year-round, a menagerie of rich colours and tranquil settings.

You'll love the fresh air, the greenery and the serenity as you enjoy Melbourne's beautiful parks and gardens.





## PEOPLE

Cosmopolitan, fun-loving, and friendly, Melburnians are indeed a mixed breed that visitors throughout the world find extremely appealing. Over a third of Melbourne's population has strong ties abroad. This has created a multicultural melting pot of ideas, skills, and personalities that has propelled Melbourne into international standing as the world's most liveable city.

The influence of Melbourne's people is visible everywhere – in our food, our arts, our sports, and all our passions. With so much culture and character, it's easy to see why the people of Melbourne have enamoured the rest of the world.



## SHOPPING

Go crazy! From fashion to furniture, electronics to elegance, Melbourne boasts unlimited choices at unbelievable prices. Visitors converge on the City daily as a shopping mecca. With so many amazing choices offered, you'll never want to leave Melbourne... empty-handed!



## SPORT

The roar of the crowd, the thwack of bat on ball, the thunder of thoroughbreds charging home – there's nothing to equal the sound of sports action, and it rings across the City throughout the year.

Sport is the atmosphere we breathe. From Australian Rules Football to cricket, golf and sailing, you can participate year-round in Melbourne.



## WATERWAYS

Set near the mouth of the Yarra and Maribyrnong Rivers, Melbourne overlooks the huge expanse of Port Phillip Bay, a sailing and boating paradise. Our beaches are popular and clean, providing recreation for Melburnians and visitors throughout the year.

There's nothing more appealing than a city on the water, and Melbourne is one of the most scenic bay capitals in the world.

