

MEDIA RELEASE
20 FEBRUARY 2020

INTERNATIONAL STUDENTS ENCOURAGED TO EXPLORE MELBOURNE'S WEST

[Western Melbourne Tourism](#) in partnership with [Get Lost Travel Group](#) and [Victoria University](#) have launched a program aimed at international university students, encouraging them to uncover the tourism hotspots of Melbourne's west.

Known as '*Hanging Local*' the program has been designed to get international students at Victoria University out and about exploring their local neighbourhoods, making new friends and feeling more at home in Melbourne's west. The collaborative project will also broaden participants' knowledge of local attractions across Melbourne's west, in turn helping to generate VFR (Visiting Friends and Relatives) travel within the region.

Coinciding with the start of the new university year, *Hanging Local* kicks off in late-February, taking international students on subsidised group tours around Melbourne's west. Participants will visit sites and attractions such as Organ Pipes National Park, Williamstown Botanic Garden, iFly at Essendon Fields, the Dingo Discovery Sanctuary and Research Centre, Footscray Market, Werribee Open Range Zoo and the State Rose Garden. The program will incorporate a mix of immersive experiences ranging from an Aussie Rules clinic with the Western Bulldogs, a Stand Up Paddle Boarding and Water Safety program, nature walks and picnics, conservation tours and photography workshop. Evening events and food and bar hops with other local students are also planned.

Hanging Local is supported by [Study Melbourne's International Welfare Program](#), a Victorian Government initiative. Watch a video about the program [here](#). Or follow the program on the *Hanging Local* [Facebook](#) page.

To get involved in this project, or to find out more about Western Melbourne Tourism's other initiatives contact WMT Executive Officer, Richard Ponsford via email richard@melbourneswest.com.au.

For more information about Melbourne's west visit melbourneswest.com.au or follow [@love_the_west](#) on Instagram.

<ENDS>

Media contacts:

Madeleine Blake – MBPR

E: madeleine@mbpr.co

M: 0400 262 505

Amy Gardner (WMT Communications)

E: amy@melbourneswest.com.au

M: 0409 006 175

About Western Melbourne Tourism Inc (WMT): WMT is an urban regional tourism organisation aiming to develop a more competitive tourism sector in Melbourne's West. It encompasses the municipal boundaries of:

Brimbank – Sunshine, St Albans & Keilor

Hobsons Bay – Williamstown, Newport, Spotswood & Altona

Melton – Melton, Plumpton & Caroline Springs

Moonee Valley – Essendon, Moonee Ponds & Ascot Vale

Wyndham – Werribee, Point Cook & Hoppers Crossing

Maribyrnong – Footscray, Yarraville & Seddon