



Media Release

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A Tourism Fest in the West – 18 February 2014

There are some exciting opportunities emerging for the tourism industry in the west of Melbourne and this will all be revealed on a forthcoming one day regional industry forum the *Tourism Fest in the West*

The tourism industry in the west of Melbourne is looking forward to an exciting day of networking and discussion about new emerging opportunities.

The forum is being convened by Western Melbourne Tourism Inc a regional tourism cooperative funded with support from six western metropolitan Councils (Hobsons Bay, Wyndham, Moonee Valley, Melton, Maribyrnong and Brimbank City Councils).

MC for the day will be Melbourne comedian and ABC presenter Dave O'Neil, keynote speakers include Western Melbourne Tourism Patron The Hon Steve Bracks AC, destination marketing guru Simon McArthur, Professor Alison Morrison from Victoria University, as well as a range of other tourism industry leaders.

Former Premier Steve Bracks says "there is much about the west side of Melbourne that is rapidly changing and many Melburnians and visitors from further afield are appreciating more and more what the west has to offer. New food, new cultural communities, new arts venues and events – there is a lot to love about Melbourne's west. There is a new awakening and the region needs to prepare and market itself for increasing numbers of visitors"

Simon McArthur will give a key note address about the revitalisation of the image of Newcastle NSW and the development of Brand Newcastle, a project that has been so instrumental in giving the city a much more positive perception for visitors.

'There is much western Melbourne can learn from the Newcastle experience' Mr Bracks said

Information about the event program and other booking details can be found by visiting the conference home page <http://www.trybooking.com/71672>

Other supporting partners for event include LeadWest, Department of State Development Business and Innovation, Parks Victoria, Victoria University, and Scienceworks.

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