

Wednesday, 24 September 2025

WE'RE BACKING THE MIGHTY MCG INTO THE FUTURE

The Melbourne Cricket Ground (MCG) is the jewel in Australia's sporting crown. We want to keep it that way.

Premier Jacinta Allan joined Minister for Tourism, Sport and Major Events Steve Dimopoulos, Melbourne Cricket Club (MCC) CEO Stuart Fox and the MCG Trust Chair the Hon. Steve Bracks AC today to announce a business case into the potential redevelopment of the MCG, including the Shane Warne Stand.

This is about planning for the future.

The business case will outline options for redevelopment to meet the needs of athletes and spectators – ensuring the stadium and precinct maintains its world-class status for the decades ahead.

Today, we are also releasing the *MCG Social and Economic Value Study*.

It found that more than four million fans attended the MCG in 2024 witnessing 69 major events across sport, concerts and community events, including the AFL Grand Final, NRL's State of Origin, three Taylor Swift concerts and a record-setting Boxing Day Test.

These and other events at the MCG brought more than 620,000 visitors to Victoria from interstate and overseas, pumped a record \$720 million into Victoria's economy last year, and supported 7,500 full-time equivalent jobs.

Outside the MCG in Yarra Park, the annual Footy Festival is kicking off.

Thanks to funding provided by the Labor Government, more families can experience the footy frenzy this school holidays with free entry to the festival.

More than 300,000 fans are expected to attend through to AFL Grand Final Day. The festival will peak at the AFL Grand Final Parade hosted on the Grand Final eve public holiday which was introduced by the Labor Government back in 2015, giving more families the chance to take part in the action.

The AFL finals are a pillar of Victoria's major event calendar, with the AFL Grand Final locked in at the MCG, the home of football, until 2059.

To view the economic and social impact of the MCG in 2024, visit mcg.org.au.

Quotes attributable to Premier Jacinta Allan

"The MCG is our economy's home ground advantage – we want to keep it that way."

"We're planning for the future so the 'G can remain the best stadium in the world."

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

"The MCG is critical to our reputation as the sporting capital of Australia, and we want to make sure it can continue to support the very best events for years to come."

"The footy festival is the best place for footy fans of all ages to experience the passion and excitement of Grand Final week in the shadow of the mighty MCG."

Quotes attributable to Melbourne Cricket Club CEO, Stuart Fox

"We're absolutely thrilled the Victorian Government is partnering with us to carry out the next stage of planning work and I'd like to thank Premier and Minister Dimopoulos for their support."

"I'd also like to thank the MCG Trust, led by the Honourable Steve Bracks, for their support in getting us to this point where we embark on the next stage of reimagining the MCG."

Quotes attributable to MCG Trust Chair, the Honourable Steve Bracks AC

"It is important we continue to invest in the MCG to ensure it remains a world-class stadium for future generations."

"The 'G holds an incredibly special place in the hearts and minds of Victorians as well as interstate and global visitors. I would like to thank the Victorian Government for their support of our future vision."