

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



Monday, 15 August 2022

IKON PARK REBORN AS THE HOME OF AFLW

The Andrews Labor Government has transformed IKON Park into a world class sporting facility with amenities that support all AFL teams, delivering Carlton Football Club an upgraded ground and becoming the new home of AFLW.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today re-opened the Carlton Football Club ground to the public, thanks to a \$20 million investment from the Labor Government.

After two years of construction works, the state-of-the-art sporting venue has reopened – with a new entry and foyer with views into the gym, new interactive museum space, merchandise shop and café among the additions.

Behind the scenes, the redevelopment has also delivered a high-performance facility, 50 x 25m indoor training centre, cardio gym and aquatic recovery area for men and women, along with a boardroom and additional admin offices.

The inclusion of a business lounge will further support the *Carlton in Business* network, which has already facilitated \$55 million worth of business through its 162 member organisations.

The last AFL game was played at IKON Park in 2005, but it has since hosted many AFLW games including the inaugural match in 2017 which attracted a capacity crowd of 24,568.

In 2018, IKON Park hosted the AFLW Grand Final and this redevelopment now cements its place as our premier AFLW venue.

Final works in the redevelopment will soon be complete and include a new match-day pavilion with player and officials change rooms to allow for two non-Carlton teams to compete during the AFLW season.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

“Carlton Football Club was established in 1864 and is an integral part of Victoria’s football history – with this development the club and Ikon Park enter a new chapter in that history as the home of AFLW.”

“We’re giving our AFLW stars and Blues fans a world class stadium they can be proud of, complete with better broadcasting facilities so everyone can enjoy high-quality match coverage.”

Quote attributable to Carlton Football Club CEO Brian Cook

“The IKON Park redevelopment will see the Carlton Football Club become the first AFL club to host fully integrated facilities that will deliver our AFL and AFLW athletes equal amenities, which is something we’re incredibly proud of.”