

MELBOURNE
CONVENTION
EXHIBITION
TRUST



Impact Report

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 Narrm, 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 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.

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Foreword



Natalie O'Brien AM

She/her

Chief Executive

It's my pleasure to share our second annual Impact Report, covering the significant economic, social and environmental contributions made through our venues, the globally renowned Melbourne Convention and Exhibition Centre (MCEC) and Nyaal Banyul Geelong Convention and Event Centre, currently under construction.

That impact is far-reaching at a national and global level, but also locally in the destinations we represent. After nearly two years as Chief Executive, I continue to be astounded by the legacies that events we host can leave in the community.

Whether it's 1,000 world-leading geneticists exploring biodiversity loss; 95,000 children and parents taking part in a family event that helped raise \$23 million for the Royal Children's Hospital; or visitors learning about the natural world in a David Attenborough-narrated exhibition, in which we helped measure carbon emissions from bump-in to bump-out; the events we host are diverse in both audience and impact.

Beyond what we host, our efforts across the business constantly look at ways we can embed positive impact in everything we do.

Whether that's waste reduction efforts like our returnable cup program, initiatives to improve access for people with disability, or addressing the gender pay gap in our workplace; we're committed to driving better social and environmental outcomes alongside enormous economic contribution.

The philosophy of giving back to community and reducing our environmental footprint is something that continues for Nyaal Banyul's construction, through the work of our partners in the Victorian Government, Plenary and Built.

Together with the Geelong community, they've worked to establish a gold standard for social procurement on major projects. As someone born and raised in Geelong, it makes me proud to see this high bar set in our beautiful city, and we'll aspire to deliver the same impact when we open the centre in 2026.

During the 2023-24 period, we conducted independent audits of our waste management, and our scope 1, 2 and 3 carbon emissions. Now we have a better understanding of our longer-term opportunities and the complexity involved in implementing some of them, we've set new Science-Based-Targets, committing to halve emissions by 2030 and achieve net zero by 2050. Alongside this, we've updated our waste diversion and resource recovery targets and to be more realistic, looking at both our core and licensed spaces.

While our Sustainability Strategy remains ambitious, it's important that we learn from this comprehensive work to ensure our targets are both honest and transparent.

I hope you enjoy this reflection on our progress in 2023-24. This last year has built even stronger foundations from which we can meet our objective of contributing to a better future through our commitments to people, planet and economic prosperity.

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 community partnerships

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

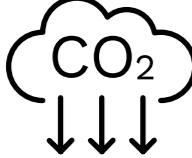
The events we host

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.



Our commitments

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

 <p>Reduce carbon emissions to net zero</p>	 <p>Reduce waste and embed circular economy principles</p>	 <p>Protect biodiversity and our ecosystem</p>
 <p>Embed environmentally sustainable design considerations</p>	 <p>Conserve precious water</p>	
 <p>Deliver our Accessibility Action Plan</p>	 <p>Transition to renewable energy</p>	 <p>Acknowledge Traditional Owners and commence our Reconciliation Action Plan (RAP) journey</p>
 <p>Deliver our Gender Equality Action Plan (GEAP)</p>	 <p>Champion sustainability through education and awareness</p>	 <p>Prioritise local, ethical sustainable suppliers</p>

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 our contributions to environmental, social and economic impact.

Our progress



Environmental sustainability

Climate change

Highlights

- During the financial year, MCEC achieved EarthCheck Platinum Certification in FY24, one of only six convention centres globally to achieve this status.
- Conducted an independent account and inventory of our Scope 1, 2 and 3 emissions and started work on our first Net Zero Roadmap. The roadmap will be released in late 2024, and will identify potential solutions that we may implement in coming years as we embark on our net zero journey.

Target	2023-24 progress	Status
25 per cent reduction in CO2 emissions for our buildings by 2026* (from 2019 levels**). <i>Interim target 2023-24: 18 per cent reduction from 2019 baseline</i>	17 per cent reduction from 2019 baseline = 149kg CO2-e per sqm	
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 to be launched by December 2024.	
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 FY24. Plant-based/vegetarian items accounted for: <ul style="list-style-type: none"> • 50 per cent of breaks • 80 per cent of lunch • 20 per cent of gala dinners • 10 per cent of cocktail menus 	
Maintain EarthCheck Gold Certification (or equivalent) annually.	Promoted to Platinum status certification in October 2023.	

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.

^ This target has been recently updated, following an independently conducted account of our current state and long-term strategic plans. The new Science-Based-Target is to halve emissions by 2030 and achieve net zero by 2050 (see case study for further information).



Case study

Calculating our Scope 1, 2 and 3 emissions

This year we appointed a consulting firm, Point Advisory to develop a carbon emissions inventory that includes MCET's Scope 1, 2 and 3 emissions.

Scope 1 emissions are from sources that we own or control, such as fleet fuel and natural gas use. Scope 2 emissions are indirect emissions from our use of purchased electricity from the grid. Scope 3 emissions are indirect emissions from sources up and down our supply chain, that we do not directly control, but that we may influence.

To date, we have reported on our Scope 1 and 2 emissions only. By including Scope 3 emissions, we're extending our responsibility beyond the boundaries of our own direct emissions and operations, and seeking to encourage more sustainable practices up and down our entire value chain.

The consultants found that:

- 49 per cent of emissions are Scope 2
- 40 per cent of emissions are Scope 3
- The main sources of emissions were electricity, food and catering, natural gas and other purchased goods, services and capital goods.

The account and inventory included aligning with the Science-Based-Target initiative (SBTi), with a view to halve emissions by 2030 and achieve net zero by 2050.

To help us arrive at these targets, our 'business as usual' trajectory was modelled, with consideration given to MCET's long-term strategic plans, anticipated business growth and the opening of Nyaal Banyul Geelong Convention and Event Centre in 2026.

Now that we've included our Scope 3 emissions in our inventory and have a better understanding of our longer-term opportunities and the complexity involved in implementing some of them, we've reviewed and reset our net zero targets.

We've recommitted to achieving net zero by 2050, rather than 2030, and our net zero roadmap will be published by December 2024.

“

Looking at our entire supply chain, comes back to us extending our responsibility beyond just our own. We're partnering with others who are also aligned to a 2050 net zero journey. It's important for us to help drive change, and leverage our scope of influence to encourage more sustainable choices and practices, wherever we can.”

Kristen Gillespie,
Manager, Sustainability and Impact





Waste and resource recovery

Highlights

- Scaled up our returnable coffee cup program and introduced 45 collection units to encourage cup return. During the year we served 894,000 people with returnable cups.
- Introduced eco lunch boxes for events and meetings where a 'grab and go' option is requested. The boxes are easily returned and washed for reuse, to eliminate food packaging waste sent to landfill.
- Removed notepads and pens from meeting rooms, as well as replaced disposable cups at water stations with glassware or recyclable paper cups.
- Rescued 9,041 kgs of food from landfill, providing 18,081 meals to those in need through our partnership with OzHarvest. Additionally, our urban farm Skyfarm harvested and donated 546 kgs of fresh produce to OzHarvest.
- Processed 58 tonnes of organic material in our onsite 'Waste Master' organics dehydrator. This is equivalent to reducing greenhouse gas emissions by around 107 tonnes. This material is used to make compost for gardeners and farmers.
- In 2023, the Victorian Government introduced the Container Deposit Scheme, to reduce the number of recyclable containers ending up in landfill. We've partnered with Envirobank to trial the program at MCEC and have collected close to 50,000 eligible containers since November 2023.
- Conducted an independent audit of waste management and commenced work on a waste avoidance and resource recovery plan.

Target	2023-24 progress	Status
Core waste diversion (resource recovery) - 25 per cent diversion by 2024-25 and 30 per cent by 2025-26.	38 per cent diversion rates from core business areas and 47 per cent from licenced (event) areas.*	
Licensed space waste diversion (resource recovery): 50 per cent by 2024-25 and 55 per cent by 2025-26.^	Current organics resource loss is 44 per cent, meaning we are diverting 56 per cent of organics. Through our partnership with OzHarvest, we rescued 9,041kgs of food from landfill. 58 tonnes of organic waste was processed in our organics dehydrator.	
75 per cent core organic waste diversion by 2025*.	Current organics resource loss is 44 per cent, meaning we are diverting 56 per cent of organics. Through our partnership with OzHarvest, we rescued 9,041kgs of food from landfill. 58 tonnes of organic waste was processed in our organics dehydrator.	
All event packaging is 100 per cent recyclable, reusable or compostable by 2025.	Returnable cups and eco boxes replace disposable products at catered events. Our sustainable events guide provides easy switches to help our customers deliver more sustainable events.	
Phase out problematic and unnecessary single-use plastic packaging by 2025.	894,000 cups of tea and coffee served in returnable cups. Removed six banned materials including plastic straws and stirrers. Through our partnership with SimplyCups, we recycled an estimated 30,000 disposable cups.	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals



* Prior to April 2024, paper and cardboard from core and licensed areas was reported as core waste. Current average monthly diversion rate from core areas, with licensed area paper and cardboard now separated, is 16 per cent.

^ These targets have been recently updated, following an independently conducted audit of waste management.

Case study

Helping our customers create a positive impact

We know that many of our customers share our commitment to leave positive legacies. In August 2023, we launched a Positive Impact Guide to help event organisers incorporate corporate social responsibility into their events. The online toolkit provides customers with resources to:

- Reduce the environmental footprint of their events – by reducing waste, offsetting carbon emissions and embracing sustainable food and transport.
- Recognise and engage Traditional Owners – offering important educational resources for our international customers to understand the significance of First Nations Acknowledgement in Australia.

- Make their events more accessible and inclusive – by accommodating wheelchair access, assistance animals, interpreters, safe or quiet spaces, prayer rooms and all gender toilets.
- Elevate delegate experiences through our community partnerships – by participating in OzHarvest Cooking for a Cause classes or Yarra Riverkeeper packages.
- Make impactful donations to our community partners – with options for corporate donations, or for event attendees to make individual contributions.

By utilising the Positive Impact Guide, event organisers can adapt to changing delegate expectations and help attract sponsors, speakers and exhibitors.

“

This online resource is a way for us to work with customers and partners to deliver positive environmental, social and economic outcomes through events. We're hoping this resource is just the beginning, and that in the future we can continue to offer new ways for our customers to make an impact in the community.”

Rohan Astley,
Chief Strategy and Governance Officer



Energy

Highlights

- Our ongoing partnership with the Melbourne Renewable Energy Project (MREP) allows us to purchase renewable energy certificates to offset a proportion of our emissions.
- Nyaal Banyul will target a 5 Star Green Star Buildings certification for design and will have solar panels installed during construction, able to power up to 33% of the building's estimated load when fully occupied.



Target	2023-24 progress	Status
75 per cent renewable electricity by 2025 (100 per cent by 2028).	Renewable energy accounts for 16 per cent of our total electricity consumption. At this stage, while exploratory work for solar and power purchasing opportunities is ongoing, this target is unlikely to be achieved in 2025.	
Reduce total energy consumption by 10 per cent by 2026 (MJ/sqm) (from 2019 level: 945MJ/sqm).	9 per cent reduction from 2019 levels = 865MJ/sqm.	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals



Water

Highlights

- Harvested 1427KL of rainwater from the Convention Centre roof, which was used in our cooling towers and for irrigation purposes.

Target	2023-24 progress	Status
Maintain our leadership position in water savings.	438.5 L/sqm	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals



Nature

Highlights

- At the 2024 National Banksia Awards Gala, our chefs utilised fresh produce grown at Melbourne Skyfarm throughout the menu, from canapes to main courses and mini desserts.
- In June, seven team members participated in a Yarra Riverkeeper Association clean up, collecting 30.4kg of rubbish along the river promenade outside MCEC.
- Achieved Sustainable Tourism Accreditation, demonstrating our industry-leading environmental, cultural, social and commercial business practices.

Target	2023-24 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. A recent study reported finding higher abundance and richness of invertebrates on green rooftops, including Skyfarm.	
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. Partnered with Yarra Riverkeeper Association to conduct clean up blitz on riverbank near MCEC to prevent litter in the bay.	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals



Infrastructure and transport

Highlights

- Construction of Nyaal Banyul is on track to achieve 5 Green Star Green Star Buildings VI certification. The venue will feature solar panels, recycled water and rainwater capture, 24 separate waste streams, low carbon steel and concrete, and acoustic panels made from recycled milk bottles. 42 per cent of the building structure has the ability to be reused at the end-of-life.



Target	2023-24 progress	Status
100 per cent 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 for Design.	
Increase the percentage of employees commuting using public and active transport to 75 per cent by 2026.	No progress. We're yet to commence collecting data to measure employee commute.	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals



Procurement

Highlights

- In 2023-24, we hit the compliance threshold for the Modern Slavery Act 2018, and will be publishing a Modern Slavery Statement before December 2024.
- Continued evolving our social procurement practice, introducing weighted sustainability and social procurement criteria in tender applications. This was included in 14 go-to market tenders during 2023-24, including our new coffee supplier Padre. Where relevant, we also incorporated social procurement obligations in our supplier agreements.
- MCEC hosted the Kinaway Chamber of Commerce's Koorie Night Market at the World Optometry Congress in September 2023, showcasing Aboriginal and Torres Strait Islander businesses. We also became a corporate partner of Kinaway Chamber of Commerce at the end of 2023-24.
- In Geelong, private, government and community partners collaborated to deliver the Early Engagement Social Procurement Program, providing fully funded training for 28 trainees or apprentices who have experienced barriers to employment.
- Developed our supplier risk assessment process, including beginning to map and assess our supplier base against risks in the sector, industry, geography and product or service to manage our Modern Slavery obligations.
- Calculated our Scope 3 emissions and understanding the importance of engaging and aligning with suppliers who are on the net-zero journey.



Target	2023-24 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 1.1 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

- Launched a new Positive Impact Guide to support event organisers to embed sustainability and social impact in their events at MCEC, through partnerships, delegate experiences and best practice guidelines, through partnerships, delegate experiences and best practice guidelines.
- Through our community partnership program, we provided \$2,372,471 in-kind event and venue services to charitable causes that raise funds or awareness in critical areas like sustainability and health.
- Our marketing and communications teams participated in a workshop presented by Bundy Girri, a First Nations consultancy, to deepen knowledge and embed practices towards Reconciliation.
- Conducted a food drive for World Food Day in October, where employees donated 42kg worth of food to OzHarvest, to distribute to local charities.
- In June, the Leadership team and Trust participated in a Cooking for a Cause workshop, creating Middle-Eastern inspired dishes to feed over 100 people and save 50kg of food from going to waste.
- In April, we celebrated a decade of support for the Good Friday Appeal (GFA)'s Kids Day Out. Employees volunteered their time to work at the event, and our pastry chefs hosted a chocolate egg decorating masterclass with GFA ambassadors and their families.



Target	2023-24 progress	Status
Increase level of employee awareness of sustainability through a number of training and education opportunities.	Orientation program includes sustainability information for new employees. Employees invited to join Operation Green, a volunteer group of passionate team members who develop fresh ideas to improve environmental performance. Dedicated resources provided on internal communication channels. Employees are invited to participate in waste tours and Waste Disposal Guides are displayed in back of house areas.	
Increase employee engagement in activities that give back to the community.	29 employees participated in volunteering with community partners. Workplace Giving campaigns saw employees donate over \$16,500 to community causes, more than four times the year prior.	
Increase level of employee awareness of Inclusion and Diversity Strategy and commitments through training and education opportunities.	Inclusion and Diversity learning program was developed, with foundational frameworks of Cultural Safety and Intersectionality embedded.	
Grow our community investment to support more First Nations and Sustainability partners.	Increased our annual in-kind investment in Community Partners by 6 per cent, with 10 per cent attributed to sustainability causes. Joined Kinaway Chamber of Commerce and agreed to sponsor their August 2024 First Nations Business Expo.	

Yet to commence
 Started
 In progress
 Almost achieved
 Achieved

Global goals





Case study

A decade of support for the Good Friday Appeal

This April, we celebrated a decade of hosting the Royal Children's Hospital Good Friday Appeal (GFA), one of Melbourne's largest public fundraising events.

Almost 95,000 people attended and raised over \$23 million for the Appeal.

For the first time this year, the Appeal extended its impact to children receiving urgent care in six regional health services, as well funding life-changing programs at the Royal Children's Hospital.

MCEC's Ice Cream-O-Rama activation served 1,300 house-made ice-creams for visitors and we sold nearly 300 10-year milestone cupcakes at our onsite cafes, both raising \$3,500 for the Appeal.

MCEC also collected and recycled 12,670 bottles and cans on the day through the container deposit scheme, with proceeds donated to the Appeal.

To mark the special milestone, MCEC's award-winning pastry chefs hosted a chocolate egg decorating masterclass with 10 GFA ambassadors and their families.

“








MCEC's support has transformed the Kids Day Out into one of Melbourne's largest free family fun days. Their contributions have been invaluable, providing us with not only the venue but also technology, resources, and catering, along with support for digital signage, venue setup, and promotional activities.... This significant contribution in kind has enabled Kids Day Out to raise millions of dollars over the past decade to support sick kids and their families across Victoria.”






Rebecca Cowan,
Executive Director, Good Friday Appeal

Equality, recognition and reconciliation

Highlights

- In February 2024, we launched First Nations Cultural Protocols as part of the Positive Impact Guide. Developed in consultation with members of Wurundjeri and Wadawurrung Traditional Owner groups, these protocols support employees and customers in respectful and meaningful engagement with Indigenous communities.
- Reduced the Average Base Salary Gender Pay Gap by 1.3 per cent, from 6.4 per cent in 2020-21 to 5.1 per cent in 2022-23; and the Average Total Remuneration Gender Pay Gap by 1.9 per cent, from 7.8 per cent in 2020-21 to 5.9 per cent in 2022-23.
- MCEC have completed Gender Impact Assessments for all policies, programs, and services that have a direct and significant impact on the public, including the design of the new Changing Places facility, development of the Reconciliation Action Plan and event and wayfinding signage.
- Completed our new three-year Accessibility Action Plan. This followed consultation with customers, visitors and employees with lived experience of disability; engagement with accessible tourism specialists; and a review of the opportunities for improvement at the MCEC site, as well as considerations for the future Nyaal Banyul site. The plan was launched internally during the year, and released publicly in Plain Language and Easy English formats at the start of 2024-25.
- Continue to support work placement opportunities through community partnerships, with one apprentice chef placed through the National Indigenous Culinary Institute and four customer service work experience placements for people with disability via our relationship with Alkira.
- The brand for Nyaal Banyul Geelong Convention and Event Centre was developed this year, in consultation with the Wadawurrung Traditional Owners to create a shared vision for the future venue.
- Nyaal Banyul will be constructed according to Universal Design principles, taking a non-privileged approach to building access and incorporating a wide variety of amenities including a Changing Places facility, sensory room, all-gender facilities, high contrast wayfinding signage and fully accessible seating in the Theatre space.

Target	2023-24 progress	Status
Deliver on our 2022 – 2025 Gender Equality Action Plan (GEAP).	Successful submission of Progress Report and Gender Audit to the Commission for Gender Equality in the Victorian Public Sector, providing updates on our ongoing 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.	
Develop and deliver a Reconciliation Action Plan (RAP).	Cross-organisational Reconciliation Action Plan (RAP) Working Group continues to collaborate in the development of our first RAP, which is due to be launched by the end of FY25.	
Develop and deliver an Accessibility Action Plan.	In early 2024, a review by access consultants was commissioned to identify opportunities to enhance the accessibility standards of the MCEC building. This helped inform the new Accessibility Action Plan, which was launched internally during the year, and externally early in FY25.	
Celebrate diversity and inclusion by hosting or supporting at least one event each year that focuses on equality and reconciliation.	MCEC sponsored and hosted the annual United Nations International Women's Day event. Internally, International Women's Day, IDAHOBIT and Pride Events were hosted by Natalie O'Brien AM, Chief Executive. Inclusion and Diversity celebrations also used as learning opportunities, with information sessions delivered by Dr Kerry Simple, Inclusion and Diversity Specialist.	
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



“

The new brand embodies our goals for Nyaal Banyul, creating a space for belonging and gathering, where individuals can not only share and seek knowledge, but also be inspired by the diversity of landscape and cultural heritage that surrounds us.”

Elizabeth Kozmevski,
General Manager, Marketing

“

The name Nyaal Banyul encourages people to open their eyes to the hills of Wadawurrung Country, for these hills hold our stories, resources and our strong sense of belonging. The brand acknowledges our deep connection to this place, the Western Cliffs of Djilang, which have always been a gathering place for Wadawurrung People.”

Corrina Eccles,
Wadawurrung Woman



Case study

Eye-opening brand

The new brand for Nyaal Banyul Geelong Convention and Event Centre draws upon the name gifted by Wadawurrung Traditional Owners, meaning ‘open your eyes to the hills’.

We engaged with the Wadawurrung throughout the brand development process, creating a shared vision for the future venue.

The brand mark is influenced by the hills and layers of Country that come together to form an eye, symbolising enlightenment and perspective. It encourages a deeper appreciation and renewed viewpoint, through iconic, playful and bold symbology.

The colour palette reflects the ever-changing natural light of Sky Country that floods the region from sunrise/Pilk Purriyn, sunset/Tali-talik and into night/Murrkal.



Economic contribution

Economic impact

Highlights

- This year, MCEC hosted 720 events including 57 international, 130 national, and 533 local 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 include Lions International Convention, 2024 ASEAN-Australia Special Summit, BBC Earth Experience, THE LUME Melbourne, the 10th anniversary of PAX, Cisco Live and the Australian Tourism Exchange.
- This year was the largest Asia Pacific Incentives and Meetings Event (AIME) in a decade, welcoming over 4,000 attendees and resulting in more than \$330 million in business between exhibitors and buyers in the Asia Pacific region, a 65 per cent increase from 2023.
- Our Club Melbourne Ambassadors worked with the Melbourne Convention Bureau to secure 12 bid wins in the last financial year, with a combined economic impact of over \$62.5 million. In addition, Ambassadors secured 73 per cent of all future international conferences to be held at MCEC.



Target

Events held at MCEC in 2023-24 contribute >\$800m in economic impact.

2023-24 progress

Contributed \$777 million in economic impact to the Victorian economy.

Status



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

Global Goals



Case study

Nine world leaders descend on MCEC

In March, MCEC hosted the 2024 ASEAN-Australia Special Summit, celebrating 50 years of Australia's partnership with the Association of Southeast Asian Nations (ASEAN).

The summit brought together nine world leaders and prominent figures from business, community and academia.

MCEC became the epicentre of the summit, hosting grand arrivals, gala dinners, critical bilateral meetings and an international media centre to facilitate comprehensive media coverage throughout the event.

The ASEAN Summit fostered long-lasting and enduring legacies. During the summit, Australian Prime Minister Anthony Albanese announced comprehensive new initiatives across various sectors, worth over \$500 million, aimed at deepening economic, cultural, educational and environmental ties with Southeast Asia.

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The 2024 ASEAN-Australia Special Summit was not only a significant event for us at MCEC but an event that will leave a positive legacy for Australia and the world. The summit brought together leaders and experts from all over Southeast Asia. It was a complex and intricate event to plan and coordinate, but the success of the summit showcases our capabilities as a premier events venue on a global scale.”

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

[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 currently not captured.

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



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