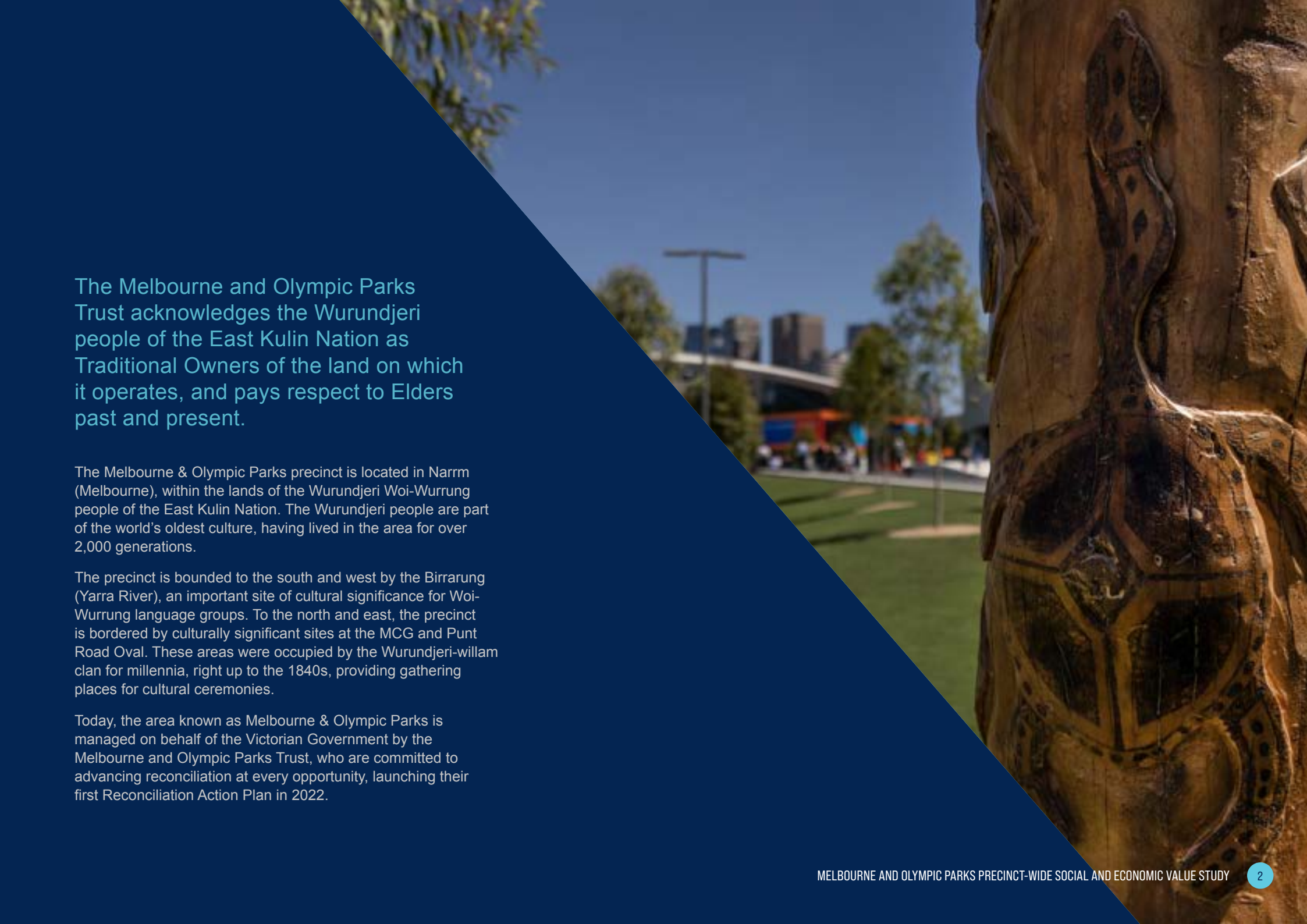


MELBOURNE & OLYMPIC PARKS PRECINCT-WIDE SOCIAL AND ECONOMIC VALUE STUDY

APRIL 2024





The Melbourne and Olympic Parks Trust acknowledges the Wurundjeri people of the East Kulin Nation as Traditional Owners of the land on which it operates, and pays respect to Elders past and present.

The Melbourne & Olympic Parks precinct is located in Narm (Melbourne), within the lands of the Wurundjeri Woi-Wurrung people of the East Kulin Nation. The Wurundjeri people are part of the world's oldest culture, having lived in the area for over 2,000 generations.

The precinct is bounded to the south and west by the Birrarung (Yarra River), an important site of cultural significance for Woi-Wurrung language groups. To the north and east, the precinct is bordered by culturally significant sites at the MCG and Punt Road Oval. These areas were occupied by the Wurundjeri-willam clan for millennia, right up to the 1840s, providing gathering places for cultural ceremonies.

Today, the area known as Melbourne & Olympic Parks is managed on behalf of the Victorian Government by the Melbourne and Olympic Parks Trust, who are committed to advancing reconciliation at every opportunity, launching their first Reconciliation Action Plan in 2022.

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A MESSAGE FROM THE CEO, MELBOURNE AND OLYMPIC PARKS TRUST

It is a great pleasure to introduce this study, which aims to illustrate the significant tangible and intangible social and economic value generated through the wide range of activities and operations that take place across Melbourne's busiest hub of live sport, music and entertainment – Melbourne & Olympic Parks (M&OP).

As the home of the world famous Australian Open Grand Slam, plus 398 additional sports and live entertainment events annually, including arena spectaculars, stadium concerts, and history making head-to-head sporting showdowns, M&OP truly offers something for everyone.

Sitting at the nexus of a thriving sports sector, a world-renowned live music industry, a growing conference and corporate events sector, and a robust visitor economy, this precinct has played a pivotal role in the development of Melbourne's unique and globally recognised sports, music and live entertainment culture for more than 100 years.

Successive governments have invested in the precinct's development from a parcel of land set aside for the recreation of the Victorian people, into a world class sports and entertainment hub boasting six state of the art venues that bring millions of people together to connect with each other and share experiences.

Today, the various businesses that occupy pride of place in the heart of the city, from professional sports clubs to event delivery partners and allied services, together represent a robust and dynamic ecosphere that generates value and benefits far greater than the sum of their parts.

This report provides detailed analysis of these significant contributions, but to look at any one of these facets in isolation is to miss the bigger picture. Above and beyond the social and economic value outlined in this report, the precinct's true value is situated in the central role it has played, and will continue to play, in the health and vitality of Victoria's globally recognised sports, entertainment and live events culture.

Without the foresight and leadership shown by the Victorian Government's ongoing investment in the precinct, Melbourne might not enjoy its reputation as one of the world's most liveable cities. Without the dual proposition of the Australian Open and a year-round calendar of drawcard events on the city's doorstep, Melbourne might not be as competitive a global destination. And without the precinct's many history-making moments, Victoria's sports, entertainment and live music culture might not be the envy of the world. Put simply: Melbourne isn't Melbourne without Melbourne & Olympic Parks.

In recent years, the precinct has seen significant growth in terms of its event calendar, the number of guests, general economic activity and investment in local jobs. With growing demand for live experiences, and ever-stronger relationships with our partners, the Melbourne and Olympic Parks Trust looks forward to continued growth, an increasing diversity of content, and an even closer relationship with the people of Victoria.

The Melbourne and Olympic Parks Trust is committed to ensuring this precinct remains a public asset and source of pride for all Victorians, for generations to come. Looking ahead, the organisation will continue to expand the range of content offered across our venues, growing the commercial opportunities available to our partners and industry participants, and continuing to contribute to the future health and prosperity of Victoria, and the diverse communities that make it special.

John Harnden AM
Chief Executive Officer

INTRODUCTION



ABOUT THIS REPORT

This report aims to articulate, and enumerate where possible, the social and economic value that the Melbourne & Olympic Parks precinct generates for Victorians.

This report draws upon extensive research, stakeholder engagement, primary and secondary data collection, and a variety of measurement methodologies. The purpose of the information presented in this report is to enhance informed decision-making, strategic planning, and policy formulation.

Scope of the analysis

KPMG Australia was commissioned to develop this Precinct-wide Social and Economic Value study by Melbourne and Olympic Parks Trust (MOPT), the agency that manages the precinct on behalf of the Victorian Government.

KPMG Australia has:

- worked with MOPT stakeholders to develop a value framework to articulate the direct and indirect value delivered across the precinct
- undertaken consultation with precinct stakeholders and partners to collect information to support quantitative and qualitative analysis for the study

- worked with MOPT to collect relevant internal data, as well as collecting externally-sourced data and undertaking research to measure the scope and scale of the precinct's benefits to Victoria
- undertaken analysis and modelling to quantify the precinct's economic impact as well as social impact, where possible
- developed this precinct-wide social and economic value study, with input from MOPT.

The scope of this analysis extends beyond an investigation of the value created directly by the events run by MOPT, and aims to present the value created within the precinct by all stakeholders, by the precinct itself, as well as value creation stemming from precinct activities that accrues to organisations and businesses outside of the precinct.

This inaugural assessment of economic and social value is focused on events and activities that occurred throughout the 2022-23 financial year.

The economic modelling related to the precinct excludes any impact related to the Australian Open. However, the results of economic impact analyses prepared separately by Tennis Australia relating to the Australian Open have been incorporated into the report to demonstrate the holistic value of the precinct.

What is value?

Value in the context of this report can be defined as the benefit that is created and supported for Victorians by the precinct. Value may be tangible (e.g. the direct economic value generated through precinct operations) or intangible, capturing the bigger picture role that the precinct plays as part of the unique collection of infrastructure that makes Melbourne one of the world's most livable cities.

This study aims to look at value holistically, including economic as well as social and community components of value.

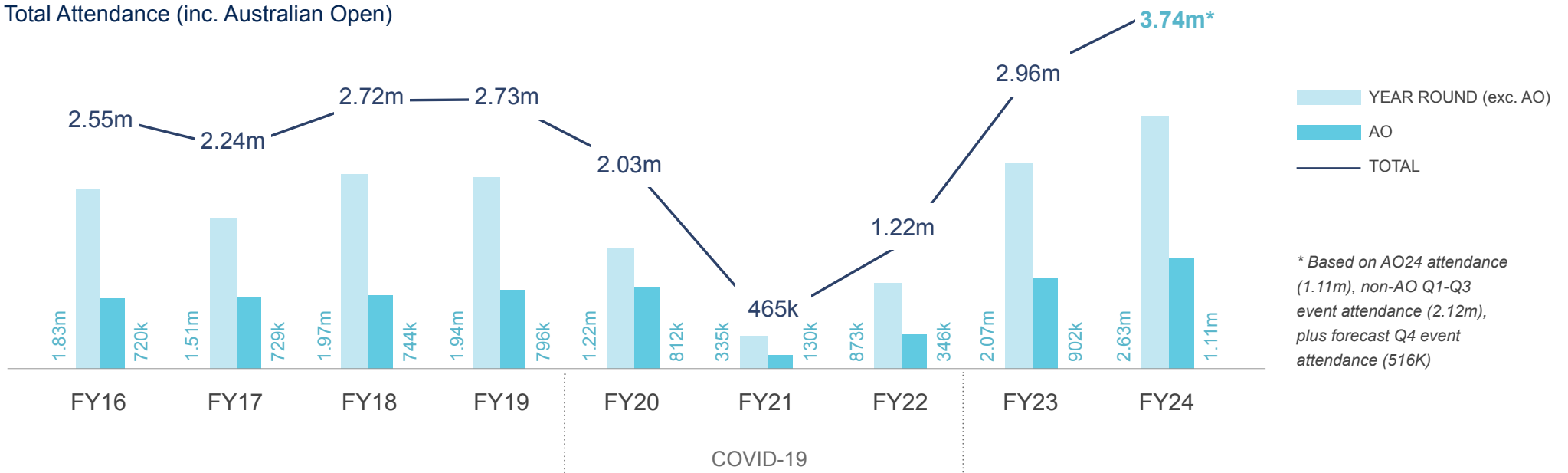
ABOUT THE MELBOURNE & OLYMPIC PARKS PRECINCT

Located in the heart of a world city known globally for its enviable live sports and entertainment culture, the M&OP precinct encompasses six world class venues, four playing fields, and a range of state-of-the-art facilities including the National Tennis Centre, and the AIA Centre.

It is the home of ten elite professional sports teams, as well as Tennis Australia, Tennis Victoria and the Australian Open Grand Slam tournament (AO), representing the highest concentration of professional sports and sports teams at any precinct in Australia. With strong demand from Melburnians, as well as interstate and international guests, the M&OP precinct's audience continues to grow, along with the diversity of sports and entertainment content on offer.

Over the past 10 years, the Victorian Government invested significantly in the precinct via the Melbourne Park Redevelopment. Coupled with ongoing investment and strategic growth driven by the Melbourne and Olympic Parks Trust and Tennis Australia, precinct attendance has grown consistently, with significant acceleration in the post-COVID period.

Total Attendance (inc. Australian Open)



EXECUTIVE SUMMARY



THE SOCIAL AND ECONOMIC VALUE OF MELBOURNE & OLYMPIC PARKS

The precinct is a dynamic ecosphere of businesses and infrastructure that delivers value greater than the sum of its parts.

The precinct's **world class facilities and diversity** of content draws 3 million people annually from metropolitan Melbourne, regional Victoria, interstate and overseas to share the best in live experiences.

The precinct provides Melburnians with unique access to **world class entertainment and events** in the heart of their city, and is a vital part of what makes Melbourne an attractive place to live, work and play.

M&OP brings together 10 of the best sports teams in Victoria, as well as some of the state's premier sports medicine and health providers, to create an **ecosystem of sporting excellence**. The precinct provides a platform for these teams to reach hundreds and thousands of fans, and to diversify and strengthen their businesses in the heart of Melbourne.



The precinct is the **home of Tennis Australia**, Tennis Victoria, the National Tennis Centre **and the Australian Open**, a global drawcard event, and a giant in Melbourne's major events landscape.

The site's **impressive infrastructure and professional networks** provide a range of commercial opportunities underpinned by economies of scale that uplift the activities of its partners, add value, and contribute to the ongoing health and future prospects of the key sectors it supports.

The venues attract **world class sports** and entertainment content that contributes to Victoria's employment, as well as its sport, entertainment and visitor economies, providing opportunities for local suppliers and generating a wide range of economic benefits.

Outside of the Australian Open, the precinct's year-round calendar of events delivers...



Direct economic benefits of...

- **\$36.4 million in capital expenditure** in 2022-23 across the precinct
- **\$880 million in combined revenue generated** by precinct businesses in 2022-23



Up to **\$743 million** in estimated visitor spend through...

- **210,000 interstate and overseas visitors** (as well as 416,000 visitors from regional Victoria) for non-AO events
- **699,000 bed nights** associated with interstate and international visitation



Skills, shared knowledge and contributions to the economy through....

- **4,200 people** employed
- **1 million** casual hours worked
- **1,600 additional FTE** supported indirectly by combined precinct activities



Significant **contributions** to Australia's...

- **\$14 billion** sports industry (approx. 6 percent in 2022-23, or \$822 million)
- **\$15.6 billion** live entertainment industry (as much as 9 percent, or \$1.3 billion)



40 hectares of world class venues, training ovals and public space in the heart of the city

a unique offering which helps make Melbourne one of the world's most liveable cities. The value of the precinct's contribution to liveability is estimated to be **in the order of \$1.4 billion.**



Year-round activity for more than **2 million people**

- coming together **across 398 events** (excluding the AO) to celebrate their favourite sports, teams and performers
- connecting as a community, which is shown to improve **mental health and wellbeing**



A TV audience of **9 million** domestic viewers* across 105 televised events

with more than **772 million** combined social media impressions across precinct venues and partners, enhancing Melbourne's global brand as a sports and entertainment city.

* Viewers across free-to-air, payTV and streaming within Australia, excludes the Australian Open

THE SOCIAL AND ECONOMIC VALUE OF THE AUSTRALIAN OPEN (AO23)

“The Australian Open is a crown jewel in Melbourne’s Major Events calendar.”

Acting Victorian Premier
Ben Carroll

In addition to the precinct’s year-round activity, Australian Open 2023 delivered...

Direct economic benefits through...

- a total contribution of **\$375.3 million** to Victoria’s Real Gross State Product with an additional \$32.6 million in local economic benefits generated by Melburnians attending the event
- A record 1904 FTE equivalent jobs generated across Victorian industries such as tourism, trade, entertainment and construction

99 percent of Victorians surveyed have said...

- that it is important for Victoria to host the AO, while **95 percent of visitors** to 2023’s event agree that it is a major highlight in the global sporting calendar and helps pull the world’s attention to Australia

Broadcast to 255 territories*

- 622 million hours of AO coverage were viewed around the globe
- The AO continues to be the world’s most watched Grand Slam

939,192 fans through the gates

- a further fans attended events during Qualifying Week
- more than 6.56 million people have attended the AO over the last 10 years

A total of 458,000 bed nights booked in Victorian hotels...

- **60.78 percent** local visitors,
- **32.56 percent** from intrastate and interstate, and **6.66 percent** from overseas
- Average spend of **\$290 per person per day**, up 39 percent from the 2020 pre-pandemic event



Economic impact information courtesy of Nielsen Sports and the Centre of Policy Studies at Victorian University.

* Global viewership figures based on 2023 Futures Report, domestic viewership based on OzTAM ratings.

A GRAND SLAM PARTNERSHIP

The M&OP precinct has been confirmed as the home of the Australian Open until at least 2046.

This has cemented a long-standing relationship with Tennis Australia that produces enormous value for the Victorian economy, and provides a great source of pride for the people of Victoria. With the epic 20-day tournament as a key anchor in its annual calendar of activities, the precinct provides year-round live sports, music, entertainment and community activity for millions of visitors annually.

“One of the world’s most prestigious tennis tournaments, played at the worlds best sport and entertainment precinct.”

Minister for Tourism, Sport and Major Events
Steve Dimopoulos



Over **900,000 attendees** across 20 event days

More than **458,000 bed nights** booked in Victorian hotels, contributing \$375.3 million to Victoria’s Real Gross State Product

More than **39 percent of visitors** from outside of Melbourne

800 athletes on-precinct for the tournament

6,000 jobs supported directly, with an additional **1,904 jobs indirectly supported** across the Victorian economy

Domestic viewership of **more than 10 million**



Over **2 million attendees** across 398 events

699,000 bed nights* booked in Victorian hotels, with a visitor spend of as much as \$743 million**

30 percent of visitors from outside of Melbourne

Approximately **1,400 athletes** on-precinct across the year

4,200 jobs supported directly, with an additional **1,600 FTE jobs indirectly supported** across the Victorian economy

Domestic viewership of **more than 9 million** across five sporting codes



More than **3 million visitors** (3.74 million forecast in 2023-24)

Approximately **1.2 million bed nights** booked in Victorian hotels, with more than 905,000 intra- and interstate visitors and 72,600 international visitors travelling to Melbourne for events

2,100 elite athletes in the heart of Melbourne

Over 10,000 jobs directly (+3500 indirectly) supported

Combined domestic viewership of approximately **20 million**

* Bed nights includes interstate and international visitation

**Visitor spend includes intra-, interstate and international visitation

CHAPTER 1:
ECONOMIC VALUE



A CORNERSTONE IN VICTORIA'S LIVE EVENTS ECONOMY

The Melbourne & Olympic Parks precinct sits at the nexus of ...

A professional sports industry worth \$14 billion³

Precinct businesses conservatively generated around 6 percent of the total revenue of Australia's sports industry in 2022-23, representing a value of \$822 million.

A live entertainment industry worth at least \$15.6 billion⁴

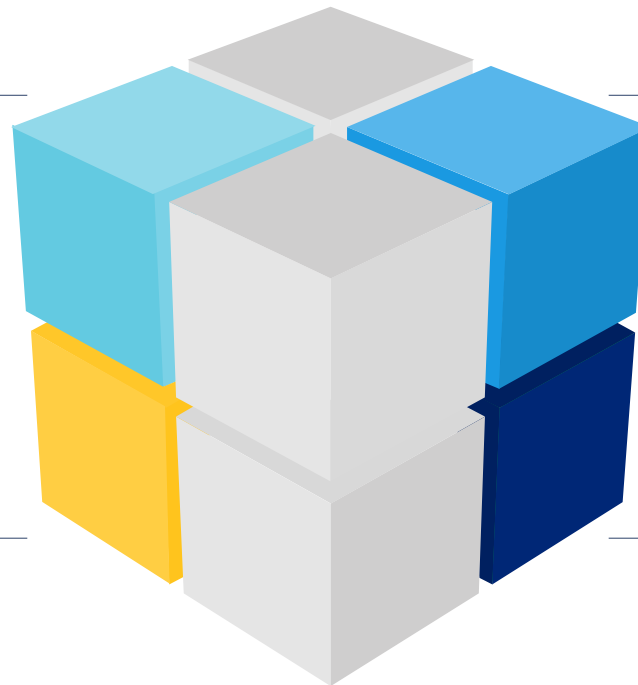
Events on the precinct and activities related to these events could support as much of 9 percent of the live performance sector revenue across Australia, representing a value of \$1.3 billion.

A growing conference, convention and corporate events industry worth \$11.2 billion⁵

The precinct's six venues – including its award-winning function venue, CENTREPIECE at Melbourne Park – are invaluable in providing Melbourne with the scale and capacity to attract global events like the 2023 Rotary International Convention.

Victoria's \$16 billion visitor economy⁶

In combination, more than 30 percent of attendees at the Australian Open and M&OP's year-round events calendar combined were from intra and inter-state, while nearly 4 percent were from overseas.



A HOME GROUND FOR VICTORIA'S PROFESSIONAL SPORTS INDUSTRY

The precinct provides, maintains and continuously improves the world class venues and facilities that Melbourne's elite sporting teams need in order to operate, train and compete on the national stage.

The precinct provides vital support to Victoria's professional sports industry by:

- providing **six world class sports and entertainment venues**, four open air ovals, 39 tennis courts, and two elite sports facilities (AIA Centre and the National Tennis Centre) that provide the capacity for Melbourne's professional athletes to train and excel.
- being home to **10 national sporting clubs, the highest concentration in the country**, as well as Tennis Australia and Tennis Victoria. Across these organisations, there are **1,600 sports professionals working on the precinct**.
- partnering with SEDA College and LaTrobe University to provide **more than 80 sports management students** with opportunities to train in a professional environment, with 42 percent of SEDA graduates going on to employment in the sports and recreation industry.⁷

Growing a sustainable sports industry through diversification

Sport businesses on the precinct have been able to diversify and create new businesses and offerings, taking advantage of the world class facilities and central location of the precinct, and embracing the benefits of co-location to create a thriving ecosystem.

Collingwood Football Club is headquartered on the precinct within the newly redeveloped AIA Centre which provides state-of-the-art training and recovery facilities for the club's six professional sport squads.

In addition to supporting the squads and catering to the club's 100,000+ members with member events and a dedicated visitors centre, Collingwood also operates a number of complementary businesses.

These include a hospitality business, an on-precinct events venue called the Glasshouse, and Precinct Travel, a travel agency that provides packages built around matches and sporting events.



Sports businesses on the precinct have a combined annual revenue exceeding **\$630 million**.⁸

In 2023, clubs based on the precinct had **in excess of 250,000 members** between them, providing vital support for their operations.⁹

The precinct is the headquarters for Australia's national governing body Tennis Australia, and Tennis Victoria.

Tennis HQ, located on the precinct's northern boundary, is home to Tennis Australia.

- Tennis Australia operates the National Tennis Centre, including 37 public courts and two gyms available to members, providing casual court hire, community coaching, the Cardio Tennis program, and holiday camps.
- From Tennis HQ, Tennis Australia also runs the Australian Tennis Foundation which aims to inspire brighter futures for disadvantaged children and young people through tennis via programs like the Community Support Program which assists communities impacted by natural disasters.
- Additionally, the precinct is the home of Tennis Australia's venture capital business Wildcard Ventures which invests in SportsTech startups, as well as the organisation's in-house television production company.
- The precinct is home of the Australian Open, one of Australia's highest profile sports events and a key factor in Australia's reputation as a sporting nation, putting a spotlight on Melbourne as Australia's premier sporting city.

37 courts available
to the public with
812,000 court bookings



The precinct provides a hub for the wrap-around services that keep athletes performing at an elite level.

Leading practice sports medicine on the doorstep of Melbourne's biggest teams

Melbourne & Olympic Parks is home to a number of specialist sports medicine practices that provide innovative, state-of-the-art health services for athletes and the general public, both on-and off-precinct.

Olympic Park Sports Medicine Centre

- Olympic Park Sports Medicine (OPSMC) is one of the precinct's longest serving tenants with the practice first opening in 1987, currently located at AAMI Park.
- Today, there are 58 practitioners providing specialist health services focused on muscular-skeletal issues, including sport and exercise medicine, physiotherapy and exercise physiology, podiatry, psychology, dietitians and remedial massage.
- The Centre has been recognised internationally as a FIFA Medical Centre of Excellence and is the main training practice for the College of Sport and Exercise Physicians (with trainee physicians going on to work in professional sporting organisations). It also has strong links to Melbourne University and La Trobe University to assist with research and training.

Imaging @ Olympic Park

- Imaging @ Olympic Park, also located within AAMI Park, provides specialist musculoskeletal imaging services as well as day procedure treatments for musculoskeletal conditions.
- Practitioners working at the medical imaging centre are recognised leaders in the diagnosis and treatment of sports injuries.



A LYNCHPIN IN VICTORIA'S LIVE MUSIC AND ENTERTAINMENT INDUSTRY

The precinct provides the only arena-style live entertainment venues of their scale in Melbourne, and is one of only a few multi-venue precincts in the country.

- The precinct has a unique proximity to the CBD and public transport links, allowing it to attract some of the world's biggest music, comedy and entertainment events to Melbourne.
- The capacity of the precinct's six venues, and the fact that they are easily accessible for the public, means they are able to provide the scale and commerciality required to ensure Australia remains a viable touring destination for international artists.
- As a result of these factors, there is high industry demand for precinct venues, with nearly 100 concerts and 50 broader entertainment events annually, attracting an audience of more than 1.25 million, with venues utilised for more than 70 percent of available days.¹⁰

The precinct hosted **nearly 100 concerts** and **50 broader entertainment events**, attracting an audience of **more than 1.25 million**

M&OP venues are utilised for **more than 70 percent** of available days year-round

“Without M&OP venues as an anchor in the east coast touring schedule, bringing big international acts to Australia would be a significant challenge.”

Geoff Jones CEO, TEG



AN ACCELERATOR FOR MELBOURNE'S GROWING CONFERENCE, CONVENTION AND CORPORATE EVENTS INDUSTRY

M&OP's six venues – including its award-winning function venue, CENTREPIECE at Melbourne Park – are invaluable in providing Melbourne with the scale and capacity to attract global events.

The precinct's new purpose-built conference and corporate events venue, CENTREPIECE at Melbourne Park, has experienced strong demand and received industry recognition, winning the Best New Tourism Business at the Victorian Tourism Awards in 2022. Other precinct venues also provide invaluable capacity that has contributed to Melbourne's success in attracting globally significant business events.

For example, M&OP played a key role in attracting the Rotary International Convention 2023, which brought together an estimated 20,000 delegates and delivered more than \$88 million to the Victorian economy.¹¹

135 business and corporate events in 2022-23

100,000 attendees



THE PRECINCT'S EPIC FORCE OF ATTRACTION BRINGS FANS, PERFORMERS AND CLUBS FROM INTERSTATE AND OVERSEAS

The precinct brings people from across Victoria, Australia and around the world to participate in or enjoy its wide variety of events.

- Outside of the AO, approximately 416,000 guests across 2022-23 were from regional Victoria, and 210,000 were from interstate or overseas. The estimated associated spend of these visitors in the Victorian economy may have been as much as \$743 million.¹²
- Interstate and international visitors spent approximately 699,000 nights in Victoria, supporting 1,500 FTE in the visitor economy.
- The people who travelled to Victoria also brought additional economic benefit to the state with an estimated 2,300 athletes, trainers and support staff travelling into Victoria to play in the precinct's regular sporting fixtures annually, as well as more than 800 athletes from over 65 nations who play in the Australian Open, and scores of additional athletes participating in one-off sporting events.
- 147 of the 398 events hosted in 2022-23 involved interstate or international touring acts, with the largest of these requiring up to 110 staff to produce, the majority of whom travel to Victoria for the production, spending on local accommodation, food and beverage.¹³

Disney on Ice brings hundreds of performers and thousands of visitors to Victoria

- In 2022-23, the precinct hosted 12 performances of Disney on Ice – Into the Magic and 12 performances of Disney on Ice – 100 Years of Wonder, attracting just over 185,000 guests in total. Disney on Ice has been performed during the winter school holidays at the precinct annually since 1988 (with a limited number of exceptions).
- Each session employs approximately 100 touring performers and crew who stay in hotels in Melbourne's CBD, providing a regular injection of value into the Victorian economy. The production also employs Victorian suppliers to support logistics and staging.¹⁴

Key numbers (2022-23)



210,000 visitors from interstate or overseas and 416,000 from regional Victoria, spending as much as **\$743 million** in 2022-23

Interstate and international visitors spent approximately **699,000 nights** in Victoria

This activity supported **1,500 FTE** in Victoria's visitor economy

ECONOMIC ACTIVITY AND EMPLOYMENT CREATED ACROSS THE PRECINCT HAS A MULTIPLIER EFFECT

The precinct is an employment powerhouse, with at least 4,200 people working on the precinct.¹⁵

These employees are building skills, sharing knowledge and contributing directly to Victoria's economy.

From athletes to office workers, thousands of people work on the precinct each year, creating an immense knowledge network.

The precinct's teams and business have enormous knowledge-sharing networks extending globally, for example...

- Precinct partners Melbourne City FC are part of the global City Football Group who also own Manchester City and other sporting clubs. Melbourne City benefits from upskilling and knowledge sharing on an international scale with executive members regularly undertaking knowledge gathering trips in areas like sports science and marketing across the global network.
- International networks like these contribute to Melbourne industries by providing opportunities to benefit from global knowledge sharing, ensuring Melbourne remains a world class sports and entertainment precinct.



At least **4,200 jobs** directly supported by the precinct

More than **1 million hours** worked across the precinct's casual workforce

Up to a further **1,600 FTE jobs** indirectly supported by combined precinct activities

The precinct is a hub of commercial activity

A conservative estimate of the combined revenues of precinct businesses in 2022-23 is approximately \$880 million.¹⁶

This includes:

- Over \$190 million spent on ticket sales for precinct events
- \$22.7 million spent on merchandise
- \$100 million spent on food and beverage, including on-precinct food outlets and in-house catering

Working with Victorian suppliers

Maintaining first-rate venues and infrastructure injected **\$36.4 million in capital expenditure into the Australian economy in 2022-23 alone**, with the majority of this spend on Victorian businesses and supporting Victorian jobs.

MOPT alone spent **\$90.9 million** with **464** Victoria-based businesses in 2022-23, representing 83 percent of the organisation's total annual operating expenditure. The 21 organisations operating on the precinct also support Victorian businesses, uplifting the precinct's combined contribution significantly.

Upgrading AAMI Park for the FIFA Women's World Cup™ with Victorian suppliers

The Melbourne and Olympic Parks Trust strives to deliver positive social and environmental outcomes through the procurement of services across the precinct. This includes through a Victoria first approach, preferencing goods and services from Victorian businesses wherever possible.

- In preparation for hosting the 2023 FIFA Women's World Cup™ in partnership with other venues across Australia and New Zealand, significant works were completed at AAMI Park, including major improvements to player facilities, corporate hospitality areas, and visitor experience. These were supported with a \$25 million investment by the Victorian Government.
- The AAMI Park upgrades supported **130 FTE** Victorian jobs, with design of the videoboards, gantries and corporate lounge led by Melbourne-based Cox Architecture, 10,000m² of world class playing surface grown by HG Turf in Alexandra, 470 seats manufactured by Victorian manufacturer Camatic Seating, and more than 100 tonnes of steel fabricated by Geelong-based Hanlon Industries.



CHAPTER 2: SOCIAL VALUE



ONE OF VICTORIA'S MOST VALUABLE PUBLIC ASSETS

The precinct makes Melbourne more liveable, and a city that locals are proud of. It is estimated that the value of the precinct's contribution to liveability is in the order of \$1.4 billion.¹⁷

Well planned precincts are the markers of successful, vibrant cities, offering improved public amenity, greater connectivity and sense of belonging, higher productivity and innovation, and greater returns on public investment.

- Melbourne & Olympic Parks is a grand slam precinct and international arena, providing the key infrastructure that allows Melbourne to host one of the world's highest profile sporting events, the Australian Open, as well as playing a part in hosting major events like the 2023 FIFA Women's World Cup™.
- The precinct is invaluable in Melbourne's ability to attract and deliver events on the global stage and retain its global standing alongside the world's best events cities. It brings some of the world's biggest musicians and comedians to the city, contributing to Melbourne's world-renowned live sports and entertainment culture.
- The precinct offers open space for people to walk, run and play, with approximately half of the precinct's footprint available for public use, and the National Tennis Centre providing professional-grade tennis courts for public hire.



17 hectares
of public open green space
available for active and
passive recreation

Playing host to Australia's only Grand
Slam tournament which **99 percent**
of Victorians surveyed say is important
for Victoria, and **88 percent** say makes
them feel proud¹⁸

Contributor to Melbourne's long
running reputation as one of
the world's most livable cities,
ranked third in 2023¹⁹

The precinct is an iconic part of Melbourne's skyline, promoting Brand Melbourne on the world stage.

- MOPT works directly with the Victorian Government to ensure Melbourne is every bit different as a standout events and visitor destination.
- Set between the MCG and the Royal Botanic Gardens, and bounded by the Yarra, M&OP's iconic venues are instantly recognisable as Melbourne.
- The Australian Open puts the eyes of the world on M&OP venues, with the precinct front-and-centre of domestic and international coverage, with 622 million hours of television broadcast to 225 territories around the world, as well as a growing online viewership.²⁰
- More than 100 other sporting events held across the year are viewed by approximately 9 million Australians on free-to-air, pay TV and Kayo Sports alone, with millions more watching via other streaming services and international broadcast.²¹
- Businesses and clubs operating on the precinct also have a broad digital reach.

In addition to the Australian Open, the precinct's year-round events calendar is viewed by **approximately 9 million Australians**

MOPT's channels alone had **112 million social media impressions** in 2022-23



THE MELBOURNE & OLYMPIC PARKS PRECINCT IS FOR EVERYONE

The precinct is Melbourne's fan zone, bringing people with shared interests together and making people happier and healthier.

The precinct buzzes with social and community activity throughout the year. The 398 events that take place outside the AO are an opportunity for people to come together, with 90 percent of those attending events on the precinct doing so with at least one other person, and 31 percent with two or more people.²² **On its busiest day in 2022-23, outside the AO, more than 42,000 people were on the precinct.**²³

Outside of formal events, fans connect in the spaces where their clubs train and play, with an estimated 500 to 1,000 fans on average attending Collingwood's open training sessions throughout the 2023 season (this number growing significantly in the lead up to the AFL Grand Final) and with Melbourne Storm, Melbourne Victory and Melbourne Football Club also opening up training to fans.²⁴

Up to **8,000** fans attending open training sessions in the lead up to the Grand Final them feel proud¹⁸

Thousands of Magpies fans flock to Olympic Park to 'march to the G' on Grand Final day

- Collingwood fans gathered around the club's training ground on Olympic Park to walk across to Melbourne Cricket Ground for the AFL Grand Final match against the Brisbane Lions on 30 September 2023.
- Those not attending the match at the MCG remained on Olympic Park to watch and were treated with a first-hand look at the AFL Cup, with an estimated 60,000+ fans on the precinct on game day.²⁵
- In the lead up to the final, thousands of fans regularly gathered at Olympic Park Oval to watch the Magpies train.

60,000+ estimated Collingwood fans on the precinct for game day



Improving health and wellbeing

- Visitors to the precinct regularly enjoy the numerous benefits of social interaction, which has proven to be critical for mental health and wellbeing, leading to people living longer.²⁶
- In particular, in-person social interaction can strengthen social ties (which has been linked to both improved psychological and physiological health)²⁷ and create opportunities for social capital creation (which is an essential ingredient for a strong community).²⁸

Creating proud and connected communities

- Australians see sport as important for national identity, and research suggests that sports fandom leads to increased social connectedness and sense of belonging.²⁹
- Hosting sports events and having high-quality sports facilities has also been linked to increased community pride.³⁰

Live music has been proven to **improve life expectancy by 9 years** with just 20 minutes of live music **increasing wellbeing by 21 percent**.³¹

Sports events have shown similar impacts on mental health, life satisfaction and mental stimulation.³² There is also evidence that high profile events can inspire higher levels of sports participation, which in turn is proven to lead to significant physical and mental health benefits.³³



The precinct is a major node for social connection for people from all walks of life.

M&OP plays an active role in curating content that appeals to a diverse audience, as well as content that appeals to specific sections of Melbourne's multicultural communities. Across the precinct, a variety of activities take place that celebrate Melbourne's multiculturalism and diversity. For example:

- Melbourne Storm celebrated Australia's diversity through the Indigenous Round, which included a smoking ceremony, and the Multicultural Round celebrating the theme 'stronger together'.
- Melbourne United held a free Multicultural Festival outside John Cain Arena ahead of their game against the NZ Breakers. The festival featured free basketball clinics, activities for children, and performances by multicultural artists.
- Through the U-NITE Multicultural Round, Melbourne Victory offered a range of activities and multicultural food options for fans, as well as hosting a Citizenship Ceremony for 60 new Australians from 37 countries.

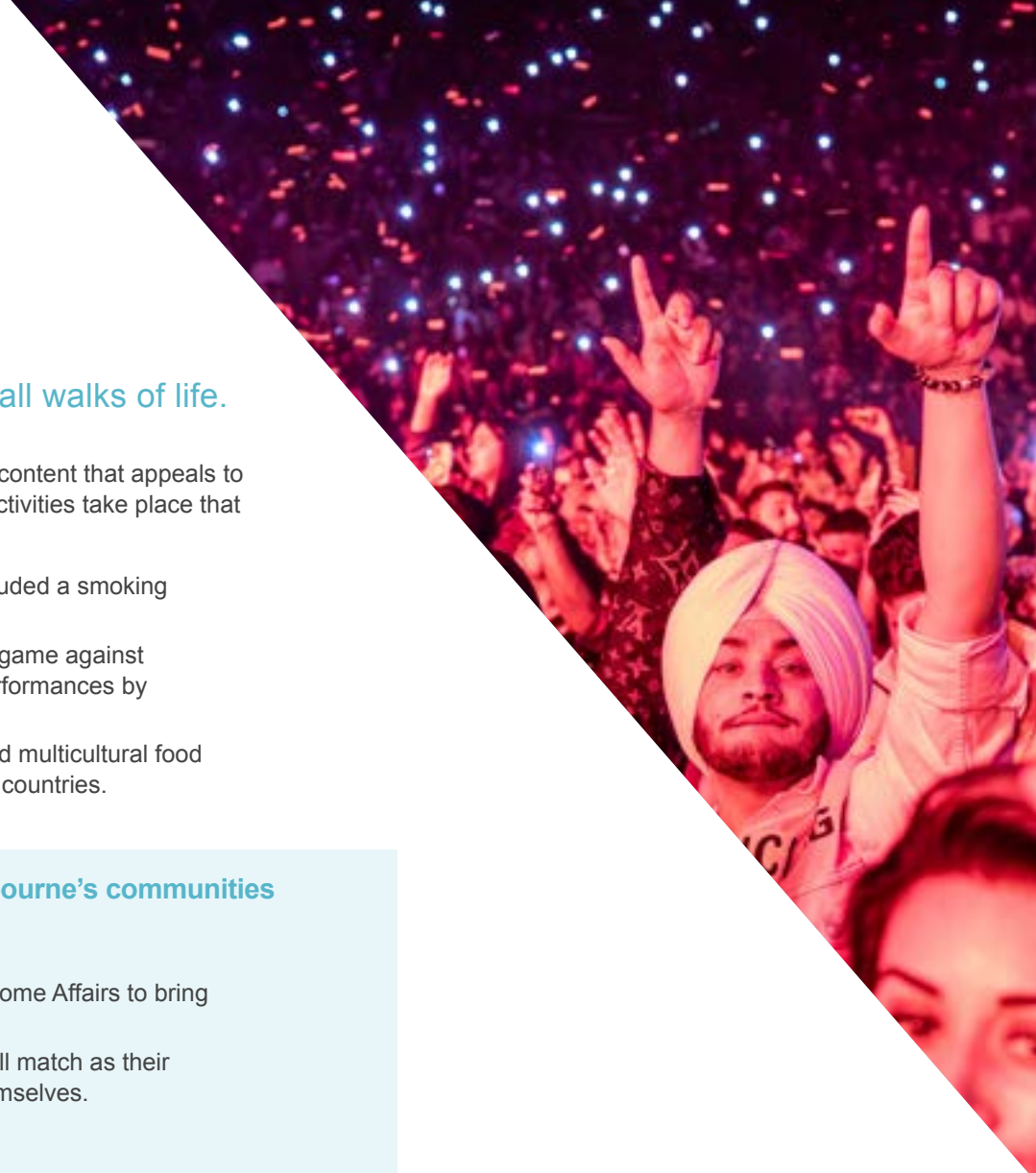
Providing a wide range of content that reflects the changing shape of Melbourne's communities

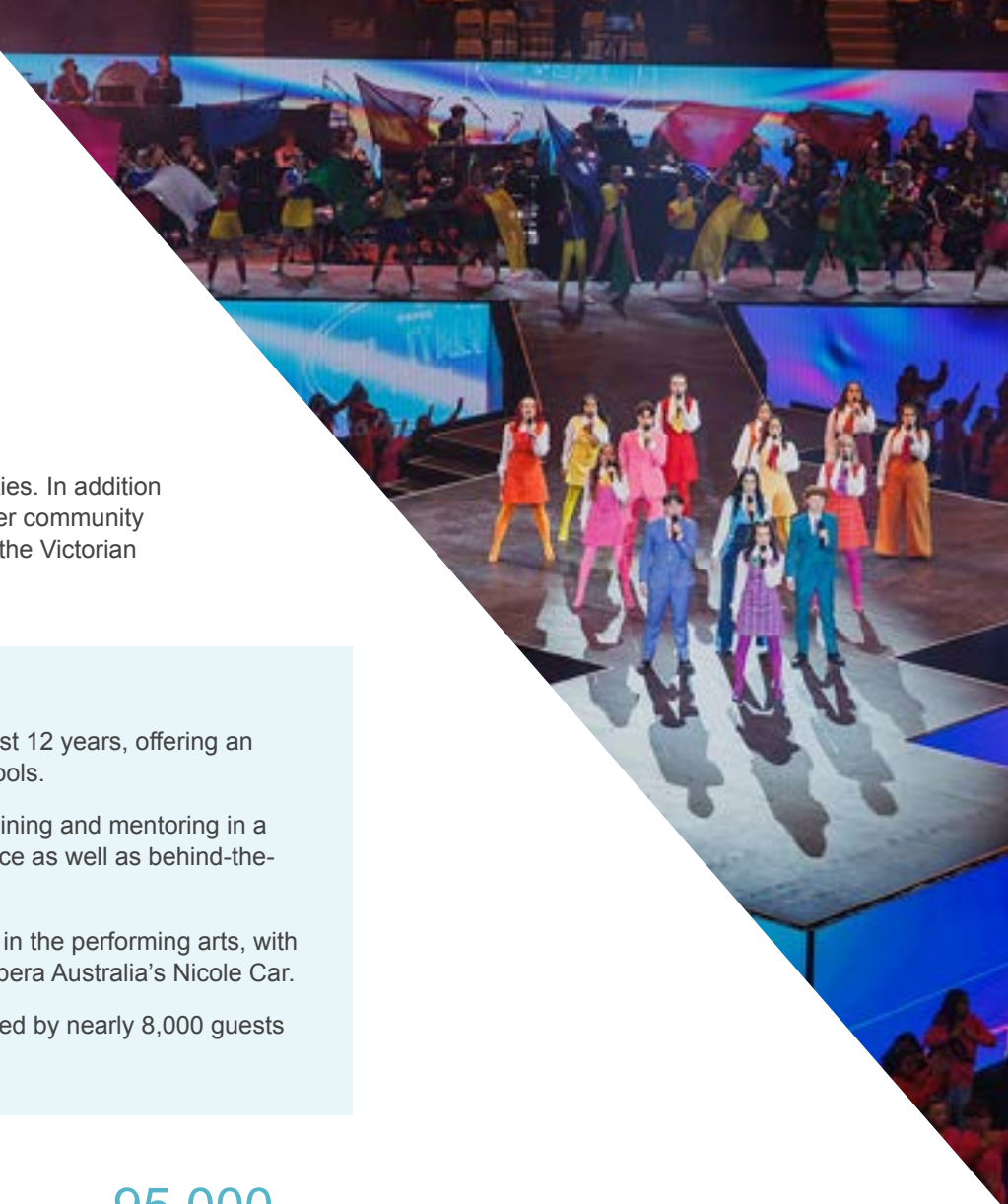
Becoming an Australian Citizen at John Cain Arena

- The Melbourne Vixens netball team partnered with the Commonwealth Department of Home Affairs to bring Australian Citizenship Ceremonies to John Cain Arena.
- After the ceremony, new Australian citizens were given the opportunity to attend a netball match as their introduction to the sport, with links to local community clubs where they can try it for themselves.

Bringing one of India's biggest music stars to the heart of Melbourne

- 2023 saw Arijit Singh, one of India's most beloved musicians, play John Cain Arena to a crowd of more than 8,000.
- Ticketek analysis revealed that nearly more than 95 percent of attendees were from multicultural communities, with nearly 80 percent sharing a South Asian cultural background.





An asset for all Victorians.

The precinct is a community asset, providing a high-profile stage for community causes and activities. In addition to charity 'light-ups' and providing complimentary tickets to precinct events for fundraising and other community activations, M&OP plays host annually to one of the state's most important youth-focused events, the Victorian State School Spectacular.

A national spotlight for Victoria's state school students

The Victorian State School Spectacular (VSSS) has been hosted at John Cain Arena for the past 12 years, offering an impressive illustration of the diversity and depth of performance talent fostered in Victorian schools.

The annual event creates an opportunity for Victoria's state school students to get hands-on training and mentoring in a variety of facets of the performing arts, including singing, dancing and other types of performance as well as behind-the-scenes experience in stage management, costume, hair, make-up, sound and lighting.

For many, the VSSS is a key element in a journey that takes students into professional careers in the performing arts, with alumni including Harrison Craig (winner of *The Voice In* 2013), singer Vanessa Amorosi, and Opera Australia's Nicole Car.

A total of 2,000 performers took part in 2023's production *Happy Travels*. The event was attended by nearly 8,000 guests and broadcast on Channel 7 to a further nearly 95,000 viewers.

2,000

student
performances

200

state schools

8,000

guests at
John Cain Arena

95,000

television
viewers

THE M&OP SOCIAL AND COMMUNITY PROGRAM

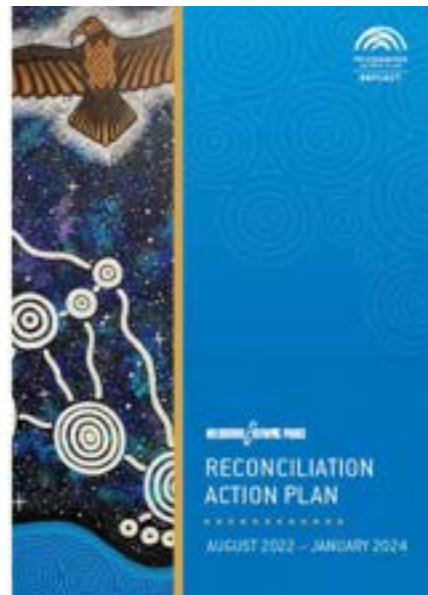
In preparing this study, a constant theme was the precinct's key role in the social fabric of Victoria, and its reputation as a place for everyone. As custodians of the precinct, the Melbourne and Olympic Parks Trust is committed to reflecting the values of Victoria's diverse communities, and to ensuring the M&OP precinct continues to provide accessible and welcoming experiences now and into the future.

As an enterprise with global reach, attracting international content and millions of viewers, M&OP seeks to do its part to contribute to the global efforts articulated through the United Nations Sustainable Development Goals (SDGs).

Looking to the future, there is great enthusiasm for the role the precinct will continue to play in the lives of Melburnians, Victorians, and Australians more broadly, and the special place it occupies at the heart of one of the world's best-known sports, music and live entertainment cities.

The organisation's four social and community action plans are aligned to these goals, and provide roadmaps for the organisation's overarching commitment to equality and diversity, accessibility, reconciliation and sustainability.

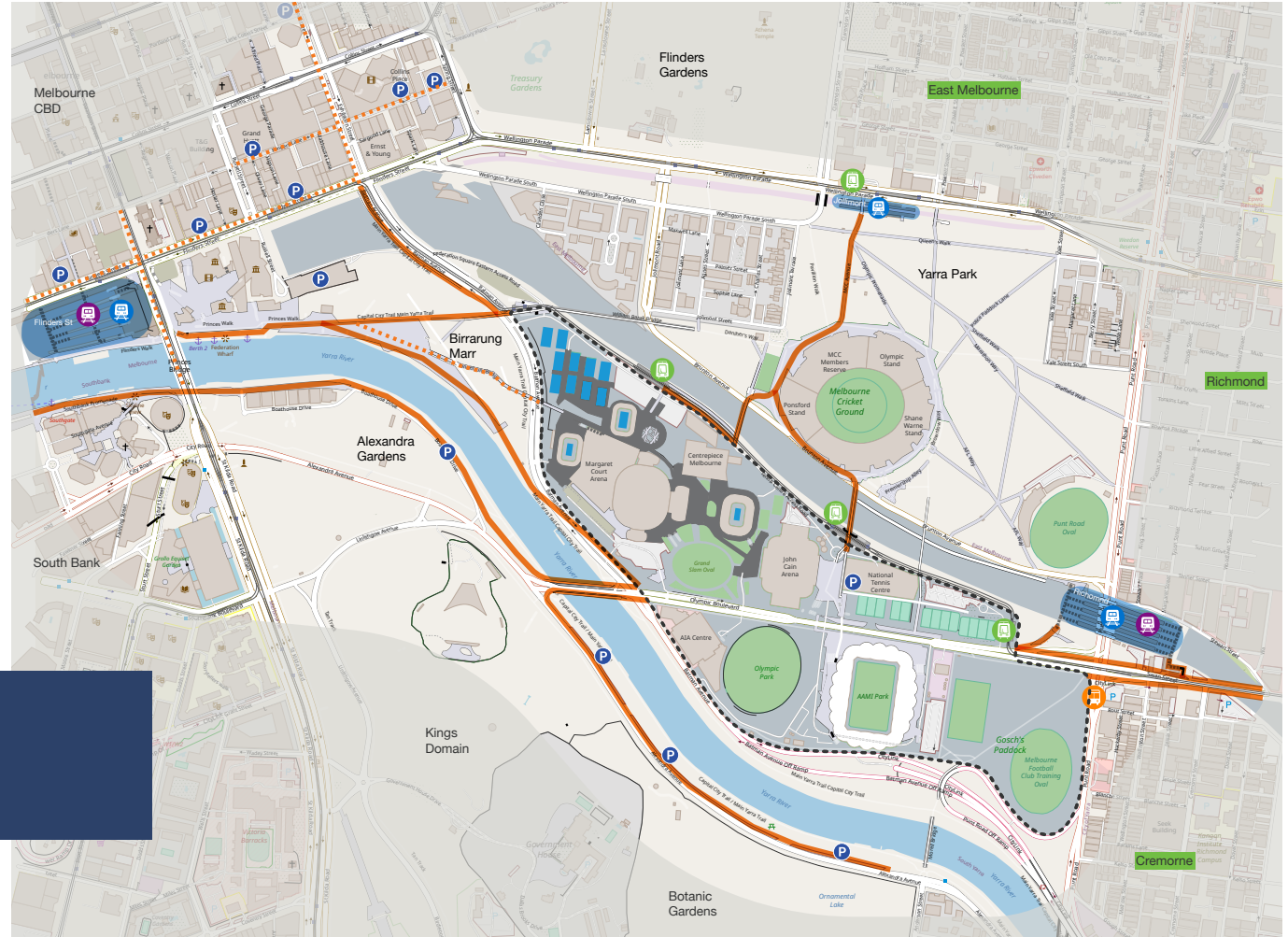
They also provide a critical platform for productive partnerships with the precinct's tenant clubs and partners to drive social and community outcomes across the whole precinct that will continue to benefit Victorians for generations to come.



A bridge connecting some of Melbourne's most visited places.

The precinct connects Melburnians to key public transport links as well as Melbourne landmarks like the MCG, the Royal Botanic Gardens and Birrarung Marr, as well as vibrant neighbourhoods and entertainment districts like the Richmond and Cremorne entertainment areas.

On average, more than
230,000 people move through
the precinct each month



CHAPTER 3: LOOKING AHEAD



While this study has focused on whole-year results for the 2022-23 financial year, results for the first three quarters of 2023-24 have already broken records, paving the way for an impressive annual result, and another consecutive chapter of continued growth.

	2022-23	2023-24
AUSTRALIAN OPEN	909k	↑ 1.1m
FIRST THREE-QUARTERS	1.59m	↑ 2.12m
TOTAL ATTENDANCE	3m	↑ 3.74m*

*Projection based on events contracted at 1 April 2024.



With 2023-24 expected to deliver record attendances, including a record-breaking Australian Open that brought over a million visitors to the precinct in January, M&OP looks forward with optimism to continued growth and a thrilling range of experiences.

With no sign of a slow-down in demand for live experiences, attendance and event numbers continue to grow year-on-year, cementing the precinct as the beating heart of the city's live events landscape, and Melbourne as the nation's live events capital.

With Melbourne expected to become Australia's most populous city in the next decade, M&OP looks forward to providing opportunities for more people from across the breadth of the city's diverse communities to connect with Melbourne's thriving live events culture. Delivering on this promise represents continued strategic investment in commercial and customer-centric opportunities that enhance the guest experience and create a true destination for Melbourne.

Through close collaboration with precinct and industry partners, Melbourne and Olympic Parks Trust will continue to ensure that this unique public asset is operated and optimised for the benefit of all Victorians. Together, the precinct's network of partners and participants will continue to work towards a shared vision, collaborating to understand the emerging events landscape, the future guest experience, and innovative infrastructure solutions that will future-proof the precinct and ensure it remains a world-class, and one-of-a-kind, destination for the best in live events.

Looking to the future, there is great enthusiasm for the role the precinct will continue to play in the lives of Melburnians, Victorians, and Australians more broadly, and the special place it occupies at the heart of one of the world's best-known sports, music and live entertainment cities.



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