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FOR IMMEDIATE RELEASE

Australia's first Vietnamese Museum adds a nationally significant visitor experience to Melbourne's west

Melbourne, Victoria – Melbourne's west has a striking new cultural landmark, with the Vietnamese Museum Australia now open in Sunshine. The first museum of its kind in Australia, it shares the stories, traditions and contributions of the more than 350,000 people of Vietnamese heritage who call Australia home.

Located in the heart of Sunshine, home to one of Australia's largest Vietnamese communities and renowned for its authentic food scene, the museum gives visitors a compelling new reason to explore one of Melbourne's most culturally rich destinations.

Officially opened in October by Museum CEO Tammy Nguyen and Chair Bruce Mildenhall alongside Victorian Premier Ben Carroll, Federal Member for Fraser Daniel Mulino and Brimbank Mayor Cr Virginia Tachos, the museum arrives as Victoria marks 50 years of Vietnamese settlement and offers a powerful new cultural experience for local, interstate and international visitors.

Spread across three storeys, the museum is anything but a quiet, look-don't-touch experience. Galleries bring stories to life through video, photography, treasured artefacts and interactive displays.

Visitors can follow the Journey Walk, tracing the path many refugees took to reach Australia, often on crowded and unsafe boats in search of freedom and a better future.

Timelines explore Vietnamese culture and history, from life in South Vietnam to the first arrivals in Australia during the 1970s and the generations who have helped shape modern Australia. Stories from

Australian Vietnam veterans are woven through the experience, while the collection continues to grow through contributions from community members sharing their own stories and memories.

The building itself is a destination attraction. Tall red panels rise like bamboo and evoke powerful ocean waves, reflecting Vietnamese culture, the journey by sea and the red earth of Australia. At its entrance, the new Wominjeka Plaza, delivered by Brimbank City Council, honours the Traditional Owners and celebrates the region's refugee and multicultural communities, connecting the museum to RT Pollard Gardens.

The museum's location in Sunshine is no accident. Around 17 per cent of Brimbank residents have Vietnamese heritage, making it one of the largest Vietnamese communities in Australia and one of the country's most authentic destinations for Vietnamese food and culture.

Tammy Nguyen, Chief Executive Officer, Vietnamese Museum Australia Chief Executive Officer of the Vietnamese Museum Australia, said the museum was an important milestone for the Vietnamese Australian community:

“When our families fled Vietnam, they could never have imagined that one day there would be a museum in Australia telling their stories. Many arrived with very little, having left behind their homes, their loved ones and everything they knew.

Fifty years later, we have built a place that honours their journey, celebrates what they have contributed to this country, and ensures future generations understand how we came to be here.

We want people from all walks of life to visit, to discover stories they may never have heard before, and to experience the Vietnamese culture and community that has become such an important part of Melbourne's west. This is not just Vietnamese history. It is Australian history.”

Western Melbourne Tourism Chair Scott Chapman AM said the opening was a milestone for the region's visitor economy.

"Experiences like this are why more people are discovering Melbourne's west. The museum celebrates the diverse communities that make our region unique and gives domestic and international visitors a compelling reason to visit and stay a while”.

The museum was jointly funded by $9.7 million from the Australian Government through its Investing in Our Communities Program and $9.2 million from the Victorian Government, alongside community fundraising efforts.

Make a day of it in Sunshine

After visiting the museum, travellers can explore Sunshine's renowned Vietnamese dining scene, from steaming bowls of pho and fresh rice paper rolls to crunchy banh mi, spicy bun bo Hue and traditional

com tam. Finish with a Vietnamese iced coffee, a stroll through RT Pollard Gardens and time exploring the area's vibrant shopping precinct.

Visitors can also discover Sunshine's growing cultural precinct and experience one of Australia's most authentic Vietnamese communities firsthand.

Itineraries, dining recommendations and local tips are available at Love Westside's Sunshine guide.

Plan your visit

Where
119 Durham Road, Sunshine VIC 3020

When
Tuesday to Saturday, 10am-4pm

Adults $16. **Concession / Seniors** $14. **Students** $12. **Children under 6** Free.

More information
vietnamesemuseum.com.au
Sunshine is just 15 minutes from Melbourne's CBD by train, with Sunshine Station a short walk from the museum.
Museum architects: Konzepte Melbourne

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Images: A high-resolution image of the Vietnamese Museum Australia is available HERE.

Notes to editors: Launched in 2025, Love Westside is the consumer destination brand of Western Melbourne Tourism, developed through the shared vision of its six member councils: Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley and Wyndham. Explore lovewestside.com.au or learn more at melbourneswest.com.au.

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