



MELBOURNE'S  
ECLECTIC EDGE









The city's many and varied precincts add an extra dimension – each small precinct is part of the indefinable culture that says Melbourne, yet each has its own specific character, its own distinct charm. It all adds up to a city of depth and diversity – and one that's immense fun to explore.

For a glimpse of Melbourne's future, NewQuay at Docklands – right on the edge of the CBD – is one of the city's sharpest new destinations. This waterfront precinct is sleekly modern, a swish blend of cafes and bars, original street sculpture, sensational city views and a world-class marina – just the venue to sit back, sip a cocktail and watch the sun slowly sink into the horizon.

Melbourne's fashion-savvy, see-and-be-seen crowd gravitates south of the Yarra. Toorak Road, South Yarra is all smart boutiques, day spas and elegantly minimalist hair salons, while Toorak Village exemplifies refined chic with an air of old money. Nearby, Malvern Road, Hawksburn and

High Street, Armadale tend to be for the younger elite. Their beautiful homewares, small boutiques, exquisite children's wear, fine gourmet food-to-go and, of course, cafés make them wonderful places for a little leisurely shopping and looking.

Über-cool Chapel Street, Prahran is a beacon for lovers of Australian fashion (from the *bijou* salon of Collete Dinnigan to the urban savoir-faire of Country Road), with outdoor cafes spilling on to the street. The Windsor end is decidedly retro: pre-loved designer labels, funky little stores and a raft of groovy cafes, bars and clubs that swing long into the night. Treat yourself to a vodka in the cosy European glow of Borsch, Vodka and







1 Bohemian dining at Borsch, Vodka and Tears 2 Colourful Brunswick Street, Fitzroy 3 Brighton's much loved bathing boxes 4 Drinks along Victoria Harbour 5 Art watching at one of Melbourne's many galleries 6 Shopping along Toorak Road 7 City views from Williamstown 8 Strolling along Fitzroy Street, St Kilda 9 Cycling along St Kilda Pier



Brunswick Street's laidback vibe is the background to its edgy fashion and breakfast-all-day style. From the brilliant, colour-drenched florist Flowers Vasette to bohemian cafes, happening pubs, and a lengthy string of funky boutiques and browsable bookstores, there's always something to see. Gertrude Street's flavour is more boho chic, attracting an arty crowd with its handful of effortlessly stylish shops, galleries and art suppliers.

Richmond is the perfect destination for those wanting to give their credit card a little airing. Head to Bridge Road for women's and men's fashion, Church Street for interior design stores, including the iconic Space. Art buffs will discover a swag of galleries. In Victoria Street, a jumble of authentic Vietnamese cafes, shops and grocery stores create the hustle and bustle of a mini Saigon.

St Kilda has a free-spirited charm all of its own, a seaside suburb boasting a colourful history, brimming with restaurants and cafes, and an endless promenade of locals and onlookers in Fitzroy Street. Stroll out on the pier, skate along the boardwalk, fossick at the Sunday morning Esplanade Craft Market, then head past the laughing façade of Luna Park to Acland Street for its lavish European cakes, mosaics, sculpture and wine bars.

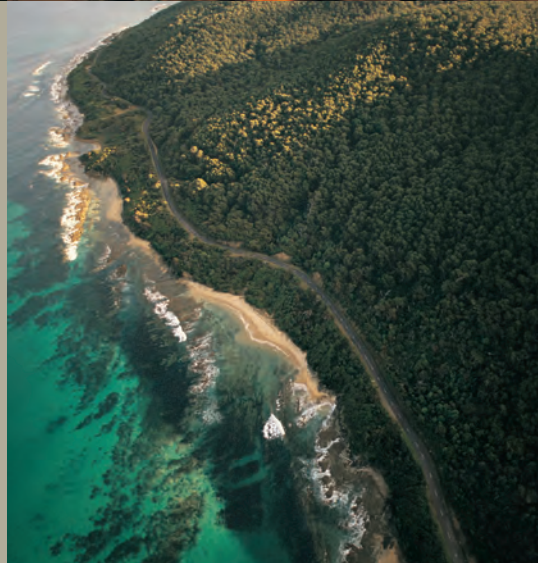
Further east around the bay, Brighton boasts its own rich heritage, and combines its chic, contemporary style and upmarket shopping with a lively food scene, and a ribbon of delightful, multi-hued bathing boxes fringing the coastline.

On the other side of the bay, the historic port of Williamstown has a peaceful air, with its village ambience, classic architecture, inviting cafes, lovely water views and old-world seaside charm.

Thirty minutes' drive from the city, the sumptuous 1870s Werribee Mansion stands in beautiful grounds. If you are seeking peace and quiet there is the elegantly minimal but indulgently luxurious Sofitel Mansion and Spa. For those after some action, Werribee's Open Range Zoo has regular safaris (take your camera – the meerkats are adorable!)

And that's really just the beginning. There are special spots and hidden pockets all over town, just waiting to be discovered.







Come away with us and explore all that lies beyond Melbourne. Sun-washed coastlines, vineyards unfurling across rolling hills, pristine forests of ferns and mountain ash, country towns richly imbued with history, the freshest of regional food and luxurious spa retreats. It's so much more than you could imagine.

Beyond the big-city style of Melbourne lies another world. Within 90 minutes drive of the city you'll encounter a more laidback lifestyle, country and coastal regions that add an extra dimension to any Melbourne experience. Here, you can kick back and relax, indulge in fine food and wine, or embark on surprising adventures, from swimming with dolphins to soaring across the sky in a hot air balloon. And all within easy driving distance.

#### CRUISING THE COAST

Mornington Peninsula evokes memories of the Mediterranean, with its vineyards and wineries, silvery olive groves, soft-sand beaches and breathtaking views. Further east, Phillip Island beckons, its little penguins luring wildlife-watchers from around the world, but it's the spectacular surf beaches and casual lifestyle that keep people coming back. At Geelong's sleek new Waterfront precinct you can stroll the boardwalk or sip a latte as you overlook the ultra-blue waters of Corio Bay, and contemplate the city's enviable lifestyle. A short drive leads to the Bellarine Peninsula where peaceful beaches, seaside villages, classic lighthouses, boutique vineyards and grand hotels are all waiting to be explored.

#### GOLDEN BEGINNINGS

Ballarat and Bendigo are goldrush towns and their formidable history shines through. Their heritage streetscapes and grand architecture are a fascinating backdrop to today's vibrant contemporary culture, first-rate museums, buzzy cafés and restaurants, marvellous regional food and medal-winning wines. There are plenty of gems still waiting to be discovered.

#### COUNTRY PLEASURES, SPA RETREATS

Grand and gracious gardens and, more recently, crisp cool-climate wines define the magnificent Macedon Ranges. Daylesford – Hepburn Springs is a heavenly pocket of the world where the air is clear; where mineral springs bubble from beneath the ground and pampering at spas is the order of the day (every day!). And did we mention the swag of first-rate restaurants, groovy cafes, the lakeside views, the browsable bookshops and art galleries, the abundance of regional and artisan foods?

#### HILLS AND VALLEYS, VINES AND ROMANCE

Head for the hills and valleys north of Melbourne and you will find the Yarra Valley, picture-postcard perfect. It's an alluring landscape of vineyards and Euro-chic wineries, with designer restaurants, wonderful food, gardens and galleries. For romance the Dandenongs are unsurpassed. In a lush world of magical gardens and feathery ferns, there's the tinkle of bellbirds, the inviting warmth of tearooms, and a long tradition of welcoming B&Bs. Further north still, Nagambie's majestic waterways ease through the countryside, past horse studs and iconic vineyards. Stop at the local wineries and country restaurants for fine regional fare. Dramatic Strathbogie Ranges offer peace and tranquillity and tiny vineyards producing true cool-climate wines.



#### BEYOND MELBOURNE

##### Ballarat

*A perfect blend of past and present*

##### Phillip Island

*A small island treasure*

##### Geelong and The Bellarine

*City style, wonderful wines, beach retreats*

##### Yarra Valley and Dandenong Ranges

*Wines, vines and romantic pleasures*

##### Daylesford and The Macedon Ranges

*The heart of Australia's spa country*

##### Mornington Peninsula

*A touch of the Mediterranean*

##### Nagambie and Strathbogie Ranges

*Great escape – lakes and rivers to ranges*

##### Bendigo

*History and heritage, fine food and wine*





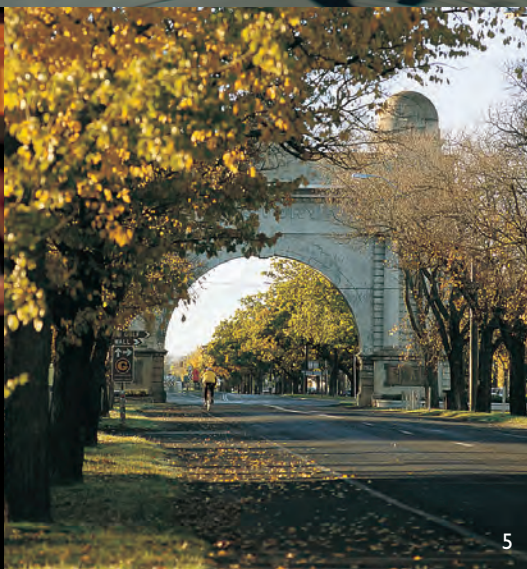


W.R. CROFTS AND  
M.A. KEWES GALLERY



WILLIAM AND RENE RITCHIE GALLERY





## Ballarat

Broad, tree-lined boulevards, stately buildings and wonderful statuary reflect Ballarat's gold-rich heritage, but there's also a contemporary buzz to the city. The push and pull of the old and the new have created a lively culture – cafes and restaurants flourish, often in handsome historic buildings, there are state-of-the-art museums, theatres and galleries.



In this city renowned for its gold history, the award-winning Sovereign Hill, a sprawling open-air museum, brilliantly brings to life the heady days of the 1850s goldmining era. At night the sound-and-light show 'Blood on the Southern Cross' dramatically recreates the sights and sounds of Australia's only armed civil rebellion, the 1854 Eureka Rebellion.

Crowned by the enormous sail-like Eureka Flag, this striking architectural showpiece is located in parkland on one of Australia's most historic streets.

The impressive centre (also home to the Ballarat Visitor Information Centre) pays tribute to the sacrifices of those who lived and worked on the goldfields. Another tangible link with the past is the original, and tattered, Eureka Flag, which hangs proudly in Australia's oldest and largest regional gallery, the Ballarat Fine Art Gallery. The Gallery blends classic and contemporary, both in its collection (colonial to cutting-edge), and its venue (traditional, with a bold new architectural extension).