

MARKETING, EVENT AND BUSINESS OPPORTUNITIES

JANUARY – DECEMBER 2016

853,000

THE NUMBER OF DAILY VISITORS
TO THE CITY OF MELBOURNE.

KEY

- City of Melbourne event
- Notable event
- Marketing/Business Opportunity
- Sponsored event
- Business event/tourism supported

- Sustainable Living Festival (6 - 28 Feb 2016)



- Chinese New Year (8 Feb 2016)
- The Spirit of Anzac Centenary Experience (8 - 23 Feb 2016)
- The Royal Edinburgh Military Tattoo (12 - 14 Feb 2016)
- Business Breakfast (18 Feb 2016)
- White Night Melbourne (20 - 21 Feb 2016)
- 29th Lonsdale Street Greek Festival (27 - 28 Feb 2016)
- Applications Open - Business Event Sponsorship EOIs (Mid Feb 2016)

- BBC Proms Australia (13 - 16 Apr 2016)
- Melbourne Symphony Orchestra, Melbourne Town Hall Series (From 22 Apr 2016)



- ANZAC Day (25 Apr 2016)
- Nominations Open - Melbourne Awards (28 Apr 2016)
- Melbourne Vixens season (Apr - Jul 2016)

- Winter Campaign (1 Jun - 21 Aug 2016)



- Melbourne International Jazz Festival (3 - 12 Jun 2016)
- Emerging Writers Festival (14 - 24 Jun 2016)
- Circus Oz season (15 Jun - 10 Jul 2016)
- NGV Winter Masterpieces: Degas - A New Vision (24 Jun - 18 Sep 2016)

- City Science (16 - 21 Aug 2016)



- Melbourne Spring Fashion Week (26 Aug - 2 Sep 2016)
- Melbourne Writers Festival (26 Aug - 4 Sep 2016)
- Melbourne Regatta & Blessing of the Fleet (28 Aug 2016)

- Applications Open - Summer Campaign EOIs (Early Oct 2016)
- Victorian Seniors Festival (2 - 9 Oct 2016)
- Melbourne Festival (6 - 23 Oct 2016)
- Around the Bay (8 - 9 Oct 2016)
- Swiss Festival of Victoria (8 - 9 Oct 2016)
- Malaysia Street Festival (9 Oct 2016)
- Kinky Boots (12 Oct - 27 Nov 2016)
- Ride2Work Day (12 Oct 2016)
- Spring Fling Street Festival (16 Oct 2016)
- Meyers Place Latin Fiesta (16 Oct 2016)
- Victorian Festival of Diwali (17 - 22 Oct 2016)
- World Dodgeball Federation Championships (19 - 21 Oct 2016)
- World Vegan Day Melbourne (23 Oct 2016)
- Carlton Italian Festa (23 Oct 2016)
- Melbourne Zombie Walk and Halloween (29 Oct 2016)
- Melbourne Cup Carnival (29 Oct - 5 Nov 2016)

- Variety Children's Christmas Party (1 Dec 2016)
- Victorian Disability Sport & Recreation Festival (1 - 5 Dec 2016)
- Fair@Square (3 - 4 Dec 2016)
- African Music & Cultural Festival (10 Dec 2016)



- New Year's Eve Fireworks (31 Dec 2016)

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

- Summer Campaign (7 Jan - 29 Feb 2016)
- Sunset Series (16 - 17 and 23 - 24 Jan 2016)
- NGV Kids Summer Festival (16 - 26 Jan 2016)
- Midsumma Festival (17 Jan - 7 Feb 2016)



- Australian Open (18 - 31 Jan 2016)
- Australian Open Festival (18 - 31 Jan 2016)
- Australia Day (26 Jan 2016)
- Movies Under the Stars at Yarra's Edge (28 - 30 Jan 2016)
- Yak Ales Melbourne Barbecue Festival (31 Jan - 6 Feb 2016)

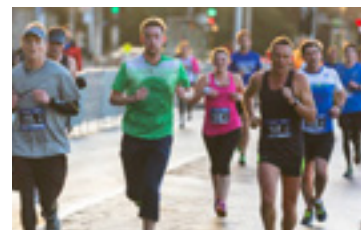
- Festival of Live Art (1 - 13 Mar 2016)
- Melbourne Food & Wine Festival (4 - 13 Mar 2016)
- Virgin Australia Melbourne Fashion Festival (7 - 13 Mar 2016)
- Moomba (11 - 14 Mar 2016)
- Formula 1 Australian Grand Prix (17 - 20 Mar 2016)
- Matilda the Musical (18 Mar 2016 onwards)
- Melbourne Museum Winter Masterpieces: Jurassic World (19 Mar - 9 Oct 2016)
- Herald Sun/City Link Run for the Kids (20 Mar 2016)
- Applications Open - Winter Campaign EOIs (21 Mar 2016)
- Melbourne International Comedy Festival (23 Mar - 17 Apr 2016)
- Melbourne Queer Film Festival (31 Mar - 11 Apr 2016)
- Applications Open - Event Partnership Program (Mid Mar 2016)
- Applications Open - Precincts Program Funding EOIs (Late Mar)
- Applications Open - Lord Mayor's Commendations (Mar 2016)
- Applications Open - Melbourne Spring Fashion Week EOIs (Various) (Mar - Jun 2016)

- Melbourne Knowledge Week (2 - 8 May 2016)
- Applications Open - Arts Grants Program (2 May 2016)
- The Long Walk (5 May 2016)
- Next Wave Festival (5 - 22 May 2016)
- Singin' in the Rain (7 May - 2 Jul 2016)
- Women in Super Mother's Day Classic (8 May 2016)



- The Sound of Music (13 May - 31 July 2016)
- Buddha's Day & Multicultural Festival (14 - 15 May 2016)
- Melbourne Symphony Orchestra - Metropolis Series (14 - 21 May 2016)
- Law Week (15 - 21 May 2016)
- Applications Open - Melbourne Music Week EOIs (May 2016)

- Applications Open - Event Partnership Program (4 Jul 2016)
- Applications Open - Small Business Grants (4 Jul 2016)
- Business Breakfast (7 Jul 2016)
- Bastille Day French Festival (16 - 17 Jul 2016)



- Run Melbourne (23 - 24 Jul 2016)
- Women in Business Lunch (28 Jul 2016)
- Melbourne International Film Festival (28 Jul - 14 Aug 2016)
- Open House Melbourne (30 - 31 Jul 2016)
- Docklands Winter Fireworks (Jul - Aug 2016)

- Applications Open - Christmas Campaign EOIs (1 Sep 2016)
- Lord Mayor's Commendations (7 Sep 2016)



- Toyota AFL Finals Series (9 Sep - 1 Oct 2016)
- Melbourne Fringe (15 Sep - 2 Oct 2016)
- Environmental Film Festival (15 Sep - 9 Oct 2016)
- SPRING 1883 (17 - 21 Sep 2016)
- Unleashed (24 Sep 2016)

- Myer Animated Christmas Windows (From 8 Nov 2016)
- Melbourne Music Week (11 - 19 Nov 2016)
- Melbourne Awards Gala Ceremony (12 Nov 2016)
- David Jones Santa's Grand Arrival Concert (12 Nov 2016)
- Polish Festival @ Federation Square (13 Nov 2016)
- 32nd Anniversary Sister City relationship Melbourne/Thessaloniki (13 - 27 Nov 2016)









- Christmas Campaign (14 Nov to 25 Dec 2016)
- The Age Good Food Month Night Noodle Markets (Nov 2016)
- Christmas Festival (25 Nov - 25 Dec 2016)
- Shop the City (30 Nov 2016)

Remember there are year-round city marketing opportunities, see overleaf for more information.

MARKETING, EVENT AND BUSINESS OPPORTUNITIES

JANUARY – DECEMBER 2016

Website: melbourne.vic.gov.au/business

-  twitter.com/thats_melbourne
-  facebook.com/thatsmelbourne
-  youtube.com/melbournecitycouncil
-  google.com/+whatsonmelbourne
-  [instagram: @thats.melbourne](https://instagram:@thats.melbourne)
-  [Pinterest: CityofMelbourne](https://Pinterest:CityofMelbourne)

VISION: POSITION MELBOURNE AS A TOP-OF-MIND DESTINATION AND BY DOING SO DRIVE VISITATION TO THE CITY AND SUPPORT ITS ECONOMIC PROSPERITY

MARKETING SUPPORT

OUR MARKETING OFFER INCLUDES BOTH:

YEAR-ROUND MARKETING	SCHEDULED CAMPAIGNS
<p>The City of Melbourne has a number of channels that we use to share the stories about our unique city.</p> <p>Our channels include:</p> <ul style="list-style-type: none">• Free online event and business listings• Weekly newsletter and blog features• Social media hub – use #inmelbcity on your social post for a chance to see your content appear on our online social hub• Social media, including Facebook, Twitter, Google+ and other platforms <p>Businesses located in the City of Melbourne municipality have the opportunity to contribute to this content, as well as leverage it for their own purposes.</p> <p>Submit a free business listing at melbourne.vic.gov.au/whatson or share stories with us by emailing marketing@melbourne.vic.gov.au</p>	<p>The City of Melbourne undertakes seasonal destination marketing campaigns to keep the city top-of-mind and drive visitation to the municipality outside premier event periods, which are traditionally quieter trading times of the year.</p> <p>These campaigns leverage existing year-round tools and incorporate additional components including:</p> <ul style="list-style-type: none">• Traditional advertising: print, radio, outdoor• Digital media: online, blogs, videos and social media• City activation• PR <p>We encourage businesses to be part of our destination marketing campaigns through an Expressions of Interest (EOI) process. We use this information you provide about your business' unique offering to promote our city as part of the campaign.</p> <p>If you would like to be notified of these seasonal EOIs, please ensure you sign up to City of Melbourne's Business newsletter and submit your business or event on the What's On website.</p>
To find out more visit melbourne.vic.gov.au/business or contact: marketing@melbourne.vic.gov.au	

CITY OF MELBOURNE EVENTS

The City of Melbourne creates and supports a diverse range of uniquely Melbourne events that provide significant and positive profile, social and economic benefits and legacies for the city and its stakeholders.

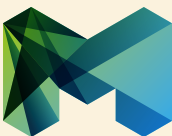
MOOMBA (11 - 14 Mar 2016)	MELBOURNE KNOWLEDGE WEEK (2 - 8 May 2016)	MELBOURNE SPRING FASHION WEEK (26 Aug – 2 Sept 2016)	MELBOURNE MUSIC WEEK (November 2016)	CHRISTMAS FESTIVAL (Late Nov – 25 Dec 2016)	NEW YEAR'S EVE (31 Dec 2016)	MELBOURNE CELEBRATIONS
<p>Attendance: 1.25 million</p> <ul style="list-style-type: none">• Held over the Labour day long weekend, Moomba, is one of Melbourne's favourite annual celebrations and is Australia's largest free community festival.• The 4-day festival of events and programming includes two live music stages, music and kids' activities at Ashton's Tent, the Moomba Masters Waterskiing, skate competitions, the Birdman Rally and the Moomba Parade.	<ul style="list-style-type: none">• A week-long festival showcasing Melbourne's many knowledge assets and innovations in areas of higher education, research, creative industries, biotechnology, manufacturing, information and communication technology and more.• Provides opportunities for the people who live, work and study in the city to learn more about these assets and to foster networks within Melbourne's diverse knowledge sector.	<p>Attendance: 43,000</p> <ul style="list-style-type: none">• Melbourne's premier retail and fashion festival held over seven days.• Stimulates retail sales within the city through programming and communications excellence.• Engages the fashion industry and businesses, providing them with a platform for exposure.• Drives engagement beyond fashion via a free program of events.	<p>Attendance: 41,000</p> <ul style="list-style-type: none">• A 7-day festival celebrating Melbourne's unique music scene with events including concerts held in unconventional locations as well as Melbourne's iconic live music venues, films, exhibitions, workshops, industry events and more.• Drives music industry engagement and collaboration.• Provides business opportunities for retailers and hospitality venues.	<p>Attendance: 305,000</p> <ul style="list-style-type: none">• Launching in late November and running throughout December, the centre of Melbourne's Christmas Festival, Christmas Square, is a magical forest offering festive fun, especially for families and children. By day, discover nutcracker soldiers and interactive candy canes, the nativity scene and free photos with Santa. By night, you can experience sound and light shows creating a very festive atmosphere in the city, every evening.	<p>Attendance: 450,000</p> <ul style="list-style-type: none">• New Year's Eve activities include: the Family Festival at Yarra Park with early evening fireworks and family-friendly entertainment, as well as four 'live sites' featuring DJs, entertainment and sound and light shows building up to the countdown and midnight fireworks at Treasury Gardens, King's Domain, Flagstaff Gardens, and Docklands.	<p>Melbourne Celebrations is a suite of events held throughout the year.</p> <p>Corporate events include:</p> <ul style="list-style-type: none">• Melbourne Awards• Lord Mayor's Commendations• Women in Business Lunch• International Women's Day Breakfast. <p>Public events include:</p> <ul style="list-style-type: none">• Docklands winter fireworks• Sunset Series.

To find out more about City of Melbourne events visit melbourne.vic.gov.au/business

BUSINESS SUPPORT

GRANTS AND SPONSORSHIP	MELBOURNE RETAIL AND HOSPITALITY STRATEGY 2013 - 2017	DOING BUSINESS IN MELBOURNE	TOURIST PUBLICATIONS
<p>The City of Melbourne offers grants and sponsorship opportunities that enable successful applicants to deliver quality programs, events, products and services to Melbourne, bringing a wide range of social, cultural and economic returns to the city.</p> <p>Applications are encouraged for the following programs:</p> <ul style="list-style-type: none">• Small business grants• Event partnership program• Social enterprise and micro business grants• Business event sponsorship (conferences)• Arts grants. <p>There are a range of additional community grants that may be of interest to your business.</p> <p>Find more information on grants and sponsorship at: melbourne.vic.gov.au/grantsand sponsorship</p>	<p>A joint initiative between City of Melbourne and State Government, the strategy outlines over 40 actions to stimulate the future development of the retail and hospitality sectors in the city.</p> <p>Initiatives include:</p> <ul style="list-style-type: none">• Ongoing business engagement with city businesses through public forums, workshops and networking events• New ways to include retail and hospitality components in major events• Collaboration with Melbourne Convention Bureau to leverage conference and event delegate spend• Undertaking research into the retail and hospitality needs of Melbourne's residents, workers and students.	<p>The City of Melbourne provides support to small and large businesses to assist in driving economic development in the municipality.</p> <p>Businesses can access our website for valuable information to start, grow and prosper in our great city.</p> <p>Resources include:</p> <ul style="list-style-type: none">• City of Melbourne website covering business and industry information and opportunities• Business eNewsletter – get connected to the latest news, opportunities, business events and sponsorships• Videos on utilising co-working spaces• Small business toolkits.	<p>These guides provide tourists and visitors to the city with information on the city's distinct strengths, events and attractions that make the City of Melbourne a diverse, dynamic and interesting place to visit.</p> <p>Publications include:</p> <ul style="list-style-type: none">• City maps• <i>City Strengths</i> series of brochures including Shopping and Attractions• <i>Melbourne Walks</i> brochures• <i>What's on in Melbourne</i> weekly newsletter• <i>What to do and see in Melbourne</i> guides in languages other than English• Melbourne Visitor Shuttle brochure and map <p>eNewsletters:</p> <ul style="list-style-type: none">• Sign up for the business eNewsletter at: melbourne.vic.gov.au/business
PROMOTIONAL OPPORTUNITIES, DISPLAYS AND BANNERS	BUSINESS AND TOURISM MELBOURNE VOLUNTEER BRIEFINGS	SUPPORT PROGRAMS	CITY OF MELBOURNE PRECINCT PROGRAM 2013-17
<p>The Melbourne Visitor Centre at Federation Square and the Melbourne Visitor Booth in Bourke Street Mall are key providers of visitor information in Melbourne.</p> <p>The Melbourne Visitor Shuttle disperses visitors to precincts around the municipality, including Docklands. On-board commentary provides visitors with complimentary information about various businesses and city attractions.</p> <p>Businesses have the opportunity to promote their tour, attraction or event directly to visitors at these tourist hubs.</p> <p>In addition, The City of Melbourne banners provide a vibrant and strong visual presence within the city and allow an event/organisation to further establish its marketing campaign on a large and impressive scale.</p> <p>Opportunities include:</p> <ul style="list-style-type: none">• Brochure display space• Display cabinets• Light box displays• Floor displays• External billboards• External Melbourne Visitor Shuttle panels• Super and Standard Banners• Signage hub posters.	<p>The City of Melbourne has a team of 400+ volunteers talking to visitors every day, sharing their tips on what to do and see in the city.</p> <p>The professional development program for volunteers provides businesses and event organisers the opportunity to present their product and information at a forum or familiarisation.</p> <p>Familiarisation and forum benefits and value to industry:</p> <ul style="list-style-type: none">• Increasing awareness of the tourism product, business or service• Cost effective way to market tourism businesses to a targeted audience (volunteers)• Helps Melbourne businesses connect with visitors• Empowers staff and volunteers to deal with visitor enquiries with more confidence and enthusiasm. <p>Opportunities include:</p> <ul style="list-style-type: none">• Four seasonal event forums a year delivered at the start of each season• Annual Melbourne Product Forum to promote attractions, tourism businesses and products; Melbourne Product Forum (mid June)• Monthly familiarisation program which includes a guided visit to your attraction, tourism product or business. Hours: Monday to Friday 9.30am to 4.30pm. <p>Contact: For more information email tourism.volunteer@melbourne.vic.gov.au</p>	<p>The City of Melbourne offers a range of business support and networking opportunities, and facilitates a number of advisory and co-operative boards who work with us to ensure our city remains a world-class centre across key sectors of the city economy.</p> <p>Business networking opportunities are available through:</p> <ul style="list-style-type: none">• Melbourne Business Network• Business 3000• Business breakfast forums (February and July)• Clean Tech Network. <p>Other business support include:</p> <ul style="list-style-type: none">• Small business mentoring services• Business Consultation Program• Lord Mayor's Commendations• City of Melbourne Precinct Program – providing funding support for trader associations across the municipality.	<p>The program provides up to \$75,000 annual financial support to recognised incorporated precinct associations that are physically located in and representing individual traders in designated consumer relevant areas of the public domain within the municipality, to contribute to the City of Melbourne's goal of a prosperous city.</p> <p>Associations funded under this program will undertake activities to benefit the trader area on behalf of their members including:</p> <ul style="list-style-type: none">• consumer advertising of the trader area• marketing campaigns targeted to consumers to benefit their members' events and promote the area• business development activities for their members. <p>Applications for funding open in March/April annually.</p>

Find out more about all our business support opportunities and sign up for the Business newsletter today at: melbourne.vic.gov.au/business



CITY OF MELBOURNE