

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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JOBS FRONT AND CENTRE AT MELBOURNE'S PREMIER PRECINCT

The Allan Labor Government is cementing Victoria's status as the major events and sporting capital of the nation, with the world-class Melbourne & Olympic Parks precinct attracting millions of visitors, supporting local jobs and generating more than \$740 million in visitor spend over the past 12 months alone.

Minister for Tourism, Sport and Major Events Steve Dimopoulos welcomed the release of the *Melbourne & Olympic Parks Precinct-Wide Social and Economic Value Study*, which showcases the unequivocal value of the precinct.

More than three million visitors flocked to the precinct's venues to enjoy almost 100 concerts and 50 other entertainment events last financial year, with Rod Laver Arena, John Cain Arena and AAMI Park, CENTREPIECE at Melbourne Park and Kia Arena jam-packed with visitors year-round in the heart of Melbourne.

More than 905,000 visitors from across regional Victoria and interstate and more than 72,000 visitors from overseas passed through the precinct's gates – booking almost 1.2 million bed nights in Victorian hotels in an epic boost for our vital hotel and hospitality industry.

The precinct directly employed 4,200 Victorians, with an extra 1,600 Victorian jobs supported indirectly across precinct activities and 1 million casual hours worked.

Audiences were treated to events of all shapes and sizes across the precinct's venues including blockbuster concerts from the likes of Robbie Williams, Billie Eilish and Dua Lipa, to conventions such as SportNXT and Dreamhack alongside the regular calendar of basketball, netball, soccer, rugby league and rugby union.

Beyond the jam-packed calendar of events at Melbourne's flagship precinct, businesses generated \$880 million in revenue while the precinct's supply chain delivered widespread benefits to local businesses, with \$36.4 million in capital expenditure injected into the economy.

Across 105 televised events, nine million viewers from across Australia tuned to watch events held at the precinct, showcasing Melbourne as the sports and entertainment capital to television audiences across the country.

We've invested almost \$1 billion in the redevelopment of the world-class Melbourne Park precinct to ensure that world-class events like the Australian Open will be hosted at the precinct until 2046. This means thousands of fans will continue to flock to Victoria for decades to come – boosting local businesses, jobs and the state's economy.

The study was commissioned by the Melbourne & Olympic Parks Trust, in collaboration with Tennis Australia, Tennis Victoria, the 10 elite sporting teams who call the precinct home and supporting and full range of partner and tenant businesses that operate across the precinct. To view the report in full visit mopt.com.au.

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

"Melbourne & Olympic Parks is a sporting and major events precinct that rivals any of its kind around the world, helping fill Victoria's major event calendar, supporting businesses and bringing visitors to our state."

"We're so proud to have supported Melbourne & Olympic Parks with vital investment that has helped it remain a world-class sporting precinct for both participants and spectators alike."

Quotes attributable to Melbourne & Olympic Parks CEO John Harnden

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“The Melbourne & Olympic Parks precinct is unique globally, with the versatility of spaces and breadth of content providing a one-of-a-kind destination for live events”.

“We are committed to continuing to drive significant benefits for the state and people of Victoria across the precinct’s operations, ensuring it remains a source of community pride, and a key driver in Melbourne’s liveability for years to come.”