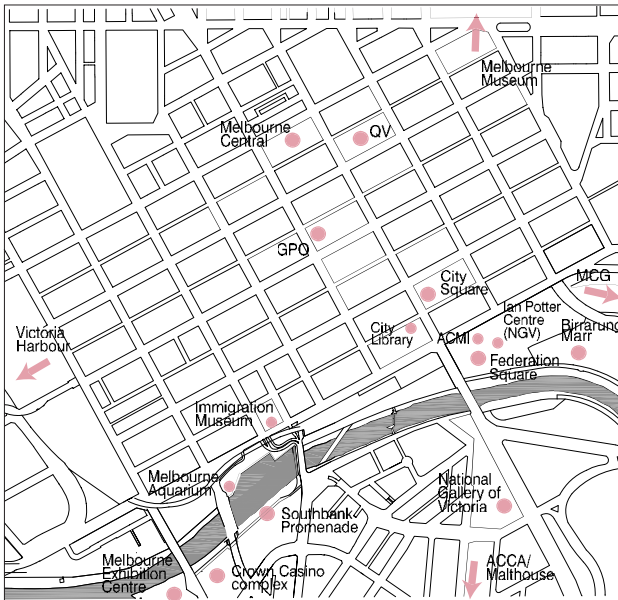


1.9 ATTRACTIONS AND PLACES TO GO



Attractions introduced to Melbourne after 1994

Melbourne has benefited from an abundant growth in cultural institutions and sporting facilities that attract visitors from local, regional, Australia-wide and international places. These new attractions are mostly situated close to the north-south civic spine, to the Yarra riverfront or the eastern parklands. In each case, new facilities have been attached to large-scale public space improvements that enhance the profile and accessibility of these locations.

Increasingly the museums, art galleries, theatres and sports grounds provide the 'symbolic common ground' for Melbourne and its citizens and visitors.

Major new attractions since 1994 have been:

- the Ian Potter Gallery (NGV) and the Australian Centre for the Moving Image at Federation Square
- National Gallery of Victoria redevelopment
- Melbourne Exhibition Centre (above, right)
- Crown Casino
- Melbourne Museum (above, left)
- Immigration Museum
- Melbourne Aquarium
- City Lending Library
- MCG redevelopment.

The 'blue park' of Victoria Harbour and continued revitalisation of the Yarra River corridor combines to create a new image of Melbourne as a waterfront city. Recent major redevelopments such as Federation Square, QV, GPO redevelopment and Melbourne Central have also created inclusive spaces serving community purposes for improved travel, recreation, retail employment and overall enjoyment for locals and visitors.

Evening activities and attractions have increased leading to a livelier and safer city at night (refer further 1.10 below). Events programs at Federation Square and City Square also act as highly popular drawcards that animate the city centre on a year-round basis, particularly over the summer months.