



Impact Report

2024-25



Acknowledgement of Country

We acknowledge the Traditional Owners of the lands on which we operate our venues in Narrm and Djilang; the Wurundjeri Woi Wurrung and Wadawurrung peoples of the Kulin Nations. We pay our respects to Elders of all First Nations communities and seek to honour the long-standing tradition of building community and exchanging ideas on these lands.



Djirri Djirri Wurundjeri Dance group

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Foreword



Natalie O'Brien AM

(She/her)
Chief Executive
Victorian Convention and Event Trust

It's my pleasure to present our 2024–25 Impact Report, highlighting the economic, social and environmental contributions delivered through the Melbourne Convention and Exhibition Centre (MCEC) and Nyaal Banyul Geelong Convention and Event Centre, set to open in July 2026.

Now in its third year, this report reflects the depth and breadth of our impact – not just as a venue operator, but as a proud Victorian institution committed to contributing to a better future for people, planet, and place.

This year, MCEC hosted over 714 events, welcoming more than 3.2 million attendees and generating an estimated \$686 million in economic impact to the state. From global summits to local celebrations, each event brings people together in ways that strengthen industries, foster innovation, and build community.

Our commitment to sustainability remains core to how we operate. We've maintained our efforts to reduce emissions, updated our waste diversion targets based on independent audits, and progressed initiatives to support the Victorian Government's emissions reduction and circular economy goals. In 2024–25, our returnable cup program further supported our reduction of waste, and we redesigned our food offerings to incorporate greater sustainability through championing local, low-impact ingredients.

We've also taken tangible steps to improve access, inclusion, and equity. The launch of our new Accessibility Action Plan ensures a more inclusive experience for visitors and employees, supported by the establishment of our first Accessibility Advisory Committee, made up of lived-experience experts who provide direct feedback on how we can continue to improve. We're proud of our progress in cultural awareness, gender equity, and procurement through

Aboriginal-owned and social enterprises, recognising that meaningful change requires ongoing listening, learning and collaboration.

At Nyaal Banyul, the past year has marked a major shift from planning and design to physical delivery. Construction is nearing completion, and the venue is on track to open with a 5-Star Green Star design rating. Through our partners the Victorian Government, Plenary and Built, the project has also maintained an unwavering focus on social procurement – creating jobs, skills, and supply opportunities in the Geelong community.

As we look ahead, I'm energised by the momentum we're building. Whether it's reducing our carbon footprint, elevating Victorian producers, improving workplace equity, or attracting global audiences to our state, we're proud to show that venues can be powerful platforms for change – and that impact is not something we measure after the fact, but something we build into every decision we make.

Thank you to our teams, our partners and our community for the role you've played in helping us deliver a year of meaningful progress and strong foundations.

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Our approach



We deliver positive impact to the world around us. This includes through:

Our Sustainability Strategy

Our Sustainability Strategy outlines nine priority areas. These are underpinned by the principles of a low-carbon, circular economy that looks to reduce waste, mitigate and adapt to climate change and have a positive social impact.

Our Inclusion and Diversity Strategic Framework

Our approach to inclusion and diversity is always evolving, with current focuses on gender equity and equality, accessibility, and Reconciliation.

Our Accessibility Action Plan

Our commitment to ensure both MCEC and Nyaal Banyul are welcoming and inclusive for everyone who visits.

Our Community Partnerships

We're forging partnerships with leading Australian charities and community organisations who share our values of sustainability, diversity and inclusivity.

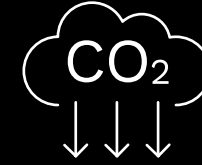
The events we host

The events we host have the potential to drive economic growth, facilitate dialogue on important issues and attract investment in our region. Some conferences can even lead to lasting legacies, through breakthrough research or social change.

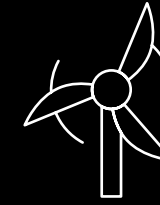
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Our commitments

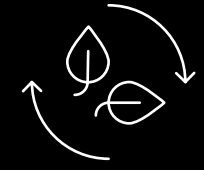
Through our business plans and strategies, we have made the following commitments to making a positive impact.



Reduce carbon emissions to net zero by 2050



Transition to renewable energy



Reduce waste and embed circular economy principles



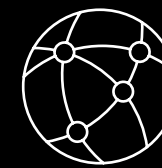
Conserve precious water



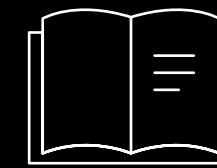
Protect biodiversity and our ecosystem



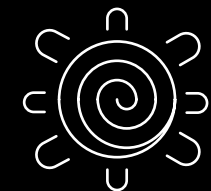
Prioritise local, ethical and sustainable suppliers



Embed environmentally sustainable design considerations



Champion sustainability through education and awareness



Acknowledge Traditional Owners and commence our Reconciliation journey



Deliver our Gender Equality Action Plan (GEAP)



Deliver our Accessibility Action Plan

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The global goals

SUSTAINABLE DEVELOPMENT GOALS



The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States including Australia, provides a shared blueprint for peace and prosperity for people and the planet. At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries to address the world's most pressing challenges by 2030.

The SDGs form the foundation for our contributions to environmental, social and economic impact.

5 Our progress

Highlights

Launched MCEC's

Net Zero Roadmap

Launched our

Accessibility Action Plan 2025-27

MCEC maintained

EarthCheck Platinum Certification

one of only six
convention centres globally

Received

Bronze Lord Mayor's Award

for responsible tourism at the
VTIC Victorian Tourism awards

Completed the
installation of an inclusive

Changing Places Facility

at MCEC

Converted all
retail sushi packs to

100% recyclable packaging

Appointed four individuals
living with disabilities to our new

Accessibility Advisory Committee

Launched our 2025 menu,
with new eco-friendly

'With Purpose' packages

as well as locally sourced
and native ingredients

Hosted the Good Friday Appeal
for the 11th consecutive year,

\$23M

raised

3000

hot cross buns
sold out in 3.5 hours

Donated

105.5 kgs+

of toilet paper to
Reaching Out – in the
Inner West of Melbourne,
supporting people
experiencing homelessness

Swapped chemically
bleached napkins for more

natural and sustainable unbleached napkins

across all Food & Beverage
operations

Donated

3,842 kgs

of food (which equates
to 7,684 meals) to
OzHarvest in 2024-25

Diverted

50,500 kgs

of organic material
from landfill in 2024

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Environmental sustainability

Climate change

Highlights

- In December 2024, we published a public-facing Net Zero Roadmap for MCEC, which identifies key opportunities for us to reduce our emissions and meet our SBTi-aligned net zero targets – 50% reduction in emissions by 2030 and net zero by 2050.
- Commenced discussions with the Victorian Government in 2024-25, to source 100 per cent renewable energy for MCEC and Nyaal Banyul. This will come into effect from 2025-26, seeing a near 50 per cent reduction in MCEC’s carbon emissions, five years ahead of the Net Zero Roadmap’s 2030 target.



Target	2024-25 progress	Status
25 per cent reduction in CO2 emissions for our buildings by 2026* (from 2019 levels**).	23.08 per cent reduction from 2019 baseline = 120kgCO2e/m2	
Interim target 2024-25: 18 per cent reduction from 2019 baseline	Worked with Victorian Government to commence transition to 100% renewable energy for MCEC and Nyaal Banyul, effective from FY26	
Implement a pathway to achieve net zero greenhouse gas emissions by 2050^.	Conducted an independent audit to calculate Scope 1, 2 and 3 emissions. Net Zero Roadmap launched December 2024. Shared with Australian industry at AIME 2025.	
Provide a minimum of 40 per cent low carbon meals at events by 2025.	An average of 46 per cent low carbon meals across were served across events in 2024-25.	
Maintain EarthCheck Gold Certification (or equivalent) annually.	Maintained Platinum status certification in 2024.	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals



* Scope 1 and Scope 2 emissions.

** 2019 baseline was adjusted from 175kg CO2-e per sqm to 156kg CO2-e per sqm to account for an outdated emissions factor that was used in 2019.



Waste and resource recovery

Highlights

- Launched our 2025 menu, with new eco-friendly ‘With Purpose’ packages, as well as locally sourced and native ingredients.
- Swapped chemically bleached napkins for more natural and sustainable unbleached napkins across all F&B operations.
- MCEC has received 1,728 tubs of Padre coffee beans since 1 May 2024, saving 13,824 coffee bags.
- Donated 105.5kg of toilet paper to Reaching Out – in the Inner West of Melbourne, supporting people experiencing homelessness. This has become an ongoing initiative in partnership with IKON Services.
- Converted all retail sushi packs to 100% recyclable packaging.
- Diverted 50,500 kilograms of organic material from landfill in 2024.
- Donated 3,842 kilograms of food (which equates to 7,684 meals) to OzHarvest in 2024/25.
- MCEC expanded participation in Victoria’s Container Deposit Scheme by installing Charopy bins along the exhibition concourse, resulting in 13.8 tonnes collected for recycling.

Target	2024-25 progress	Status
25 per cent core waste diversion by 2024-25, and 30 per cent by 2025-26	23 per cent diversion rates from core business areas and 21 per cent from licenced (event) areas.	
50 per cent licenced (event) space waste diversion by 2024-25, and 55 per cent by 2025-26		
75 per cent core organic waste diversion by 2025.	66.08 tonnes of organic waste was processed in our organics dehydrator. Through our partnership with OzHarvest, we rescued 3,842kgs of food from landfill.	
All event packaging is 100 per cent recyclable, reusable or compostable by 2025.	Returnable cups and eco boxes continue to replace disposable products at catered events wherever possible. In 2024-25, MCEC experienced a high rate of loss from returnable cups. Work is ongoing to explore improvements to the program to reduce rate of loss.	
Phase out problematic and unnecessary single-use plastic packaging by 2025.	Returnable cups used for all catered events – excluding coffee carts. Cup loss continues to be a challenge. Converted all retail sushi packs to 100% recyclable packaging. Through our partnership with SimplyCups, we recycled an estimated 36,485 disposable cups. 75,935 containers recycled through the Container Deposit Scheme.	

Yet to commence Started In progress Almost achieved Achieved

Global goals



Case study

MCEC's 2025 Menu – Purpose-Driven Dining

In January 2025 MCEC launched an innovative new menu that set a new benchmark for sustainable, inclusive, and locally inspired event catering. Designed to reduce environmental impact, champion local producers, embrace Melbourne's multicultural food culture and meet diverse dietary needs, MCEC's With Purpose offering embodies our commitment to environmental responsibility and exceptional culinary quality at scale.

Led by Executive Chef Peter Haycroft and Executive Sous Chef of Culinary Development Karl Edmonds, the MCEC culinary team reimaged event catering, creating menu packages where every course complements the next and sustainability is embedded in every choice.

Over 80% of ingredients are sourced from Melbourne and regional Victoria, with micro herbs grown on site to cut transport emissions. Local wines, craft beers, and premium non-alcoholic beverages feature alongside the Something for Everyone range of vegetarian, vegan and gluten-free dishes, ensuring inclusivity without compromise on flavour. The Flavours of Country menu celebrates Australia's landscape and First Nations ingredients, from Davidson plum to lemon myrtle.

Packaging has been reduced, food waste minimised and surplus shared with OzHarvest – equating to 7,684 donated meals throughout the year. Offered at reduced prices to support sustainable and budget-friendly choices, the menu has received praise from event planners and delegates alike, who value its vibrant flavours, cultural relevance and eco-conscious design. MCEC's 2025 menu offering proves that with creativity, collaboration and care for community and planet, the delegate dining experience can be redefined into an experience rich in sustainability, inclusion and flavour.

“

MCEC's new With Purpose packages not only provide delicious options for guests but also align with our commitments to environmental responsibility. By choosing these packages, event organisers can make a positive impact without compromising on quality or taste.”

Karl Edmonds,
Executive Sous Chef of Culinary Development





Water

Highlights

- Harvested 1,881kL of rainwater from the Convention Centre roof, which was used in our cooling towers and for irrigation purposes.
- In June 2025, MCEC entered the WaterSmart program, funded by the Department of Energy, Environment, and Climate Action and facilitated by South East Water. Under the program, four additional water meters will be installed, enabling better monitoring of water consumption across buildings (across both events and core business).

Target	2024-25 progress	Status
Maintain our leadership position in water savings.	482.5 L/sqm	

Yet to commence Started In progress Almost achieved Achieved

Global goals



Energy

Highlights

- In May 2025, the Victorian Government announced the signing of retail contracts to power all State-owned facility operations to 100 per cent renewable electricity. This will come into effect from 2025-26, exceeding our 2025 target and meeting our 2028 goal two years ahead of schedule.
- In the meantime, MCEC continues to procure a portion of its electricity through wind generated via the Melbourne Renewable Energy Project.

Target	2024-25 progress	Status
75 per cent renewable electricity by 2025 (100 per cent by 2028).	Renewable energy accounts for 17 per cent of our total electricity consumption. 100 per cent renewable supply commenced from 2025-26 financial year	
Reduce total energy consumption by 10 per cent by 2026 (MJ/sqm) (from 2019 level: 945MJ/sqm).	15 per cent reduction from 2019 levels = 802MJ/sqm	

Yet to commence Started In progress Almost achieved Achieved

Global goals



Case study

Powering Sustainability Through Events – MCEC Hosts Waste Expo & All-Energy Australia

In October 2024, MCEC reaffirmed its leadership in sustainable event delivery by hosting two of Australia's most future-focused conferences: Waste Expo Australia and All-Energy Australia.

Across these back-to-back events, thousands of innovators, decision-makers, and industry leaders came together to address critical challenges in waste management and renewable energy, while experiencing MCEC's own sustainability strategy in action.

Recognising that hosting sustainability-focused events required values to be mirrored in operations, MCEC turned both conferences into live demonstrations of circular economy principles, low-waste practices and climate-aware hospitality. At Waste Expo, the Zero Waste Café offered a 33 per cent plant-based menu, no plastic packaging and 100% reusable servingware with surplus food donated to OzHarvest. In celebration of Global Sustainability Day, locally roasted coffee was served in edible cups made from oats and grains.

At All-Energy Australia, MCEC partnered with Enphase Energy and Opal to unveil a life-size house built entirely from recyclable cardboard – eliminating 80% of waste typically generated by traditional stands and capturing industry attention as a bold example of sustainability by design.

Through these initiatives, MCEC showed how venues can be active changemakers, embedding practical, scalable solutions that influence industry standards and move events toward a future where sustainability is the norm, not the exception.

“

This life-size cardboard house shows what's possible when innovation and sustainability join forces.”

Chris Daly,
Opal

“

The Waste Expo was the perfect opportunity to challenge the industry to deliver greener events.”

Rohan Astley,
MCEC Chief Strategy and Governance Officer



Nature

Highlights

- Eight employees participated in World Water Day Canoe clean up with Yarra Riverkeepers, collecting two full bags of rubbish, and a discarded e-scooter.
- MCEC extended its partnership agreement with Melbourne Skyfarm for three additional years, to support the continued development of a rooftop urban farm of the room of the Siddley Street carpark.
- Retained MCEC’s sustainable tourism accreditation under the Australian Tourism program.



Target	2024-25 progress	Status
Contribute to a net increase in biodiversity, habitats and ecosystem health in Victoria (on-site/off-site).	Melbourne Skyfarm (2000 sqm), with over 100 rooftop ‘food cubes’ contributes to a net increase in native and edible plants, improving ecosystem health within the CBD. Skyfarm have donated 783kg of fresh fruit and vegetables to OzHarvest to support their Cooking for a Cause program.	
Minimise the impact of our operations on the local environment by mitigating pollution.	Maintained up-to-date environmental risk registers to prevent and manage pollution incidents. A group of VCET employees took part in a river clean-up along the Birrarung (Yarra River) to celebrate World Water Day in March 2025, collecting two full bags of rubbish.	

Yet to commence Started In progress Almost achieved Achieved

Global goals



Infrastructure and transport

Highlights

- Construction of Nyaal Banyul is now past the halfway mark, with the external tiled facade completed in June 2025.
- The venue is on track to achieve 5 Star Green Star Buildings VI certification.
- The venue will feature solar panels, recycled water and rainwater capture, 14 separate waste streams, low carbon steel and concrete, and acoustic panels made from recycled milk bottles.
- 42% of the building structure has the ability to be reused at the end-of-life.

Target	2024-25 progress	Status
100 per cent of new infrastructure to comply with a minimum 5 Green Star Rating for Design and As Built	Nyaal Banyul on track to achieve 5 Star Green Star Buildings certification for Design.	
Increase the percentage of employees commuting using public and active transport to 75 per cent by 2026	Employee survey undertaken, results currently being assessed and work is underway on planning next steps.	

Yet to commence Started In progress Almost achieved Achieved

Global goals



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Social impact

Procurement

Highlights

- Extended our long-standing relationship and contract for Gerrbik Laundry Services, an Aboriginal-owned commercial laundry located in Tullamarine, Melbourne.
- Onboarded five new Indigenous enterprises in 2024-25 to supply food, beverage and promotional items.
- Maintained our relationship with Kinaway to invite more Aboriginal and Torres Strait Islander businesses to participate in tender processes.
- Worked with our stationery provider to procure products that are sourced from Aboriginal-owned businesses.
- Embedded principles in procurement processes from the latest guidelines from the Australian Human Rights Commission on equal access to digital goods and services.
- VCET's first Modern Slavery statement was approved and published to the Modern Slavery Statements Register in 2024-25.



Target	2024-25 progress	Status
Align procurement processes so that at a minimum, purchases comply with the Victorian Government's Social Procurement Framework by 2023	Achieved Victorian Government target for Aboriginal business procurement, with 1.3 per cent of expenditure. Expenditure on social enterprises <5 per cent.	●
Continue to ensure that at least 95 per cent of suppliers are Australian-based and at least 85 per cent of suppliers are Victorian-based.	96 per cent of our suppliers were Victorian-based. Less than 0.1 per cent of our suppliers were based overseas.	●
Reduce the environmental impact of our purchases by incorporating objectives and criteria in key contracts for products.	Criteria introduced and included in 14 go-to-market tenders.	●

○ Yet to commence ◐ Started ◑ In progress ◒ Almost achieved ● Achieved

Global goals



Education, awareness and engagement

Highlights

- Appointed four individuals with lived experience of disability to our new Accessibility Advisory committee; the first of its kind to be established at an Australian conference or exhibition centre.
- MCEC’s customer service team undertook Hidden Disabilities Sunflower training to support visitors with non-visible disabilities. This training is currently being rolled out to employees across the organisation.



Accessibility Advisory Committee

Target	2024-25 progress	Status
Increase level of employee awareness of sustainability through a number of training and education opportunities.	Continued Operation Green as an employee working group with interests in sustainability. Continued to run sustainability tours and back of house waste management tours as part of employee onboarding and orientation. Continued regular employee communication about the importance of environmental and social consciousness.	
Increase employee engagement in activities that give back to the community.	34 employees participated in volunteering with community partners, an increase on previous years.	
Increase level of employee awareness of Inclusion and Diversity Strategy and commitments through training and education opportunities.	Project Zero implemented, a standard of zero tolerance for discrimination, harassment, bullying and victimization . The pilot program was delivered to senior leaders and operational services team. Deaf awareness training was provided to some employees as part of our Accessibility Action Plan. Rollout of Hidden Disability Sunflower Program across customer service teams.	
Grow our community investment to support more First Nations and Sustainability partners.	Total of \$2.8m in-kind of venue, space and event services to community partners and social enterprises. 10 per cent of this community investment related to sustainability causes and initiatives.	

Yet to commence Started In progress Almost achieved Achieved

Global goals





Case study

Embedding Accessibility by Design – VCET’s Accessibility Advisory Committee

In 2024, VCET became the first Australian convention centre operator to establish a permanent, external Accessibility Advisory Committee – embedding inclusivity into venue design, planning and operations. Following an open expression of interest process, VCET appointed four individuals with diverse lived experiences of disability to co-design solutions that remove barriers and ensure both our venues are welcoming for all.

The committee builds on recent milestones including, a Changing Place facility at MCEC, Limited Mobility Accessible Tourism Accreditation, Hidden Disabilities Sunflower training for customer service teams, and Universal Design Principles embedded into the design of Nyaal Banyul Geelong Convention and Event Centre. The committee’s role is to monitor progress against our Accessibility Action Plan, identify gaps and recommend continuous improvements, shifting VCET’s accessibility approach from reactive to proactive, intentional solutions.

Planned features for Nyaal Banyul once open in 2026 include a Changing Place facility, sensory rooms, fully accessible seating, augmented hearing systems and high-contrast, intuitive wayfinding. By elevating voices with lived experience, VCET is setting a new industry benchmark for authentic, collaborative inclusion, creating event spaces where everyone can connect and participate.

“

My goal is to help shift accessibility from something people have to ask for into something they can expect by design.”

Jess Price,
VCET Accessibility Advisory Committee Member

“

I look forward to sharing my knowledge as a disability inclusion advocate and experience as a Mum with a disability. Too often I avoid events for fear of accessibility barriers. I’m excited to help make Melbourne events more and more accessible for families like ours.”

Briar Harte,
VCET Accessibility Advisory Committee Member

Equality, recognition and reconciliation

Highlights

- Launched our Accessibility Action Plan 2025-27.
 - Launched an Accessibility Advisory Committee, the first of its kind for an Australian convention centre operator.
 - Completed the installation of a Changing Places Facility at MCEC, designed in collaboration with end-users to support people with complex needs to participate in events at the venue.
- MCEC achieves Limited Mobility Badge – Accessible Tourism Accreditation.
 - Sponsored and hosted the Accessible and Inclusive Tourism Conference (AITCAP) and City of Melbourne and the Victorian Tourism Industry Council’s Breaking Barriers seminar.

Target	2024-25 progress	Status
Deliver on our 2022 – 2025 Gender Equality Action Plan (GEAP).	2024-25 marks the end of our final reporting period to the Commission for Gender Equality in the Victorian Public Sector for our 2022-2025 GEAP. Over this period we have achieved significant progress across our GEAP 3 Priority Areas.	
Make a positive impact on MCEC’s Gender Pay Gap.	Reduction of MCEC’s Gender Pay Gap from 2021 to 2023 by 1.3 per cent, from 6.4 per cent in 2020-21 to 5.1 per cent in 2022-23. The next update on our GPG from the Gender Equality Commission is expected in 2026. Following our last Gender Audit submission to the Commission for Gender Equality in the Victorian Public Sector, we have implemented targeted strategies to maintain this progress and make a positive impact to our GPG.	

Target	2024-25 progress	Status
Develop and deliver a Reconciliation Action Plan (RAP).	Cross-organisational Reconciliation Action Plan Working Group (RWG) continues to collaborate, engage and consult with First Nations partners in the final development stages of our Reflect RAP. We anticipate this will be completed by early 2026.	
Develop and deliver an Accessibility Action Plan.	The new Accessibility Action Plan was launched externally early in 2024-25. In addition, we developed Plain Language and Easy English versions of the plan in-house, to improve reader access.	
Celebrate diversity and inclusion by hosting or supporting at least one event each year that focuses on equality and reconciliation.	We sponsored and hosted the annual United Nations International Women’s Day event. Internally, International Women’s Day, IDAHOBIT and Pride events were hosted. Diversity, equity and inclusion celebrations also used as information sessions.	
All internal events held at MCEC include an Acknowledgement of Traditional Owners as of 2022.	MCEC presentation templates include Acknowledgements, support materials and guidance available to employees.	
All events hosted at MCEC are provided with support materials and guidance to include an Acknowledgement of Traditional Owners and Welcome to Country.	Our customers are provided with First Nations Cultural Protocols in our Positive Impact Guide, educating them on the importance of Traditional Owner Acknowledgement in Australia.	

Yet to commence Started In progress Almost achieved Achieved

Global goals



Case study

Inclusive Design in Action – MCEC’s Changing Places Facility Sets a New Benchmark for Accessibility

In February 2025, to mark Physical Disability Awareness Day, MCEC unveiled its new Changing Places facility – an advanced, fully accessible bathroom space designed for people with high support needs. The project is a powerful example of inclusive design, delivered in collaboration with Folk Architects and the Victorian Government. The design was shaped by people with lived experience of disability.

Recognising that many public venues still exclude individuals due to a lack of suitable infrastructure, MCEC set out to create a facility that goes beyond compliance. The result combines technical excellence with a warm, welcoming aesthetic, featuring a height-adjustable adult change table, ceiling track hoist, centrally located peninsula toilet and bespoke seating for carers – all in a central location for easy access to event spaces, cafes, parking and the surrounding precinct.

An upgraded Parents Room alongside the facility builds on this commitment, offering an inclusive, family-friendly environment. The Changing Places facility enables equitable participation in major events, including the Melbourne Disability Expo, Source Kids Disability Expo and the Variety Kids Christmas Party, supporting delegates, carers, and families alike.

Through a collaborative, user-first approach, MCEC has created a facility that is transformative. MCEC’s Changing Places facility is a clear reflection of our vision for accessible, human-centred public infrastructure that enables full participation in civic life and the visitor economy.

“

As architects, we are passionate about designing for everybody, to create inclusive and equitable spaces that engage with the community.

On a personal note, as a parent of a child with complex additional needs we are excited and proud of this project. Not only will it encourage broader participation in all of the incredible events that the MCEC precinct has on offer but importantly it sends a message that people with disability, their families, friends and support networks can be included in all aspects of society and engage with the vibrant city of Melbourne.”

Tim Wilson,
Director of Folk Architects



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Economic contribution

Economic impact

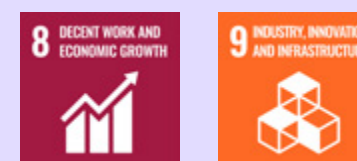
Highlights

- This year, MCEC hosted 714 events including 27 international, 170 national, 432 local and 85 concerts and ticketed events. Beyond economic impact, these events promote dialogue on important issues, attract interest and investment in our region and can lead to breakthrough research or leading social policy.
- Major events hosted during the year included All Energy and Waste Australia 2024, 19th World Congress on Menopause, Australian Manufacturing Week, Australian Information Security Association National Conference along with many others.
- This year's Asia-Pacific Incentives and Meetings Event (AIME) was the largest on record, welcoming over 4,500 attendees and resulting in more than \$400 million in business between exhibitors and buyers in the APAC region, a 21 per cent increase from 2024.
- Our Club Melbourne Ambassadors worked with the Melbourne Convention Bureau (MCB) to secure 75 per cent of all future international conference wins and 100 per cent of all national conference wins with MCB funding in the last financial year. These amount to a forecasted economic impact of over \$70.7 million. Ambassadors are currently involved in 37 active event bids for future years.



Target	2024-25 progress	Status
Events held at MCEC in 2024-25 contribute >\$800m in economic impact.	Contributed \$686 million in economic impact to the Victorian economy.	

Global Goals



9

Our environmental data

The following table provides a snapshot of the environmental data consolidated across our venues. It includes a breakdown of our key metrics, commencing from 2019. Prior to 2022-23, environmental reporting was by calendar year. This has since changed to financial year. Our key measurable sustainability targets are expressed on a per square metre basis (m2) as per our annual benchmarking assessment.

	Unit	2019 (baseline)	2020	2021	2022-23 (new reporting period)	2023-24	2024-25
Energy use/ Greenhouse gas							
Total electricity	kWh	26,562,014	15,320,489	20,083,762	24,445,147	25,074,970	23,486,590
Renewable electricity (PPAs)	kWh	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000	4,000,000
Renewable electricity purchased	per cent	15	26	20	16	16	17
Total natural gas	GJ	68,312	29,986	88,259	65,995	59,715	54,536
Total diesel	L	2,047	276	298	966	966.80	1,255.03
Total energy consumption	MJ/m2	945	491	925	888	865	802
Total greenhouse gas emissions (excluding renewable energy)	kg CO2-e/m2	180	98	138	147	149	139
Total greenhouse gas emissions^[1]	kg CO2-e/m2	156^[2]	75	116	126	130	120
Water							
Potable water consumption	kL	77,216	28,888	41,993	62,718	69,482	83,722 ^[3]
Rainwater harvested	kL	5,933	2,027	3,365	4,420	1,427	1,881
Total water consumption	L/m2	445	166	242	361	438.5	482.5
Waste^[4]							
Landfill	T	623.79	74.38	100.04	172.41	416.48	473.28
Organic	T	55.6	4.18	13.16	30.69	58.43	53.07
Recycling ^[5]	T	358.19	21.22	33.49	113.93	194.95	63.14
Recovery (donations)	T	-	-	-	3.08	3.40	5.40
Landfill diversion rate	per cent	40	25	32	47	38 (core) 47 (licensed)	21 (core) 34 (licensed)
Waste sent to landfill	kg/m2	359	43	58	99	240	125.45

[1] Greenhouse gas emissions data adjusted to allow for the surrender of renewable energy certificates (RECs).

[2] 2019 baseline was adjusted from 175kg CO2-e per sqm to 156kg CO2-e per sqm to account for an outdated emissions factor that was used in 2019.

[3] A review of water meter coverage in 2024 saw several MCEC meters relocated and replaced. This may contribute to the increase in consumption figures reported, however further data capture over coming years is required.

[4] Waste data before 2023-24 was an aggregated estimate of diversion across MCEC services areas and licences areas (exhibition bays)

[5] Recyclables includes: paper/cardboard, plastic, glass, soft plastics, timber.



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