



Impact Report 2022-23



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Acknowledgement of Country

Built on the banks of the Birrarung (Yarra River), Melbourne Convention and Exhibition Centre (MCEC) Acknowledges the Traditional Owners of Narm, the Wurundjeri Woi Wurrung people of the Kulin Nation. We pay our respects to their Elders past and present, and to Elders of all First Nations communities that visit MCEC. We recognise the significance of the Birrarung to Traditional Owners as a life source and a meeting place for millennia and seek to honour this long-standing tradition of building community and exchanging ideas on these lands.

As operators of the future Nyaal Banyul Geelong Convention and Event Centre, we also Acknowledge the Traditional Owners of Djilang (Geelong), the Wadawurrung people of the Kulin Nation. We pay respect to their Elders past and present, and to Wadawurrung Traditional Owners for naming the site, returning language to Country. Meaning 'open your eyes to the hills', Nyaal Banyul encourages us all to look deeply and appreciate the landscapes of Wadawurrung Country.



Foreword

Natalie O'Brien AM

She/her

**Chief Executive,
Melbourne Convention
and Exhibition Centre**



Before I commenced in the role of Chief Executive of Melbourne Convention and Exhibition Centre (MCEC) in January 2023, one of the things that most appealed to me about the organisation was its role in delivering legacies for the community.

After more than six months at the helm, I'm now starting to see the full scale of positive impact that MCEC can deliver and our potential to do more 'good' for our collective futures.

That's why I'm delighted to share this annual Impact Report, covering our environmental, social and economic impact activities for financial year 2022-23.

This is an evolution of our inaugural Sustainability Progress Report, which covered the financial year prior.

While the previous report importantly measured progress against our industry-leading 2021-2026 Sustainability Strategy, we recognise the need to take a triple-bottom-line approach to measuring impact moving forward.

This includes broader consideration of our role as a key driver of sustainable economic growth, and our role as a major public asset in ensuring all members of our community feel welcome and celebrated.

One of my first duties as Chief Executive was to launch our Inclusion and Diversity Strategic Framework, in January 2023.

A couple of months later, I participated in our annual sponsorship of the Good Friday Appeal Kids Day Out, helping raise over \$23 million to support Melbourne's Royal Children's Hospital.

Over the year, MCEC provided more than \$2.2 million of in-kind support to community charities and contributed over \$800 million in economic impact to Victoria through the events hosted in the centre.

And of course, our environmental credentials continue to advance with our waste diversion from landfill, progressive elimination of single use plastics, and efforts to reduce our carbon emissions.

This annual Impact Report will provide an important baseline for us to review the ambitious targets in our Sustainability Strategy, and realign these to match our fiscal reporting cycle.

Collectively, we as a business can lead environmental change in the events sector, amplify social impact through partnerships and inclusion strategies, and maximise our economic contribution through the events we attract.

I'm pleased with the impact and progress we've made in the last year and look forward to seeing that continue to grow.

Our approach

At MCEC, we deliver positive impact in a number of ways. These include:

Our Sustainability Strategy

Our Sustainability Strategy outlines nine key 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 of gender equity and equality, accessibility, and Reconciliation. Central to this is intersectionality, recognising that people's lived experiences enrich our community, and our aspirations to embed equity and inclusion in everything we do.

Our community partnerships

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

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 and events lead to lasting legacies, through breakthrough research or social change.



Our commitments

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



SUSTAINABLE DEVELOPMENT GOALS



The global 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 MCEC's contributions to environmental, social and economic impact.

Our progress



Environmental sustainability

Last year's report was titled Sustainability Progress Report 2021-22 and used calendar year data for 2021. This year's Impact Report uses financial year data for 2022-23 to align with MCEC's fiscal year.

MCEC acknowledges that some reductions or increases in key measures are the result of ongoing recovery from the pandemic.

Climate change

Highlights

- Our emissions have reduced by 19% compared to our benchmark year of 2019. However, they have remained the same as reported in 2022.
- Commenced our net zero journey by appointing leading sustainability firm and certified B Corp, *Point Advisory*, to help us calculate our scope 1, 2 and 3 emissions and develop a net zero road map.
- Continued our commitment towards the Net Zero Carbon Events pledge, an industry initiative to address climate change.
- For the first time, MCEC received EarthCheck Platinum Certification in 2023. This follows six consecutive years of Gold certification. We have been benchmarking with EarthCheck since 2009 and have achieved Gold status since 2016. EarthCheck is the world's leading environmental certification and benchmarking program for the travel and tourism industry. Using a scientific approach, it tracks environmental and social sustainability performance, along with energy efficiency, and provides a benchmark against similar facilities in the region.

Target	2022-23 progress	Status
25% reduction in CO2 emissions for our buildings by 2026* (from 2019 levels**). <i>Interim target 2023: 18% reduction.</i>	19% reduction in CO2 emissions compared to 2019 levels. Our emissions in 2022-23 amounted to 126kg CO2-e per sqm. Our interim target for 2023 was achieved.	
Implement a pathway to achieve net zero greenhouse gas emissions by 2030.	On track to establish a science-based net zero target and net zero roadmap in 2023.	
Provide a minimum of 40% low carbon meals at events by 2025.	We continue to update our menu offering to prioritise vegetarian and vegan options. No benchmark has been set for calculating a low carbon meal. Our 2023 conference menus included approximately two thirds plant-based items. We continue to offer our 100 mile menu which sources key ingredients from within a 100 mile radius of our venue. 49% of our working lunches opted for the 100 mile menu package.	
Maintain EarthCheck Gold Certification (or equivalent) annually.	Received Gold certification in 2022. In 2023, exceeded target by achieving Platinum Certification.	

○ Yet to commence ◐ Started ◑ In progress ● 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

- The total volume of waste sent to landfill was 72% less than our baseline year (2019).
- Launched our reusable coffee cup program to replace disposable coffee cups in corporate catered events.
- Separately, over 26,000 single use coffee cups were diverted from landfill via the Simply Cups recycling program, equating to approximately 260kg of waste diverted.
- Achieved ‘awesome partner’ status with OzHarvest in October 2023, the only convention and exhibition centre to have achieved this status. We also delivered 17,476 meals for those in need, rescuing 8,738kgs of food from landfill. As an awesome partner, MCEC provides a dedicated kitchen space for OzHarvest to run their popular Cooking for a Cause (CFAC) program.
- Introduced another 81 front-of-house organics bins, meaning we now recover food waste from front-of-house areas instead of just our kitchens. Over 30 tonnes of food waste was recovered using our onsite organics dehydrator, helping to avoid approximately 58 tonnes of CO2 emissions. On average the dehydrator reduces the volume of organic waste by 60%. The end-product is then transported to Yarra Valley Water’s waste to energy facility where it is turned into methane gas for commercial use.
- Our new front-of-house recycling stations, combined with an upgrade to our back-of-house recycling systems and signage, has resulted in
 - 7% more recyclables going in the right bin
 - 7% less recyclable waste going in the landfill bin
 - only 15% of organic waste going to landfill (down from 33% in 2021).
- Introduced meat and bone recycling in the kitchen to further reduce food waste to landfill. Over 1.5 tonnes of meat and bone was recovered from our kitchen, to be recycled into dog food.
- Over three tonnes of goods including food, milk and packaging items were donated to local charities via Bright Sparq, saving them from landfill.
- 48,000 Nespresso coffee capsules were recycled in 2022.



Target	2022-23 progress	Status
90% waste diverted from landfill by 2025*.	47% waste diverted from landfill (up from 34% last financial year)**.	
<i>Interim target 2023: 80% waste diverted from landfill.</i>		
Zero organic waste to landfill by 2025*.	15% organics to landfill***.	
All event packaging is 100% recyclable, reusable or compostable by 2025.	We continue to work towards achieving this target. We have eliminated plastic cutlery from events and replaced with compostable bamboo cutlery.	
Phase out problematic and unnecessary single-use plastic packaging by 2025.	MCEC does not offer plastic packaging identified by Australian Packaging Covenant Organisation (APCO). The following have been identified as priority for phase-out: expanded polystyrene (EPS) containers and fill, non-certified compostable packaging and lightweight plastic bags. In addition to the APCO target, MCEC has voluntarily phased out single-use plastic straws, stirrers, plates, bowls, sachets and all single-use plastic bags (not just lightweight). Items remaining for phase out include plastic bottles and cups.	

○ Yet to commence ◐ Started ◑ In progress ● Achieved

Global goals



* MCEC serviced areas only. Does not include waste generated in Licensed Areas (exhibition bays) as data has not been captured for the full year.

** While an improvement has been made since last year, we are still a long way off reaching our waste diversion target. As with 2021-22, we saw a drop in our recovery of recyclables compared to our baseline year due to a higher proportion of our bins and waste streams being cross contaminated with items such as masks and gloves as a result of lagging impact from the pandemic. The risk of exposure reduced our opportunity to sort and remove contaminants from the waste stream. In addition, the extended venue closure delayed our front-of-house bin roll-out, setting us back approximately 18 months. We will conduct a thorough waste audit to further understand opportunities for landfill diversion.

*** As per May 2023 waste audit.

Case study

A cup of sustainability

In 2022-23, we launched our reusable cup program to save up to one million disposable coffee cups from being disposed as a result of conferences and events each year. Delegates can now enjoy their self-serve hot beverages using insulated metal cups when attending events at MCEC. Cups can be easily returned at Drop Pod collection units at the event. This closed loop system has been made possible by our valued partnerships with Returnr and Cercle.

This initiative helps MCEC to embed circular economy principles across the business and support our goal of diverting 90% of waste from landfill by 2025.

“

The nature of events means they have been historically high contributors to the production of waste. We're always looking for new ways to reduce our impact on the environment. I'm excited to have launched a solution that supports MCEC's sustainability targets and help Melbourne/Narrm transition to a zero waste city.”

Sam Ferrier,
MCEC Sustainability Manager



Energy

Highlights

- Renewable energy accounted for 16% of our total electricity consumption through retirement of renewable energy certificates (four gigawatt hours).
- Entered into a business renewables buying group (BRBG) with the intention of procuring renewable electricity through a second power purchase agreement (PPA) group deal. The market pricing was unfavourable, so we will explore other alternatives to meet our renewable electricity target.
- Completed a solar photovoltaic (PV) feasibility study for the Exhibition Centre rooftop. The investigation aimed to scope out a solar PV system to offset electricity consumption, reduce energy costs, and reduce the site's carbon footprint. We're exploring investment options to progress this project further.

Target	2022-23 progress	Status
75% renewable electricity by 2025. Target of 100% by 2028.	16% renewable electricity, through Renewable Energy Certificates (RECs) via the Melbourne Renewable Energy Project (MREP1). We intend to meet our interim target by purchasing GreenPower.	
Reduce total energy consumption by 10% by 2026* (MJ/sqm).	6.1% decrease in energy consumption (887MJ/sqm).	

○ Yet to commence ● Started ◐ In progress ● Achieved

Global goals



* Reduction from 2019 level of 945MJ/sqm. We acknowledge that some reductions in consumption are due to reduced events as a result of ongoing recovery from the pandemic.



Nature

Highlights

- Continued to partner on the development Skyfarm. The urban farm is centred on the rooftop of MCEC's Siddeley Street carpark, and not only produces food for our community partner OzHarvest, but also reclaims precious green space for local insects and birdlife.
- 975kg of fresh produce was harvested from Melbourne Skyfarm's rooftop garden and donated to OzHarvest for redistribution.
- In August 2022, we announced a new community partnership with the Yarra Riverkeeper Association, to support the conservation of the Yarra River/Birrarung that runs past the venue. As part of the partnership, our employees participate in volunteer activities to clean up the river, and we promote the activities of the association to customers and event attendees.

Water

Highlights

- Harvested 4420KL of water from our roof.
- EarthCheck benchmarking revealed that we are an industry leader in water savings. In 2022, we consumed approximately half the potable water (332 L/sqm) than the regional leader.

Target	2022-23 progress	Status
Maintain our leadership position in water savings (445 L/sqm in 2019)*.	Potable water consumed was 361 L/sqm.	

○ Yet to commence ◐ Started ◑ In progress ● Achieved

Global goals



* We acknowledge that some reductions in consumption are due to reduced events as a result of ongoing recovery from the pandemic.

Target	2022-23 progress	Status
Contribute to a net increase in biodiversity, habitats and ecosystem health in Victoria, both on and 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.	
Minimise the impact of our operations on the local environment by mitigating pollution.	Eliminated several single-use plastics, and maintained up-to-date environmental risk registers to prevent and manage pollution incidents.	

○ Yet to commence ◐ Started ◑ In progress ● Achieved

Global goals



Infrastructure and transport

Highlights

- MCEC was a key contributor into the functional and technical brief and sustainability requirements for Nyaal Banyul Geelong Convention and Event Centre (Nyaal Banyul). Notably, the new facility will aim to be carbon neutral in operations and will target a 5 Star Green Star Buildings certification.
- Continued to partner on the development of urban farming initiative Melbourne Skyfarm, built on the roof of the venue's Siddeley Street carpark. The farm has provided a best-practice case study for urban renewal and planning programs, welcoming industry visits from local and international city planners and design firms. This has the long-term impact of demonstrating sustainable practice that can be embedded into cities' future built environments.

Target	2022-23 progress	Status
100% of new infrastructure to comply with a minimum 5 Green Star Rating for Design and As Built.	Nyaal Banyul will target a 5 Star Green Star Buildings certification.	
Increase the percentage of employees commuting using public and active transport to 75% by 2026.	No progress. We are yet to commence collecting data to measure employee commute.	

Yet to commence
 Started
 In progress
 Achieved

Global goals



Case study

Geelong's/Djilang's future convention centre to be named Nyaal Banyul

The future convention centre in Geelong/Djilang will be named Nyaal Banyul with the traditional name gifted by the Waddawurrung Traditional Owners, returning language to Country. Moving forward the centre will be known as Nyaal Banyul Geelong Convention and Event Centre (Nyaal Banyul).

The name is made up of two Wadawurrung words – Nyaal meaning to open your eyes and Banyul meaning hill. Nyaal Banyul- *open your eyes to the hills.*

The Western Beach cliffs are a cultural and spiritual place for Wadawurrung People. From the site, Wurdi Youang (You Yangs) and Anakie Youang can be seen to the north, while the hills of the Bellawiyn (Bellarine) can be found to the east, the Fyansford hill to the west and the Barrabul (Barrabool) hills to the south.

The naming also marks the return of events and celebration to the site which was historically a gathering place known as *baierr*.

Nyaal Banyul will be a sustainably focused development that is resilient to future environmental changes. It will take a climate positive approach to design, development and operation.

The Centre aims to be carbon neutral in operations, as validated by the Climate Active Standard, be fossil-fuel free, and will target a 5 Star Green Star Buildings certification. Nyaal Banyul will prioritise circular economy principles, local industry and supply chains, water capture and reuse, and feature 30% canopy cover in the public realm while enhancing biodiversity with native and indigenous plants.

“

As the future operators of Nyaal Banyul Geelong Convention and Event Centre, continuous engagement with the Wadawurrung community is an important focus for us.

Equally, so too is ensuring a sustainable approach to design and operation of this new centre.”

Natalie O'Brien AM,
MCEC Chief Executive



Social impact

Procurement

Highlights

- Commenced discussion with potential social procurement partners, focusing on economic empowerment of Traditional Owners. We hope to finalise a partnership in 2023-24. As a trial, the annual Club Melbourne Awards procured material for the event through First Nations' owned businesses.
- In April, we shifted tea suppliers to the locally based company, Love Tea. Love Tea is an Australian-owned company founded in Melbourne in 2006. They have a strong focus on the environment and provide certified organic fair trade products where possible. They are making a difference by committing 1% of annual revenue to support the environment.
- Nespresso, who supply our meeting room coffee machines and coffee pods, replaced their disposable straws with washable and reusable silicon nozzles. They recycle our coffee pods at their Tomago facility, are a certified B Corp and they've recently achieved carbon neutrality for every cup of coffee.
- Gerrbik Laundry Services is one of our significant supplier relationships critical to the successful operation of MCEC. They are certified by Supply Nation and are Australia's largest and first Aboriginal-owned commercial laundry.

Target	2022-23 progress	Status
Align procurement processes so that at a minimum, purchases comply with the Victorian Government's Social Procurement Framework by 2023.	The Victorian Government's Social Procurement Framework has been incorporated into all new supplier onboarding processes. All tenders conducted by MCEC include the Framework objectives and evaluation processes rate potential vendors progress in meeting the objectives.	
Continue to ensure that at least 95% of suppliers are Australian-based and at least 85% of suppliers are Victorian-based.	99.9% of MCEC's expenditure was with suppliers that were Australian-based and 97% were Victorian based.	
Reduce the environmental impact of our purchases by incorporating objectives and criteria in key contracts for products.	No progress. This work will commence in 2023-24.	

Yet to commence
 Started
 In progress
 Achieved

Global goals



Education, awareness and engagement

Highlights

- Grown our successful community partnerships program with total in-kind contribution of \$2,218,801 to charitable causes. This contribution was provided across environmental sustainability, children's health and homelessness support.
- New partnership with Yarra Riverkeeper Association (YRKA), an organisation who represent and protect the Yarra River/Birrarung and the Banksia Foundation, who celebrate excellence in sustainability innovation. MCEC sponsored the Net Zero Leadership Award at the 34th Banksia National Sustainability Awards in 2023.
- Work commenced in early 2023 on the design of a Positive Impact Guide. A new resource for event organisers, this is designed to provide information and guidance for MCEC's customers on integrating corporate social responsibility throughout their events. The guide was launched outside of the reporting period.



Target	2022-23 progress	Status
Increase level of employee awareness of sustainability, diversity, equity, and inclusion, training and education opportunities.	Two back of house waste management tours were conducted, reaching over 48 employees. Waste toolboxes were provided to kitchen employees. A - Z waste and recycling guide developed to help employees dispose of waste and recyclables correctly. Sustainability and Inclusion and Diversity targets and achievements included in MCEC orientation for new employees. Inclusion and Diversity resource library to support employee capacity, capability, and knowledge.	
Increase employee engagement in activities that give back to the community.	10 employees each participated in a full day of OzHarvest van volunteering. 13 employees participated in a Yarra River clean-up blitz, collecting 29.9kg of rubbish in a day. 55kg of textile waste diverted from landfill and donated to DocShop, on World Environment Day.	
Grow our community investment to support more First Nations and Sustainability partners.	Proportion of in-kind sponsorship for sustainability community partners grew from 12% to 15%. No progress on formal First Nations partnerships as RAP journey has only just commenced.	

Yet to commence
 Started
 In progress
 Achieved

Global goals



Case study

Looking after the Birrarung

In late 2022, MCEC welcomed our newest community partner, the Yarra Riverkeeper Association (YRKA), an organisation who represent and protect the Yarra River/Birrarung that runs across the entire length of our centre. Together, we will work to create stronger community connections and build a sustainable future for the Birrarung.

In May, 13 employees participated in a Yarra River Blitz to clean up the banks of the river, collecting almost 30kg of discarded rubbish, filling up two 240 litre wheelie bins.

“

At MCEC we want to make a real impact on the community and our environment, so we're excited to join the Yarra Riverkeepers on their journey to regenerate the river. We're so fortunate to be in such a beautiful setting here on the banks of the Birrarung in Melbourne/Narrm and we want to support Traditional Owners in conserving and sustaining its future.”

Helen Fairclough,
MCEC Chief Operating Officer

Equality, recognition and reconciliation

Highlights

- Dr Kerry Simple was appointed as our Inclusion and Diversity Advisor, the first incumbent in this new role. Dr Simple leads our workplace inclusion and diversity strategies to support a more inclusive, equitable, and safe work culture.
- As part of the Gender Equality Action Plan, new internal resources and learning materials have been produced, alongside dedicated engagement and educational activities such as International Women's Day, which recognised the women leaders in our business who are 'cracking the code'.
- In May, MCEC registered with Reconciliation Australia to formalise our Reconciliation Action Plan Journey, to support meaningful action to advance reconciliation through the core pillars of relationships, respect, and opportunities.
- In support of LGBTIQ+ communities, MCEC used its signage in high foot traffic areas in the precinct to support International Day Against Homophobia, Biphobia and Transphobia; ran an International Pride Month event hosted by the Chief Executive; and provided venue sponsorship for art organisation, Midsumma, to host planning days.
- Secured a grant from the Victorian Government to construct a new Changing Places facility in the centre. This facility will be built in 2023-24, and enable people with high-support needs to enjoy MCEC and attend the diverse range of events we host. This includes events that specifically attract people with disability such as Melbourne Disability Expo, Disability Connections Expo, Source Kids Disability Expo, and the Variety Kids Christmas Party.
- Wadawurrung Traditional Owners have been engaged throughout the design and planning stages for the new convention centre in Geelong/Djilang, opening 2026. This includes the return of language to country, with Wadawurrung Traditional Owners choosing the centre's name 'Nyaal Banyul Geelong Convention and Event Centre' during the year. This was announced in early 2023-24.
- MCEC welcomed Mandy Nicholson to the Club Melbourne Program, a Wurundjeri artist and language specialist, and the first Traditional Owner to become an Ambassador.



Target	2022-23 progress	Status
Deliver on our 2022 – 2025 Gender Equality Action Plan (GEAP).	With the appointment of Inclusion and Diversity Advisor, MCEC's progress continues, achieving GEAP midpoint targets.	
Develop and deliver a Reconciliation Action Plan (RAP).	Registered with Reconciliation Australia to commence work on its Reflect RAP.	
Develop and deliver an Accessibility Action Plan.	Commenced a review of our Accessibility Action Plan, with a view to launch an updated version in later 2023-24.	
Celebrate diversity and inclusion by hosting or supporting at least one event each year that focuses on equality and reconciliation.	Provided sponsorship to the United Nations International Women's Day event to the retail value of >\$60,000 in discounting. Hosted the National NAIDOC Awards.	
All events held at MCEC (including internal events) include an Acknowledgement of Traditional Owners as of 2022.	Acknowledgement of Country included in 100% of internal events. Introduced resources to help guide customers organising events.	

○ Yet to commence ◐ Started ◑ In progress ● Achieved

Global goals



Case study

Recognising our strength in diversity

MCEC is proud to employ a diverse workforce and provide inclusive and flexible options that support people at all stages in their career. Our workforce is made up of 46% female, 50% male, and 4% self-described gender including non-binary. Our leadership team has 80% female representation at the Executive level, including a female Chief Executive.

Each year, we celebrate the diversity of our team and the unique qualities that help us deliver the best service to our customers. International Women's Day is one of our annual recognition events where we stop and reflect on the progress we have made as a business to give all our employees an equal opportunity at career success.

“

International Women's Day is an opportunity for us at MCEC to draw a line in the sand. To look back and take stock of where we have come from, and the progress we have made. To stand together, our feet firmly planted and looking to the horizon with shared ambitions and goals.”


Dr Kerry Simple,
MCEC Inclusion and Diversity Advisor






Economic contribution

Highlights

- Delivered 694 events, collectively contributing more than \$805 million in economic impact for the state of Victoria. This was a 110% increase when compared to \$383 million in the previous year and demonstrates a strong bounce back from the pandemic.
- MCEC's Club Melbourne Ambassadors were involved in 52% of all future international conferences secured by the Melbourne Convention Bureau. This will contribute more than \$26 million to the economy in future years.

Target	2022-23 progress	Status
Events held at MCEC in 2022-23 contribute >\$400m in economic impact.	Contributed \$805 million in economic impact to the Victorian economy.	

 Yet to commence
  Started
  In progress
  Achieved

Global Goals



Case study

Bringing the world to Melbourne

MCEC is a major contributor to Victoria's economy, generating \$805 million in economic contribution in 2022-23, and continuing to play an important role in representing Victoria on the global stage. May was an incredible month of events for Melbourne/Narrm and MCEC was no different, as we welcomed 89,000 visitors to 76 events, achieving our largest month on record since the pandemic.

During this time, we co-hosted Rotary International Convention which saw 14,000 Rotarians from 120 countries attend MCEC and Melbourne and Olympic Parks. This major event delivered \$91 million to the local economy, booking out local hotels and experiences, and putting Melbourne/Narrm on the map for the thousands of international delegates who visited.

The bid for hosting Rotary International Convention was led by the Melbourne Convention Bureau with support from the Victorian State Government and Tourism Australia.

“

Rotary plays a pivotal role in improving outcomes for our communities and we were delighted to host their international conference at MCEC. The venue came to life with passionate community leaders from around the world who are all working together to create a better future.”

Natalie O'Brien AM,
MCEC Chief Executive



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 which has been set as our benchmark year. Previous year's environmental reporting was via calendar year, whereas this annual report aligns with the fiscal year. Our key measurable sustainability targets are expressed on a per square metre basis (m²) as per our annual benchmarking assessment.

	Unit	2022-23	2021	2020	2019
Energy use/greenhouse gas					
Total electricity	kWh	24,445,147	20,083,762	15,320,489	26,562,014
Renewable electricity (PPAs)	kWh	4,000,000	4,000,000	4,000,000	4,000,000
Renewable electricity purchased	%	16%	20%	26%	15%
Total natural gas	GJ	65,995	88,259	29,986	68,312
Total diesel	L	966	298	276	2,047
Total energy consumption	MJ/m²	888	925	491	945
Total greenhouse gas emissions (excluding renewable energy)	kg CO ₂ -e/m ²	147	138	98	180
Total greenhouse gas emissions^[1]	kg CO₂-e/m²	126	116	75	156^[2]
Water					
Potable water consumption	kL	62,718	41,993	28,888	77,216
Rainwater harvested	kL	4,420	3,365	2,027	5,933
Total water consumption	L/m²	361	242	166	445
Waste^[3]					
Landfill	T	172.41	100.04	74.38	623.79
Organic	T	30.69	13.16	4.18	55.60
Recycling ^[4]	T	113.93	33.49	21.22	358.19
Recovery (donations)	T	3.08	-	-	-
Landfill diversion rate	%	47%	32%	25%	40%
Waste sent to landfill	kg/m²	99	58	43	359

[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] Waste data is for MCEC serviced areas only. Does not include waste generated in Licensed Areas (exhibition bays) as data has not been captured for the full year.

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





Next steps

- Review our ambitious Sustainability Strategy targets and realign to match our fiscal reporting cycle.
- Maintain our CO2 emissions reduction to ensure we achieve our 2023-24 interim target of 18%.
- Establish our science-based net zero target and publish our net zero roadmap, in line with the Net Zero Carbon Events Pledge.
- Enter into the Greener Government Buildings Program to improve the energy efficiency of our buildings and reduce greenhouse gas emissions.
- Conduct a comprehensive waste audit to understand further ways to avoid, reduce, reuse and recycle materials.
- Participate in the design process for Nyaal Banyul to ensure that it meets a 5-Star Green Star rating for design.
- Complete a Changing Places facility onsite at MCEC, with access for public use.
- Work with the Melbourne Convention Bureau and Club Melbourne Ambassadors to attract global events and conferences that drive economic activity across the State, with MCEC's impact to exceed \$800 million next year.
- Develop and deliver an updated Accessibility Action Plan.
- Continue progress on Gender Equality Action Plan, reporting key milestones to the Commission for Gender Equality in the Public Sector.
- Publish MCEC's first Reflect Reconciliation Action Plan with Reconciliation Australia.

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