

Bid from
Melbourne, Australia

IEEE International Symposium on Information Theory – ISIT 2015



IEEE International Symposium on Information Theory – ISIT

Melbourne 2015

It is with great pleasure that I intend to submit a proposal to host the IEEE International Symposium on Information Theory (ISIT) in Melbourne, Australia for 2015. As Chair of the Bid Committee, I am engaging with Professor Ezio Biglieri and we have agreed to Co-Chair a Melbourne Symposium in 2015.

In keeping in line with previous IEEE ISIT events, I am proposing to host the event from 12-17 July 2015 inclusive. I plan to ensure that the structure of the Symposium is kept similar and envisage a variety of plenary sessions coupled with 8 parallel sessions throughout the Symposium. Both Professor Biglieri and I are acutely aware that registration fees need to be kept at a reasonable rate and as a result of a preliminary budget examination, foresee that IEEE IT Society early-bird member rates will be offered at approximately \$800 AUD (€585).

I am proposing Melbourne as the host city for IEEE ISIT in 2015 as it is recognised internationally as a Centre of Excellence in many facets of engineering, with a large concentration of research institutions within close proximity of the city. The State Government of Victoria is extremely supportive of the Melbourne bid and it has made an unprecedented investment in support of the bid. Melbourne consistently ranks as one of the World's Leading Convention Destinations and has won numerous awards for its prowess as a Host City for International Conventions.

The proposed Symposium venue is the new Melbourne Convention and Exhibition Centre (MCEC) – Australia's largest combined Convention and Exhibition Facility. The Convention Centre has the capacity to hold the 2015 Symposium all under one roof within the City Centre location. Melbourne is a purpose built conference and event destination – with all major venues and accommodation centrally located and easily accessible. I feel that Melbourne would be the ideal destination for this important gathering. Through delegate boosting activities provided by the Melbourne Convention + Visitors Bureau and with the attractiveness of the destination, we predict that there will be strong attendance at a Melbourne ISIT in 2015 with an estimated 850 registrations.

I look forward to learning more of the opportunity for Melbourne to propose to host the 2015 ISIT and advise that a formal submission will be made in time for the upcoming meeting of IEEE ISIT Board of Governors in St Petersburg, Russia in July.

I am confident that the IEEE International Symposium on Information Theory 2015 in Melbourne will offer a successful event with great outcomes in a wonderful city.

Yours sincerely,

Professor Emanuele Viterbo

OVERVIEW MELBOURNE & AUSTRALIA



■ Australia ■ Victoria ■ Melbourne ■ New Zealand



AUSTRALIA

- Australia is the largest island and sixth largest country in the world, with an area of 7.68 million square kilometres
- It has nearly 37,000 kilometres of coastline with climatic zones ranging from wet tropics and rainforests to red deserts, from snow-covered mountains to temperate valleys.

MELBOURNE - THE CAPITAL OF THE STATE OF VICTORIA

- Population of approximately 4 million
- One of the most cosmopolitan and multicultural cities in the world, with 140 nationalities representing 100 religious faiths and 180 different languages
- The most geographically diverse state in Australia. Everything from rugged beaches to popular snowfields, from temperate wine regions to arid deserts are all found within a relatively short distance
- Accredited as an International 'Safe City' by the World Health Organisation
- A truly global destination for major events and home to five of the six most significant annual sports events held in Australia – the Australian Football League Grand Final, the Melbourne Cup (the most famous horse race in Australia), the Australian Open Tennis Championship, the Boxing Day Cricket Test and the Australian Formula 1 Grand Prix
- The food and shopping capital of Australia offering a huge range of options to cater for all tastes and budgets. Melbourne has more than 3,000 restaurants, cafés and bars and more retail space than any other city in Australia
- Five wine growing regions and over 170 wineries within 90 minutes of Melbourne City
- The number one domestic destination for Australians wanting to take a holiday in the next two years (Source: Roy Morgan Research, 2010)
- Has won numerous awards for its prowess as a host city for international conventions and consistently ranks as one of the world's leading convention destinations.

MELBOURNE'S CLIMATE

Melbourne's climate is characterised by low humidity and low rainfall, with four distinct seasons to enjoy.

	Average Daily Temp (°C)	Average Daily Temp (°F)
Summer (December to February)	25	78
Autumn (March to May)	21	69
Winter (June to August)	16	58
Spring (September to November)	20	67



THE MELBOURNE CONVENTION AND EXHIBITION CENTRE (MCEC)

www.mcec.com.au

The Melbourne Convention and Exhibition Centre (MCEC) is the world's first and only 'Six Star Green Star' environmentally rated convention centre, and represents best practice in sustainability, design features, versatility and innovation. The MCEC continuously raises standards to new heights in technology and green initiatives, and challenges traditional venue catering and service options.

Location

- Integrated with the Hilton Melbourne South Wharf Hotel (396 rooms/5 star)
- Nestled on the Yarra River amongst the emerging inner-city South Wharf precinct
- Within easy walking distance of Melbourne's world class restaurants, hotels, shopping and entertainment precincts
- 20 minute drive from the international airport.

Capacities

- 52 meeting rooms of various sizes (from 60 delegates theatre style to 2,304 delegates theatre style)
- Over 30,000 square metres of exhibition space
- Flexible plenary- total capacity of 5,500+ with tiered seating which splits into three acoustically separate auditoriums for 1,500, 1,500 and 2,500 delegates
- Banquet room – 1,500 banquet style, 2,304 theatre style.

Green and sustainable

- Accredited at Bronze Level by EarthCheck, a global certification recognising the success of sustainability initiatives
- The venue's sustainable design, operational features and green event options ensure the comfort of visitors and protection of the environment go hand-in-hand
- Convention Centre holds a 'Six Star Green Star Rating' from the Green Building Council of Australia - representing world leadership for green design
- Recognised with a string of awards for sustainable architecture and environmental initiatives
- Green event options include waste and water, paper and printing, energy, travel, and ensuring decreased food miles, with produce and wine sourced locally from across Victoria.



AN AWARD-WINNING CENTRE

- National Architecture Award – Public Architecture Award 2010
- Victorian Architecture Medal 2010
- Best Achievement in Catering Award – Australian Event Awards 2010
- Australian Construction Achievement Award 2010
- Australian Interior Design Award – Environmentally Sustainable Design 2010
- Australian Interior Design Award – Best of State Commercial Design 2010
- Urban Development Institute of Australia National Awards for Excellence 2010
- Urban Development Institute of Australia Environmental Excellence Award 2009
- BPN Sustainability Award (overall winner and category winner of the 'Public Building and Urban Design' award) 2009
- SmartCompany Web Award 2009
- Australian Property Institute's Investa Environmental Development Award 2009
- Australian Property Institute's President's Award 2009
- Banksia Foundation Built Environment Award 2009
- IMEX Green Meetings Industry Council Award 2009
- AIME Best Environmental Supplier Award 2009.



Audio-visual and technology

- The MCEC now offer free wireless internet - a first for any convention centre in Australia
- State-of-the-art audio visual, communications and information technology installed in every meeting room of the MCEC
- Easy to use and highly intuitive 'intelligent lectern' which controls the room's lighting, sound, and data projection in the convention centre – the ultimate in self-management.

Food and wine

- Creative in-house menus use sustainable local Victorian produce, matched with hand-selected regional wines
- The MCEC chefs tailor menus to the needs of your specific event - regardless of the size - using fresh, local and seasonal ingredients.



INTERNATIONAL CONVENTIONS COMING TO MELBOURNE

Examples only. All events will be held at the MCEC.

Year	International Convention	Delegates
2011	General Assembly of the International Union of Geodesy and Geophysics – IUGG	4,000
2011	International Botanical Congress	3,500
2012	7th World Congress for NeuroRehabilitation	2,000
2012	13th Asian and Oceanian Congress of Neurology	1,500
2012	Congress of the International Society for Photogrammetry and Remote Sensing	2,500
2013	International Congress of Pediatrics	5,000
2013	International Council of Nurses 25th Quadrennial Congress	6,000
2013	22nd World Diabetes Congress	12,500
2014	International Congress of World Federation of Hemophilia	3,400
2015	35th Congress of the Societe Internationale d 'Urologie	4,000





ACCOMMODATION

- Whether it's five star luxury with all the trimmings, boutique designer enclaves, a self-catering apartment or a great value cosy room in the heart of the city, Melbourne can meet your delegates' needs. Most of Melbourne's city hotels are within walking distance from the Melbourne Convention and Exhibition Centre
- There are currently 9,400 hotel rooms within the city centre, 16,250 within the City of Melbourne and 25,500 hotel rooms in greater Melbourne
- All major international hotel chains are represented – Hyatt, Westin, Marriott, Sofitel, Novotel, Crowne Plaza, Holiday Inn, Hilton, Sheraton and more
- More than 5,400 hotel rooms are located within a five minute walk of the Convention Centre
- Melbourne has an abundance of hostel accommodation for travellers on a budget. The city centre has the biggest concentration of these rooms, with over 3,100 beds. Budget accommodation in Melbourne starts from as low as AUD\$28.00 per night
- Melbourne has approximately 3,450 serviced apartments within a 20 minute walk from the Melbourne Convention and Exhibition Centre.

SOME OPTIONS FOR HEADQUARTER HOTELS

Hotel	Stars	No. of Rooms	Distance from Convention Centre
Hilton Melbourne South Wharf	5	396	Adjoined
Crown Towers Hotel	5	481	5 minute walk
Crown Metropol	5	658	2 minute walk
Crowne Plaza Melbourne	4.5	385	3 minute walk
Crown Promenade	4	465	6 minute walk
Holiday Inn on Flinders	4	200	5 minute walk
Melbourne Short Stay Apartments	4	280	5 minute walk
Travelodge	3	275	10 minute walk
Hotel Enterprize	3	273	5 minute walk
Urban Central Accommodation (Backpacker Style)	N/A	121	5 minute walk

VISA ASSISTANCE/REQUIREMENTS

- Australia's Electronic Travel Authority is the world's most advanced and streamlined travel authorisation system
- Instant online applications for over 30 countries
- Enables delegates to spend up to three months in Australia
- The International Event Coordinator Network is a Federal Government Department established to fast track business and convention visas.

TOURIST REFUND SCHEME

- Delegates will be eligible to claim a refund of the Goods and Services tax (GST) paid while in Australia, on any goods over AUD\$300 purchased in one store on one receipt
- This means a refund to delegates of 10% on the purchase price of any item they buy in Australia which is eligible for the refund
- Delegates can claim the refund on more than one item, but only on items that are taken as carry-on luggage or worn on their person when leaving Australia
- The refund process is easy! Delegates can collect their refund at the airport up to 30 minutes prior to the scheduled departure of their international flight. All they need to do is produce the item and a tax invoice (receipt).

VACCINATIONS

Other than being up-to-date with routine vaccinations, no particular vaccinations are required for travel to Australia, saving delegates money when travelling.



INTERNATIONAL FLYING TIMES



INTERNATIONAL ACCESSIBILITY

- 27 international carriers currently operate direct to Melbourne including: Qantas, Emirates, Etihad, Cathay Pacific, Singapore Airlines, Malaysian Airlines, Thai and Korean Air
- There are around 585 international flights to and from Melbourne each week
- There are approximately 3,200 domestic flights to and from Melbourne each week
- Melbourne International Airport offers:
 - No airport curfew
 - Foreign language welcome desk
 - 24/7 wheelchair assist service
 - Arrival and departure levels linked by travelators and elevators
 - Easy transfers – single international and domestic terminal precinct
 - Disabled access toilet facilities throughout both terminals
 - A dedicated Group Arrivals Desk
- There is no additional arrival or departure tax for flights into and out of Australia
- Melbourne International Airport was awarded 'Low Cost Airport of the Year' in 2009. Low cost carriers include Jetstar International, Tiger Airways, AirAsia X, Virgin Australia and Rex Regional Express Airways
- Qantas Airways will provide delegates with **10-55% off published airfares**
- Great stopover options in Asia and New Zealand for those travelling from Europe and the Americas who can extend their stay after the convention.

AIRPORT – HOTEL TRANSPORTATION

Skybus

- Express bus service to the city operates 24/7, every 10 minutes
- 20 minute journey time
- Adult one-way fare is AUD\$16.00
- Fleet is 100% enhanced with mobility impaired access
- Free transfer from city centre to hotels
- Carbon neutral service.

Taxis

- 20 minute journey time
- 300 wheelchair accessible taxis on the network
- Approximate cost one-way to city is AUD\$45.00.

GETTING AROUND MELBOURNE

Melbourne is a great walking city with the Melbourne Convention and Exhibition Centre located within easy walking distance to hotels, restaurants, cafés and shopping.

For delegates who want to use public transport, there are many easy and accessible options:

- **Free** City Circle Tourist Tram
- **Free** Tourist Shuttle Bus (wheelchair accessible)
- Metropolitan Trams and Trains (wheelchair accessible)
- Bus Services (over 50% are wheelchair accessible).



POTENTIAL SOCIAL EVENT VENUES

Crown



Melbourne Museum



National Gallery of Victoria (NGV)



Harbourside Venues at Docklands



Melbourne Cricket Ground (MCG)



Queen Victoria Market



STRONG SUPPORT FROM THE MELBOURNE CONVENTION + VISITORS BUREAU (MCVB)

- Australia's only full service Bureau – helping you from start to finish
- The only Bureau in Australia whose service standards are independently audited by Lloyd's Register Quality Assurance Ltd
- Assistance with marketing and promotion of the convention as well as with delegate boosting initiatives:
 - **Free** access to MCVB's public relations, media and promotional support
 - **Free** assistance with Corporate Social Responsibility initiatives/ideas
 - **Free** assistance with venue contracting
 - **Free** assistance with negotiation of hotel room blocks
 - **Free** access to the Business Events Marketing e-Kit – a suite of five 'white label' online products which provides invaluable digital information to delegates.

GUARANTEED HOST CITY FINANCIAL SUPPORT

Melbourne provides a strong package of Citywide Financial Support. This demonstrates our commitment to help with Delegates Boosting Activities to generate the maximum number of delegates for the Symposium. The total guaranteed value cash and in-kind, of Melbourne's Citywide Support comes to:

AUD\$65,000

Suggestions for the use of this include:

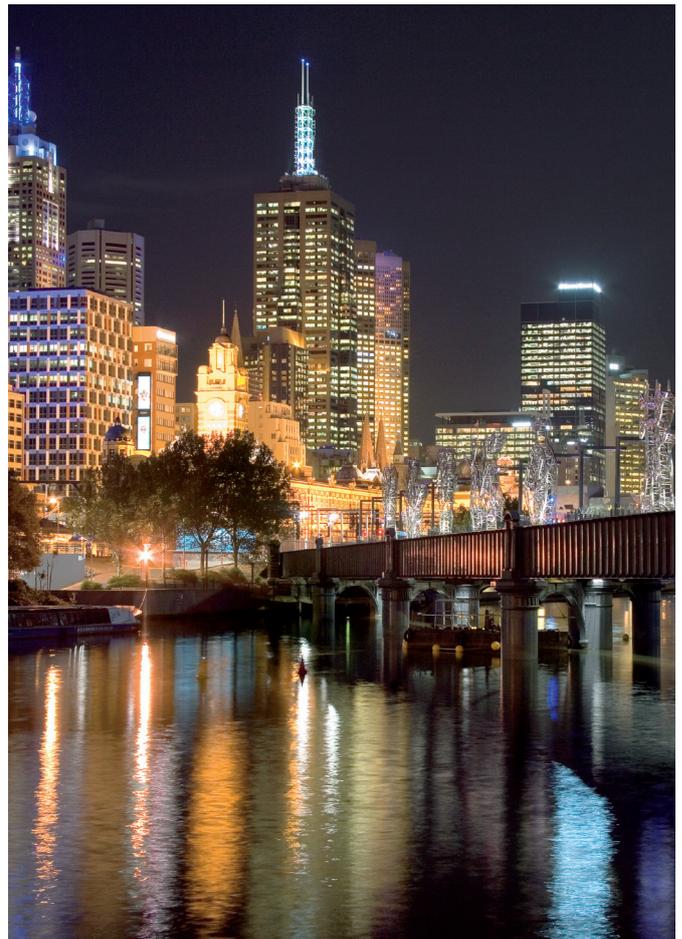
- ✓ Promotional and marketing activities to assist with delegate boosting
- ✓ Funds to contribute towards Keynote Speaker Sponsorship.

The funding is based on the Symposium being held at the Melbourne Convention and Exhibition Centre and is subject to an agreed marketing plan and the signing of a Memorandum of Understanding (MOU).



I know that many Convention and Visitors Bureaux are content when a bid is won. The Melbourne attitude was different. They demonstrated a commitment to making the Genetics Conference a huge success in terms of delegate numbers and the quality of the experience for delegates. ”

Associate Professor Phil Batterham, Secretary General, XIX International Congress of Genetics 2003 (2,700 delegates), 63rd Annual DPI/NGO Conference 2010 (1,800 delegates)



MELBOURNE KNOWS HOW TO DRIVE DELEGATE NUMBERS

Conference	Dates	Estimated Attendance	Actual Attendance	Increase Achieved
63rd Annual DPI / NGO Conference	August 2010	1,200	1,800	50% ↑
World Congress of Internal Medicine	March 2010	1,500	2,163	44% ↑
The Royal College of Pathologists of Australasia 2010 Conference	February 2010	800	1,086	36% ↑
International Geomorphology Conference 2009	July 2009	600	665	11% ↑
WONCA – Asia Pacific Regional Conference	October 2008	1,000	1,451	45% ↑
13th OTTAWA Conference on Medical Education 2008	March 2008	600	970	61% ↑
The Mental Health Services Conference	September 2007	1,200	1,500	25% ↑
Royal Australian College of Physicians	May 2007	600	901	50% ↑

ASSISTANCE WITH DELEGATE BOOSTING - BUSINESS EVENTS MARKETING E-KIT



Part of MCVB's delegate boosting assistance is through its world first Business Events Marketing e-Kit, a suite of five 'white label' online products which provide invaluable information to delegates.

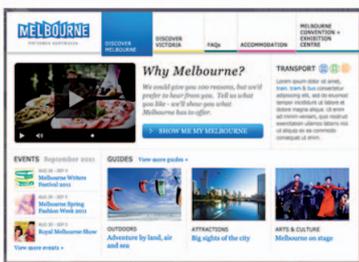
The products are designed to build a one-to-one relationship between the delegate and the destination and assist them through all stages of their decision making and convention journey. The five free products are:

1. ONLINE DELEGATE BOOSTING TOOL



The personalised 'My Melbourne' Online Delegate Boosting Tool presents delegates with a personalised email containing a series of unique city and regional Victorian experiences to choose from. For example, the delegate's areas of interest may be sports, galleries and shopping. A snapshot of these experiences will then be then captured in a customised video vignette which can be shared with colleagues and accompanying persons.

2. MELBOURNE WIDGET



The Widget provides ready-made content about Melbourne and regional Victoria which can be easily inserted into any conference, association or event website. It is designed to entice delegates into learning more about the destination as well as pre and post touring opportunities.

3. EDM'S



The EDM is an integrated email system with a series of ready-made electronic templates designed to be a primary communications channel for promoting each of the e-tools and to assist conference organisers in streamlining conference communication.

4. SMARTPHONE APP



This application contains conference information specific to each conference, such as social events, speaker profiles and program schedules.

Furthermore, it expands on various attractions the delegates can enjoy in the City of Melbourne and regional Victoria, whether it be food and wine, arts and culture or sports and entertainment.

5. TABLET APP



The Tablet App is designed to be the interactive element at the conference for the delegate, containing both conference and destination information. The Tablet App utilises all the benefits of the Smartphone App and takes it to a new level, allowing delegates to download speaker slides, speaker profiles and other vital information.

The benefits of the Marketing e-Kit are remarkable. Enticing delegates to Melbourne is paramount to a successful conference, as is enriching their overall experience, especially when they are in the city.

The EDM, Widget and 'My Melbourne' Online Delegate Boosting Tool are fundamental components of the planning and pre touring phase. Research conducted by MCVB shows that close to 46 per cent of delegates visiting Melbourne for a conference stay on to visit regional Victoria and that more than a quarter of delegates visit with at least one travelling partner.

Additionally, over three-quarters of international delegates sourced information on Melbourne prior to their visit.

The Smartphone and Tablet Apps, which work across all platforms, including Android, Nokia and Apple and will be extremely beneficial when the delegate comes to Melbourne.

For the purpose of your conference, the questionnaire and all other pages of the online tool will be customised with the conference name and logo. MCVB will also be able to provide organisers with full reports on the interests and responses of potential delegates.

The Business Events Marketing e-Kit is provided for free to all large conferences/congresses being held at the Melbourne Convention and Exhibition Centre.



MELBOURNE & VICTORIA

TOURING OPTIONS

As the gateway to Victoria's regional escapes, Melbourne provides delegates with endless opportunities for pre and post touring. Travel for less than two hours in almost any direction and you'll discover why this State is famous for the variety of its food and wine, scenic, adventure and relaxation regions.

TWO HOUR TOURS – MELBOURNE CITY

Walkin' Birrarung –Yarra River



This unique walk is presented by the Koorie Heritage Trust – a not-for-profit Aboriginal community organisation – and gives participants a sense of the ancestral lands of the Indigenous Kulin people. Walkin' Birrarung is a journey back through time, exploring the dramatic and irrevocable changes of both the people and the place. This sensory

experience evokes the memories of a vibrant, natural and cultural landscape. The tour begins at Enterprize Park, where delegates follow the river upstream, stopping to discover the significance of sites and landmarks of the Kulin people and the colonial settlement of Melbourne.

Chocolate and Historical Treats Afternoon Walk

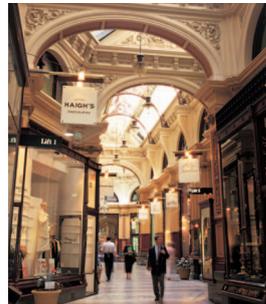


History and chocolate blend together to provide visitors with a delicious taste of Melbourne. The afternoon begins at Haigh's Chocolates in the elegant Block Arcade, where delegates will enjoy tastings and an insight into the family history of the company. The next stop is Galleria, where Déva will stimulate the senses with exclusive Cocoa-Le-Art handmade chocolates.

At Hub Arcade, Chokolait will entice delegates and in Royal Arcade, the oldest trading arcade in Melbourne, chat to Koko Black's chocolatier and taste their handmade sensations. The tour finishes with afternoon tea at Laurent Boulangerie Patisserie for a rich, French cake creation.

HALF DAY TOURS – MELBOURNE CITY

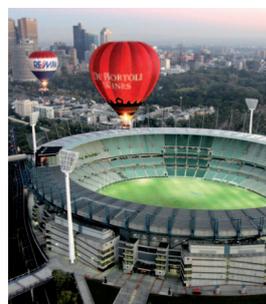
Explore Melbourne's Lanes and Arcades



Although Melbourne's beautiful lanes and arcades may be well known, not all of their wonders are easy to find. On this tour conducted by Melbourne Private Tours, delegates can discover local designers and specialty retailers in locations such as the 1869 Royal Arcade. The history and the amazing architecture of these thoroughfares will inspire visitors, as they will see

more than 30 stores along the way. The tour concludes with lunch at one of Melbourne's finest restaurants.

The MCG Tour



As the undisputed home of Australian sport, the Melbourne Cricket Ground (MCG) tour is an unforgettable experience for sporting enthusiasts. The MCG has staged many memorable events, including the Olympic Games, Commonwealth games test cricket and Australian Football League (AFL) Grand Finals. Backstage, the MCG Tour provides

visitors with the opportunity to relive great sporting memories, celebrating the achievements of Australian and international champions. A fully accredited sports heritage complex and tourism destination, the MCG also houses the National Sports Museum.

OUTSIDE MELBOURNE – FULL DAY TOURS

Daylesford – Pure Indulgence



Daylesford is the regional capital of indulgence, with spa retreats and natural springs, luxury accommodation, great cafés, local galleries and fine dining.

Delegates enjoy a scenic drive from Melbourne to the quaint township of Hepburn Springs, a former gold town established in the mid 1800s. An oasis of tranquillity awaits at the Lavandula Swiss-Italian farm.

Visitors can take a walk around the stone farmhouse buildings, surrounded by a stunning garden, lavender fields, a small creek and distant hills, followed by a fine morning tea. They can then explore Daylesford's charming Convent Gallery, which has a fascinating history and wonderful local art. For some pre-lunch pampering, delegates can indulge at Hepburn Bathhouse – a 'must-do' when visiting Australia's premier spa destination, or visit local vineyards. The tour finishes with a leisurely lunch of the region's best produce at the award-winning Lake House.

The Bendigo Experience

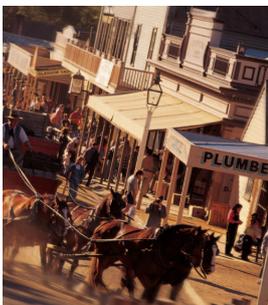


This area of Victoria, which is easily accessible from Melbourne, is renowned for its stunning galleries, grand streetscapes, boutique stores and culinary delights.

The Bendigo Experience Pass incorporates the best attractions of the city. This includes the museum at Australia's oldest working pottery, Bendigo Pottery, established in 1858. Delegates can walk in the footsteps

of 19th Century miners in the Central Deborah Gold Mine – Mine Experience Tour, 61 metres underground. They can also experience a living history of the Chinese people of Bendigo from the Gold Rush to the present at the Golden Dragon Museum. The Bendigo Experience concludes with a tour of the city's historic streets, featuring sandstone buildings, remarkable architecture and century-old gardens on the Vintage 'Talking' Tram Tour.

Sovereign Hill



Re-live Australia's Gold Rush days on a full day tour to Sovereign Hill. A luxury coach transfer will take delegates to Ballarat for a tour of the town, which is an authentic re-creation of a 19th century mining town. Ballarat captured the world's attention in 1851 with the richest alluvial gold deposits in history. Today, Sovereign Hill recreates that golden era of excitement and

everyday pioneer life. Delegates can see costumed townspeople going about their business; be enthralled by blacksmiths and traditional craftsmen at work; visit the Gold Museum; ride on a stagecoach; and above all, try their luck by panning for real gold.

Learn to Surf



Catering for the beginner to the experienced, surf lessons have been known to unleash new talent and spark a desire to surf that will last a lifetime. Certified with Surfing Australia, instructors from Big Stick Adventures will take delegates to a safe beach in Torquay, in the Bellarine Peninsula – Australia's home of surfing – and have them standing on the board in no time.

Afterwards, the tour heads to the Surf World Museum, as well as visiting famous Bells Beach.

Chef-led Journey through the Mornington Peninsula



The Mornington Peninsula is a popular destination for golf, food and wine and home to rolling hills of orchids, olive groves, historic mansions and vineyards.

Delegates will meet a local chef for a private, culinary expedition, conducted by Melbourne Private Tours, through the Peninsula. Each journey changes seasonally, but groups can meet cheese-makers,

learn about olive oil production, pick berries, collect fresh seafood, go behind the scenes at a bakery, collect tomatoes or learn about chocolate making. Groups then arrive at a private kitchen with the produce they have collected and prepare for an afternoon of fun with an intimate, hands-on cooking class. A private tasting of local cool climate wines is also included.

Twelve Apostles, Oceans & Oysters



In this V.I.P. experience, delegates enjoy a bird's eye view of arguably the world's most spectacular coastline. An executive car transfer will take delegates from their hotel in Melbourne to Moorabbin Airport where they will take flight to the Great Ocean Road, which continues on for 243 kilometres. Along the way, the tour takes in the famous Twelve Apostles, the dramatic limestone

stacks that reach up to 45-metres in height. It also features stunning landscape of gorges and spectacularly shaped cliffs, including Loch Ard Gorge and the Blowhole.

The tour arrives at Warrnambool for lunch at Pippies by the Bay – a seafood odyssey with outstanding local wines. If delegates are lucky, they may even spot a Southern Right whale, which can be seen between May and October.



Pure Golf



Capture golfing indulgence to a 'tee' with a private helicopter transfer to some of Australia's premier golf courses, including 'The Dunes', Sanctuary Lakes and Sandhurst. Set amid more than 150 hectares of rolling coastal sand hills, these courses are located in 'the Cups' region of the picturesque Mornington Peninsula. The in-house pro golfer will teach delegates how to master

the courses hole-by-hole, with a flight over each course providing a unique aerial perspective. After a light lunch in the clubhouse, delegates can put their in-flight learning into practice by challenging their golf pro to a game on the course.

Penguin Skybox



Every day at dusk, Phillip Island hosts one of Australia's most popular wildlife events – a parade of little penguins that emerge from the sea and make their way to burrows in the sand dunes. In this special tour, delegates can watch the penguins with an experienced Ranger from the comfort of a Skybox – an exclusive viewing platform. As part of their Phillip Island experience, delegates

visit Western Port and witness beautiful water birds and mangroves. They can also enjoy the panoramic views of French Island, a visit to the San Remo maritime fishing village and the opportunity to meet wallabies and kangaroos. At Phillip Island Nature Parks, home to the little penguins, seals and koalas can be seen in their natural habitat.

Yarra Valley Wineries



Delegates can enjoy a delightful afternoon tour through the beautiful Dandenong Ranges and the Yarra Valley and sample some of the best wine, food and scenery in Victoria. The tour passes through towering mountain ash forests and fern gullies, followed by farms and vineyards. Delegates can sample wines at Fergusson Winery and enjoy a lunch of the freshest produce.

The tour then passes through the township of Healesville, before visiting Rochford Yarra Valley for more spectacular wine tasting. The day includes a tour of Domaine Chandon, Moët & Chandon's Australian winery, where delegates can enjoy a glass of sparkling, accompanied by a delicious savoury platter, as they take in the panoramic views of the Yarra Valley.



Dandenongs by Train



Victoria's Puffing Billy is a century-old steam train still running on its original mountain track from Belgrave to Gembrook in the scenic Dandenong Ranges. Delegates can take a ride on this memorable journey and see Sherbrooke Forest, quaint villages, kookaburras and parrots along the way. They share traditional 'Billy Tea' with the locals and continue on to Healesville

Sanctuary, a truly Australian experience that is home to more than 200 species of Australian birds, mammals and reptiles in a natural bushland setting. Delegates can then stroll through paddocks of kangaroos and see platypuses, koalas, wombats and emus, as well as the 'Eagles Fly' demonstration.

OUTSIDE MELBOURNE – OVERNIGHT TOURS

Overnight in the Grampians



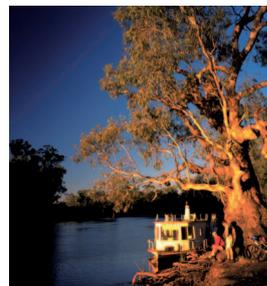
Courtesy of Melbourne Private Tours, delegates can relax and re-energise in this overnight tour of the Grampians, which is famous for its ancient and expansive landscapes, stunning national parks and breathtaking scenery.

Delegates can visit the Brambuk National Park & Cultural Centre and learn about local Aboriginal history and culture. The area contains

the majority of surviving Aboriginal rock art sites in south-east Australia and nearby MacKenzie Falls is a spectacular sight. Activity options on the tour include walking, cycling, canoeing, mountain biking, four-wheel-driving and hot air ballooning.

At Meringa Springs, delegates can wind down with fine al fresco dining and an overnight stay at the property which boasts a solar-heated infinity edge pool overlooking the Grampians, with local kangaroos close by. The following morning, they then enjoy a guided walk in the Grampians National Park, then head to the town of Dunkeld for lunch at The Royal Mail Hotel, set amongst native gardens and offering award-winning nature-based cuisine, focusing on the highest quality organic and heirloom produce.

Explore Mildura & The Murray



Explore the Murray and High Country regions of Victoria in this exclusive aerial tour conducted by Big Blue Air Touring. An executive car transfer from the hotel will take delegates to Moorabbin Airport to depart for Mildura, flying over Melbourne city en route.

For lunch, they will dine al fresco on the banks of the Murray River at

Trentham Estate, a family-owned boutique winery, followed by shopping at the boutiques and galleries of Mildura. Pre-dinner drinks will take place at Gallery 25 – the latest outstanding venue from renowned chef Stefano de Pieri – before a five-course degustation dinner at Stefano's award-winning restaurant. After an overnight stay in the Presidential Suite at the Grand Hotel, delegates will fly to Brown Brothers Winery at Milawa for an epicurean lunch experience, before flying back to Melbourne.

IN SUMMARY – WHY MELBOURNE?

- ✓ Melbourne is one of the world's most successful Business Events destinations with an outstanding track record
- ✓ Melbourne Convention and Exhibition Centre is situated in the heart of the city centre surrounded by hotels, dining and entertainment options
- ✓ Melbourne Convention + Visitors Bureau (MCVB) is Australia's only full service Bureau, helping you from start to finish. We are also the only Bureau in Australia independently audited by Lloyd's Register Quality Assurance Ltd
- ✓ Melbourne knows how to drive delegate numbers! This is achieved through the unique delegate boosting assistance program provided free to international meeting organisers by MCVB
- ✓ Melbourne is a multicultural, safe and friendly city and is celebrated as Australia's home for the arts, food and wine, sport, fashion, and medical and scientific innovation
- ✓ Melbourne offers great access. Our international airport is open 24 hours, is curfew free and operates around 585 international flights and 3,200 domestic flights per week
- ✓ Melbourne offers a free City Circle Tourist Tram and a free Tourist Shuttle Bus for travelling around the city
- ✓ Melbourne has a great range of accommodation options, spanning from budget hotels and hostels to funky boutique hotels and five star presidential villas. Approximately 16,250 of these rooms are located within the City of Melbourne and 9,400 in the city centre
- ✓ Melbourne is a founding partner of the BestCities Global Alliance – an international convention bureau network dedicated to the delivery of the world's best service experience for the meeting industry.

**WE LOOK FORWARD TO SEEING YOU IN
MELBOURNE!**

