



MEDIA RELEASE
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NEW WAY TO DISCOVER THE BEST OF WHAT'S HAPPENING IN THE WEST

Discovering What's On in Melbourne's west just got a whole lot easier, thanks to the launch of a new online events platform by [Western Melbourne Tourism](#).

Officially launched at Western Melbourne Tourism's annual industry briefing today (Thursday 29 November) at the Brimbank Community and Civic Centre, the website is the first of its kind for the region, providing both locals and visitors with a one-stop-site for the latest happenings in Melbourne's west.

Encompassing six city council areas, Melbourne's west covers all areas from Footscray to Werribee and from Flemington through to Melton.

According to Richard Ponsford, Executive Officer for Western Melbourne Tourism, the new What's On platform has been created to capture the vast number of events, both large and small, happening within the region.

"Being such a multicultural area, Melbourne's west is home to a rich and diverse, year-round calendar of events. Using state-of-the-art technology, we have created a website which captures everything that is happening across the region, presenting it on one user-friendly platform."

"Western Melbourne Tourism has partnered with technology company Everi to deliver this unique event feed, which is by far the most comprehensive list of What's On that you'll find for Melbourne's west," said Mr Ponsford.

Jan Jacklin, Chair of the Board for Western Melbourne Tourism said that the new What's On platform clearly demonstrated what was possible when a cohesive approach to promoting a region was taken.

"From small community run events, to one-off workshops and performances, to arts, cultural and food focused festivals, our exciting calendar of events is a real strength for Melbourne's west. Our team has worked closely with our six partner City Councils to deliver a platform that ensures both locals and visitors can easily access details of what's happening in the west."

"We want to ensure those people who are already living in the west, or who are planning on visiting Melbourne's west, are aware of just how much is happening around them, ensuring they stay local and spend their tourist dollars locally," said Ms Jacklin.

"This project is a great example of the power of a collective approach to marketing, with each of our six member Councils contributing to this project. This has resulted in Melbourne's west having what we believe to be one of the best What's On platforms in the greater metropolitan Melbourne area."

All visitor events taking place within Melbourne's west that are already listed online will be automatically picked up on the feed and listed on the Melbourne's west website. If your event hasn't been listed or needs editing, please contact Amy Gardner at Western Melbourne Tourism on amy@melbourneswest.com.au.

The What's On platform is now live and can be viewed at melbourneswest.com.au/whats-on

For more information about Melbourne's west visit melbourneswest.com.au or follow [@love the west](https://www.instagram.com/love_the_west) on Instagram.

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Media contacts: For additional comments or interview opportunities please contact:

Madeleine Blake – MBPR

E: madeleine@mbpr.co

M: 0400 262 505

Amy Gardner

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