From crisis to confidence

Enhancing Victoria's competitive edge

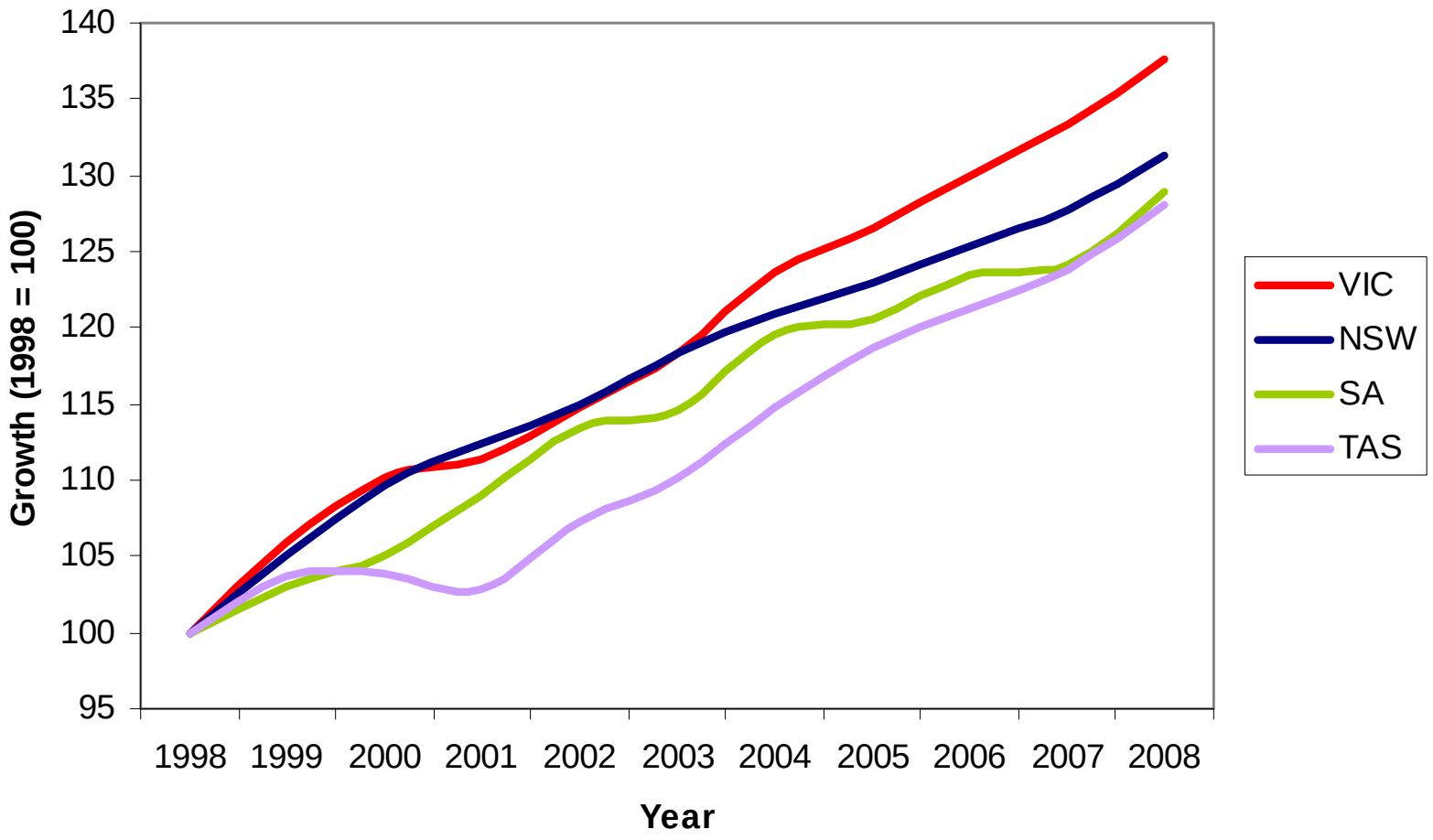
The Hon. John Brumby MP

Premier of Victoria

Melbourne Institute and the Australian Road to recovery conference
November 2009

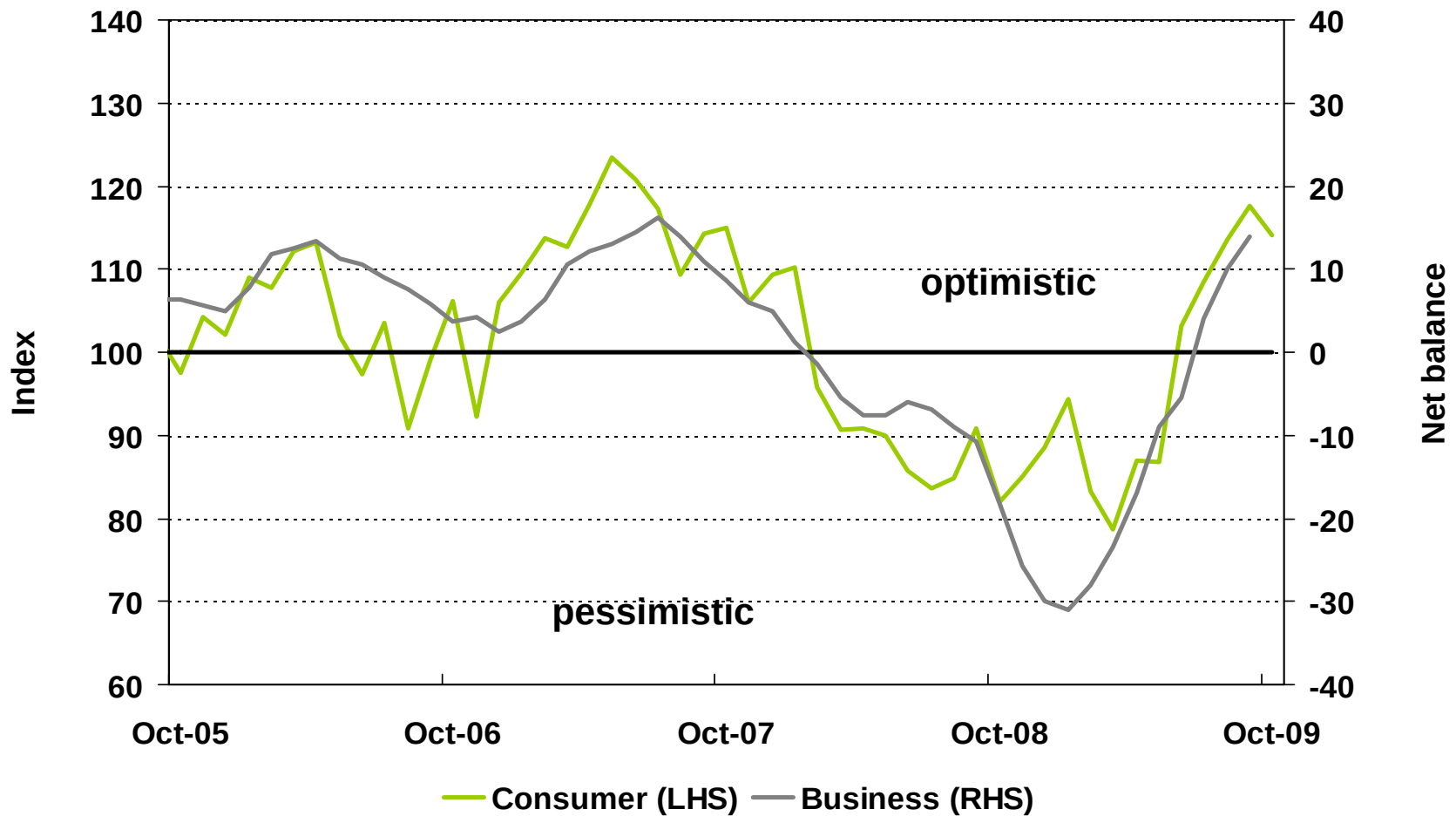
Melbourne

Victoria's economic performance relative to other non-resource states



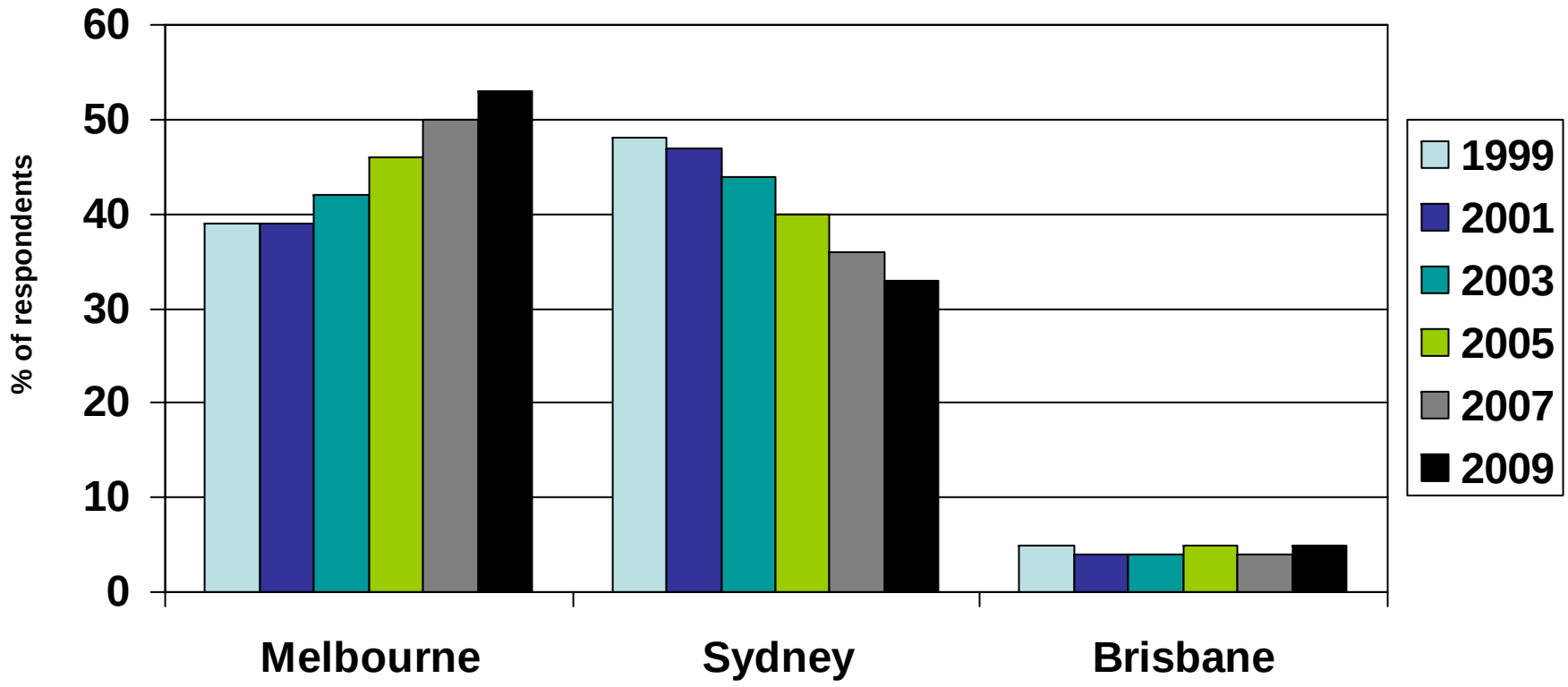
Source: DPC Analysis, ABS Cat 5220

Victorian consumer & business confidence recovering



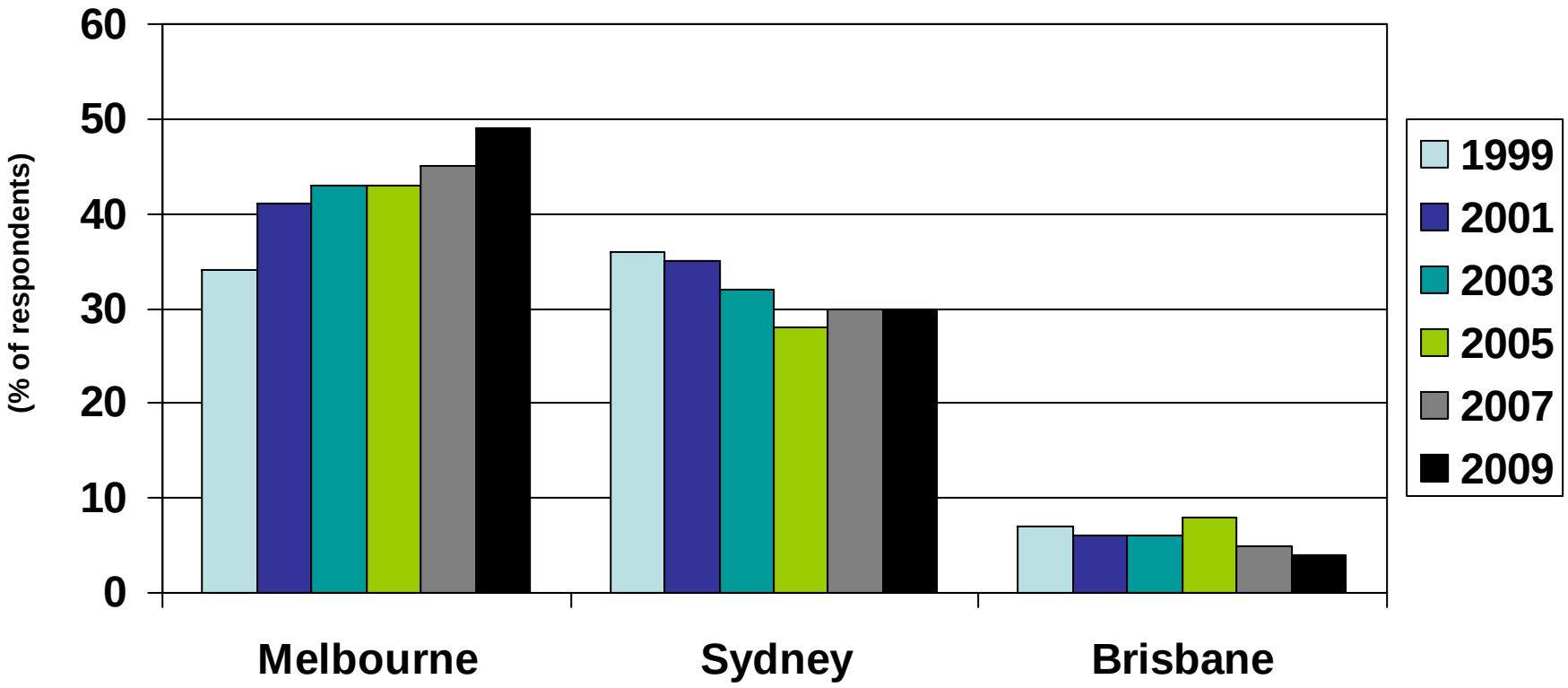
Sources: National Australia Bank; Westpac-Melbourne Institute

Which one city hosts major international sporting & cultural events



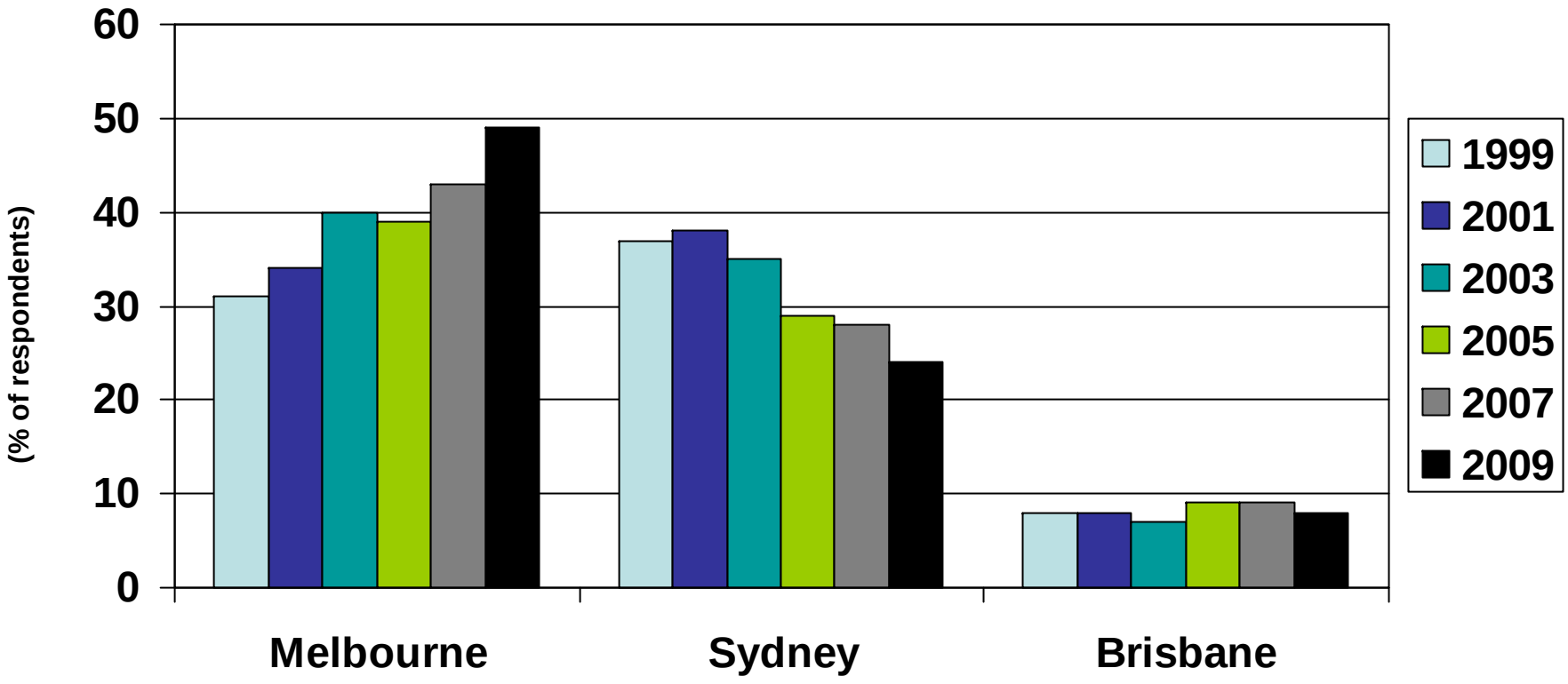
Source: Tourism Victoria Brand Health Survey, Roy Morgan Research, June 2009

Offers quality food experiences & world class restaurants



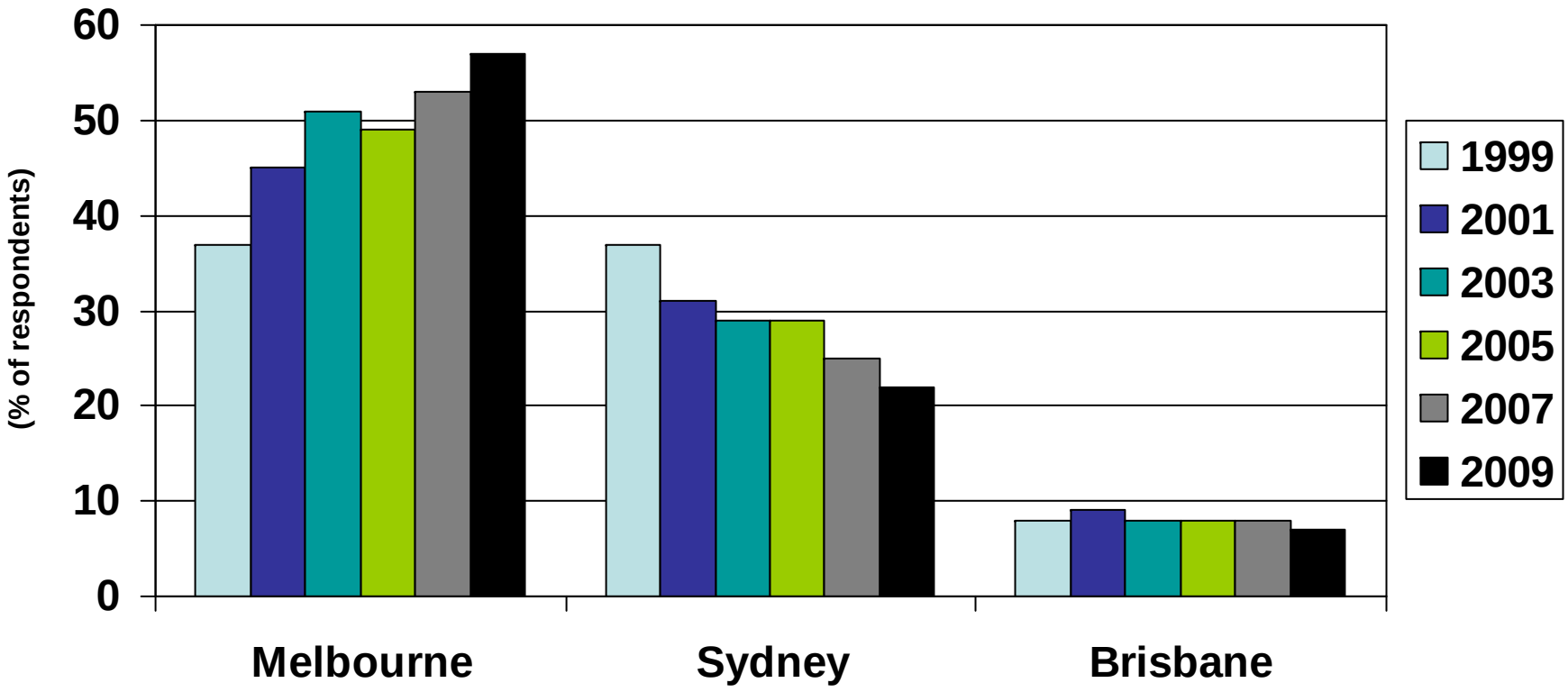
Source: Tourism Victoria Brand Health Survey, Roy Morgan Research, June 2009

Has many interesting cafes, bars and nightclubs to discover



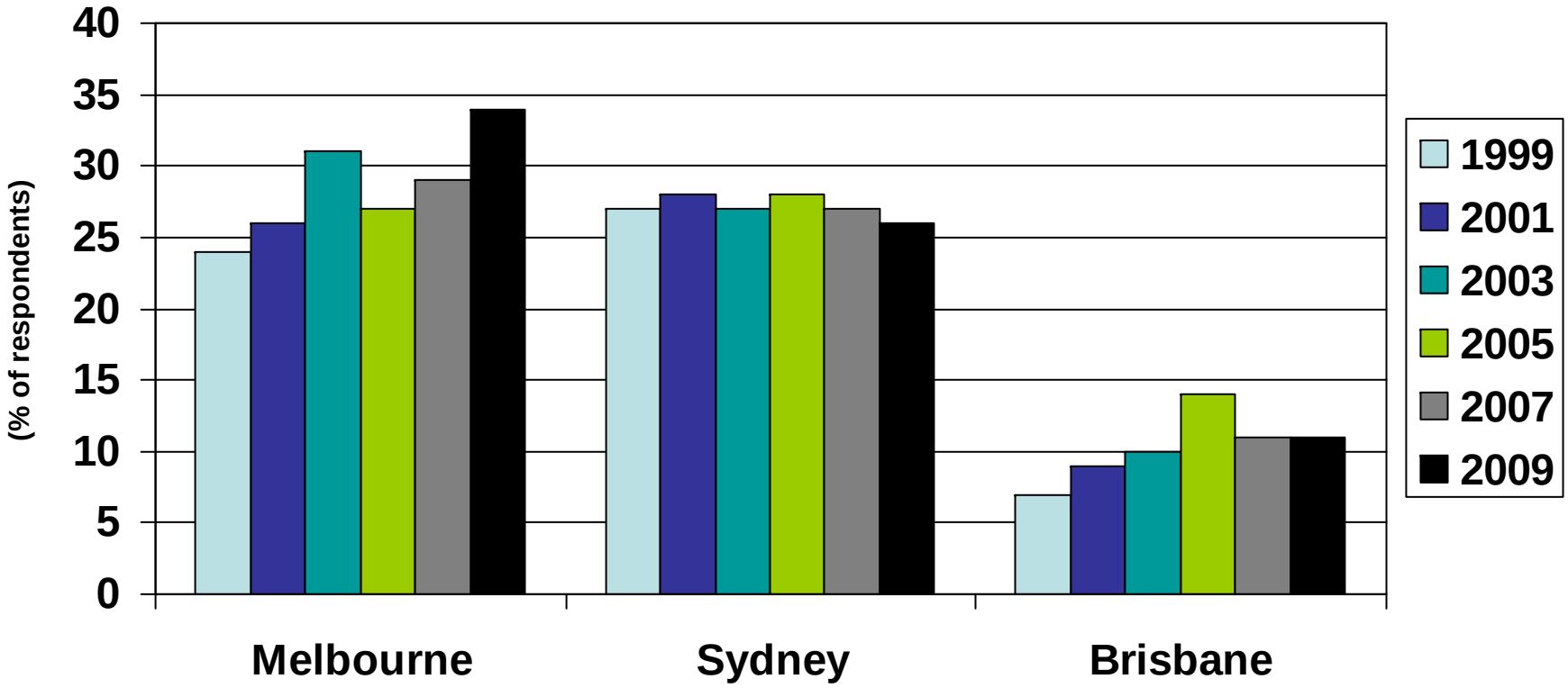
Source: Tourism Victoria Brand Health Survey, Roy Morgan Research, June 2009

A great place to go shopping



Source: Tourism Victoria Brand Health Survey, Roy Morgan Research, June 2009

Exudes style and romance



Source: Tourism Victoria Brand Health Survey, Roy Morgan Research, June 2009

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