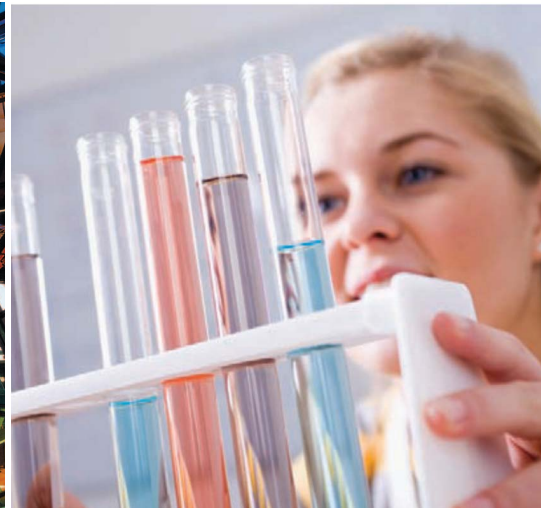


Melbourne, Australia bid to host the

INTERNATIONAL COUNCIL OF ASSOCIATIONS FOR SCIENCE EDUCATION
WORLD CONFERENCE ON SCIENCE AND TECHNOLOGY EDUCATION
ICASE WORLD STE 2016



KEY INFORMATION

HOST CITY	MELBOURNE (AUSTRALIA)
HOST ORGANISATION	RMIT
CONFERENCE CHAIRS	PROFESSOR ANNETTE GOUGH
VENUE	MCEC
PROPOSED MONTH	JULY 2016
EXPECTED DELEGATES	800

CONTACT

Host Organiser Contact Person

Professor Annette Gough

Head of School

RMIT University, School of
Education

Bundoora West Campus
PO Box 71

Bundoora, VICTORIA, 3083
AUSTRALIA

Tel: +61 3 9925 6580

Email: annette.gough@rmit.edu.au

Web: www.rmit.edu.au



Mr David McCarthy

Senior Bid Manager
Head Office Melbourne

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Web: www.melbournecb.com.au



CONFIDENTIALITY CLAUSE

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CONTENTS

INVITATION TO MELBOURNE 5

LETTER OF INVITATION.....6

LETTERS OF SUPPORT7

ICASE WORLD STE IN MELBOURNE . 23

NATURE OF HOST ORGANISATION24

PROPOSED CONFERENCE COMMITTEE24

PROPOSED DATES.....24

MELBOURNE: THE CITY
AND THE SCIENCE25

SUPPORTING ORGANISATION –
VICTORIA UNIVERSITY26

FINANCIAL INFORMATION26

LOGISTICS 28

GETTING TO MELBOURNE29

GETTING AROUND MELBOURNE32

VENUE.....33

ACCOMMODATION.....40

CITY SUPPORT42

SOCIAL PROGRAM IDEAS45

MELBOURNE & AUSTRALIA..... 47

MELBOURNE OVERVIEW48

MELBOURNE'S TRACK RECORD IN
HOSTING EVENTS50

EXPLORE MELBOURNE51

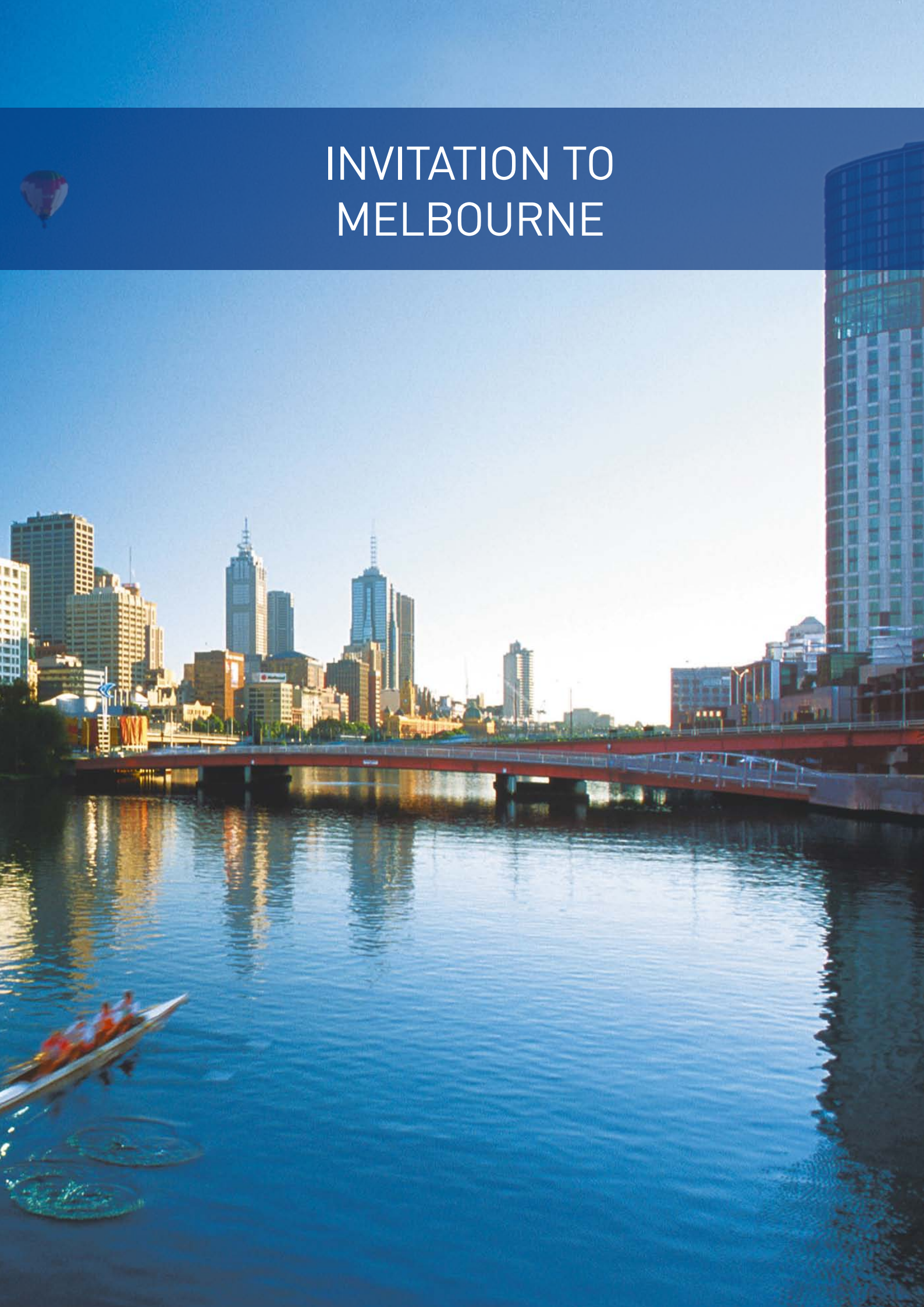
EXPLORE VICTORIA57

EXPLORE AUSTRALIA60





INVITATION TO MELBOURNE



LETTER OF INVITATION



Office of the Pro Vice-Chancellor
College of Design and Social Context
Vice-President, RMIT University

GPO Box 2476
Melbourne VIC 3001
Australia

Tel. +61 3 9925 2806
Fax +61 3 9663 2891

February 15 2013

Ms Elaine Horne
Chair, ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016

Dear Ms Horne

On behalf of RMIT University I am very pleased to endorse the application from the Melbourne Convention and Visitors Bureau to host the International Council of Associations for Science Education World Conference on Science and Technology bid to hold the conference in Melbourne in July 2016 in collaboration with RMIT University, Victoria University and Deakin University and other partners.

Professor Annette Gough from the School of Education will be the lead organiser from RMIT. Her areas of expertise include science and environmental education, and within RMIT she will work with colleagues from the School of Education, the College of Design and Context and the College of Science, Engineering and Health in hosting this significant conference.

RMIT has as its goal to be a global university of technology and design and as such, has priorities very much aligned with those of ICASE. As a university of technology and design, RMIT aims to focus on creating solutions that transform the future for the benefit of people and their environments. Promoting and delivering science and technology education at all levels of formal schooling and tertiary education are a priority for RMIT - from our teacher education programs for early childhood, primary, secondary, VET and higher education to our highly regarded specialisations in a wide range of science, technology, engineering and health disciplines to prepare graduates to be leaders in their fields.

The RMIT Strategic Plan also aims for the university to collaborate with partners to ensure the global impact of our education and research, and to reach out through our presence in cities across the world to make a difference. Working with a range of partners across Melbourne to bring this internationally significant conference to Melbourne is very consistent with this aim.

As a global university with its heart in the City of Melbourne RMIT is proud to be part of this bid to bring the conference to Melbourne as it will help highlight the importance of science and technology education to the people of Melbourne and focus public attention on the need for more strategic actions by all sectors of society to promote quality science and technology education for the future.

Yours sincerely

A handwritten signature in black ink, appearing to read "Barbara de la Harpe".

Professor Barbara de la Harpe
Pro Vice Chancellor
College of Design and Social Context

LETTERS OF SUPPORT



Professor Duncan Bentley
DEPUTY VICE-CHANCELLOR
ENGAGEMENT, INTERNATIONAL AND
GOVERNANCE

Footscray Park Campus
Ballarat Road, Footscray
PO Box 14428
Melbourne Vic 8001
Australia
Phone: +61 3 9919 5636
Email: duncan.bentley@vu.edu.au
www.vu.edu.au

8 February 2013

Ms Elaine Horne
Chair, ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn, WA 6016

Dear Elaine

I am very pleased to endorse, on behalf of Victoria University, the application from the Melbourne Convention and Visitors Bureau to host the International Council of Associations for Science Education World Conference on Science and Technology in Melbourne in 2016. We are delighted to be working with the Royal Melbourne Institute of Technology and Deakin Universities and with the other partners to bring this conference into the city.

Professor Pat Drake is named as a partner on behalf of Victoria University, and will be working with colleagues from the science and science education fields in the University to assist in hosting this large international conference.

This application from Melbourne aligns with the Victoria University strategic plan which intends specifically to achieve two aims. The first is to develop applied, translational research; and the second is to align research with teaching so that the one informs the other. The focus on science education and on bringing interdisciplinary perspectives on science education is consistent with other activities in the University designed to raise awareness, understanding and skill of scientific approaches and methods across the fields of Sports and Exercise Science, Health and Biomedicine as well as Engineering, and Science Education generally as experienced by young people in schools.

This application is of value to Victoria University, to the science sector as a whole, and to the city of Melbourne, and we are very pleased indeed to be participating.

Yours sincerely

A handwritten signature in black ink that reads "D Bentley".

Professor Duncan Bentley
Acting Vice-Chancellor

LETTERS OF SUPPORT...continued



Ref: PVPFSEBE/sj/099

26 February 2013

Ms Elaine Horne
Chair, ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016

Dear Ms Horne

I would like to add the support of the Faculty of Science, Engineering and Built Environment at Deakin University in the development of the bid for Melbourne to host the International Council of Associations for Science Education World Conference on Science and Technology Education. In my Faculty we recognize the development of Science and Technology Education as significant to our future both in terms of student interest in Science and Technology but also in terms of developing our research programs. We are developing strong links with the School of Education around the support of Science and Technology in both primary and secondary schools and clearly see the value in using conferences such as ICASE to strengthen these relationships.

I wish you a successful conference and it would be a privilege to be a part of the successful Melbourne bid. To have such an event in Melbourne would allow both local and international academics in Science and Technology and Education to exchange ideas and share experiences to advance what is a crucial understanding for our future.

Yours sincerely

A handwritten signature in blue ink that reads 'Trevor A. Day'.

Professor Trevor A. Day
Pro Vice-Chancellor
Faculty of Science, Engineering and Built Environment

Pro Vice-Chancellor's Office Faculty of Science, Engineering and the Built Environment
Geelong Waurn Ponds Campus, Locked Bag 20000, Geelong, VIC 3220
Tel 03 5227 2696 trevor.day@deakin.edu.au www.deakin.edu.au



20 February 2013

Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016

Dear Ms Horne,

It is with pleasure that I can confirm the support of the Faculty of Arts and Education at Deakin University in the development of the bid for Melbourne to host the International Council of Associations for Science Education World Conference on Science and Technology Education. At Deakin, Science and Technology Education are a significant focus of our work, notably in Teacher Education. My colleagues in the Faculty and the School of Education have international experience in the field and this aligns closely with their work. I wish you a successful conference and it would be a privilege to be a part of the successful Melbourne bid. Melbourne academics and educators are well placed to demonstrate and lead the critical dialogue in this area.

Yours sincerely,

A handwritten signature in cursive script that reads "Brenda Cherednichenko".

Professor Brenda Cherednichenko
Pro Vice-Chancellor Arts and Education

LETTERS OF SUPPORT...continued

Professor Alister Jones
Managing Director, ASERA
C/- The University of Waikato
Private Bag 3105, Hamilton, New Zealand
Telephone + 64 7 838 4700
Facsimile + 64 7 838 4443
Email: ajones@waikato.ac.nz



Elaine Horne
Chair, ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn
WA 6016
Email: elaine.horne@dec.wa.gov.au

26 February 2013

Dear Ms. Horne,

The Australasian Science Education Research Association Ltd (ASERA) welcomes the possibility of ICASE hosting its 2016 conference in the Australasian region.

Science education research has a long and solid history in the Australasian region, particularly through the work of science educators based in Australia and New Zealand.

While we are aware that there are likely to be bids from within this region to host the 2016 conference, as a international organisation with wide membership we cannot support one bid over others. However, we do want to indicate to the Conference Committee that we believe this region has much to offer as an ICASE conference venue and host.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Jones", is written over a light blue horizontal line.

Professor Alister Jones
Managing Director



Chemistry Education Association Inc
Promoting Chemistry in Schools.

A0013454G
ABN 53889808985

PO Box 4142
The University of Melbourne
Parkville 3052
www.cea.asn.au

Re: ICASE World STE 2016

The Chemistry Education Association was founded over 35 years ago by Tertiary and Secondary teachers to promote Chemistry in Schools. It is a non profit organisation which aims to:

- Facilitate the writing and publishing of appropriate educational material.
- Promote and assist teachers of chemistry in the development of their teaching skills.
- Sponsor events which relate to Chemical Education.

CEA has worked with many other organisations to promote Chemistry and Chemistry teaching in our schools.

I wish to add our organisation's support for Victoria University's bid to help host the 2016 International Council of Associations for Science Education World Conference on Science and Technology in Melbourne.

Yours sincerely

Robert Sanders
CEA President

25/1/2013

LETTERS OF SUPPORT...continued



5 February 2013

Professor Pat Drake
Dean
College of Education
Victoria University
Footscray Park Campus

MUSEUM VICTORIA MELBOURNE MUSEUM
SCIENCEWORKS IMMIGRATION MUSEUM
ROYAL EXHIBITION BUILDING

Dear Professor Drake,

Re: 2016 International Council of Associations for Science Education (ICASE) Conference

I am writing to flag Museum Victoria's support for the 2016 ICASE conference bid by a Melbourne consortium of education leaders. It is our understanding the Melbourne bid consortium includes AusBiotech, Deakin University, RMIT University, Victoria University (The College of Education and the College of Engineering and Science) and the Melbourne Convention and Visitors Bureau,

The exhibitions and programs at Melbourne Museum and Scienceworks are key educational assets of the State of Victoria dedicated to extending and improving science education for children and young people. Museum Victoria's education staff maintain an active network within science education both locally and internationally. We have proudly partnered and supported key education conferences and international study tour delegations in the past. We believe the Melbourne bid for 2016 ICASE conference is a tremendous opportunity for the development of new science education networks and partnerships. The Museum's reputation within the education sector is complimented by our outstanding reputation within the tourism sector.

In 2012 Melbourne Museum entered the prestigious Victorian Tourism Awards Hall of Fame as it was recognised for the third year in a row as the state's best major tourist attraction. In 2010 Scienceworks was recognised as best tourism attraction and had been a previous Hall of Fame recipient. The Museum has worked with all of the consortium member organisations in the past and currently has active project partnerships with Deakin University and Victoria University. Professor Margaret Gardner, Vice-Chancellor and Chief Executive Officer, RMIT University is also the President of the Museum Victoria Board of Directors.

Melbourne Museum and Scienceworks would be delighted to collaborate with the consortium bid members to develop associated programs and events for conference delegates. Advances in science and technology are driving fundamental changes in the ways we live, learn, work and recreate. The need for effective scientific and technological literacy within citizens has never been greater. The 2016 ICASE conference provides the opportunity for educators locally and globally to share knowledge and understand better how they can improve science education outcomes for their communities.

Best regards,

Timothy Hart
Director, Public Engagement

GPO Box 666 Melbourne VIC 3001 Australia
Telephone +61 3 8341 7777
Museum Victoria ABN 63 640 679 155
museumvictoria.com.au





**Minister for Innovation, Services and Small Business
Minister for Tourism and Major Events**

Ref: D2013/28443

121 Exhibition Street
Melbourne Victoria 3000
GPO Box 4509
Melbourne Victoria 3001
Telephone: (03) 9651 9900
Facsimile: (03) 9651 9962

Ms Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
MOUNT HAWTHORN WA 6016

Dear Ms Horne

It gives me great pleasure to support Melbourne's bid to host the ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016.

Melbourne has an excellent track record for staging international sporting, cultural and business events. It has often been dubbed 'Australia's Events Capital' and is internationally recognised as one of the world's leading convention cities. Melbourne offers you a great deal of experience and expertise in staging business events.

The Victorian Government has invested over \$5 billion in initiatives over the past ten years to create a dynamic, internationally competitive and globally connected economy. Melbourne is home to some of Australia's largest institutions for science, technology and research including the Parkville precinct, Australian Synchrotron and the Monash Science Technology Research and Innovation precinct.

As a destination for visitors, Melbourne and the state of Victoria are known for diversity. The city is noted for its food, shopping, sports, arts, culture and year round festivals and events. Within one to two hours driving distance of the city, visitors can enjoy spectacular coastlines, Australian wildlife reserves, wineries, temperate rainforests, surf beaches and historic townships.

I particularly welcome this event as a prime opportunity for information exchange and collaboration between nations. Melbourne is proud of the warmth and friendliness of its people and the uniqueness of its heritage.

I look forward to welcoming your participants to Melbourne in 2016.

Yours sincerely

THE HON LOUISE ASHER MP
Minister for Innovation, Services and Small Business
Minister for Tourism and Major Events



14 FEB 2013

LETTERS OF SUPPORT...continued



The Rt. Hon. The Lord Mayor of Melbourne

8 January 2013

Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016

Dear Ms Horne

On behalf of the City of Melbourne, I enthusiastically endorse the invitation, extended to you, to hold in Melbourne the ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016.

With an international reputation for major art, sporting and cultural events, sophisticated dining and entertainment establishments and unique river and harbour experiences, Melbourne is one of the world's great cultural capitals.

Home to people of more than 200 different nationalities speaking more than 200 different languages and dialects and practising more than 120 different faiths, Melbourne is also recognised as one of the world's great multicultural cities. It's an advantage our visitors appreciate: in Melbourne you will always feel welcome.

The City of Melbourne's significant investment in international tourism also ensures that our visitor centres and multicultural guides will be at your service on arrival.

I can guarantee you a most cordial reception.

Yours sincerely

A handwritten signature in blue ink that reads 'Robert Doyle'. The signature is stylized and written over a large, light blue scribble that also forms the shape of the signature.

Robert Doyle
Lord Mayor

City of Melbourne
PO Box 1603 Melbourne
Victoria 3001 Australia
Telephone 61 3 9658 9825
Facsimile 61 3 9654 2628



Australian Government
Department of Immigration and Citizenship

Ms Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
MOUNT HAWTHORN WA 6016

Dear Ms Horne

The Melbourne Convention and Visitors Bureau have advised the Department of Immigration and Citizenship of its bid for the ICASE World Conference on Science and Technology (ICASE WorldSTE) 2016 and have asked the Department to provide information regarding visa requirements and facilitation.

Under Australia's universal visa system, all visitors to Australia must have a valid visa to travel to and enter Australia (other than New Zealand passport holders and Norfolk Island permanent residents, who will normally be issued a visa on arrival to Australia).

There are a number of visa options available to people wishing to visit Australia. The appropriate visa option will depend, among other things, on the person's purpose for visiting and the length of stay.

While every effort will be made to facilitate the entry of ICASE delegates, each applicant must satisfy all criteria for the grant of a visa as set out in Australian migration law. This requires, among other things, that applicants are genuine visitors and meet Australia's character and health requirements. Information on character and health requirements can be found on the Department's website at <http://www.immi.gov.au/allforms/character-requirements> and www.immi.gov.au/allforms/health-requirements.

The Department will assist ICASE and the Royal Melbourne Institute of Technology by providing information on visa requirements to ensure that delegates are aware of the correct application procedures and are able to apply well in advance of their expected travel. Please refer to the enclosed document on current visa options for business events for further information on the Department's visa requirements. Please note that visa options may be subject to change.

Should the bid be successful, event organisers should contact the Department by email on iecn.nsw@immi.gov.au at least one year prior to the event. Contacting the Department early will ensure that processing arrangements can be put in place and any potential difficulties are identified and addressed quickly.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Felicity Ayliffe'.

Felicity Ayliffe
Director
Visa Services Support and Major Events Section
Visa and Offshore Services Division

24 January 2013

people our business

6 Chan Street Belconnen ACT 2617
PO Box 25 BELCONNEN ACT 2616 • Telephone: 02 6264 1111 • Fax: 02 6225 6970 • www.immi.gov.au

LETTERS OF SUPPORT...continued



16 January 2013

Ms Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016

Dear Ms Horne,

RE: ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016

It gives me great pleasure to support the city of Melbourne with their bid to hold the ICASE World Conference on Science and Technology Education (ICASE WorldSTE) in 2016.

Melbourne is a magnificent city in which to hold this important and prestigious international convention. Conference venues, exhibition venues and services are excellent with a wide range of quality accommodation, entertainment, attractions and facilities in the city to suit all interests and tastes.

As well as the support services that contribute to a successful meeting, Melbourne can offer delegates an experience of the wonderful lifestyle we enjoy in Australia. Melbourne is a colourful, sophisticated city with a youthful, bright and forward looking attitude, with everything to make your convention an outstanding success.

Melbourne is an ideal destination for the ICASE World Conference on Science and Technology Education (ICASE WorldSTE). The people of Melbourne and Australia look forward to offering a warm welcome to your delegates and their partners in 2016.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Andrew McEvoy". The signature is fluid and cursive, with a long horizontal stroke at the end.

Andrew McEvoy
MANAGING DIRECTOR



31 January 2013

Ms Elaine Horne
Chair
PO Box 244
WA 6016
Australia

Dear Ms Horne,

I understand that you are currently considering Melbourne to host the ICASE World Conference on Science and Technology Education (ICASE WorldSTE).

Qantas supports Melbourne's bid to host this event and to demonstrate this, I have outlined below the support we would be pleased to provide should Melbourne be successful, as well as some information on our airline.

Qantas operates a network spanning 208 destinations in 46 countries, including Australia and those served by code-share partner airlines. Internationally we operate a fleet of 12 airbus A380, 21 Boeing 747s and 14 A330s.

Qantas's premium full service Australian domestic and international services offer world leading product, award winning in-flight meals and entertainment, superior lounges, customer service excellence, a leading loyalty program in Qantas frequent Flyer.

Qantas is a member of the airline alliance oneworld. Comprised of eleven of the world's leading airlines - Qantas, airberlin, American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, LAN, Japan Airlines, Royal Jordanian and S7 Airlines with member elect Malaysian to join 2012.

Qantas is committed to actively managing our operations and growth in an environmentally sustainable manner. Your delegates can choose to fly carbon neutral by offsetting their own share of flight emissions with just a small contribution. Customers can offset their flight emissions by going to www.qantas.com/flycarbonneutral and entering their flight details.

For domestic Australian delegates Qantas provides a direct individual booking tool for conference travel utilising the lowest everyday fares available on Qantas. Conference On-line is a dedicated webpage on your conference site which rewards your organisation with one complimentary domestic airfare for every fifty airfares sold via this portal (Conditions Apply).

International delegates can go on-line to qantas.com to discover our suite of highly competitive air fares including tactical sales fares. Although your conference is to be held in 2016, your delegates can explore the current Qantas schedules and fares to assist with future planning.

Twelve months prior to your conference our schedules and fares will be available. However in the meantime please do not hesitate to contact us for further information. Our dedicated email address is intconference@qantas.com.au

Yours Sincerely

Sasha Sherman
MANAGER TOURISM DEVELOPMENT



Qantas Airways Limited ABN 16 009 661 901
10 Bourke Road Mascot NSW 2020 Australia
Telephone +61 2 9691 3636

qantas.com

LETTERS OF SUPPORT...continued



AIRPORT MANAGEMENT
LEVEL 2, T2
MELBOURNE AIRPORT

LOCKED BAG 16
GLADSTONE PARK
VICTORIA 3043 AUSTRALIA

TEL: (61 3) 9297 1600
FAX: (61 3) 9297 1886

www.melbourneairport.com.au

29 January 2013

Ms Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016

Dear Ms Horne

It is with great pleasure that we support Melbourne's bid for the ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016.

Melbourne Airport has an established track record of working with a range of Melbourne major event agencies and conference organisers to deliver a coordinated response for conventions and events.

We look forward to welcoming the ICASE World Conference and Science and Technology Education (ICASE WorldSTE) 2016 and we will act as a broker to coordinate the various airport services to make the event a success.

Yours Sincerely

Matt Francis
General Manager Corporate & Public Affairs

**destination
melbourne**

ABN 75 453 745 951
Level 3, Block Court
290 Collins Street
Melbourne, VIC 3000
t: 03 9869 2444
f: 03 9869 2424
w: destinationmelbourne.com.au

8th January 2012

Elaine Horne

Chair

ICASE World Conference Standing Committee

PO Box 244

Mount Hawthorn WA 6016

Dear Ms Horne,

I am writing in support of Melbourne's proposal to be the nominated Australian city to bid for "**ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016**".

The mission of Destination Melbourne is to work in partnership with industry, State and local government and other key marketing bodies to maximise the co-operative marketing of Melbourne as a destination.

As such, Destination Melbourne would be pleased to provide the "**ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016**" with the following support should Melbourne be chosen as the host city for this important conference:

- Official Visitor Guides for each delegate
- Melbourne maps for each delegate
- Copies of the "Accommodation" guide for each delegate. (These items can be placed in the welcome satchels for delegates)

We would also be pleased to consider dedicated run ons for some of these items. That is, personalised covers for the "**ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016**". We would be pleased to discuss this with you in detail should Melbourne secure this event.

We look forward to learning of a successful outcome for our city.

Yours sincerely,

**Chris Buckingham**

Chief Executive

LETTERS OF SUPPORT...continued



Ideas to Outcomes

Milton House
Level 2, 25 Flinders Lane
Melbourne Victoria 3000
Australia

Telephone (03) 9650 8800
Facsimile (03) 9650 6066
www.melbourne.org.au
cfm@melbourne.org.au
ABN 56 203 402 373

15 January 2013

Ms Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016
Australia

Dear Ms Horne,

It gives me great pleasure to support Melbourne's proposal to host the **"ICASE World Conference on Science and Technology Education."**

From my perspective as the Chief Executive Officer of the Committee for Melbourne (a private, non-profit network of senior leaders drawn from Melbourne's business, science, academic and community sectors), I am very well aware of the many excellent attributes Melbourne has to offer an event of this nature and importance.

Our city has an extraordinarily good track record for staging national and international sporting, cultural and business events. It's well-designed with a vibrant intellectual centre and creative soul. We're not only home to Australia's leaders in commerce, medicine, industry, and the arts, but we're also a sports mad group - playing host to a wide range of major international sporting events each year - including the Australian Open Tennis, Australian Motorcycle Grand Prix and the Melbourne Cup.

Melbourne also offers many other important qualities. These include our multiculturalism - which provides us the opportunity to serve up some of the nations best from more than 70 national cuisines; our transport infrastructure - with our comprehensive and unique tram network providing convention delegates with an easy and enjoyable way to move around; and our picturesque bayside setting - that is enhanced by tree-lined boulevards and magnificent parks and gardens.

I believe Melbourne would be a wonderful host city for the **"ICASE World Conference on Science and Technology Education"** and therefore commend this bid to you and your Site Selection Committee.

Yours sincerely

Kate Roffey
Chief Executive Officer

24 January 2013



Elaine Horne
 Chair
 ICASE World Conference Standing Committee
 PO Box 244
 Mount Hawthorn WA 6016

Dear Ms Horne

The Melbourne Convention and Exhibition Centre (MCEC) has great pleasure in supporting the bid for the **ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016**.

The MCEC is Australia's most versatile multi functional meetings, conference and events venue. The Centre has 52 meeting rooms of various sizes, a banquet room, a spectacular foyer and a 5500 state of the art plenary that can be divided into three self contained acoustically separate theatres. Each meeting room has the most sophisticated audio visual, communications and information technology available.

The team at the MCEC believes that food and wine are fundamental to the success of any event. The freshest ingredients from local producers and suppliers are sourced to create a unique menu that meets any client's needs for their event regardless of size.

Accessible from every direction by foot, car or public transport, the MCEC is surrounded by hotels and Melbourne's finest cafes, restaurants, bars and famous shopping strips.

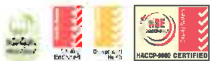
Melbourne's bid for the **ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016** includes the use of the Melbourne Convention Centre which opened in 2009 and which will ensure that we will be able to deliver the conference facilities required for your prestigious event. We have included more detailed information on the Convention Centre facilities in this bid document.

The Melbourne Convention and Exhibition Centre is the world's first "Six Star Green Star" environmentally rated convention centre and represents world leadership in best practice, innovation and sustainability and will provide an ideal venue for the **ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016**.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter King'.

Peter King
 Chief Executive Officer



Melbourne Convention
 and Exhibition Centre
 Box 286
 WTC Post Office
 Melbourne Victoria
 Australia 8005
 T +61 3 9235 8000
 F +61 3 9235 6001
 www.mcec.com.au
 ABN 17 434 286 169

LETTERS OF SUPPORT...continued

20 February 2013

Elaine Horne
Chair
ICASE World Conference Standing Committee
PO Box 244
Mount Hawthorn WA 6016



Head Office Melbourne
Level 12, IBM Centre
60 City Road, Southbank
Victoria 3006 Australia

t +61 3 9693 3333
f +61 3 9693 3344
info@melbournecb.com.au
www.melbournecb.com.au

Dear Ms Horne,

RE: ICASE World Conference on Science and Technology Education (ICASE WorldSTE) 2016

It is with great pleasure that we extend this invitation to hold the ICASE WorldSTE 2016 in Melbourne, Australia.

Melbourne is a purpose built conference and event destination - with all major venues and accommodation centrally located and easily accessible. Our city would be the ideal destination for this important gathering.

The Melbourne Convention and Exhibition Centre forms the start of what is known as the South Wharf Convention Precinct; tree lined banks and promenades along the Yarra River flowing through the heart of the city, with easy access to more than 14,000 accommodation rooms.

To further strengthen Melbourne's ability to stage this major international conference, the State Government of Victoria committed close to \$400 million for the development of the new state-of-the-art Melbourne Convention Centre, which opened in July 2009. It is the world's first 6 Star, Green Star energy rated Centre and includes a 5,500 seat plenary hall making the new Convention Centre the largest of its kind in Australia.

In 2012, Melbourne was ranked by Economist Intelligence Unit in London as the World's Most Liveable City. Additionally, in a national survey by Roy Morgan Research, Australians decreed Melbourne as Australia's top destination for style, shopping, international sporting and cultural events, theatre, world class restaurants and for interesting cafés, bars and nightclubs.

Our city offers excellent air access with more than 24 international carriers providing more than 378 international flights and 1819 domestic connections each week. With Melbourne's transport system and touring services, it is easy to experience a wonderful range of pre and post touring options all within a short drive of Melbourne.

All of these advantages combined with the fact that the Melbourne Convention + Visitors Bureau is one of the world's few full service Convention Bureaus that provides full support and advice right up until your meeting is held, makes Melbourne the ideal destination for your meeting. It is therefore with great confidence that I offer Melbourne, Australia as the host city for the ICASE WorldSTE 2016.

Yours sincerely

A handwritten signature in black ink, appearing to read "KBolinger".

KAREN BOLINGER
CHIEF EXECUTIVE OFFICER
MELBOURNE CONVENTION BUREAU

ICASE WORLD STE IN MELBOURNE



NATURE OF HOST ORGANISATION



RMIT

RMIT is a global university of technology and design and Australia's largest tertiary institution. The University enjoys an international reputation for excellence in practical education and outcome-oriented research.

RMIT is a leader in technology, design, global business, communication, global communities, health solutions and urban sustainable futures. The university is ranked in the top 100 universities in the world for engineering and technology in the 2011 QS World University Rankings.

RMIT has three campuses in Melbourne, Australia, and two in Vietnam. Programs are offered through partners in Singapore, Hong Kong, mainland China, Malaysia, India and Europe.

The University's student population of 74,000 includes 30,000 international students, of whom more than 17,000 are taught offshore (almost 6,000 at RMIT Vietnam).

UNDERWRITER AND PROFESSIONAL CONFERENCE ORGANISER

AUSBIOTECH and AUSEVENTS

AusBiotech is Australia's industry organisation, working on behalf of members for more than 25 years to provide representation and services to promote the global growth of Australian biotechnology. AusBiotech is a well-connected network of over 3,000 members in the life sciences, including therapeutics, medical technology (devices and diagnostics), food technology and agricultural, environmental and industrial sectors.

AusEvents™ (life sciences & technology events) is the product of many years of successful event organisation, engagement in the life sciences industry – and ready to partner with RMIT on ICASE World STE 2016.

The AusEvents™ team has the experience and relationships to deliver conferences, conventions, trade exhibitions, investment meetings and professional development courses.

AusEvents™ brings more to the table than just the ability to organise events. We know event planning. We know industry, and we can help in planning a successful ICASE World STE.

Why AusEvents:

- Experienced in delivering major industry events
- Extensive contacts within industry, governments, universities and with other representative organisations.
- 25 years, a successful public company, serving the Australian biotechnology and life sciences sectors.
- Respected by senior academics, industry leaders, parliamentarians and government officials.
- Trusted with tight financial controls and reporting capability
- Equipped with leading registration software

EXAMPLE CONFERENCES MANAGED BY AUSBIOTECH

Past Major Conferences and Delegate Attendance

Conference	2010	2011	2012
AusBiotech National Conference	1,128	1,100	1,234
AusMedtech Conference	238	277	241
Business Development Forum	95	98	76
Australian Life Science Investment Summit	150	190	280

In addition to continuing the above annual events, AusBiotech will be organising the following major conferences in the future:

- Australia China Life Science Summit 2013 – 130 delegates
- Asia Biotech Invest (Hong Kong) 2013 – 300 delegates
- TechTransfer Summit Australia 2013 - 300 delegates
- Society for Brain Mapping and Therapeutics World Conference 2014 - 500 delegates
- Agricultural Biotechnology International Conference (ABIC) 2016 – 550 delegates.

PROPOSED CONFERENCE COMMITTEE

CHAIR:

- Professor Annette Gough, RMIT University

PROGRAM COMMITTEE MEMBERS:

- Professor Pat Drake, Victoria University
- Associate Professor Coral Campbell, Deakin University.

Once the Conference has been awarded to Melbourne, additional committee members will be recruited.

PROPOSED DATES

It is proposed that ICASE World STE will be held in July 2016. Holding the event in July is in keeping with the Northern Hemisphere summer break, and fits well with the Australian semester timetable. The conference will not clash with any major events that take place in Melbourne.

MELBOURNE: THE CITY AND THE SCIENCE

Melbourne has a number of schools with advanced science education, along with the Botanic Gardens and Observatory, the Centre for Education and Research in Environmental Strategies (CERES); an Award winning Environmental Park, and a specialist popular museum gallery called ScienceWorks, all of which are worth travelling to Melbourne to see!

Melbourne is renowned for a strong culture of innovation through collaboration. Together, the city's medical research community, biotechnology companies and global pharmaceutical organisations have achieved significant breakthroughs.

These commercial and scientific collaborations are integral to strengthening the capabilities of Melbourne's life sciences researchers and enhance their capacity to carry out world-class life sciences research.

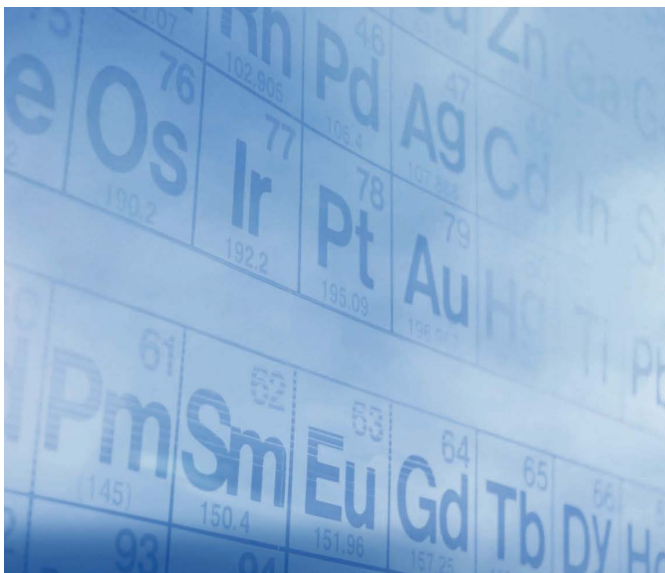
The city has made its mark on the medical and scientific world, by developing breakthrough products such as the following:

- The bionic ear (Cochlear implant) was invented at the University of Melbourne, and has provided hearing for thousands of people throughout the world.
- In 2010, researchers at Bionic Vision Australia and the University of Melbourne unveiled a world-first prototype Bionic eye.

MELBOURNE: UNDER THE MICROSCOPE

Melbourne is a world leader in science and medicine. The state boasts 263 biotechnology companies, 13 major medical research institutes and seven teaching hospitals, with a robust biotechnology sector that attracts eminent researchers from around the world.

It is host to a number of major international and local companies that have chosen Melbourne as a key hub for their drug development and manufacturing programs. Melbourne is home to six major life science companies with a market capitalisation greater than \$AUD200 million, including Australia's two largest listed pharmaceutical companies - CSL (one of the world's top five bio companies) and Sigma Pharmaceuticals. International pharmaceutical companies including Bayer, Bristol Myers Squibb, Pfizer, Sigma Pharmaceuticals and GlaxoSmithKline have a strong presence in Melbourne.



The city is known for its excellence in medical research and has a recognised collaborative model across basic and clinical research. Its science sector has yielded four Nobel Prize winners in medicine and physiology.

Melbourne is also home to cutting-edge research institutes and the city's expertise in stem cell, infectious diseases, cancer research, neuroscience, clinical trials and agricultural biotechnology is also renowned globally.

Add to that a solid government commitment to supporting research and development and commercialisation infrastructure, and it's no surprise Melbourne has become one of the world's top five biotechnology destinations.

The high concentration of major research institutions in Melbourne ensures that scientific conferences and medical conventions attract leaders in their respective fields:

- AgriBio - the Centre for AgriBioscience - supporting agricultural biotechnology innovation for academia and industry
- Australian Animal Health Laboratory (AAHL) Collaborative Biosecurity Research Facility (ACBRF) - the world's most secure bio-lab
- Baker IDI Heart and Diabetes Institute - internationally renowned heart and diabetes research facility
- Bio21 Molecular Science and Biotechnology Institute (Bio21 Institute) - specialising in medical, agricultural and environmental biotechnology
- Burnet Institute - Australia's largest virology and communicable disease research institute
- Centre for Eye Research Australia (CERA) - Australia's leading ophthalmic research institute, including the Bionic Eye
- Florey Neuroscience Institutes (FLI) - largest brain research group in the Southern Hemisphere and one of the world's top 10 neuroscience institutes
- Ludwig Institute for Cancer Research - part of the Global Cancer Institute
- Melbourne Brain Centre - the world's fifth largest brain research centre
- Melbourne Centre for Nanofabrication (MCN) - the largest purpose-built cleanroom complex in the Southern Hemisphere
- Murdoch Children's Research Institute - one of the four largest paediatric research institutes in the world
- Victorian Comprehensive Cancer Centre - opening in 2015 and aims to be in the top 10 of cancer centres worldwide
- Victorian Life Sciences Computation Initiative (VLSCI) - a peak computing facility for Life Sciences research
- Walter and Eliza Hall Institute (WEHI) - first medical research institute in Australia



SUPPORTING ORGANISATION – VICTORIA UNIVERSITY

VICTORIA UNIVERSITY

Currently, Victoria University is the major tertiary education provider to the West of Melbourne, Australia's fastest growing region. A dual sector University, Victoria University intends to continue to expand its transnational education, and to be an increasingly attractive provider to industries on which we focus. Victoria University aims to be a great university of the 21st century.



SCIENCE EDUCATION

Science Education at Victoria University occurs in four Colleges. The College of Education, the College of Engineering and Science, and the College of Health and Biomedicine have provided some indicative activities below. We anticipate that the new College of Sport and Exercise Science will also be making a contribution to the activities of the ICASE conference in 2016.

The Victoria University team contributing to the ICASE conference come from each of the above Colleges and the conference provides an opportunity to promote science education from a genuinely interdisciplinary and applied base.

The College of Education (ICASE Team: Professor Pat Drake, Dr Deb Lipson, Dr Efrat Eilam, Barbara Black)

All science education through the College occurs in partnership with schools, and aims to enhance the understanding of the school science curriculum and pedagogy through joint activities. Specific science education distinctive work occurs in:

Forensic Science: a complex mapping between science, quasi-military practices, and law. Forensic practitioners are first and foremost scientists. However, they need to apply their scientific knowledge and expertise within a legal context. We bring together research and teaching in the use of forensic science contexts/topics to promote interest and drive curiosity in the teaching and learning of various science and mathematics topics (primary and secondary education). We consider how education can reflect the nature of forensic science and acknowledge the complex integration of science, technology, police prescribed practice, and law.

Play, Videogames and the Creation of Culture: We examine the part media such as video-games plays in the creation of culture, examining the design, production and use of immersive and realistic games as training and pedagogical tools. This work brings together scientific method to the creation of cultural artefacts, such as particular forms of video games such as the "military shooter".

Robotics: our focus in science education is to teach the big ideas in science through the medium of particular science themes, one of which is "Robotics in education". Although it is really comprised of two components – construction and programming, our team mainly focus on the construction aspect. Robotics offers an opportunity to teach and learn Physics through construction of structures. This addresses static themes related to strength, stability, centre of gravity, balance, and development of 3D spatial skills; and dynamics is facilitated through the learning of simple machines with a focus on the teaching and learning of fractions and ratios through gears. Students then explore their environment via the robot, developing an understanding of actuating and sensing, and the difference between senses and sensors. This often acts as an entrée into dealing with students with special learning needs on their science based classroom.

Sustainability/Environmental Education: implementing sustainability education that is aligned with the Australian government's strategic plans for advancing sustainability education within the tertiary education, designed following investigation of worldwide reported experiences and accumulated knowledge regarding implementation of sustainability education within the higher education and teachers' training programs.

Indigenous Science: By 2016 we will be teaching all teacher education students science through indigenous studies.

The College of Engineering and Science (ICASE Team Professor Stephen Bigger)

The focus of the contribution of the College of Engineering and Science is on the provision of high quality technical learning materials to help in the development of science content knowledge. A research chemist with an interest in Chemistry Education, Professor Bigger generates original laboratory experiments aimed at teaching concepts in chemical kinetics and polymer science. He writes software packages that are self-contained simulated laboratory exercises complete with the background reading, simulator, and exercises to be conducted using the simulator, and guidance on results analysis, etc.

The College of Health and Biomedicine (ICASE Team Professor Greg Blatch)

The focus here is on inter-disciplinary research and inter-professional education, for example, key inter-disciplinary partnerships bring together the complementary expertise of experimental bench scientists from Victoria University (e.g. muscle science, exercise metabolism and chronic muscle disease) with clinicians from the University of Melbourne (e.g. bone metabolism and chronic bone disease) and Western Health (e.g. orthopaedic surgery). This inter-disciplinary research and knowledge exchange interface provides a unique opportunity to translate fundamental research on chronic diseases of muscle and bone into therapeutic solutions clinically relevant to patients in the Western region of Melbourne. This inter-disciplinary space is exemplified by research that focuses on "Clinical Exercise Science and Active Living".

The College encompasses a number of health and allied health disciplines with attractive teaching programs (e.g. Aged Care, Nursing and Midwifery, Paramedic Science, and Osteopathy), that are well placed to engage in inter-professional education. Victoria University was recently recognized by government for its capacity to be a national leader in the development of inter-professional education, and this is prioritized as a key educational driver in the health space.

FINANCIAL INFORMATION

Proposed Registration Fees:

Registration Type	AUD\$
Member Early Early Bird	\$499
Member Early Bird	\$660
Standard	\$790
Non Member Early Bird	\$860
Non Member Standard	\$1,030
Student and Lab Technician	\$400

Registration includes the following:

- Access to all conference sessions
- Morning Tea, Lunch and Afternoon Tea each day of the conference
- Entry to the Welcome Reception.

The following budget has been prepared by AusEvents:

REVENUES	Budget	Budget	Budget
Number of Delegates			
Total Delegates Attending	400	600	800
Revenue from Delegates			
Member <i>Early Early</i> Bird	11,795	17,692	23,589
Member Early Bird	12,000	18,000	24,000
Non-Member Early Bird	15,636	23,455	31,273
Students & Lab Technicians Early Bird	2,909	4,364	5,818
Member After Early Bird	139,327	208,991	278,655
Non-Member After Early Bird	37,455	56,182	74,909
Students & Lab Technicians After Early Bird	4,364	6,545	8,727
Exhibitor - Complimentary	0	0	0
Other - Complimentary	0	0	0
Delegates Total	223,485	335,228	446,971
Dinner	38,400	57,600	76,800
Exhibition	81,636	117,091	130,691
Sponsorship	89,000	99,000	109,000
TOTAL REVENUE	432,522	608,919	763,462
EXPENSES			
Audio Visual	25,000	25,000	25,000
AusBiotech Staff -			
Accom/Taxis/Meals	6,263	6,263	6,263
Students - Volunteers (Meals etc)	2,000	2,000	2,000
Cleaning	3,000	3,000	3,000
Credit Card Fees	3,799	5,699	7,599
Equipment Hire	10,000	10,000	10,000
Event Registration & Database	40,000	40,000	40,000
Exhibition Build	25,000	38,000	42,000
Food & Beverage - Venue	81,900	122,850	163,800
Food & Beverage - Dinner	33,600	50,400	67,200
Forklift	1,500	1,625	1,750
Freight	1,000	1,125	1,250
Internet Lines and Costs	3,000	3,500	4,000
Miscellaneous	1,000	1,250	1,500
Name Tags	1,500	1,500	1,500
PCO Consultancy Fees	30,000	45,000	60,000
Phone and Lines	500	500	500
Photography	2,000	2,000	2,000
Postage	3,000	3,000	3,000
Power	1,500	1,500	1,500
Printing	7,000	7,750	8,500
Promotional Package	10,000	10,000	10,000
Rigging	1,000	1,125	1,250
Satchels	2,000	2,250	2,500
Security	1,500	1,750	2,000
Signage	3,000	3,500	4,000
Speaker / Sponsors Gifts	3,000	3,500	4,000
Speakers Costs (Travel/Accom)	15,000	16,500	18,000
Theming for Dinner	5,000	6,250	7,500
Venue Hire - MCEC	103,872	116,997	130,122
Website	4,000	4,000	4,000
TOTAL CONFERENCE EXPENSES	430,934	537,834	635,734
SURPLUS	1,588	71,085	127,728

GUARANTEED FINANCIAL SUPPORT

The State Government of Victoria is extremely supportive of this bid and clearly understands both the economic and social value that international events bring to Melbourne and Victoria.

AUD\$75,000 HAS BEEN GUARANTEED

This funding will ensure that ICASE is supported in coordinating the activities to stage the conference. Suggested uses for this funding are to provide financial support for invited keynote speakers, to aid the participation of delegates from developing countries in the form of travel grants, to ensure that registration fees remain as low as possible and to contribute towards the cost of the venue hire.

Note: Once approved, \$60,000 will be paid prior to the conference and as an added incentive, should delegate numbers for the 2016 Conference reach 800 or above, an additional State Government payment of AUD\$15,000 will be made.

The Melbourne Convention Bureau is also providing funding to support the 2016 Conference.

AUD\$21,600 HAS BEEN GUARANTEED

This funding will be used for

- Marketing and promotional activities in the lead up to the 2016 conference
- Media support (where required).

TOTAL FINANCIAL ASSISTANCE:

AUD\$96,600

Please note all funding will be provided in AUD and is based on the conference taking place at the Melbourne Convention & Exhibition Centre.



LOGISTICS

GETTING TO MELBOURNE

FAST FACTS

- 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 Conference
- Australia's Electronic Travel Authority (ETA) is the world's most advanced and streamlined travel authorisation system, allowing online applications for over 30 countries and enabling delegates to spend up to three months in Australia
- The International Event Coordinator Network (IECN) is a Federal Government Department established to fast track business and convention visas
- No particular vaccinations are required for travel to Australia, saving delegates money when travelling

VISA REQUIREMENTS & ASSISTANCE

Australia's Electronic Travel Authority (ETA)

www.eta.immi.gov.au

Australia's Electronic Travel Authority (ETA) system is among the world's most advanced and streamlined visa authorisation systems, which allows entry for over 30 countries and enables delegates to spend up to three months in Australia. Recent innovative enhancements to ETA arrangements allow for a traveller to apply for visa information over the Internet. The cost is AUD\$20.

The ETA is a stored electronic authority for travel to Australia for the short-term visitor. It replaces the passport visa label or stamp in a passport and removes the need for application forms. ETA visas are issued within seconds of being requested through computer links between the Department of Immigration and Citizenship, travel agents, airlines and specialist service providers around the world, ensuring delegates know their visas are in order before leaving their home country.

International Event Co-ordinator Network (IECN)

www.immi.gov.au/visitors/event-organisers-participants/

The Australian Government, through the Department of Immigration is committed to making conferences in Australia problem-free. The Department of Immigration and Citizenship has set up the International Event Co-ordinator Network (IECN), which provides advice and support on visa issues, while also acting as a conduit for information between event organisers and the Australian diplomatic missions, who will then process visa applications for their guests. The IECN is a designated group of experienced immigration employees who provide visa information to event organisers and their delegates. The role involves:

- Alerting event organisers to Australia's immigration requirements and, where necessary, providing briefings on those visa requirements
- Collecting and passing information to overseas posts about upcoming events and prospective overseas visitors at the earliest possible time – enabling more informed and timely decisions by overseas posts
- Resolving any discrepancies in information provided by visa applicants
- Explaining the decision-making process to event organisers



MELBOURNE INTERNATIONAL AIRPORT

www.melbourneairport.com.au

- Wireless Internet access
- 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
- No additional arrival or departure tax for flights into and out of Australia
- Awarded 'Low Cost Airport of the Year' in 2009
- Low cost carriers include Jetstar International, Tiger Airways, Air Asia X, Virgin Australia and Rex Regional Express Airways

AIRPORT TO 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\$17, return fare is AUD\$28
- Fleet is 100 per cent 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

TOURIST REFUND SCHEME (TRS)

- 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 per cent 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)

INTERNATIONAL ROUTES/AIRLINES

Direct Return Flights per Week

NZ	Asia	Europe	Middle East	North America	Pacific
103	202	7	35	19	12



SUPPORT FROM QANTAS AIRWAYS LTD

www.qantas.com

Qantas supports Melbourne's bid to host ICASE World STE. For example:

- Qantas will provide registered delegates access to specially negotiated discounted business and economy class airfares for travel to Australia (10% - 55% off published airfares dependent on the route, dates of travel etc).
- Qantas will offer a dedicated webpage for the Conference offering 24 hour online access for delegates offering competitive airfares (internet fares), flight schedules etc. This Qantas webpage will be linked to the ICASE World STE website.
- Qantas will also provide one complimentary domestic airfare for every fifty airfares sold to assist with keynote speaker travel (conditions apply).
- Internationally, Qantas operates nearly 900 flights a week, offering services to 114 international destinations (including code share services) in 42 countries.
- Domestically, Qantas operates around 5300 flights a week serving 59 cities and regional destinations across the country.
- Qantas is a member of the airline alliance oneworld, which comprises eleven of the world's leading airlines: Qantas, Airberlin, American Airlines, British Airways, Cathay Pacific, Finnair, Iberia, LAN, Japan Airlines, Royal Jordanian and S7 Airlines - and provides services to over 700 destinations in more than 140 countries.

6.6

MILLION

International passengers passed through Melbourne Airport in 2011

24

AIRLINES

Operating internationally

172

THOUSAND

International aircraft movements

642

WEEKLY

International aircraft movements

378

WEEKLY

International return flights

International Airlines



DOMESTIC ROUTES/AIRLINES

Direct Return Flights per Week

ACT	NSW	NT	QLD	SA	TAS	VIC	WA
108	626	27	417	176	272	62	131



<h1>21.3</h1> <p>MILLION</p> <p>Domestic passengers passed through Melbourne Airport in 2011</p>	<h1>6</h1> <p>AIRLINES</p> <p>Operating domestically</p>	
<h1>33</h1> <p>THOUSAND</p> <p>Domestic aircraft movements</p>	<h1>3126</h1> <p>WEEKLY</p> <p>Domestic aircraft movements</p>	<h1>1819</h1> <p>WEEKLY</p> <p>Domestic return flights</p>

Domestic Airlines



GETTING AROUND MELBOURNE



MELBOURNE – PERFECT WALKING CITY

Melbourne is the perfect walking city, with the city centre set out in an easily navigable grid and with the Melbourne Convention and Exhibition Centre located within easy walking distance to hotels, restaurants, cafes, shopping and attractions. It is supported by an integrated, easy to use public transport system, serviced by a network of trams, trains and buses.

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

- **Free** City Circle Tourist Tram
- **Free** Tourist Shuttle Bus (wheelchair accessible)
- Metropolitan Trams and Trains (wheelchair accessible)
- Bus services (over 50 per cent are wheelchair accessible)
- RACV Melbourne Bike Share Scheme for short trips across the city

DISCOUNTED PUBLIC TRANSPORT FOR THE ICASE WORLD STE

Melbourne has a reputation for staging highly successful large scale national and international business events. The extensive public transport network of trains, trams and buses can easily accommodate large groups and ensures that delegates and visitors find it easy to get around the city.

In support of Melbourne’s bid to host this Conference, the Victorian Department of Transport welcomes the opportunity to work with event organisers on an integrated ticketing solution, whereby public transport travel could be incorporated into Conference registrations to provide transport at no cost to the delegates.

Integrated ticketing can be arranged via a discounted rate of AUD\$2.60 (2012 rate) per delegate per day for unlimited daily travel within Zones 1 - 2. This represents a **77 per cent discount** on a full fare Daily Zone 1 + 2 ticket, and includes travel on trains, trams and buses in the city and suburban areas of Melbourne.

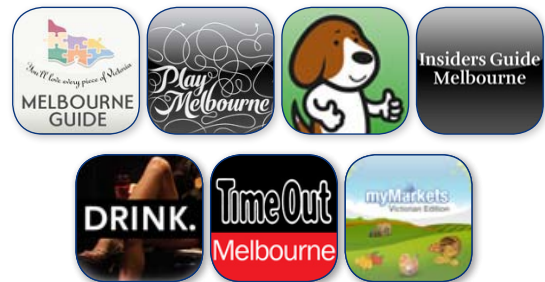
MCB will work with RMIT to determine the most appropriate public transport options for the Conference.

RACV MELBOURNE BIKE SHARE SCHEME

Melbourne has introduced a Bike Share Scheme, allowing users to hire one of 600 bikes at the 50 docking stations around the city centre. Prices start from as little as AUD\$2.50 a day or AUD\$8 per week, plus usage fees. The first 30 minutes of every trip is free of charge, followed by a tiered pricing structure. Please note that wearing bicycle helmets is compulsory in Melbourne.

MELBOURNE’S SMARTPHONE APPS

Melbourne is a city that is always on the cutting edge of technology and when it comes to mobile apps that help you navigate your way around the city, Melbourne has a wide range of options to suit your business, transport, tourism, cultural and entertainment needs.



VENUE

THE MELBOURNE CONVENTION AND EXHIBITION CENTRE

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 (European and high-end local shopping brands, cafés, restaurants and bars)
- 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 5500+ with tiered seating which splits into three acoustically separate auditoriums for 1500, 1500 and 2500 delegates
- Banquet room – 1500 banquet style, 2304 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
- 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

Audio Visual and Technology

- The MCEC offers 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

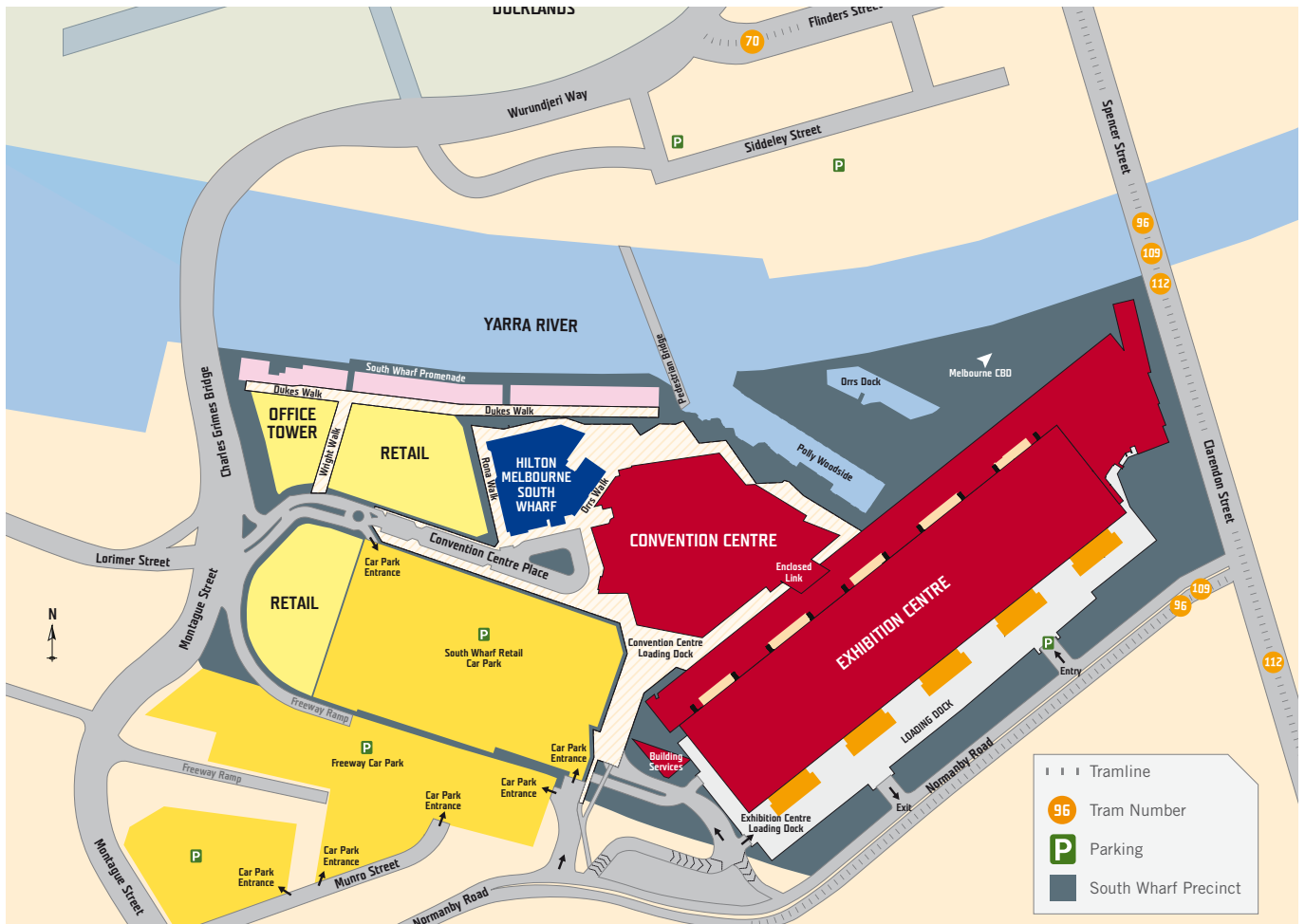
- Creative in-house menus use sustainable local Victorian produce, matched with hand-selected regional wines
- The MCEC chefs tailor menus to the needs of your specific event – regardless of the size - using fresh, local and seasonal ingredients



WHY THE MCEC IS THE RIGHT CHOICE FOR THE ICASE WORLD STE

- **All-in-one Conference venue** – MCEC's plenary, meeting rooms and exhibition bays offer unprecedented flexibility. They are all located under one roof and all within a few minutes walk of each other, reducing the time required between sessions.
- **State-of-the-art technology** – MCEC provides a range of sophisticated audio-visual and technical convention facilities that surpass world's best practice.
- **Standard audio-visual included in venue hire** – All rooms at the Convention Centre are equipped with standard audio-visual equipment, such as projector, screen and intelligent lecterns.
- **Free Wi-Fi**
- **Central location** – Superbly located on the Yarra River, the MCEC is located within minutes walk of hotels, restaurants, shopping and tourist attractions. It is also easily accessible by public transportation.
- **Convenient accommodation** – 5 star accommodation attached to the MCEC (Hilton) or within a 5 minute walking distance.
- **Sustainability** – With a 6 Star Green Star environmental rating, the venue's sustainable design, operational features and green event options ensure the comfort of delegates and protection of the environment.
- **Award-winning food and wine** – MCEC chefs tailor personalised menus specific to the event, catering for any dietary equipment, prepared fresh on site using locally-sourced produce.

LOCATION



PLENARY



AN AWARD-WINNING CENTRE

- 2011 Royal Melbourne Fine Food Awards
- 2011 Micenet Australia Readers' Choice Awards
- 2010 Meetings and Events Australia Victorian Awards
- 2010 Melbourne Design Awards – Graphic Design: Corporate Identity and Branding
- 2010 Interior Design Excellence Awards - Best Institutional Design and Highly Commended Sustainable Project
- 2010 National Architecture Awards - Public Architecture Award
- 2010 Australian Event Awards - Best Achievement in Catering
- 2010 Victorian Architecture Medal
- 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 Environmental Excellence Award
- 2009 Urban Development Institute of Australia Environmental Excellence Award
- 2009 BPN Sustainability Award
- 2009 SmartCompany Web Award
- 2009 Australia Property Institute Excellence in Property Awards Investa Environmental
- 2009 Banksia Foundation Built Environment Award
- 2009 IMEX Green Meetings Industry Council Award
- 2009 Australian Property Institute's President's Award

EXHIBITION

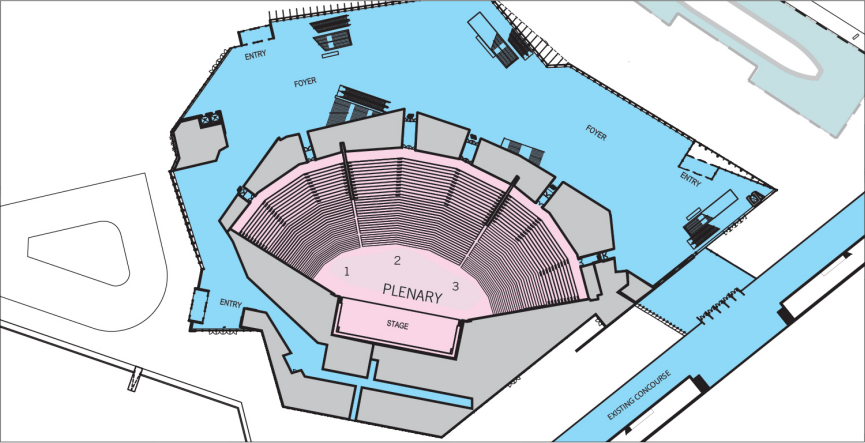


ADDITIONAL MEETING ROOMS

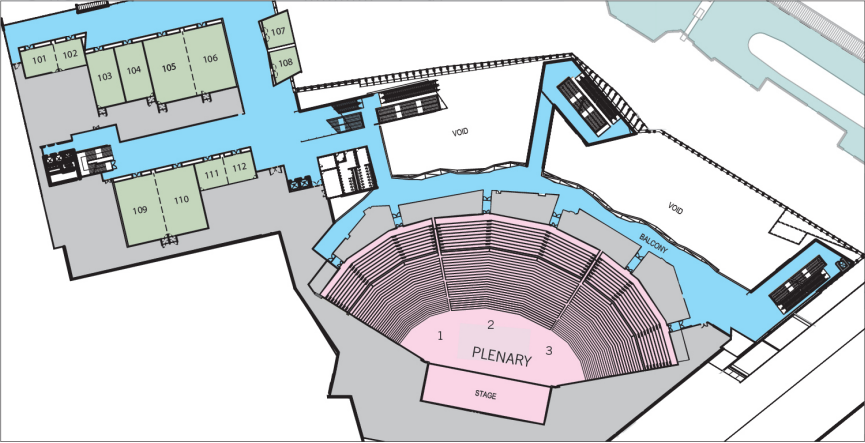


CONVENTION CENTRE FLOOR PLANS

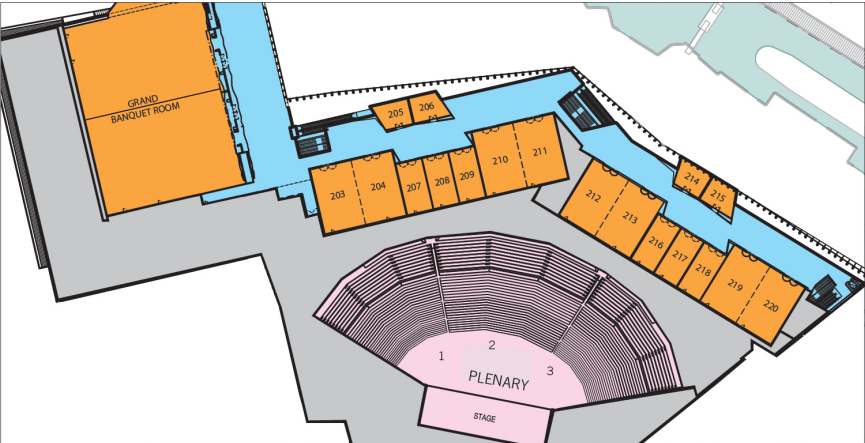
Ground Floor



Level 1



Level 2



Note

> All meeting room capacities include an allowance for audio-visual and staging and may require alteration depending on individual events

Legend

- Access areas for delegates
- Plenary

- Meeting rooms – Level 1
- Meeting rooms – Level 2

CONVENTION CENTRE CAPACITY CHART

DESCRIPTION	AREA (M2)	AREA (FT2)	LENGTH (M)	WIDTH (M)	HEIGHT (M)	THEATRE	CLASS ROOM	COCKTAIL	BANQUET	CABARET	ARENA	DISABILITY LOCATIONS
Plenary 1	-	-	-	-	-	1,505	-	-	-	-	-	15
Plenary 1 without balcony	-	-	-	-	-	1,000	-	-	-	-	-	9
Plenary 1 sub divided	-	-	-	-	-	550	-	-	-	-	-	-
Plenary 1 flat floor	-	-	-	-	-	-	-	-	350	280	-	-
Plenary 2	-	-	-	-	-	2,567	-	-	-	-	-	25
Plenary 2 without balcony	-	-	-	-	-	1,905	-	-	-	-	-	19
Plenary 2 sub divided	-	-	-	-	-	1,321	-	-	-	-	-	6
Plenary 2 flat floor	-	-	-	-	-	-	-	-	500	400	-	-
Plenary 3	-	-	-	-	-	1,507	-	-	-	-	-	15
Plenary 3 without balcony	-	-	-	-	-	1,002	-	-	-	-	-	9
Plenary 3 sub divided	-	-	-	-	-	553	-	-	-	-	-	-
Plenary 3 flat floor	-	-	-	-	-	-	-	-	350	280	-	-
Entire Plenary	-	-	-	-	18.7	5,541	-	-	-	-	-	55
Entire Plenary without balcony	-	-	-	-	-	3,869	-	-	-	-	5,312	37
Entire Plenary sub divided	-	-	-	-	-	2,386	-	-	-	-	-	6
Entire Plenary flat floor	-	-	-	-	-	-	732	2,000	1,500	1,200	-	-
Main Foyer	6,376	68,630	-	-	-	-	-	-	-	-	-	-

LEVEL 1	AREA (M2)	AREA (FT2)	LENGTH (M)	WIDTH (M)	HEIGHT (M)	THEATRE	CLASSROOM	COCKTAIL	BANQUET	CABARET	BOARDROOM	U-SHAPE
101 Small	75	807	9	8.5	4	60	27	56	30	24	18	21
102 Small	74	797	9	8.5	4	60	27	56	30	24	18	21
101 & 102 Combined	149	1,604	9	17	4	155	72	112	80	64	-	-
103 Medium	141	1,518	17	8.5	5	130	63	108	60	48	36	36
104 Medium	142	1,528	17	8.5	5	130	63	108	60	48	36	36
105 Large	236	2,540	19.5	12	5	256	96	180	120	96	42	48
106 Large	236	2,540	19.5	12	5	256	96	180	120	96	42	48
105 & 106 Combined	472	5,081	19.5	24	5	480	216	360	280	224	-	-
107 Small (cantilevered)	73	786	9	8	4	72	27	56	30	24	20	18
108 Small (cantilevered)	72	775	9	8	4	72	27	56	30	24	20	18
109 Large	243	2,616	19.5	12.5	5	240	98	188	120	96	42	48
110 Large	245	2,637	19.5	12.5	5	240	98	188	120	96	42	48
109 & 110 Combined	488	5,253	19.5	24	5	480	216	376	280	224	-	-
111 Small	73	786	9	8	4	60	27	56	30	24	18	18
112 Small	75	807	9	8	4	60	27	56	30	24	18	18
111 & 112 Combined	148	1,593	9	16	4	155	72	112	80	64	-	-
Level 1 Foyer	3,880	41,764	-	-	-	-	-	-	-	-	-	-

LEVEL 2	AREA (M2)	AREA (FT2)	LENGTH (M)	WIDTH (M)	HEIGHT (M)	THEATRE	CLASSROOM	COCKTAIL	BANQUET	CABARET	BOARDROOM	U-SHAPE
201 Banquet	1,245	13,401	43	29	8.5	1,188	456	830	720	576	-	-
202 Banquet	1,245	13,401	43	29	8.5	1,188	456	830	720	576	-	-
201 & 202 Grand Banquet	2,490	26,802	43	58	8.5	2,304	912	1,660	1,500	1,200	-	-
203 Large	242	2,605	19.5	12.5	5	240	96	160	120	96	42	51
204 Large	242	2,605	19.5	12.5	5	240	96	160	120	96	42	51
203 & 204 Combined	484	5,210	19.5	25	5	480	198	320	280	224	-	-
205 Small (cantilevered)	75	807	9	8	4	55	24	50	30	24	20	18
206 Small (cantilevered)	72	775	9	8	4	55	24	50	30	24	20	18
207 Medium	120	1,292	15	8	5	120	63	80	60	48	30	36
208 Medium	121	1,302	15	8	5	120	63	80	60	48	30	36
209 Medium	119	1,281	15	8	5	120	63	80	60	48	30	36
210 Large	236	2,540	19	12.5	5	240	84	160	120	96	42	51
211 Large	238	2,562	19	12.5	5	240	84	160	120	96	42	51
210 & 211 Combined	474	5,102	19	25	5	480	198	320	280	224	-	-
212 Large	239	2,573	19.5	12.5	5	240	84	160	120	96	42	51
213 Large	243	2,616	19.5	12.5	5	240	84	160	120	96	42	51
212 & 213 Combined	482	5,188	19.5	25	5	480	198	320	280	224	-	-
214 Small (cantilevered)	62	667	8	8	4	60	24	42	30	24	20	18
215 Small (cantilevered)	65	700	8	8	4	60	24	42	30	24	20	18
216 Medium	120	1,292	15	8	5	120	63	80	60	48	30	36
217 Medium	121	1,302	15	8	5	120	63	80	60	48	30	36
218 Medium	121	1,302	15	8	5	120	63	80	60	48	30	36
219 Large	242	2,605	19.5	12.5	5	240	84	160	120	96	42	51
220 Large	242	2,605	19.5	12.5	5	240	84	160	120	96	42	51
219 & 220 Combined	484	5,210	19.5	25	5	480	198	320	280	224	-	-
Level 2 Foyer	2,835	30,515	-	-	-	-	-	-	-	-	-	-

INCLUSIVE TECHNICAL EQUIPMENT AND SERVICES

The latest audio visual, communications and information technology equipment is pre-installed at the MCEC. This will ensure a cost effective conference by removing the labour hire charges required for initial room set up and equipment removal. Please refer to the chart below for information on equipment that is

available and included in all meeting rooms in the convention centre. Unless additional equipment is required, no extra charges are applicable. Complimentary assistance with the operation of equipment is provided by our technical services team who can also remotely monitor presentations during events. Finalised presentations received

24 hours prior to an event can be uploaded on a complimentary basis. If dedicated technicians are required for in-room speaker preparation, room attendance or additional support, charges will apply at the published hourly rates. Please also refer to the Space Hire Inclusions and Exclusions listed opposite.

	Meeting Rooms	Meeting Rooms Small Cantilevered	Banquet 201 & 202	Auditorium (MEC)	Plenary 1	Plenary 2 and Combined 1, 2 and 3	Plenary 3
AV and Communications							
High Definition Widescreen Data Projector	✓	X	✓	✓	✓	✓	✓
103" Plasma Screen	X	✓	X	X	X	X	X
Projection Screens*	✓	X	✓	✓	✓	✓	✓
Room Control System (AMX)	✓	✓	✓	✓	✓	✓	✓
Intelligent Lectern	✓	✓	✓	X	✓	✓	✓
Presentation PC with Internet Access	✓	✓	✓	✓	✓	✓	✓
Lectern Microphone and Light	✓	✓	✓	✓	✓	✓	✓
Presenter Lighting	✓	✓	✓	✓	✓	✓	✓
Initial AV Set Up	✓	✓	✓	✓	✓	✓	✓
Remote Monitoring and Support	✓	✓	✓	X	✓	✓	✓
Hearing Assistance	✓	X	✓	X	✓	✓	✓
Electronic Door Signage	✓	✓	✓	✓	✓	✓	✓
Speech and Multimedia Sound System	✓	✓	✓	✓	X	X	X
Live Performance Sound System (Nexo)	X	X	X	X	✓	✓	✓
Specialised Audio and Video Digital Mixing Equipment	X	X	opt	✓	✓	✓	✓
Lighting Bridges	X	X	X	X	✓	✓	✓
Technical Grid	X	X	X	X	✓	✓	✓
Technical Control Rooms (Bio Boxes)	X	X	✓	✓	✓	✓	✓
Stage Communications Systems	X	X	opt	opt	✓	✓	✓
Translation Booths	X	X	opt	opt	opt	opt	opt
Main Stage Rigging Grid	X	X	X	X	✓	✓	✓
Forestage Rigging Grid	X	X	X	X	X	✓	X

Optional Inclusions Available in All Meeting Rooms Price on Application

- > Digital Media Distribution > Video Conferencing (ISDN and IP)
- > Event Recording > Web Casting > Video Streaming
- > Cable Television System > Electronic Whiteboard
- > Q & A Microphones > Lapel Microphones
- > Head Table Microphones > Head Table Lighting
- > Additional Labour (e.g. in-room support) > Additional Equipment
- > Additional AV set up

*Projection Screen Sizes

- > 2.6 x 1.5m small meeting rooms
- > 4.0 x 2.2m medium meeting rooms
- > 4.4 x 2.5m large meeting rooms
- > 5.0 x 2.8m banquet rooms
- > 8.3 x 4.7m plenary 1, 2 and 3
- > 10.0 x 6.0m plenary 2

Speaker Preparation Rooms

A range of auxiliary rooms are available including fully equipped, dedicated speaker preparation rooms. These rooms are optional and prices are on application.

ACCOMMODATION

FAST FACTS

- Melbourne has a superb range of accommodation to suit all budgets, tastes and delegates' needs. Most of Melbourne's city hotels are within walking distance from the Melbourne Convention and Exhibition Centre (MCEC)
- There are currently 9757 hotel rooms within the city centre, 16,983 within the city of Melbourne and 26,188 hotel rooms in greater Melbourne
- All major international hotel chains are represented – Hyatt, Westin, Marriott, Sofitel, Novotel, Crowne Plaza, Holiday Inn, Hilton and more
- More than 5400 hotel rooms are located within a five minute walk of MCEC
- Melbourne has an abundance of hostel accommodation for travellers on a budget
- The city centre has the biggest concentration of hostel rooms, with over 3100 beds
- Budget accommodation in Melbourne starts from as low as AUD\$28 per night
- Melbourne has approximately 3450 serviced apartments within a 20 minute walk from the MCEC

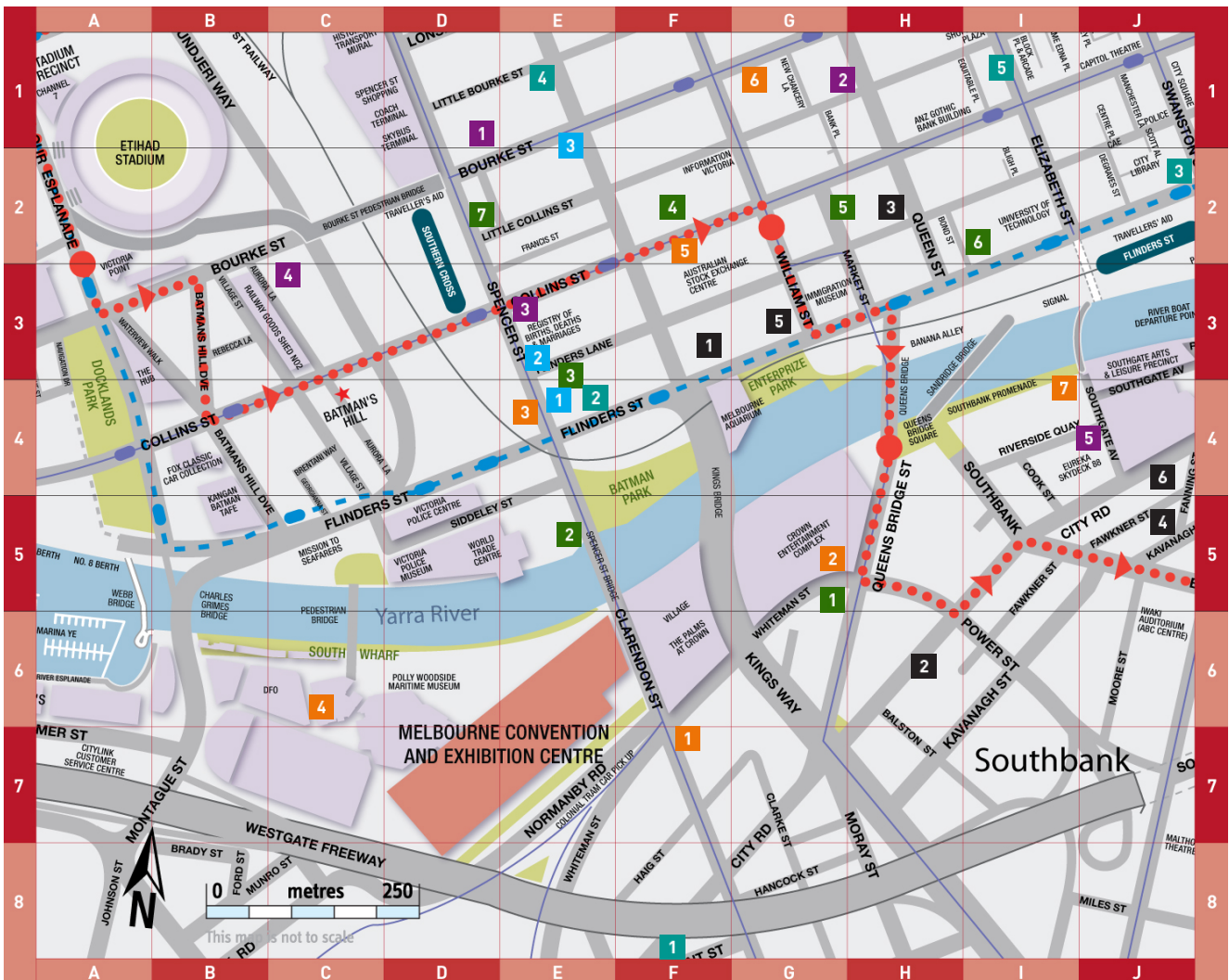


**GREATER
MELBOURNE
26,188 ROOMS**

**CITY CENTRE
16,983 ROOMS**

**WITHIN 5 MINUTE
WALK OF MCEC
5400 ROOMS**

POPULAR HOTELS WITHIN WALKING DISTANCE OF MCEC



5 STAR ACCOMMODATION

- 1 Crown Metropol F7
- 2 Crown Towers G5
- 3 Grand Hotel Melbourne E4
- 4 Hilton Melbourne South Wharf C6
- 5 InterContinental Melbourne the Rialto F2
- 6 RACV City Club G1
- 7 The Langham I4

4.5 STAR ACCOMMODATION

- 1 Crown Promenade Hotel G5
- 2 Crowne Plaza Melbourne E5
- 3 Holiday Inn Flinders Melbourne E3
- 4 Oaks on Collins F2
- 5 Oaks on Market G2
- 6 Rendezvous Hotel Melbourne I2
- 7 Vibe Savoy Hotel Melbourne D2

4 STAR ACCOMMODATION

- 1 Alto Hotel on Bourke D1
- 2 Citiclub Hotel Melbourne G1
- 3 Quality Hotel Batman's Hill on Collins E3
- 4 Travelodge Docklands C3
- 5 Travelodge Southbank J4

3.5 STAR ACCOMMODATION

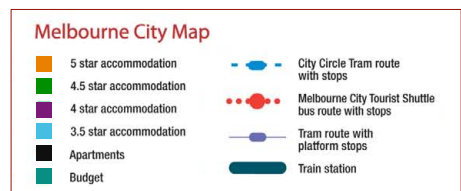
- 1 8Hotels – Pensione Hotel Melbourne E4
- 2 Hotel Enterprize E3
- 3 All Seasons Kingsgate E2

BUDGET

- 1 Urban Central Accommodation F8
- 2 All Nations Backpackers E4
- 3 Elephant Backpackers J2
- 4 King Street Backpackers E1
- 5 Hotel Formule 1 – Melbourne CBD I1

APARTMENTS

- 1 Best Western Riverside Serviced Apartments F3
- 2 Melbourne Short Stay Apartments H6
- 3 Plum Serviced Apartments Southbank H2
- 4 Quest Southbank Serviced Apartments J5
- 5 Clarion Suites Gateway G3
- 6 Mantra Southbank J4



CITY SUPPORT



ABOUT MCB

www.melbournecb.com.au

MCB is a not-for-profit organisation which markets Melbourne nationally and internationally as one of the world's premier cities for business events. Melbourne's international reputation for leading within the areas of science, medicine, research, innovation and education, and for nurturing leaders who have created world-firsts in many of these areas, makes Victoria an attractive destination for major conventions and congresses.

- MCB is Australia's only full service bureau, helping you from start to finish
- MCB is the only bureau in Australia whose service standards are independently audited by Lloyd's Register Quality Assurance Ltd



A FOUNDING MEMBER OF THE BESTCITIES GLOBAL ALLIANCE

www.bestcities.net

The BestCities Global Alliance is a collective of leading international convention cities dedicated to delivering the world's best service experience for meeting and event planners.

The Alliance stands for a promise of quality, expertise and professionalism. Through resource pooling, sharing market intelligence and leveraging the exceptional reputation of its partners, the Alliance continues to build sustainable advantages and ensures world's best practice.

The commitment to uphold the standards under its Quality Management System underscores the commitment to excellence in service delivery. BestCities is the first global convention bureau alliance to put in place a certification program, with standards independently certified by Lloyd's Register Quality Assurance (LRQA). A consistent level of excellence is ensured by all convention bureau services, and recommended improvements are made to guarantee meeting planners the highest level of service and expertise in the industry, year after year.

BestCities Global Partners: As a partner in the BestCities Global Alliance, Melbourne is one of nine premier meeting destinations that include Cape Town, Copenhagen, Dubai, Edinburgh, Singapore, Vancouver, Berlin and Houston.



ASSISTANCE FROM MCB

Marketing & Promotion

- Access to MCB's promotional materials (maps, brochures, postcards, DVDs) on Melbourne and Australia
- Media support and assistance with PR initiatives, including the writing of targeted press releases and distribution to appropriate Australian media
- Access to the Business Events Marketing e-Kit – a suite of 'white label' online products which provide invaluable information to delegates
- Delegate boosting including promotional booths at prior conferences
- Design of artwork including logos and flyers

Convention Servicing

- Assistance with venue contracting
- Assistance with hotel room blocks
- Assistance with Professional Conference Organiser (PCO) and Destination Marketing Company (DMC) tendering
- Site inspection support
- Provision of pre and post touring options in Melbourne, regional Victoria and Australia
- Introductions to key officials and facilitators if required
- Assistance with CSR initiatives/ideas

DELEGATE BOOSTING, MARKETING & PROMOTION

Part of Melbourne's strength as a business events destination is its unique approach to delegate boosting, marketing and promotion. When it comes to driving attendance numbers nationally and internationally, Melbourne knows how to market the Australian experience and how to deliver results. MCB's goal is maximising attendance at business events held in Melbourne and Victoria.

Australia Attracts Delegates from Around the Globe

Recent international conferences held in Melbourne show that delegates travel from all over the world to attend a conference in the city. In fact, many delegates use it as an opportunity for a 'once-in-a-lifetime' trip and extend their stay.

Specifically, the table below shows that Melbourne attracts healthy attendance percentages from Europe and North America. Due to Australia's proximity to Asia, many international organisers find that numbers from Asian countries increase when holding their event in Melbourne. The delegate origin statistics below were sourced directly from the event organisers.

Event	Delegate Origin							
	Asia	Europe	North America	South Pacific	Middle East	UK & Ireland	South America	Africa
World Congress of the International Society for the Study of Hypertension in Pregnancy 2010 (ISSHP)	20%	31%	20%	7%	0%	11%	9%	2%
International Congress for the Chemistry of Crop Protection 2010 (ICCC IUPAC)	48%	16%	17%	5%	1%	5%	7%	1%
Global Conference of the International Federation of Ageing – IFA 2010	32%	22%	34%	0%	1%	5%	5%	0%
International Air Transport Association Schedules Conference 2010 (IATA)	25%	45%	10%	2%	5%	8%	2%	4%
The XIIIth International Congress of Parasitology 2010 (ICOPA)	28%	19%	12%	3%	11%	10%	8%	9%

Melbourne Knows How to Drive Attendance Numbers

The delegate boosting and marketing assistance provided by MCB to international associations also drives delegate numbers. The table below highlights the expected attendance (as provided to us by the international association) and the final attendance numbers achieved.

Year	Meeting Name	Estimated Attendance	Actual Attendance	Variance	% Achieved
2012	International Congress of Aviation and Space Medicine - ICASM	400	480	80	20% ↑
2012	World Congress on Human Resources	2,000	3,281	1,281	64% ↑
2011	Asia Pacific Microwave Conference - APMC	500	704	204	40% ↑
2011	IEEE Annual Conference on Industrial Electronics - IECON 2011	600	848	248	41% ↑
2011	World Congress of Pediatric Infectious Diseases - WCPID	1,400	1,769	369	26% ↑
2011	General Meeting of the International Electrotechnical Commission - IEC	1,000	1,331	331	33% ↑
2011	Biennial Congress of the Asia Pacific Hepato Pancreato Biliary Association - A-PHPBA	500	860	360	72% ↑
2011	Annual Meeting of the International Society for Behavioral Nutrition and Physical Activity - ISBNPA	450	712	262	58% ↑
2011	Triennial Conference of the International Federation of Operational Research Societies - IFORS	800	1,183	383	48% ↑
2011	International Baccalaureate Conference	750	912	162	21% ↑
2010	Annual United Nations Conference for Non-Governmental Organizations - DPI/NGO	1,275	1,914	639	50% ↑
2010	International Congress of Applied Psychology - ICAP	2,000	3,537	1,537	77% ↑
2009	International Geomorphology Conference - IAG	600	665	65	11% ↑

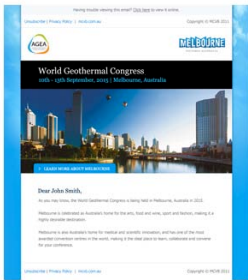
MCB'S BUSINESS EVENTS MARKETING E-KIT

MCB recently introduced the Melbourne Business Events Marketing e-Kit, which provides a unique, free, tailor-made suite of online tools, enticing delegates to attend a Melbourne-based conference and enhancing their visitor experience.

The e-Kit components are designed to build a one-to-one relationship between the delegate and the destination and assist them through the various stages of their decision making and convention journey.

The e-Kit currently consists of:

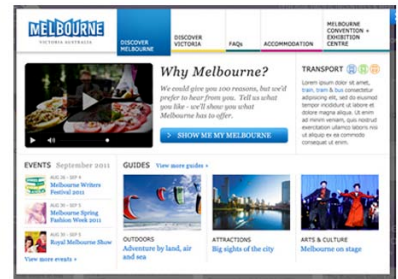
Electronic Direct Marketing (EDM)



'My Melbourne' Experience

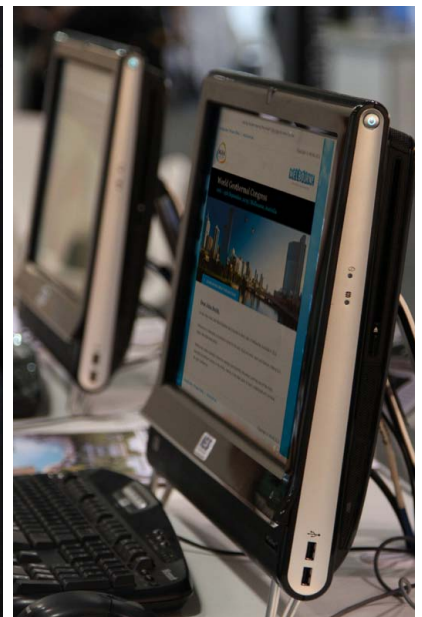


Melbourne Widget




“ In preparing a bid for an international conference, the outstanding characteristics of MCB were their professionalism and attention to detail. They were innovative. The major key to success however, was MCB’s high degree of co-ordination with other agencies that were part of the total conference experience and the commitment to attracting the conference to Melbourne that they demonstrated.”

Professor Ian Olver AM Chief Executive Officer, Cancer Council Australia - World Cancer Congress 2014



“ The people at the MCB were extremely helpful during our bid for the International Congress of Immunology (ICI) in the year 2016. They provided financial support, personal assistance and tremendous expertise in bidding and congress preparation, which resulted in a very strong bid. The international organisation that chose Melbourne as the venue for ICI 2016 praised the high quality of the MCEC, the availability of hotels and restaurants within walking distance of the Centre, the very strong support of public and private organisations for our bid, and the professionalism with which the bidding documents were prepared and presented. All this would have been impossible without the assistance of MCB. The Australasian Society for Immunology is very thankful to the MCB team for helping us to win the bid for the organisation of the ICI 2016, the largest immunology congress in the world.”

Dr Jose A. Villadangos The Walter & Eliza Hall Institute of Medical Research PhD - International Congress of Immunology 2016

SOCIAL PROGRAM IDEAS

UNIQUE SOCIAL EVENT VENUES

From heritage buildings and funky warehouses to grand ballrooms and modern outdoor terraces, Melbourne has got a venue to suit every social function, whatever the size or shape. Using the famous Melbourne trams and/or the water taxis that cruise the Yarra River to transport delegates from hotels to functions, the Melbourne experience begins the minute you step outside your hotel. The following are just some suggested off-site venues that could be used for the social program.

CROWN PALLADIUM BALLROOM



MELBOURNE MUSEUM



NATIONAL GALLERY OF VICTORIA (NGV)



ATLANTIC GROUP [V]



MELBOURNE CRICKET GROUND (MCG)



ROYAL EXHIBITION BUILDING



UNIQUE SOCIAL EVENT VENUES... CONTINUED

MELBOURNE TOWN HALL



ZINC AT FEDERATION SQUARE



INDIGENOUS & OTHER ENTERTAINMENT OPTIONS – UNIQUELY MELBOURNE/AUSTRALIA

A Didgeridoo Experience

A didgeridoo experience will bring a unique and contemporary Australian atmosphere to your event. The didgeridoo, traditionally known as the yadaki, is customarily a ceremonial instrument and we believe that the natural, vibrant and emotive sounds of the didgeridoo will bring joy and energy to all delegates to ICASE World STE.

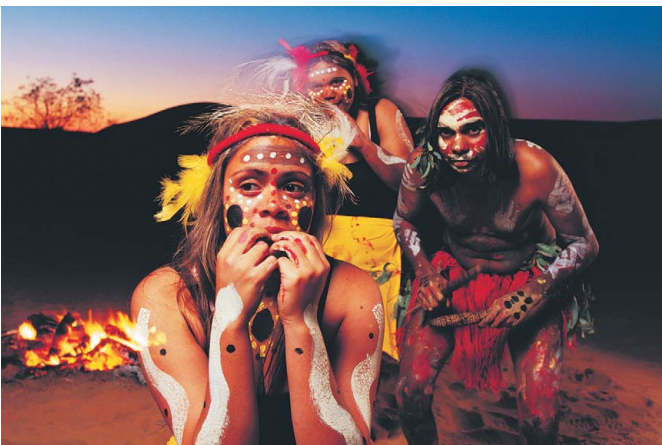
Aboriginal Dance Show

Representing Aboriginal and Torres Strait Islander performers from many diverse tribes, the Aboriginal dance show preserves and promotes Aboriginal culture through a range of traditional and contemporary performances.

Traditional Aboriginal Welcome

A 'Welcome to Country' ceremony is a traditional Aboriginal blessing, symbolising the traditional owners' consent to an event taking place on their land. It always occurs in the Opening Ceremony of the event, preferably as the first item. This would be most suitable for the Opening Ceremony of ICASE World STE.

The 'Welcome to Country' is conducted by a representative of local Indigenous custodians who welcome the delegates to their country. The form of the welcome is negotiated between the Indigenous people and the event organisers. For example, the 'Welcome to Country' may consist of a single speech, or it may include some kind of performance such as a song, dance or a didgeridoo solo.



MELBOURNE & AUSTRALIA



MELBOURNE OVERVIEW



‘ MELBOURNE – The World’s Most Liveable City 2012 ’
 (The Economist Intelligence Unit)

MELBOURNE – THE CAPITAL OF THE STATE OF VICTORIA

- **Population** of Melbourne is approximately 4 million
- **Major Events and Sports Capital** - 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.
- **Food Capital of Australia** - Offering a huge range of options to cater for all tastes and budgets, Melbourne has more than 3000 restaurants, cafés and bars serving up over 75 different ethnic cuisines.
- **Shopping Capital of Australia** - Melbourne has more retail space than any other city in Australia ranging from quirky underground boutiques to the glittering luxury global brands.
- **Amazing Arts Scene** - Melbourne hosts a busy calendar of events that celebrate art and live entertainment bringing international performers and exhibitions to the city.
- **Destination Appeal for Domestic and International Delegates** - According to Roy Morgan Research, Melbourne is the number one domestic destination for Australians wanting to take a holiday in the next two years.
- **Capital of 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. There are also five wine growing regions and over 170 wineries within 90 minutes of the city centre.

MELBOURNE’S LOCATION



■ Australia ■ Victoria ■ Melbourne ■ New Zealand

MELBOURNE’S CLIMATE

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

	Average Daily Temperature	
	(°C)	(°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



MELBOURNE – No. 1 City in Australia for Conferences and Congresses
(ICCA Report)

MELBOURNE – LIVEABLE, SAFE, HEALTHY & MULTICULTURAL CITY

- **World's Most Liveable City** – Recently voted the best city in the world to live for the second year in a row according to the global liveability survey from the London based Economist Intelligence Unit.
- **Safe City** – Accredited as an international 'Safe City' by the World Health Organisation, Melbourne offers visitors a safe environment to holiday and to do business in.
- **Healthy City** – You can safely drink Melbourne tap water, as it has one of the purest supplies in the world.
- **Cosmopolitan and Multicultural City** – Melbourne is one of the most cosmopolitan and multicultural cities in the world; Victorians come from over 200 countries, speak over 180 languages and dialects and follow over 110 religious faiths, each enriching the cultural life of the city.

MELBOURNE – POLITICAL AND ECONOMIC STABILITY

- **Low Risk of Political Instability** – Australia is ranked third in the world for political stability (IMD World Competitiveness Yearbook 2010).
- **Constitutional Democracy Based on a Federal Division of Powers** – This has provided for a very stable government in Australia.
- **Uninterrupted Economic Growth** – Australia is a CRT-1 country with very low levels of economic, political and financial system risk. The Australian economy has experienced 17 years of uninterrupted economic expansion. In fact, Australia was the only Western economy to achieve growth during the recent Global Financial Crisis.
- **Enviably Business Environment** – According to the World Bank, Australia's business environment is in the top ten in the world in terms of ease of doing business.

MELBOURNE – THE INTELLIGENT CHOICE FOR CONFERENCES

www.melbourneiq.com.au

- **No.1 City in Australia for Conferences and Congresses** – Recently ranked as the number one city in Australia for conferences and congresses in the International Congress and Convention Association's (ICCA) 'Country and City Ranking Report 2011', Melbourne is recognised internationally as the nation's premier destination for business events.
- **World-class Universities** – Melbourne has an enviable reputation as a leading education destination. Victoria's nine world-class universities, eight of them with campuses in Melbourne's city centre, along with technical and further education (TAFE) colleges and private colleges, are complemented by major research institutes.
- **Excellence in Medicine, Technology and Information Technology** – Victoria is home to 139 biotech companies, 13 major medical research institutes, seven teaching hospitals and nine universities. Melbourne scientists have developed breakthrough products such as the Relenza anti-flu vaccine, the Gardasil cervical cancer vaccine, the cochlear implant (which has provided hearing for thousands of people throughout the world) and the atomic absorption spectrometer.
- **Business Friendly City** – Melbourne has an open, stable and growing economy and was named one of the best new cities to business in the world by Fortune magazine.

“Melbourne has developed breakthrough products such as the Relenza anti-flu vaccine, the Gardasil cervical cancer vaccine, the cochlear implant, which has provided hearing for thousands of people throughout the world, and the atomic absorption spectrometer (CSIRO & DIIRD SGV, April 2009).”

MELBOURNE'S TRACK RECORD IN HOSTING EVENTS

International associations that have recently held conferences in Melbourne have indicated that the size and breadth of interest by members of locally-based associations and the wider academic community, and more specifically local representatives of the research areas covered by the conference program, were major factors in their decision to choose Melbourne as the host city.

The calibre of major international conferences being held in Melbourne is outstanding, with the city attracting some of the world's largest and most prestigious events over the next few years, including:

- International AIDS Conference 2014 (14,000 delegates)
- World Congress of Cardiology 2014 (9000 delegates)
- World Diabetes Congress 2013 (12,500 delegates)
- World Cancer Congress 2014 (2000 delegates)

Located in one of the safest countries in the world, Melbourne offers a stable, prosperous foundation for international meetings and is a gateway to the Asia-Pacific region. With Australia's most multilingual population (including nearly half a million native speakers of Asian languages), Melbourne is a global city that provides a perfect blend of economic strength and an enviable lifestyle.

Please refer to the following tables for some examples of international congresses held or to be held at the MCEC.

Please note this is not an exhaustive list.

MAJOR EVENTS HOSTED IN MELBOURNE

Year	Meeting Name	Actual Attendance
2012	International Society for Photogrammetry and Remote Sensing	2002
2012	Australasian Chambers Business Congress	1092
2012	Asian and Oceanian Congress of the World Federation of Neurology	1476
2012	The International Society for Magnetic Resonance in Medicine's 20th Annual Meeting & Exhibition	5374
2012	World Congress of Neurorehabilitation	1824
2012	Australasian Aquaculture 2012 International Conference and Trade Show	914
2012	Atheist Alliance International Convention	3598
2011	International Congress of the Asia Pacific Society of Infection Control - APSIC	1096
2011	Asia/Oceania Regional Congress of Gerontology and Geriatrics	972
2011	Healthcare Information and Management Systems Society - HIMSS- Asia Pacific	1096
2011	International Botanical Congress	2362
2011	General Assembly of the International Union of Geodesy & Geophysics	3642
2010	Asian & Oceanian Epilepsy Congress - AOEC	1436
2010	International Conference of the International Union of Biochemistry and Molecular Biology - UBMB (OzBio)	1604
2010	World Science Fiction Convention - Aussiecon 4	2200
2010	International Congress of Parasitology - ICOPA	1734
2010	International Congress for the Chemistry of Crop Protection - ICCC IUPAC	1112
2010	Global Conference of the International Federation of the Ageing - IFA	1052
2010	World Congress in Internal Medicine - WCIM	2383
2009	Parliament of the World's Religions - PWR	6082

THE WORLD IS COMING TO MELBOURNE

Year	Event	Estimated Attendance
2013	International Congress of Pediatrics	5000
2013	International Council of Nurses 25th Quadrennial Congress	6000
2013	22nd World Diabetes Congress	12,500
2014	International AIDS Conference	14,000
2014	International Congress of World Federation of Hemophilia	3400
2014	World Cancer Congress	2000
2014	World Congress of Cardiology	9000
2014	IEEE International Symposiums on Circuits and Systems	1000
2015	35th Congress of the Societe Internationale d'Urologie	4000
2015	World Geothermal Congress	1500
2017	International Joint Conference on Artificial Intelligence	1000

EXPLORE MELBOURNE



Melbourne is Australia's fashion capital. The city has been named in the top seven most fashion-forward cities by leading New York fashion magazine Nylon (*The Nylon Book of Global Style*).

THINGS TO DO

Fashion Capital

Melbourne is known as a well-dressed city, where shopping has been elevated to a new art form. Explore dazzling boutiques, street markets, department stores and malls.

Wander inner city lanes and historic arcades and discover boutiques and specialist stores, local designers and historic tearooms, and admire the architecture of these historic thoroughfares.

Melbourne Central boasts more than 300 stores and **Direct Factory Outlets (DFO)** at South Wharf offers bargain lovers savings at some 120 outlets.

Harbour Town at **Waterfront City** features two levels of unique laneway shopping with over 90 discount outlet stores, as well as specialty fashion, food, entertainment and leisure outlets.

South-east of the city centre, discover **Chadstone Shopping Centre**, which has recently opened its own glossy avenue of global brands including Chanel, Jimmy Choo, and Prada. The centre houses 530 shops, the largest in the Southern Hemisphere.

Melbourne also hosts a market every day of the week, from the famous historic **Queen Victoria Market** to small street markets that sell local produce. Try the **Esplanade Market** at St Kilda on Sundays or the **Arts Centre Market** for locally-made goods.

Food Capital

You won't go hungry in Melbourne. Melbourne serves up some 75 ethnic cuisines, with over 3,000 restaurants, cafés, bistros and bars in the city.

Crown Entertainment Complex has become recognised as a fine dining destination. **Neil Perry's Rockpool Bar & Grill** specialises in woodfire-grilled meat and seafood, and **Koko**, one of Melbourne's premier Japanese restaurants, features a sake bar, tatami and teppanyaki rooms, all overlooking the Yarra River and city skyline.

Iconic institutions included the award-winning **Donovan's**, housed in a refurbished bathing house on Port Phillip Bay. **Comme** occupies an important Melbourne culinary landmark – the former **Mietta's HQ**, and **Botanical** is a modern restaurant that overlooks the **Botanical Gardens**.

Melbourne also offers a culinary patchwork of great dining options for budget conscious travellers. Delegates can choose from a wide range of affordable restaurants by heading off to **Lygon Street**, Carlton, Melbourne's slice of Italy, for pizza and pasta restaurants, or go to **Victoria Street**, Richmond, known as Melbourne's Little Saigon, where they can enjoy authentic and cheap Vietnamese cuisine.

Delegates will be spoilt for choice!



Great Destinations After Dark

Melbourne has turned being served a drink into an art form, with thousands of bars located in laneways, basements, rooftops, and stylish venues throughout the city.

Set out to explore Melbourne's laneways and discover one of the city's eclectic bars for a memorable evening.

Good food and music, quiz nights and friendly crowds can be found at pubs around the edges of the city. Year-round, Melbourne heads up to rooftop bars for drinks and city views.

Melbourne's dynamic local music scene is supported by appreciative audiences who line up every night of the week to see their favourite bands at city venues and pubs.

Melbourne has more live music venues than any other Australian city and Victorians are passionate about live music, with around 5.4 million attendees at Victorian venues in 2009/10.

Amazing Arts & Culture Scene

Discover **Museum Victoria** and the world we live in. Comprising of the **Immigration Museum**, **Scienceworks**, **Melbourne Museum** and the Royal Exhibition Building, it explores and explains our histories and the world of science and nature.

The Melbourne Museum is located in the beautiful Carlton gardens and is next to the Heritage Listed **Royal Exhibition Building**. Just a short tram ride from the city centre the Museum is full of many diverse and interesting exhibitions including Australian Indigenous culture and history, the environment, the human body, the ancient world, animals and the Museum even has the world-famous racehorse Phar Lap displayed.

Just down from Flinders Street Station on St Kilda Road is the impressive **National Gallery of Victoria (NGV)** which showcases artwork from around the world and regularly has awe-inspiring exhibitions. The NGV also has a home in **Federation Square** which exhibits remarkable Australian art.

Located right on the Yarra River right in the heart of the city the iconic spiral that is the **Arts Centre** is the home of the performing arts in Victoria and has many live shows including musicals, ballets and orchestras each night!

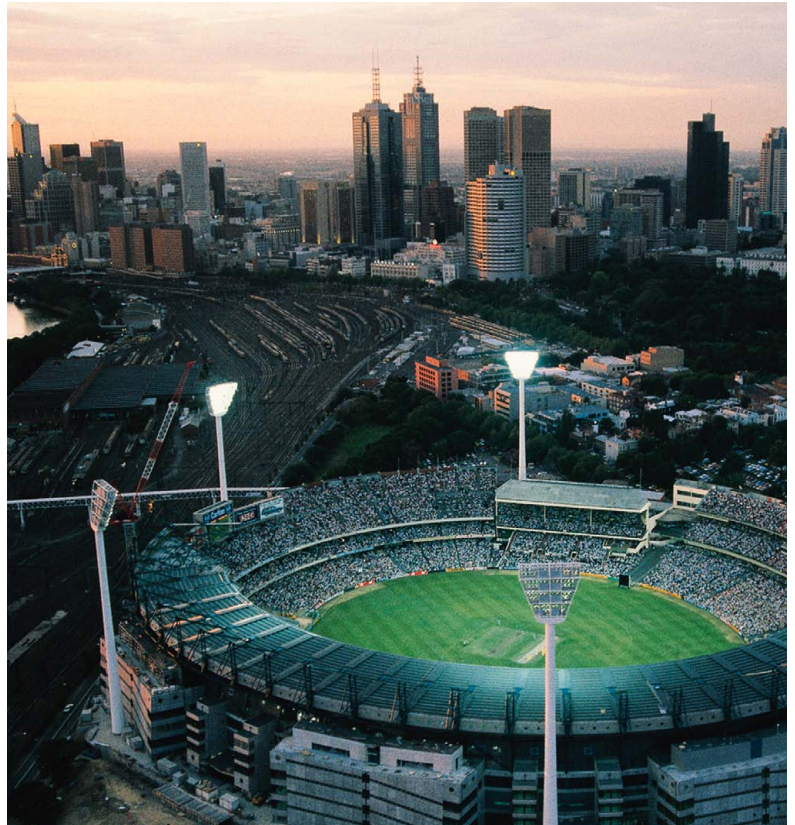
There is always a performance underway in Melbourne. The **Melbourne Theatre Company**, circus performances, comedy and innovative dances are all on show in spectacular heritage listed theatres.

History

The **Old Melbourne Gaol** is located right in the city centre just behind RMIT University and here you can visit the cell of Australia's famous bushranger outlaw Ned Kelly!

When travelling towards Flinders Street Station on a Swanston Street tram if you look out the front window you will see a very impressive building which is the **Shrine of Remembrance**. The Shrine was built to honour the lives lost in World War One and draws many visitors during the year. At the Shrine you can pay respect to the men and women who served in this war and learn about their experiences. You can just jump a tram from Flinders Street to get there or enjoy a pleasant 10 minute walk along the **Royal Botanic Gardens** to get there!

Visitors to Melbourne can also experience the unique Aboriginal culture and history of south-east Australia at the Koorie Heritage Trust Cultural Centre then explore the Ian Potter Centre at Federation Square to see excellent examples of Aboriginal and Torres Strait Islander art.



For the third time, Melbourne was awarded the world's 'Ultimate Sports City' in 2010, ahead of Singapore, London, Berlin and Sydney (*SportBusiness Group*).

Adventure

For the thrill-seekers try your hand at the skydiving at the **Melbourne Skydiving Centre** where you can choose to skydive over some spectacular locations like the Yarra Valley and the Great Ocean Road.

Hot air ballooning over Melbourne City or the Yarra Valley is a great way to take in the city sights and relax up in the air rather than walk around to each individual site! Trips are run early morning as this is when the air and lighting is best to get the best views possible! The flight takes around one hour and often includes a delicious breakfast.

Swim with the Sharks - **Melbourne Aquarium** allows those brave enough to do diving in the shark tank! Only for the courageous, swimming face to face with the sharks will be a story to tell for sure! For those not that way inclined Melbourne Aquarium has daily shows of shark and stingray feedings, as well as penguin, turtle and other ocean life sessions. The best thing about the Aquarium is that once you buy a ticket you can enter and exit as many times as you want during that day so you can go back and forth to watch the shows! The Aquarium is a great tourist attraction and if you don't get the chance to see the beautiful Australian marine life in the wild then this is perfect!

The **Eureka Skydeck** is 88 floors up and provides the best 360 degree view of the city! You can also take a plunge and step onto the glass cube known as "**The Edge**" for an extra cost, not for light-hearted this experience will delight people of all ages!

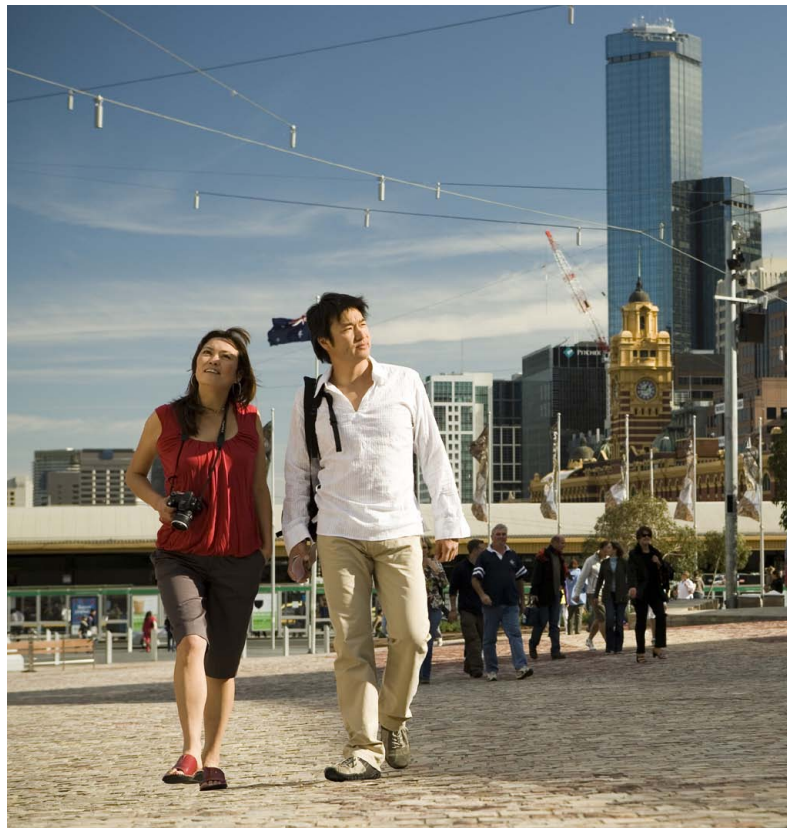
World's Best Sports City

With a dedicated sporting precinct adjacent to Melbourne's city centre, and home to five of the six most significant annual sports events held in Australia, Melbourne was recognised as the world's "Ultimate Sports City" in 2010.

Melbourne loves its sport, from the Australian Open Tennis Championships in late January to the Boxing Day Test Cricket match in December. Enjoy Formula 1™ Grand Prix action, or horse racing at the Spring Racing Carnival. From March to September, fans don team colours and head to Etihad Stadium and the Melbourne Cricket Ground (MCG) to attend the Australia Rules Football matches.

Melbourne also has proven expertise in staging major events, such as the Melbourne 2006 Commonwealth Games. The success of the Commonwealth Games, which saw Melbourne's infrastructure and event venues at full capacity, attests to the city's know-how, and reputation for, holding large-scale, internationally-celebrated major events.

Relive magic sporting moments at the National Sports Museum at the Melbourne Cricket Ground (MCG), home to thousands of items from Australia's rich sporting history, plus a cinema and interactive games.



SIGHTSEEING IS EASY AND AFFORDABLE IN MELBOURNE

Many of the tourist attractions in Melbourne are really easy to get to from the MCEC. Sightseeing is also inexpensive if you take advantage of the many options available to visitors, including:

Free City Tourist Shuttle Bus

The Melbourne City Tourist Shuttle Bus is a great way to see Melbourne's attractions. This popular service operates daily every 30 minutes during the day. The complete trip takes approximately 1.5 hours and includes an informative on-board commentary as you travel around Melbourne.

Hop on and off the bus at any of the 13 stops at key city destinations including the Docklands Precinct, Melbourne Museum and Carlton Gardens, Queen Victoria Market, Melbourne Aquarium, Immigration Museum, Southbank, The Shrine of Remembrance, Royal Botanic Gardens and Chinatown.

For more information on the attractions at each of its 13 stops, please visit <http://www.thatsmelbourne.com.au/Documents/General/Tourist-shuttle.pdf>

Free City Circle Tram

The free City Circle Tram is a convenient way to see the sights of central Melbourne while experiencing a ride on one of the city's iconic W-Class trams. The tram operates approximately every 12 minutes from 10am to 6pm Sunday to Wednesday and 10am to 9pm Thursday to Saturday.

Tram stops include: Flinders Street, Harbour Esplanade, Queen Victoria Markets, Flagstaff Gardens, Parliament House, Treasury Gardens, State Library and Melbourne Aquarium.

Self-guided Walking Tours

The City of Melbourne has developed a series of self-guided walks to help you explore the city by foot, and provides informative maps and information on these great city strolls that can be downloaded for free. Itineraries include 'A walk in the park', 'Secret gardens', 'On the Waterfront', 'Arcades and lanes', 'The Cosmopolitan', 'Sports and entertainment' and 'Elegant enclave'. For more information, please visit <http://www.thatsmelbourne.com.au/Gettingaroundthecity/walks/Pages/walks.aspx>.

'Melbourne – uncover the best kept – Secrets', also developed by City of Melbourne, is a free resource to visitors that provides a wealth of information what where to go, what to do and how to get there. For more information, please visit http://www.thatsmelbourne.com.au/Gettingaroundthecity/Maps/Documents/Melbourne_Uncover_the_Best_Kept_Secrets.pdf.

Tour Companies

From shopping sprees to tours of the city's greatest attractions, Melbourne's many tours are a great way to see the city with interesting insights from those in the 'know'. Please see the section 'Touring Options' for some ideas of popular touring options in Melbourne, Victoria, Australia and New Zealand.

River Cruises

With a river running through it and a bay next door, Melbourne is a great city to make your way around by boat. Enjoy Melbourne from the water on the Yarra River - jump on a Melbourne Water Taxi or take a scenic cruise departing from Southbank. You can even create your own itinerary and charter a boat from operators at Melbourne Docklands.



Melbourne is a very liveable city that is easy to get around and many attractions are within walking distance”

Delegate from NSW attending the International Congress of Applied Psychology (ICAP) 2010

FREE VISITOR SERVICES

Melbourne Visitor Centre (MVC)

The Melbourne Visitor Centre (MVC) is located at Federation Square (corner Swanston and Flinders Streets), opposite Flinders Street Station and operates seven days a week from 9.00am to 6.00pm.

The MVC is a one-stop shop for all visitor information needs. Along with face-to-face visitor information on Melbourne and Victoria, the Centre offers:

- Free brochures and maps
- Event and 'what's on' information
- Public transport information and public transport ticket sales
- Internet facilities
- 'Best of Victoria' – accommodation and tour booking service
- 'Best of Souvenirs' – quality Melbourne souvenirs and gifts

City Ambassadors

Keep an eye out for Melbourne's City Ambassadors in their distinctive red uniforms for assistance with directions, public transport enquiries, events and general questions about Melbourne. Wherever you are from, friendly volunteers can help you! They are approachable, friendly and equipped with extensive local knowledge.

Melbourne Greeter Service and Tourist Information Booths

The Melbourne Greeter Service is a free two to four hour walking orientation of the city for visitors to Melbourne. Greeters are passionate, trained volunteers who share their local knowledge of Melbourne. Groups of up to four people can be accommodated. Orientations in languages including French, German, Italian, Japanese, Mandarin, Spanish and many others are available on request.

Friendly volunteers at the Melbourne Visitor Booth in Bourke Street Mall, in the city centre provide maps and information on shopping, attractions and events.



TWO HOUR /HALF DAY TOURS

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.

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, delegates can discover local designers and speciality 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 Melbourne Cricket Ground 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.

EXPLORE VICTORIA

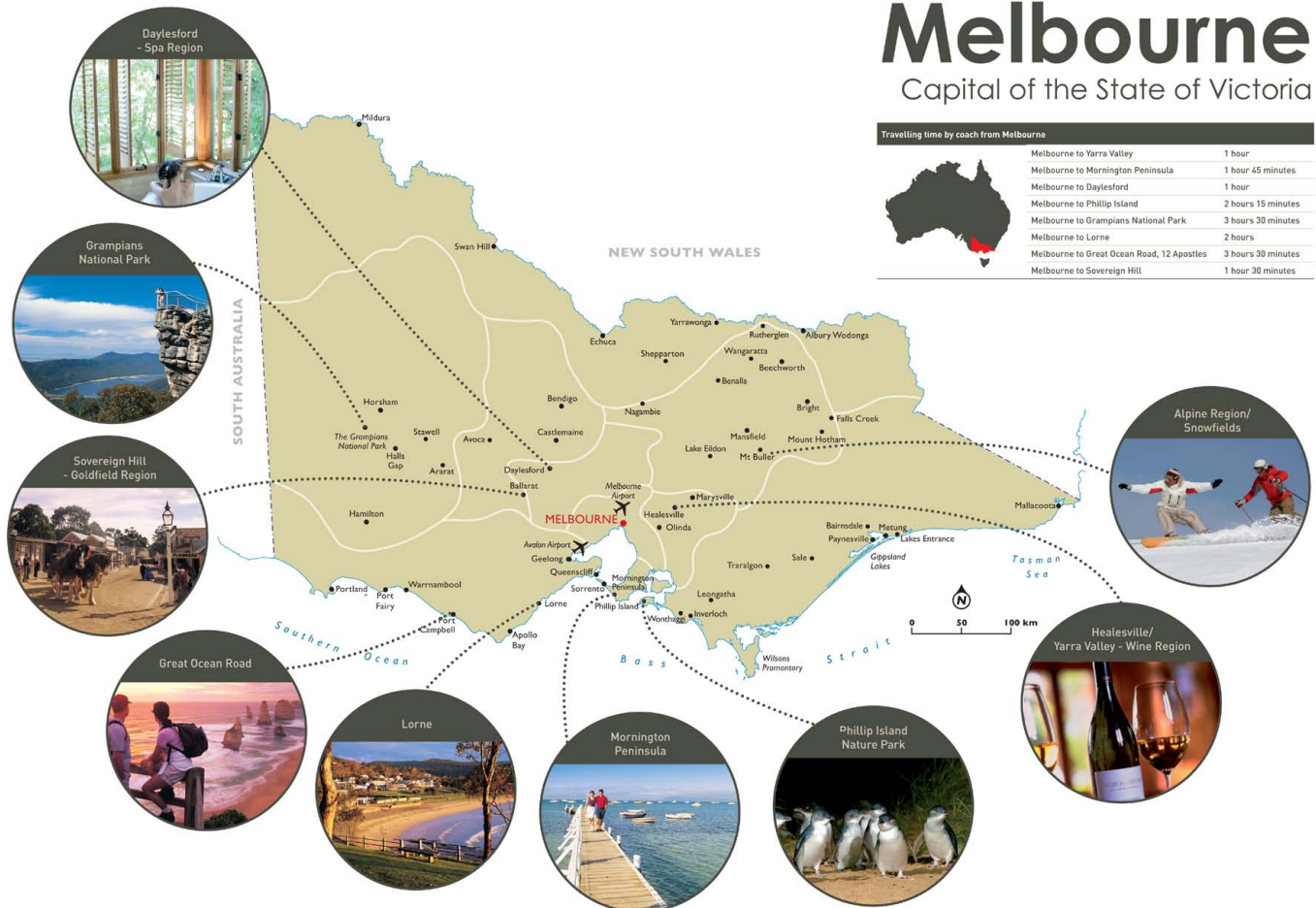
Melbourne

Capital of the State of Victoria

Travelling time by coach from Melbourne



Melbourne to Yarra Valley	1 hour
Melbourne to Mornington Peninsula	1 hour 45 minutes
Melbourne to Daylesford	1 hour
Melbourne to Phillip Island	2 hours 15 minutes
Melbourne to Grampians National Park	3 hours 30 minutes
Melbourne to Lorne	2 hours
Melbourne to Great Ocean Road, 12 Apostles	3 hours 30 minutes
Melbourne to Sovereign Hill	1 hour 30 minutes



MELBOURNE – A GATEWAY TO REGIONAL VICTORIA

For visitors wishing to escape the city, a drive for little more than an hour in almost any direction will bring a myriad of experiences. From spectacular coastline scenery to Australian wildlife sanctuaries, boutique wineries to relaxing day spas, alpine skiing to world-class golf courses, regional Victoria has it all.

Yarra Valley

On the city's eastern fringe, discover the charming Yarra Valley and Dandenong Ranges. The Yarra Valley is famous for its vineyards, rolling green hills and fresh produce, while the neighbouring Dandenong Ranges offer stunning mountain scenery, lush forests and secluded fern gullies. The best of these regions can be enjoyed on foot, by bicycle or soaring above in a hot air balloon.

Mornington Peninsula

To the south east, the stunning Mornington Peninsula introduces you to the makers of fine wines and the growers of the freshest produce imaginable. Indulge in thermal hot springs, play a round of golf on championship courses or just lay back on a golden sand beach and enjoy the tranquil surroundings.

Phillip Island

Slightly further east, on Phillip Island, share your evening with an army of Little Penguins as they parade onto the beach at dusk and spend your days encountering more unique indigenous marine and land mammals in their natural habitat.

Great Ocean Road

On the western side of the city lies one of the world's great scenic coastal drives – the Great Ocean Road. Kangaroos, koalas, and a menagerie of other native animals can be spotted in abundance along with iconic landmarks such as the 12 Apostles, infamous surf breaks and crystal clear waterfalls.

High Country

To the north is Victoria's high country. Visitors can taste their way around the region's villages and towns, visit boutique wineries and embrace Australian history. Ski over the Alps in winter, or take part in an array of adventure activities during the warmer months.

For information regarding pre and post touring options to Victoria's main regional destinations, please see section Touring Options.

For more information on Victoria's regional destinations, please visit www.visitvictoria.com.au.

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 tranquility 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



visiting famous Bells Beach.

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 instructors 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

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, 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.

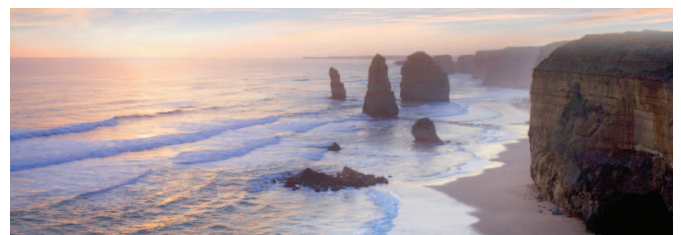
Great Ocean Road



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, Phillip Island



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. Then 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.

OVERNIGHT TOURS

Overnight in the Grampians



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 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.

EXPLORE AUSTRALIA

MELBOURNE – A GATEWAY TO AUSTRALIA AND NEW ZEALAND

Australian Capital Territory (ACT)



Located between Sydney and Melbourne, Canberra is a city designed to reflect an entire nation. Not only famous as the home of our Federal Parliament, Canberra's attractions are world renowned.

The Australian War Memorial, Old Parliament House, the National Museum of Australia, as well as its galleries, wineries and parklands symbolise who we are. It's a journey anyone who wants to learn more about Australia should make.

www.visitcanberra.com.au

New South Wales (NSW)



New South Wales boasts a wide variety of attractions, stunning scenery and a climate to suit all needs. Enjoy the big city buzz of Sydney, the state's capital, with its famous Opera House and the beauty of its world renowned harbour. Then step away to soak up the local flavours of the regions of New South Wales.

Laze on a beach, hike in fresh mountain air, journey to the red Outback, soothe your soul in one of the world heritage national parks, take a leisurely drive through the state's flourishing farm regions or stop in the quirky towns and cosmopolitan centres.

www.visitnsw.com.au

Northern Territory (NT)



The Northern Territory is a land of contrasting colours, spanning from tropical Darwin in the north to the red ochre of Alice Springs in the centre. Spectacular natural attractions such as Uluru (Ayers Rock), world heritage listed Kakadu National Park and

Nimiluk (Katherine) Gorge are a must see. Modern restaurants and first class accommodation complement the range of activities available. From balloon flights over the centre to sunset cruises on Darwin harbour and four wheel drive safaris through the Outback, the Northern Territory has something for everyone.

www.tourismnt.com.au

Queensland (QLD)



Also known as the 'Sunshine State', Queensland is a warm sub-tropical climate full of dense rainforests and beautiful white sandy beaches with pure blue water. The state's major attraction is the majestic Great Barrier Reef, a delicate reef

ecosystem that evolved over hundreds of thousands of years. Step into the city of Brisbane and your worries lift. Here the mood is light and the sun warms your face. Queensland's Gold Coast, an hour south of Brisbane, is also famous for its fine, white beaches, but with a cluster of theme parks, great shopping and restaurants too, it is the place for travellers who want to do it all.

www.experiencequeensland.com

South Australia (SA)



South Australia is renowned for its famous wine regions including Clare Valley, Coonawarra, McLaren Vale and the Barossa with a bountiful heritage. South Australia's capital, Adelaide, is an elegant city of wide streets and gracious colonial

architecture surrounded by beautifully laid out parklands for cycling, walking, sports and picnicking.

www.southaustralia.com

Tasmania (TAS)



Tasmania, or the 'Island State', is a haven to some of our planet's oldest trees, prehistoric plant life and most appealing animals and birds. The Tasmanian devil, the spotted-tail quoll and the orange bellied parrot are just a sample of what you can see.

Tasmania is a paradise for bushwalkers, anglers, boat enthusiasts and rock-climbers. Hobart is the capital city and the Derwent River and mighty Mount Wellington frame this small historic capital. The south is a region of vineyards, valleys, winding waterways and historic sites and villages.

www.discovertasmania.com

Western Australia (WA)



Encompassing more than a third of the entire continent, Western Australia is a state with a diversity of natural attractions. Swim alongside the world's largest fish, the whale shark, explore caves, browse fine art and craft galleries and see quaint historic

towns. The South-West region of Western Australia offers the opportunity to indulge in premium local wines and gourmet food at boutique vineyards amid towering karri forests and beautiful beaches. The untamed and remote Kimberley is one of the world's last great wilderness areas, with vast horizons, ancient gorges, astounding rock formations and rock pools.

www.westernaustralia.com

New Zealand (NZ)



New Zealand is a unique land of breath-taking scenery, approximately three hours from Australia, with a population of just under 3.6 million people.

New Zealand's awesome landscapes, lush forests, amazing wildlife and pleasant climate make it a haven for many outdoor activities, and a great place to unwind. Its capital is Wellington, located on the southernmost tip of the North Island.

New Zealand is a country of rare seismic beauty: glacial mountains, fast-flowing rivers, deep, clear lakes, hissing geysers and boiling mud. There are also abundant native forests, long, deserted beaches and a variety of fauna, such as the kiwi, native to its shores.

www.newzealand.com

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