



A one day
regional tourism
industry forum for
Melbourne's west

tourism fest
in the west

Media Release

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A Tourism Fest in the West – Friday May 22 2015

Bringing New York to Melbourne's west

There are some exciting opportunities emerging for the tourism industry in Melbourne's west, and these will all be revealed at a forthcoming one day regional industry forum, the *Tourism Fest in the West*. The tourism industry will join MC [Andrew Gill](#) at the Sun Theatre in Yarraville Village and for an immersive day of networking and discussion with industry leaders about new emerging opportunities in tourism for Melbourne's west

It promises to be a very full day program of presenters in best practice, industry trends, forum discussion and professional development workshops for local industry operators. Complete with choc tops and popcorn!

The day will feature a key note address from guest international speaker, Edwin Marshall, a senior urban planner from the Manhattan Office of New York City's Department of City Planning, speaking about the regeneration of Harlem in New York as a cultural hub and visitor destination.

Chair of Western Melbourne Tourism, Deb Ganderton says "there is much about Melbourne's west 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"

"Like Harlem in New York, Melbourne's west is in transition and there is much we can learn from the Harlem experience. It is similarly culturally diverse and dynamic, creative and a meeting point for the hip, the professional, the creative, the families and the traditional. It is a cultural map of the world. The hustle and bustle, the arts and music, the festivals and entertainment meld together to create one of the most exciting regions in Victoria" she said.

Others speakers for the day will include the CEO of the Victoria Tourism Industry Council, Dianne Smith, and the Parliamentary Secretary for Tourism, Major Events and Regional Development, Danielle Green. The conference will be opened by the Mayor of Maribyrnong, Cr Nam Quach.

Forum discussions in the afternoon will focus on how urban activation can be used as a means of bringing more visitors in to the region, and the opportunities for the further development of 'metropolitan' tourism.

The Women's Circus based in Footscray will be performing during the day as a live example of performance and activation of the Yarraville village.

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

Information about the event program and other booking details can be found by visiting the conference website www.tourismfestinthewest.com.au

Other supporting partners for the Tourism Fest in the West include Victoria University, Quest Apartments, LeadWest, The State Department of Economic Development, Shadowfax Winery and Kape Communications

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