

Greater Melbourne Media Kit



Greater Melbourne: Powered by Growth, Culture & Connectivity

Our markets deliver unrivalled coverage across the Greater Melbourne region. Anchored by major transport hubs, world-class education precincts, and high-traffic tourist attractions, this network connects brands with diverse, fast-growing communities on the move.



Our markets within this vibrant metropolis include:

- G Bacchus Marsh
- G Dandenong Ranges
- G Inner North Melbourne
- G Inner South East Melbourne
- G Inner West Melbourne
- G North West Melbourne
- G Outer West Melbourne
- G South East Melbourne
- G West Melbourne

Population is projected to be
8 Million by 2051

Suburbs like Wyndham & Melton are among the fastest-growing areas, anticipated to add
300,000+ by 2036

Coverage Population
4,887,505+

Capturing both high-growth outer suburbs & densely populated inner-city neighbourhoods



Resident Profile

Fast-growing & family-centred, these communities are not just vibrant, they're economically active, future-focused, and mobile.

Median age

37 y/o

Average household

2.6 people

Average motor vehicles

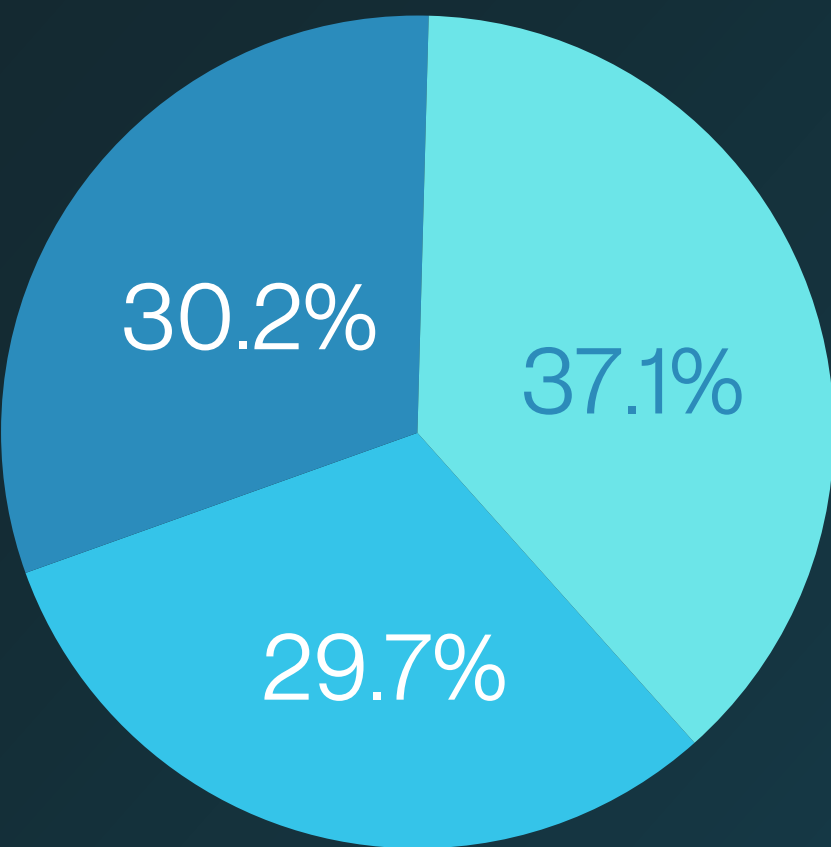
1.8 

Median household income

\$1,901

27%

of households earn above 3K per week



Housing Profile

- Owned with mortgage
- Rented
- Owned outright

37.7% of households use a non-english language at home

Educated, professional workforce:

32.8%

have a Bachelors degree or higher

Transit and commuter movement:

-  Strong commute base
-  Clear mode splits to support “daily repeat exposure” messaging

Largest occupation group

Professionals



Visitor Numbers and Spend

Domestic

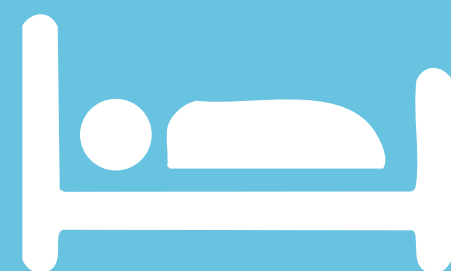
Melbourne

is the top interstate
overnight destination



3.5 million

domestic overnight trips in March quarter



March Quarter

\$3.2 billion
generated

9.6 million
visitor nights

3 million

visitor nights in June quarter

\$1.4 billion

expenditure in Sept quarter

International

2.9 million

international visitors to
Greater Melbourne in
2024/2025

Top international source markets:

New Zealand, China,
USA, UK, India



Hotel occupancy in Greater
Melbourne sits at an average of **78%**



Why Greater Melbourne?

Unmatched Reach

Greater Melbourne's scale and geographic spread deliver access to a broad mix of audiences, from young professionals and families to students and retirees.



Cultural & Economic Centre

Melbourne is a major contributor to Australia's GDP, driven by healthcare, education, manufacturing and tech, and is home to one of the nation's most culturally diverse populations.



High Growth Corridors

Suburbs like Wyndham, Melton, and Cranbourne are booming with residential and commercial development.



Key Melbourne Events

Australian Open
Tennis championship



January

Melbourne Fashion
Festival



March

Melbourne
Food & Wine Festival



March

Formula 1
Australian Grand Prix



March/April

Melbourne International
Comedy Festival



March/April

Rip Curl
Pro, Bells Beach



April

RISING, festival of new
art, music & performance



June

AFL
Grandfinal



September

Australian Motorcycle
Grand Prix



October

Melbourne Cup
Carnival



Oct/Nov

ALWAYS LIVE,
contemporary music



Nov/Dec

Boxing Day
Test



December

Available Transit Assets

Bus

Extensive network of 600+ buses connecting suburbs, activity centres and key transit hubs, delivering high-frequency reach across daily commuter and community travel routes



SkyBus

Melbourne's most powerful moving billboard, delivering high-impact visibility across the city as it connects the airport with Australia's cultural and sporting capital



Melbourne Coverage

North Melbourne
Preston-Brunswick
Sunshine
Tullamarine-Broadmeadows

West Melbourne
Melton
West Footscray
Wyndham

South East Melbourne
Cranbourne
Oakleigh
Pakenham

East Melbourne
Dandenong Ranges

Geelong
Mornington Peninsula

Potential Audience
4,887,505+



SkyBus Melbourne

Extend your Greater Melbourne campaign with SkyBus, connecting Melbourne Airport with the CBD and key western, eastern and bayside corridors. Reach high-value domestic and international travellers as they move between the airport, city and suburbs.



Connect with audiences throughout the entire visitor journey - from arrival to their final destination



Large-format mobile advertising across airport, CBD and suburban corridors



Premium exposure to leisure & business travellers



Why Transit Works

Maximum Impact

Transit media is the #1 ranking medium that 'takes people by surprise.'

Path to Purchase

Transit is the 2nd highest ranking outdoor medium after retail.

Unavoidable

We guarantee 100% share of voice. Even with our smallest bus panel you still have the whole side of the bus exclusively to yourself.

Always On

You can't switch transit OFF.

Wide Coverage

Multiple routes means your message reaches the entire market.

Source: Torch Media/ Why Ads in Transit are Turning Heads, 2023

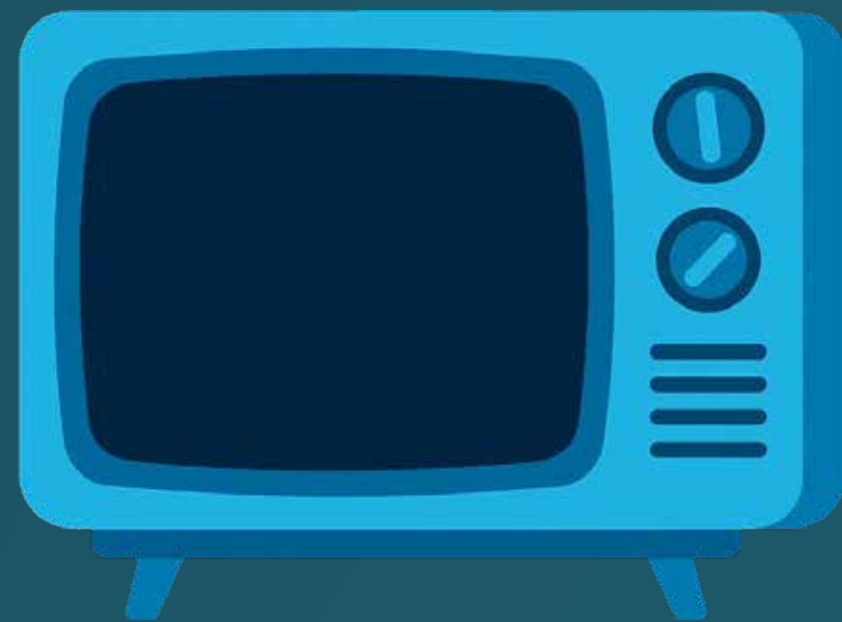


Transit amplifies cross-channel effectiveness

Transit supercharges the performance of core channels already driving ROI

Television

TV + OOH achieve stronger results, delivering **an 18% lift in ROI**



Radio

Campaigns utilising both Radio + OOH have seen **a 19% uplift in performance**



Digital

Online + OOH working together **increases search activity by 40%**



Retail

Campaigns with both in store and external OOH deliver **2x the ROI of in store only activity**



Sources: Mediaweek & Analytic Partners data | cra.au & Analytic Partners study | Helio.com.au | oohmedia.com.au & Analytic Partners study



We take your
brand places

