



melbourne's west

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FOR IMMEDIATE RELEASE

Love Westside Wins Double Gold at Melbourne Design Awards

Western Melbourne Tourism's consumer destination brand, Love Westside, has won two Gold Awards at the 2026 Melbourne Design Awards for excellence in destination branding and digital travel platforms.

Love Westside received Gold in:

- **Digital - Travel**, for the Love Westside digital destination platform, developed by ROAM.
- **Graphic Design - Identity & Branding – Tourism**, for the Love Westside destination brand, created by R-Co Brand in collaboration with HM.

The awards recognise Love Westside's success in creating a distinctive destination identity reshaping perceptions of Melbourne's west and inspiring more people to discover the region's food, culture, events, natural attractions and neighbourhoods.

Western Melbourne Tourism Chair, Scott Chapman said:

"Melbourne's west is on a trajectory of experiences, opportunities and tourism growth that is being discovered by visitors across the country. This award recognises the achievements of every tourism operator who delivers outstanding experiences that make up Love Westside - it is no longer a secret!"

Western Melbourne Tourism Executive Officer Richard Ponsford said the awards recognise a long-term vision to position Melbourne's west as one of Australia's most compelling urban destinations.

"Love Westside was created to tell a different story about Melbourne's west - celebrating the culture, creativity, food, nature and diverse communities that make our region unique."

These awards recognise the power of collaboration. Together with our councils, tourism operators, creative partners and local communities, we've built a destination brand that is reshaping perceptions and inspiring more people to discover Melbourne's west. We're proud of this recognition and excited to keep building the region's reputation as one of Australia's most exciting visitor destinations."

Launched in 2025, Love Westside is the consumer destination brand of Western Melbourne Tourism, developed through the shared vision of its six member councils. Through its website, digital campaigns, social media, PR, newsletter and the weekly *What's On Westside* podcast, the platform connects visitors with local businesses, events and experiences while inspiring local pride, increasing visitation and supporting the visitor economy.

Western Melbourne Tourism acknowledges the strong collegiate support of its six member councils and industry partners and thanks creative partners R-Co Brand, ROAM, HM, Hello Idea, Rob Blackburn Photography and the Sun Theatre, along with the many tourism operators, artists, businesses and community organisations whose collaboration continues to shape Love Westside.

Learn more at www.melbourneswest.com.au or explore www.lovestside.com.au.

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