

Media Release

The Hon John Eren MP

Minister for Tourism and Major Events

Minister for Sport

Minister for Veterans



**DELIVERING
FOR ALL VICTORIANS**

Tuesday, 21 August, 2018

NEW NAME BRINGS IN A NEW ERA FOR MELBOURNE ARENA

One of the most popular venues in Melbourne's mega sport and entertainment precinct has been re-named Melbourne Arena – the next stage in the Andrews Labor Government's revamp of Melbourne Park.

Minister for Sport John Eren joined CEO of Tennis Australia Craig Tiley this morning to announce that Tennis Australia had secured the naming rights to the venue formerly known as Hisense Arena – locking in the name change for the next five years.

This year a record 743,667 fans poured through the gates of Melbourne Park for the Australian Open and more than 900 million international and national fans tuned in online and via television broadcasts.

The new name will ensure that when all the action is beamed around the globe, there's no mistaking that the best of the best is staged in Melbourne, the world's sporting capital.

The re-naming is part of the ongoing redevelopment of Melbourne Park that the Labor Government is leading to ensure the entertainment precinct is the envy of the world.

The redevelopment of the precinct has delivered better access via the new Tanderrum foot bridge, a new headquarters for Tennis Australia and Melbourne and Olympic Parks, and a major upgrade to both patron and artist facilities inside Rod Laver Arena.

Construction of the new eastern annexe to Rod Laver Arena and a faster retractable roof is also on track for the Australian Open 2019, in addition to a new multi-purpose 5,000-seat show court arena, as well as a new function and media centre as part of the \$271.55 million stage three redevelopment.

Together, the new look and new name mean the Australian Open will remain in Melbourne until at least 2036, bolstering Melbourne's status as Australia's sporting capital.

The renaming comes as Melbourne and Olympic Parks Trust's 10-year association with Hisense draws to a close. During this successful partnership, the multi-purpose venue has hosted a raft of outstanding events.

Quotes attributable to Minister for Sport John Eren

"It's fantastic to see the sporting capital of Australia – Melbourne – up in lights for the world to see."

"Since 2000, this fantastic venue has hosted headline acts from the Australian Open to The Killers – and we're working with our precinct partners to continue serving up the world's best sport and entertainment."

Quotes attributable Tennis Australia CEO Craig Tiley

"We know the world's top players love coming to Melbourne and thrive on the atmosphere of this arena during the Australian Open. This is a testament to the fans who turn out every year to cheer on their heroes."

"What a great way to pay homage to Melbourne's sports and entertainment fans – renowned globally for their knowledge and passion."

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