



Melbourne, Victoria

There's never been a better time to invest in the world's most liveable city

Located in one of the safest countries in the world for investment, Victoria and its capital city, Melbourne, offers a stable, prosperous foundation to grow your business. On the cusp of Asia, Victoria offers rich opportunities and markets for new products and services.

Competitive Melbourne

Over the years, Victoria has generated consistent and sustainable economic growth, well above the OECD average, thanks to a dynamic, competitive business environment and broad economic base.

Victoria is proud of being the engine room of the Australian economy, occupying just 3% of this vast continent, it is nevertheless responsible for nearly a quarter of the nation's economic activity.

The state's economic staying power helped make Australia the only OECD country on the planet to record positive growth during the global financial crisis. In fact Victoria has maintained its AAA ratings (Standard & Poor's and Moody's) throughout and beyond the crisis.

With an economy larger than Singapore, Hong Kong or New Zealand, Victoria punches above its weight regionally, making it a logical springboard to Asia.

In fact there is a growing list of global giants who are already calling Melbourne home, including:

- Boeing
- Denso
- GSK
- Hisense
- IBM
- Mahindra
- Nestlé
- Qenos
- Singtel

Melbourne Works

There are more than five million reasons to base your business in Victoria: the unique fusion of energy, creativity and ability of its people.

Melbourne speaks your language. More than half of Victorians were born overseas (or have a parent who was) and a quarter of the population speaks a language other than English.

As well as being Australia's education capital, Victoria educates the region. The state has ten world-class universities, eight of them with campuses in Melbourne's central business district.

Add to these a wealth of research institutes spanning from world leading medical innovation to new manufacturing technologies and it's not surprising the state has nurtured four Nobel prize winners.

Victoria produces the largest number of engineering and information technology graduates in Australia each year. But its education base is broader than that; nearly 60 per cent hold a post-secondary school qualification, and more than one quarter hold university qualifications.

Melbourne Connects

Melbourne connects your business with Australia, the Asia-Pacific, and the world.

Melbourne International Airport is the gateway linking the world to South-Eastern Australia, with over 29 million passengers each year boarding more than 650 International flights a week, around the clock. It is also home to Australia's largest and busiest container port.

Melbourne is Australia's technological heart. It was chosen as the home to the largest telecommunications infrastructure rollout in the world – the National Broadband Network.



Melbourne Lives

Melbourne has been named the most liveable city in the world by the Economist Intelligence Unit for three years in a row, and has consistently featured in the top three rankings over the past decade. Its quality of life means recruiting and retaining talented professionals is easy.

Melbourne has art galleries, museums, wineries and a sophisticated and varied gastronomic scene. A rich history of migration means you can find just about any of the world's cuisines in your neighbourhood. A city of festivals, Melbourne celebrates writers, film, comedy, fashion and design and our many cultures, all year round.

Its track record in attracting major events is second to none: the world's eyes are trained on Melbourne when it's time for Formula One motor racing, Australian Open tennis, and all forms of international cricket. And the city's world-class sporting and entertainment venues are all within walking distance of the city centre.

On the city's eastern fringe lie the Dandenong Ranges, offering the peace of a national park close to home. One of the world's great journeys, the Great Ocean Road, starts just outside Melbourne. In Victoria's high country, ski trails intersect with food trails and white-water rapids.

And to ensure you have plenty of time to enjoy all the city and its regions have to offer, the necessities of everyday life—childcare centres, schools, medical clinics and hospitals—are easy to tap into and of excellent quality.

Melbourne Supports

Victoria's appetite for clearing bureaucratic roadblocks has led the OECD to identify it as a world leader in regulatory reform. The state leads Australia in cutting taxes and regulations.

In fact, Victoria is one of the fastest and easiest places in the world to set up a business. Nationally, Australia's foreign investment approvals process is simple and straightforward. And the Victorian Government is pro-business, fostering an environment of growth and innovation.

The state also has a world-class investment attraction and facilitation agency: Invest Victoria.

Through Invest Victoria, the Victorian Government can:

- Provide you with the latest market intelligence;
- Design itineraries and programs for your company;
- Link you into networks, grants and support programs;
- Put you in touch with suppliers, service providers and potential partners;
- Guide you through infrastructure and approvals; and,
- Provide ongoing support to ensure your business keeps growing.

Through its global network of 17 business offices, Invest Victoria managers will work with you in your market and time zone to tailor a service package that suits your needs.

Victorian Government Business Offices Global Network



City of Opportunities

Melbourne is a perfect blend of economic strength and dynamism, with a lifestyle that is envied around the world. Talented people, a world-class education system, supportive government and superior infrastructure all mean that there has never been a better time to invest in Victoria.

Find out more at www.investvictoria.com

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