

# Business Strategy 2023-24

## 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 ongoing 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.

Our 2023-24 strategy allows us to reset and focus on building strong foundations so we can excel at what we do best.

Melbourne Convention and Exhibition Centre (MCEC) has started to recover from the impacts of the pandemic, with visitor numbers finally returning to pre-COVID levels and record-breaking revenue for the month of May 2023.

It's no secret that the events industry has undergone a lot of change, resulting in a largely new workforce and a shift in customer expectations. It's important that MCEC has a strategy in place to create a solid platform, allowing us to grow and innovate for years to come.

Our business strategy 2023-24 focuses on strengthening our core business offering, delighting our customers, and engaging our people. This work is crucial to ensure we continue to deliver exceptional experiences for everyone who visits MCEC and our future centre in Geelong.



*Natalie O'Brien AM*

*She/her*

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



## Our purpose

A welcoming place for people to share ideas, build communities, and leave legacies.

## Our vision

The world's trusted partner for delivering impactful events.

## Our values

Our values were created in collaboration with our employees, they inform the behaviour that we role model and expect from each other. They inform how we grow, how we collaborate and how we treat our colleagues, customers and partners.

### One team

Success comes from working and celebrating together.

### Own it, do it well

Do your best and get better every time.

### Respect

Respect each other and our customers.

# Our objectives

## Our people

Engage our people, provide clear objectives and create a rewarding environment to thrive.

## Our business

Increase venue use and uplift organisational productivity and efficiency.

## Our customers

Enhance customer experience at every opportunity.

## Our impact

Brand and position Melbourne and MCEC as a welcoming place for people to share ideas, build communities and leave legacies.

## Nyaal Banyul Geelong Convention and Event Centre

Ensure the venue is ready to go on sale in early FY25, and the venue is the highest standard when it opens in 2026.



# Our brand

## Who we are

Our brand is who we are and who we want to be. It's what we live inside our doors and what we bring to Melbourne and the world.

MCEC is the home of unconventional. We are 'unconventional' in the way we think, act and see the world. We do things a little differently. We bring fresh ideas and imagination to every event. We happily turn concepts on their head to make moments that count for every partner, customer, visitor and employee. We are 'home' to people who share ideas and passion, and to our partners, customers and visitors. We are at the heart of our home, Melbourne



+61 3 9235 8000  
[enquiries@mcec.com.au](mailto:enquiries@mcec.com.au)  
1 Convention Centre Place  
South Wharf Victoria  
Australia 3006  
[mcec.com.au](http://mcec.com.au)

