

Love Westside launches a unified destination for Melbourne's west — powered by ROAM

Six councils and Western Melbourne Tourism unveil a single destination website to help visitors discover authentic food, culture and nature across the west.

MELBOURNE, AUSTRALIA, October 14, 2025 /EINPresswire.com/ -- Western Melbourne Tourism today launched Love Westside (lovewestside.com.au), a unified destination website bringing together Brimbank, Hobsons Bay, Maribyrnong, Moonee Valley, Melton and Wyndham under one consumer brand and digital experience. The site is built on [ROAM](#), a purpose-built [destination marketing platform](#) designed for Australian tourism organisations.

The groundbreaking initiative unites Brimbank, Hobsons Bay, Maribyrnong, Moonee Valley, Melton, and Wyndham councils to showcase Melbourne's west to the 5 million annual visitors who discover the region's authentic multicultural character, award-winning food scene, natural attractions, and vibrant cultural experiences.

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Mack Nevill

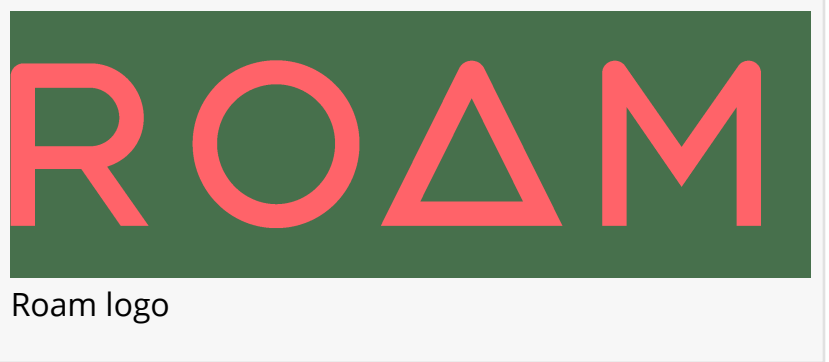


Love Westside

From Footscray's Vietnamese bakeries and African restaurants to Williamstown's maritime heritage, Melton's wineries and inner-west street art, the new platform makes it easy for locals and visitors to plan days out and short breaks across the region — in one place.

The Love Westside website is built on ROAM's enterprise-grade destination marketing platform, featuring:

- ATDW synchronization keeping 1,000+ operator listings automatically updated
- Interactive Mapbox product maps with custom-branded styling
- Algolia-powered instant search delivering sub-second results
- CloudFlare CDN with 99.9% uptime SLA ensuring lightning-fast global content delivery
- Purpose-built tourism components for events, itineraries, and experiences



This infrastructure enables Western Melbourne Tourism to focus on strategic storytelling rather than technical maintenance, while providing visitors with intuitive tools to discover and plan their westside adventures.

"A lot of love has gone into this new website," said Richard Ponsford, Executive Officer of Western Melbourne Tourism. "ROAM have done an incredible job bringing the westside brand concepts to life. This is a wonderful new and bold destination platform that presents a fresh consumer voice for Melbourne's west."

The Love Westside brand was developed through extensive community consultation led by strategic branding agency R-Co and creative agency HM, translating authentic community voices into a unified narrative that celebrates the region's pride, culture, and creativity.

"Love Westside is the product of many hands and open hearts. Councils, operators and locals came together to give Melbourne's west a unified voice - one place that celebrates who we are and makes it easier for visitors to discover it." said Mack Nevill, Founder of ROAM. "Tourism teams get a sustainable, scalable way to tell their story, and visitors get faster, smarter tools to discover the west."

The platform showcases six distinct areas—Footscray & The Inner West, Sunshine & Surrounds, Moonee Valley, Melton & Surrounds, Werribee & Surrounds, and Williamstown & Hobsons Bay—each with unique character while contributing to the broader westside story.

Visitors can explore the region through interactive maps, discover hidden gems alongside major attractions like Werribee Open Range Zoo's Elephant Trail, and experience the authentic multicultural heart of Melbourne where cultures collide and creativity thrives.

For more information or to explore Melbourne's west, visit www.lovestwestside.com.au

About Love Westside

Love Westside is the unified tourism brand for Melbourne's western regions, encompassing six distinct areas – Footscray & The Inner West, Sunshine & Surrounds, Moonee Valley, Melton & Surrounds, Werribee & Surrounds, and Williamstown & Hobsons Bay – and representing hundreds of local businesses and attractions. The initiative aims to showcase the authentic, dynamic character of Melbourne's west to local, interstate, and international visitors. For more information, visit www.lovestestside.com.au

About ROAM

ROAM is Australia's leading SaaS destination marketing platform, purpose-built for regional tourism boards, destination marketing organisations (DMO's) and city councils, including Visit Geelong, Tourism Whitsundays, Australia's Golden Outback, Victoria's Heartland, and many more. With features including ATDW synchronization, enterprise search capabilities, and interactive mapping, Roam powers award-winning tourism websites across Australia. For more information, visit www.roamhq.io

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