MELBOURNE: PROGRESSIVE

DECEMBER 2018

To be progressive refers to one advocating for social reform. It appeals to a need for a community to ignore traditionalism and instead embrace a change that delivers a better result for the people it represents. Melbourne is Australia's progressive city.

Melbourne has a history of grassroots activism, an arts and culture scene founded by the goldrush era and a pioneering technology arena.

Melbourne is a city in endless pursuit of self-expression, an evolving response to the world through progressive and courageous creativity. While not intrinsically linked, progressive technology, social and arts have all thrived in Melbourne.

It's a city that brings together collections of disparate ideas in ways that haven't otherwise been connected.

As recently as Saturday 24 November, Victorians installed a progressive government for a second consecutive term and for the fifth time out of six elections since the defeat of Jeff Kennett in 1999.

FAST FACTS
- Global studies published by Deloitte, The Economist Intelligence Unit and AT Kearney establish Melbourne as Australia's leading tech-city.

- Melbourne is the only Australian city and one of five in the Asia Pacific region to be included in Savill's global study, *Tech Cities 2017.1.*

- The tech sector in Melbourne employs 85,000 people in around 8,000 companies and generates approximately A$35 billion annually.

- Deloitte estimates that by 2020 Melbourne's digital economy could be worth more A$50.8 billion, an increase of 45%.

- 83% of Melburnians voted in favour of marriage equality, confirming the city as Australia's most progressive. In Victoria, 65% voted in favour.

- The City of Melbourne is home to one of the world's most harmonious and culturally diverse communities, with the state made up of people from more than 200 countries.

TECHNOLOGY

Global studies published by Deloitte, The Economist Intelligence Unit and AT Kearney establish Melbourne as Australia's leading tech-city.

The city is home to several exciting start-ups that are taking on global markets while making their presence felt domestically including Airwallex, Envato, AuctionFox, Redbubble, Tribe and Vinomofo.

Victoria is home to half of Australia's digital games industry, with more than 100 game development studios, animation houses and industry service providers. Developer co-working spaces such as The Arcade is Australia's first not-for-profit, collaborative workspace created specifically for game developers and creative companies using game methodologies and technologies.

Thousands flock to Melbourne for the eSports Open in September. The new e-sports competition in Australia pulled in more than 12,000 fans and 12 million content views when the event was held across the Olympic Park precinct.

SOCIAL
Born from the Battle of the Eureka Stockade, which saw the miners on the goldfields challenge the colonial forces for working and civil rights, Victoria has a long history of activism.

Rowdy, impassioned mobs have frequently and conspicuously occupied roads, parks and open spaces in central Melbourne, demonstrating their concerns around all manner of political and social issues, including most recently live music and marriage equality.

A succession of demonstrations for Aboriginal rights extends through to the Survival Day rallies:
1917 - A sea of hats and bonnets on the Yarra River opposed conscription to the First World War.
1968 - Melbourne was the scene of a violent and bloody protest that called for an end Australia's role in the Vietnam War.
2010 - SLAM (Save Live Australia's Music) rally of music workers and fans to protest regulations linking live music with violence.
2017 – More than 15,000 Melburnians marched in support of marriage equality and
2018 – Invasion Day Protest saw an estimated 60,000 march in Melbourne calling for date change, action on the Uluru statement and an end to 'racist' policies.

INTERACTIVE ARTS
Melbourne has a dynamic and cutting-edge arts and culture scene.

The Southbank precinct is home to The Arts Centre, MTC, Malthouse, Recital Centre and the National Gallery of Victoria form Melbourne's beating cultural heart.

At Federation Square, where art meets architecture, watch inspiring audio-visual shows at ACMI or see the Aboriginal art collection at the Ian Potter Centre NGV.

Melbourne's technology industry and arts scene will come together for the redevelopment of the Australian Centre for the Moving Image (ACMI) in 2019.

A new centre will put Melbourne at the forefront of the world's interactive arts experience with a host of pioneering technologies to bring a new consumption of art to life. ACMI will go beyond a traditional museum or centre with interactive visitor experiences, learning labs and media preservation studio.

ACMI has also invested in ACMI X which is a brand new co-working space that assembles a vibrant mix of filmmakers, digital and visual artists, digital producers, web developers, screenwriters and designers. Reserved solely for individuals, collectives and businesses working with the moving image, we're fostering a creative culture that champions collaboration, innovation and sustainability. Technology developed in ACMI X will play a key role in the new ACMI redevelopment.