

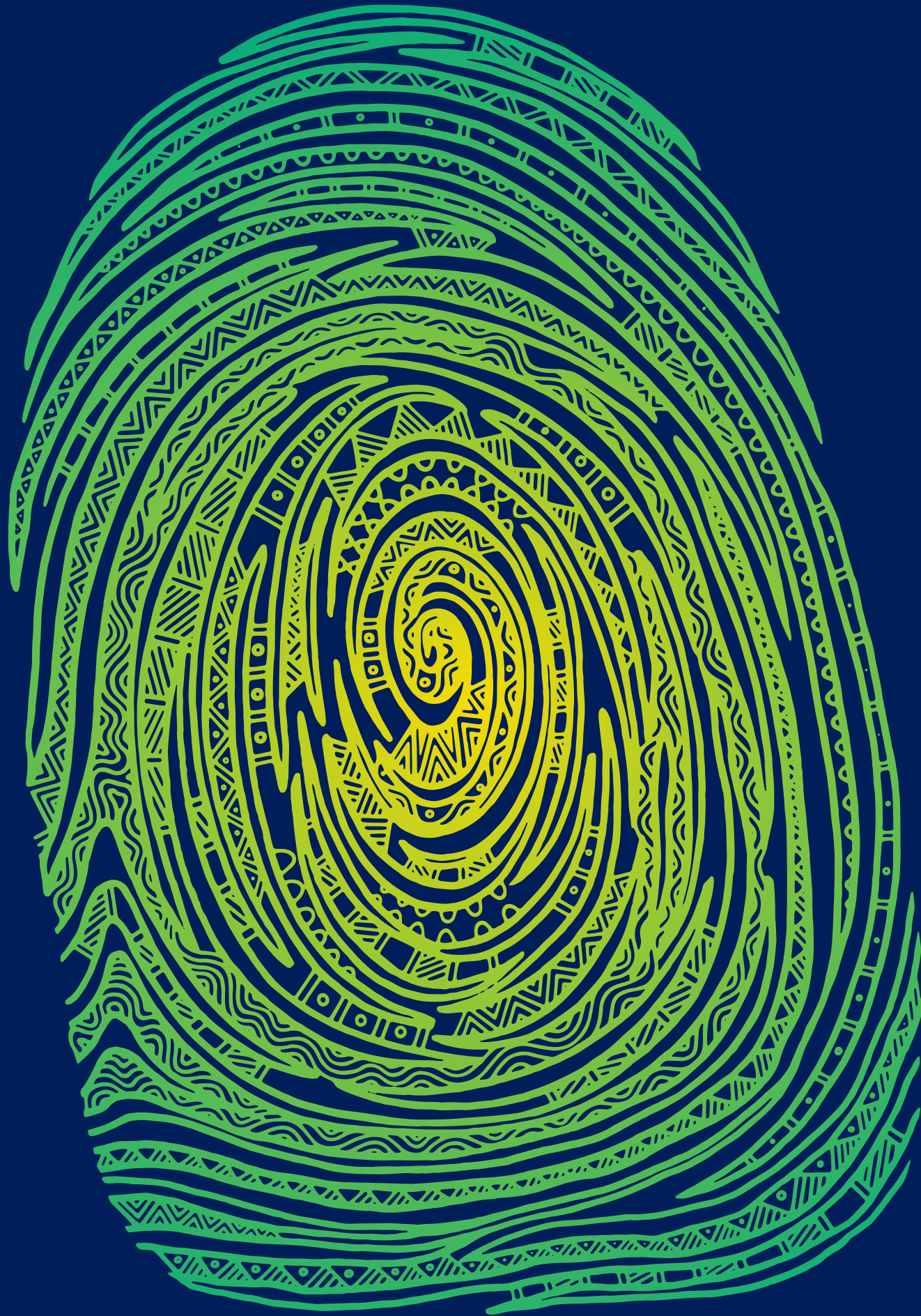


MELBOURNE
CRICKET CLUB

2023/24

ANNUAL REPORT





Acknowledgement of Country

The Melbourne Cricket Club (MCC) respectfully acknowledges the Wurundjeri Woi-wurrung people as the Traditional Owners of the land where our administration office is based within the Melbourne Cricket Ground (MCG) and where many of our members come together every week.

As an umbrella organisation for 14 Sporting Sections, we also acknowledge the Traditional Owners of the lands across Melbourne where our Club hosts and plays sport, the Bunurong / Boon Wurrung and Wurundjeri Woi-wurrung peoples of the Kulin Nation.

The land surrounding the MCG, now called Yarra Park, has been a special meeting place from time immemorial for Wurundjeri Woi-wurrung people, long before the stadium was built and it became a meeting place for modern-day Australia. It was the place of age-old ceremonies of celebration, initiation and renewal. The MCG today is a place for newer ceremonies, many of which proudly involve First Nations peoples. Their living culture had and continues to have a unique role in the life of the MCG and its surrounding precinct.

The MCC recognises and respects the cultural heritage of Aboriginal and Torres Strait Islander peoples, their beliefs, their relationship with and connection to country, and the significance of the land where we are situated and where we invite millions of visitors each year.

We acknowledge that these beliefs and relationships are of continuing importance to Aboriginal and Torres Strait Islander peoples and should be celebrated. We pay our respect to the Elders past, present and emerging of the lands in which we operate.



CONTENTS

03

Acknowledgement
of Country

06

President’s Report

08

CEO’s Report

36

What’s New
Around the ‘G?

38

Technology

40

MCG Network

10

Our Club

12

2021-2026 Strategic
Plan overview

14

2023/24 AFL Season

42

Community Partnerships

46

Reconciliation Action Plan

48

Sustainability

16

2023/24 Cricket Season

18

Turf Team Success

20

Taylor Swift | The Eras Tour

50

Vale

52

Code of Conduct

54

Club Sport

22

Member Feedback

23

MCG Shop

24

Australian Sports Museum
and MCG Tours

60

Our Partners

62

Governance

64

MCC Committee and
Executive Leadership Team

26

Special Exhibitions

28

Club Functions

30

Food and Beverage

67

Annual Financial Report

68

Committee Report

82

Independent Auditor’s
Report

32

Special Interest Groups

34

Strengthening
Partnerships

35

Bringing Melbourne’s
Best Flavours to the MCG



PRESIDENT'S REPORT

FRED OLDFIELD

Our Club has simply had an incredible year across the management of the iconic Melbourne Cricket Ground (MCG), our membership and heritage operations.

When we reflect on our place in the community and the wider Australian landscape, I'm often reminded how our collective efforts truly shape the enjoyment of others through the vehicle of sport. Our members, staff, contractors and volunteers – the people who are at the stadium every day – are truly the beating heart of a place that is so renowned locally, nationally and globally.

It has been an exceptional financial year for the Melbourne Cricket Club, with many MCG highlights including:

- record attendances achieved across the 2023 AFL Premiership Season and first rounds of 2024
- a successful and competitive Boxing Day Test Match
- three sold-out concerts as part of Taylor Swift's | The Eras Tour.

In a year where we have welcomed more than four million members and patrons through the gates for a major event day, an MCG Tour, a function or to visit one of our museums, the 'G has been one of the most attended stadiums in the world and the centrepiece of entertainment in our state.

From a Club perspective, we have held our regular and well-attended

member functions including the Norm Smith Oration, the Bradman Lunch, the Brownlow Dinner (featuring the Coodabeen Champions), Members' Dinner and the Boxing Day Test breakfasts. The quality of speakers at these functions is a testament to the standing these occasions have in Australian sport, created exclusively for our members.

We have expanded our functions program this year to give our members more opportunities to interact and enjoy each other's company. Using the renovated Trumble Bar and Café, we have hosted viewing functions for the Matilda's World Cup games and the 2023 AFL Preliminary Finals. We also implemented a Progressive Dinner, where members enjoyed courses in different areas across the Reserve, and a Christmas Chocolate Masterclass, both of which were roaring successes.

Another notable event was the new 50-Year Member lunches, where the first intake of female members attended.

Our special interest groups, of which we have six, continue to thrive within Club life. A highlight of one of our groups – the Long Room Wine and Food Society – was a lunch hosted in August attended by more than 250 members. They enjoyed wine provided by Ponting Wines – co-founded by former Australian Test captain Ricky

Ponting – paired with a First Nations-inspired menu developed by one of our on-site chefs, Luke Bowden.

The Club has conducted a membership review over the past few years, which included surveying our members and holding focus groups to fully understand what you enjoy and opportunities for improvements. The Club continues to invest in facilities to ensure the Members' Reserve – and the whole MCG – remains world class and reflects the desires of contemporary patrons. Investment in dining facilities in the Members' Reserve has resulted in the opening of Missymu by Shirley and updated menu offerings across the Members' Dining Room, Jim Stynes Grill and the Committee Room by Grossi.



Library and museum

During 2023/24, the Melbourne Cricket Club (MCC) Library has been celebrating its 150th year. While some may still describe it as a hidden gem, our Library is regarded as having a preeminent collection of sporting books. It is often visited by some of your favourite commentators ahead of the Boxing Day Test or journalists throughout the AFL Premiership Season to gather important statistics or facts ahead of a match.

While the Australian Sports Museum (ASM) officially reopened in February 2020 following an extensive renovation, it remains a new experience for many. Just over 175,000 people visited the museum in this financial year.

Celebrating the history and impact of sport in Australian culture with many opportunities to discover and play in the space, the success of the ASM and MCG Tours is built on the countless hours dedicated by our team and volunteers. In the MCC Museum, which adjoins the ASM, a new exhibition was opened in February 2024 documenting the introduction of women into our membership in the 1980s.

Sporting sections

Our sporting sections, which boast more than 3,000 participants, claimed premierships in hockey, bowls, cricket, netball, squash and tennis. It's a remarkable effort that cements sport at our core. In a special feat, the Melbourne Football Club – another of our sporting sections – won the revamped McClelland Trophy incorporating results across both the men's and women's competitions.

"...our Library is regarded as having a preeminent collection of sporting books in the world."

There were enjoyable sporting tours to our reciprocal international clubs, with visits to the Marylebone Cricket Club in London and The Royal Bangkok Sports Club in Thailand. A members' tour of Europe and England coincided with the 2023 Ashes Test Match played at the Lord's Cricket Ground. The tour received many positive reviews, which has encouraged us to investigate other touring opportunities.



Philanthropy

The MCC Foundation, our philanthropic arm, continues to make a significant contribution to the community by removing barriers to participating in sport. Adding to our stable of partners this year, we supported Cricket Australia in reviving the National Indigenous Cricket Championships.



The championships were held in Alice Springs and attracted the best First Nations male and female players, who participated in this new opportunity to expand the player pathway. Significantly, the selected players were flown to Melbourne in November 2023 to participate in a training camp at the MCG.

The Bachar Houli Foundation's Iftar has become a fixture of the MCG's calendar. In March, more than 380 guests joined together in the Members' Dining Room to break the daily fast during the holy month of Ramadan.

While we love seeing the superstars take to the hallowed turf of the MCG, it is equally as thrilling to see the participants of our other partners – Melbourne Indigenous Transition School, Sports Excellence Scholarship Fund, Western Bulldogs Community Foundation's CALDPlay program and Special Olympics Australia – enjoy their moment on the MCG's arena.

Management performance

Financially, it was a strong year. This enabled us to retire debt and to start positioning for redevelopment opportunities, which will keep our beloved MCG at the forefront of global sporting stadiums.

I would like to acknowledge and thank my fellow Committee members for their tireless contribution in steering the Club on behalf of all members and for the continued success of the ground we manage.

At the March 2024 Committee meeting, long-serving Committee member James Bennett concluded his tenure and retired from his role. Having first joined the Committee in 2015, James has been the Chair of Australian Sports Museum Limited and a valued member of the Ground Sub-committee. I also extend my thanks to the Victorian Government and the MCG Trust in particular for their continued guidance and support.

We have met or exceeded our success measurements for this year and that is down to the management team led by our CEO Stuart Fox. Stuart will go into further detail about operational successes in his

"Just over 175,000 people visited the museum in this financial year."

report, but I am so comforted by the fact that the Club is staffed by so many who are passionate and skilled to propel us into our next chapter.

My final thanks as always are to our members, who actively choose to be part of our vibrant community of sport and entertainment enthusiasts. Thank you for helping us create an environment that is so unique and important to the Victorian community. I couldn't be prouder of what the Club has achieved this year.





CEO'S REPORT

STUART FOX

The Club, the MCG and the Australian Sports Museum remain cemented in the hearts and minds of Victorians and Australians, with record attendances achieved in 2023/24 across our operations and success measures being met within our five-year strategic plan.

Unforgettable experiences

What an unforgettable moment for Melbourne and the 'G, with more than 288,000 people witnessing history being made as Taylor Swift performed to her largest-ever crowd of 96,000 for three consecutive nights. This remarkable feat is equivalent to hosting three AFL grand finals in a row.

These shows, 18 months in the making, delivered beyond expectations. A heartfelt thank you to the incredible Swifties who showed up in spectacular, creative costumes and created the most electrifying atmosphere each night.



We also extend our gratitude to the dedicated staff who worked tirelessly to ensure the safety and seamless experience for all ticket holders at our world-class stadium.

These concerts marked a truly iconic moment in the MCG's storied history and cemented an enduring love story between Melbourne, Taylor Swift and her devoted fans.

The Club also wishes to acknowledge the ongoing support from HG Sports Turf, which completed the MCG's second-largest turf replacement following these concerts – making it the largest transformation in size since a full field of play replacement in 2014 where 18,000m² of turf was replaced.

We also could not have done this without our talented Arenas team, which works

tirelessly throughout the year to ensure each event runs seamlessly – coordinating the transition from an AFL ground to rugby pitch, cricket oval and concert venue with scarce breaks in between.

Big crowds, impactful moments and a Grand Final to remember headlined the AFL fixture at the MCG across 2023 and early 2024, with the 2023 Premiership Season and Finals Series smashing the previous record for attendance at the MCG. A total of 3,319,002 fans attended the MCG for football in 2023, the largest of any AFL/VFL season ever.

The traditional ANZAC Day match between Collingwood and Essendon achieved the highest-ever attendance for an ANZAC Day match, with a crowd of 95,179 witnessing the Pies defeat the Bombers by 13 points.

A record crowd was also present for another special MCG match almost two months later, with the Big Freeze at the 'G – held on King's Birthday – achieving its highest attendance with 83,578 fans packing the ground.

The 2023/24 cricket season highlighted a strong sense of community and connection through various significant fixtures. In November 2023, the MCG hosted the first Women's Big Bash League (WBBL) Melbourne derby and the inaugural women's Premier Cricket match, celebrating the achievements of Australia's women's sporting teams.

Building on the success of the ICC Women's T20 World Cup in 2020, Cricket Australia announced that Australia will face England in the Women's Ashes Series from January 30 to February 2, 2025, marking the first Women's Test at the MCG since 1949 and the first day/night Test at the stadium.

The 2023 Boxing Day Test between Australia and Pakistan was another highlight. Despite grey skies and interruptions on Day 1, 62,167 fans

attended, with a total of 164,835 fans over the four days of play. Australia, led by captain Pat Cummins, claimed a 79-run win in a competitive match, adding to the MCG's legacy of iconic cricketing moments.

World-class stadium and precinct

The Club continues to invest in the MCG and the precinct and this year has continued to draft the Yarra Park masterplan for the future maintenance and development of Yarra Park.

As outlined in last year's report, the Club undertook a feasibility study to better understand the future of the Shane Warne Stand. This work is still ongoing with no determinations made yet.

The Australian Sports Museum proudly reached a new visitation milestone in early 2024, with more than 175,000 people exploring the museum and taking part in an MCG Tour over the past year.



In keeping with the venue's ongoing commitment to provide an inclusive environment for all patrons, tours of the MCG have become more accessible for everyone with the addition of Auslan-interpreted tours, while a new dedicated 'Keepers' Collection Tour' has allowed visitors access to hidden sporting archives beneath the MCG.

What's new at the 'G

In the past year, there have been significant upgrades around the MCG to meet both demand and patron expectations of a world-class stadium.

On level 2 of the Olympic Stand, two new custom-built TV broadcast suites were completed just in time for round 1 of the 2024 AFL Premiership Season. As part of this development, the Betty Cuthbert Bar was relocated to the rear atrium space. The newly renovated area now offers a fresh, light-filled environment that can fit up to 300 patrons and has views of Yarra Park.



The Ponsford Atrium has also been transformed into a new bar and food outlet for patrons to enjoy on match days. Conveniently located near the Dean Jones Bar and Harrison Room, this bar can accommodate up to 350 patrons and offers views of the city skyline.

Both bars have already proven to be popular on match days and non-match days for corporate events and functions.

Additionally, Missyumu by Shirley was launched at the beginning of the 2023/24 cricket season on level 3 of the Ponsford Stand, offering a shared dining experience that combines traditional Pan-Asian flavours with a contemporary twist.

Leadership in our DNA

The Club's commitment to reducing its carbon footprint is fundamental in maintaining the MCG's status as a world-class stadium. For this financial year, we are proud to announce a landmark achievement in our sustainability journey. The MCC has become Australia's first sporting club to achieve Climate Active certification for its operations. This achievement recognises the Club's dedication to minimising emissions and investing in carbon offset projects. Achieving this certification reflects more than a decade of dedicated efforts in enhancing the Club's sustainability across various operational areas, such as energy use, waste management and water conservation.

We continue in our commitment to the national reconciliation movement. We have forged an even stronger relationship with the Wurundjeri Woi-wurrung

Cultural Heritage Aboriginal Corporation (WWCHAC), which represents the Traditional Owners of the land on which the MCG is based. Several initiatives have taken place regarding the scarred trees located in Yarra Park.

The philanthropic arm of the Club, the MCC Foundation, aims to preserve Australian sporting history and enhance access to sport for all Australians. In this financial year, we have celebrated the hosting of the first training camp at the MCG following our first year in partnership with the National Indigenous Cricket Championships. It was an incredible moment for so many male and female players to have access to play on our iconic platform.

New technology

We were excited to introduce new cutting-edge technology at the MCG to enhance the stadium experience for patrons.

Evolv's touchless security screening technology has been fully installed at all gates, setting a new standard for stadium security in the southern hemisphere. The technology's ability to detect prohibited items ensures every patron undergoes the same level of security screening efficiently, preventing queues from building up.

All turnstiles have also been upgraded with NFC (Near Field Communication) technology, eliminating the need to scan barcodes or adjust phone brightness. Patrons can simply download their ticket from the Ticketek app to their digital wallet and 'tap-and-go' at the turnstiles. NFC provides greater security, with tickets encrypted and stored securely in the digital wallet on the device.

Patrons can also now purchase their favourite food and beverage items faster than before at our two new MCG Express outlets in the Ponsford Stand. Using AI, machine learning and sensor fusion technology, patrons can spend less time in the queue and more time in their seats.

Membership intake

Melbourne Cricket Club membership was 157,389 on August 31, 2023 (the last date of the 2022/23 membership subscription season), with 188,608 candidates on the waiting list.

Full members comprise 63,805 of the total membership base and include nominations to September 30, 1992.

Restricted members comprise 43,230 of the total membership base and include nominations to December 31, 1998.

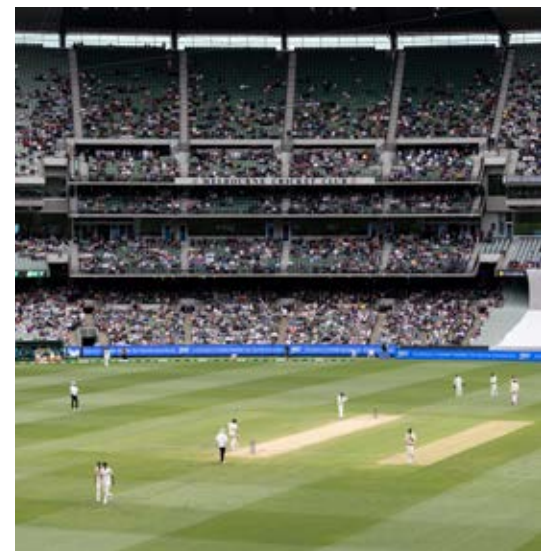
Provisional members comprise 50,354 of the total membership base and include nominations to November 30, 2006.

Operating results

The Club recorded a net profit of \$32.102 million for the financial year ending March 31, 2024.

The remaining balance of \$37.03 million in debt in respect of the Northern Stand redevelopment was repaid in full during the financial year, more than two years in advance of the due date.

Treasurer Geoff Roberts will report the Club's financial results in detail at the 187th Annual General Meeting in August 2024.



Thanks

After a year of extraordinary success and attendance records across all aspects of our operations, it isn't lost to me the enormous responsibility and privilege we are all afforded in being associated with our Club.

I would like to thank our President, Fred Oldfield, for his guidance and passion this year in a role to which he volunteers so much of his time.

As mentioned in the President's Report, the management of the MCG cannot be done without the instrumental support the MCG Trust, led by The Honourable Steve Bracks, and the Victorian Government offer to our Club.

The crowds have come this year because of stellar content and that is with thanks to our main venue hirers, Cricket Australia and the AFL. Servicing those members and fans are the MCG's main partners, Ticketek, Delaware North, Quayclean and SecureCorp.

Every individual who has given their time, effort and passion deserves a great deal of gratitude as their contribution has truly ensured our success. To our volunteers, our permanent and event staff members and your Committee members, a sincere thank you. I look forward to another triumphant year ahead.

Our Club

The Melbourne Cricket Club was established in 1838 by five people for recreation and socialising. Little did these pioneers know that they were sowing the seeds for a club that would grow to play a fundamental role in Australia’s love of sport.



Founded on November 15, 1838, the Club played cricket on various Melbourne sites before settling on its current site, once known as a police paddock, in September 1853.

The Police Paddock, now known as Yarra Park, is anchored to its 65,000 year First Nations history and as ceremonial grounds for the Kulin Nation.

The MCC has always been the foremost promoter of sport in Australia. In 1859 the MCC drew up the first set of rules for Victorian (later Australian) Football. The Melbourne Cricket Ground (MCG) hosted the first tour by an English cricket team in 1862, the first Test match in 1877 and the first One-Day International match in 1971. It has also been home to the 1956 Summer Olympic Games, the 2006 Commonwealth Games, two ICC Men’s One-Day International Cricket World Cups and one ICC Women’s T20 World Cup.

Our history is one of boldness, adaptation and transformation; our future will be too. This has never been more important given the unprecedented changes taking place in our communities, our industry and the world.

Today, the MCC is a private club with public responsibilities. Its scope encompasses:

- managing the MCG as the world’s greatest stadium on behalf of Victorians

- providing the best services and facilities for more than 150,000 members
- respecting the history of sport and its influence on Australia’s culture through the management of the Australian Sports Museum, MCC Museum, MCC Library and MCG Tours
- maintaining Yarra Park as a public facility for every Victorian to enjoy
- the MCC Foundation, which aims to promote and enable access to sport and participation through the oversight of 14 Sporting Sections, partnerships with community organisations and management of our sporting grounds throughout Melbourne.

The Melbourne Cricket Club is the largest sporting club in Australia consisting of over 157,000 members and approximately 188,000 on the waitlist to join. There are three main levels of membership – Full, Restricted and Provisional – which entitle those members to varying benefits. One of the benefits includes access to the MCC Members’ Reserve on event days at the MCG. The MCC Members’ Reserve equates to 23 per cent of the total capacity of the MCG.

Today, the MCC is an umbrella organisation for thousands of participants in 13 sports (14 sections): baseball, bowls,

cricket, croquet, Australian Rules Football, golf, hockey, lacrosse, netball, real tennis, squash, target shooting and tennis. The Melbourne Football Club is also one of the Club’s Sporting Sections.

The Club’s principal public role however, remains the progressive management and development of one of the country’s greatest assets – the MCG. The MCG has a global reach, holding a special place in the hearts and minds of all sport-loving Australians as well as many international visitors and guests. Each year the MCG plays host to many domestic and international cricket games, matches as part of the AFL Premiership Season and other special events and concerts. The MCC works closely with Cricket Australia, the AFL and concert/event promoters in bringing major events to the MCG.

Modern times have seen the MCC work with the MCG Trust, an independent board appointed by the Victorian Government to ensure the special place of the MCG is maintained, cherished and celebrated for generations of Victorians, Australians and international visitors to come.

Also managed by the MCC is Yarra Park, a traditional Kulin Nation meeting place that contains at least two scarred trees. The MCG is a modern-day meeting place located within Yarra Park, located on land of the oldest living culture in the world.



The MCG operates in conjunction with catering, cleaning and security partners, Delaware North, ISS and SecureCorp respectively, with another 3,000 staff members engaged on event days.

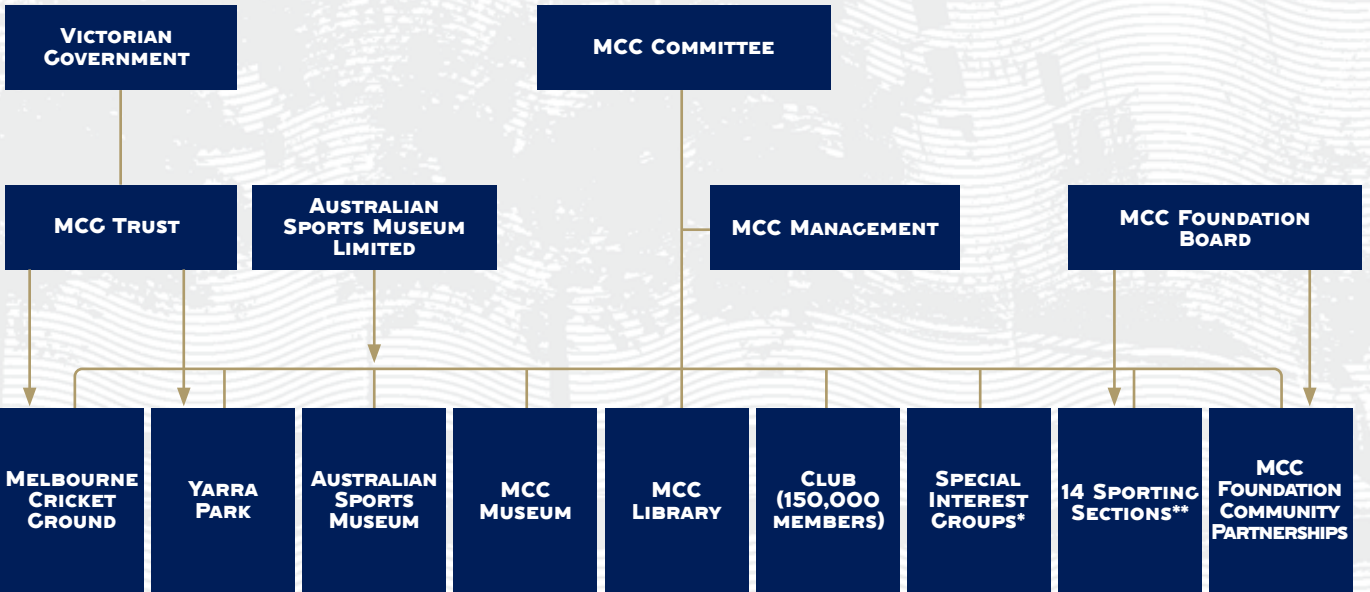
The MCC’s philanthropic arm is the MCC Foundation which is a company limited by guarantee and not-for-profit entity. The MCC Foundation provides financial support to various community sport activities and programs. The Foundation encourages and promotes the playing of sports, through the provision of funds for the MCC’s Sporting Sections and community partnerships. Current community partnerships include the Bachar Houli Foundation, Melbourne Indigenous Transition School, the Santa Teresa Oval Project, Sports Excellence Scholarship Fund, Western Bulldogs CALDplay program, National Indigenous Cricket Championships and Special Olympics Australia.

The MCC Foundation also invests in facilities and amenities for the use and enjoyment of members and the Sporting Sections. The MCC Foundation partnered with the Victorian Government to provide world-class sporting facilities at Beaumaris Secondary College, Elwood College and Melbourne High. The facilities are used by students during school hours and the MCC’s Sporting Sections and other local community groups outside of school hours.

The MCC also oversees the management of the Australian Sports Museum, MCC Museum, MCC Library and MCG Tours based at the MCG. After recently undergoing an extensive \$17 million redevelopment, the Museum celebrates more than 90 different sports, the way sport is ingrained in Australian culture while also paying tribute to the sporting feats of First Nations peoples.



Melbourne Cricket Club’s organisation structure



*Special Interest Groups include: Bridge Club, Long Room Wine & Food Society, Young Members’ Club, Military Veterans’ Group, Women of the MCC and XXIX Club (social cricket).

**Sporting Sections include: Baseball, Bowls, Cricket, Croquet, Football (Women’s), Golf, Hockey, Melbourne Football Club, Netball, Lacrosse, Real Tennis, Squash, Tennis and Target Shooting.

2021-2026 Strategic Plan overview

The current five-year Strategic Plan that was due to be implemented from April 2020 was delayed due to the COVID-19 pandemic and released during the 2021/22 financial year. The 2023/24 financial year was the third in the Strategic Plan structure.

OUR PURPOSE

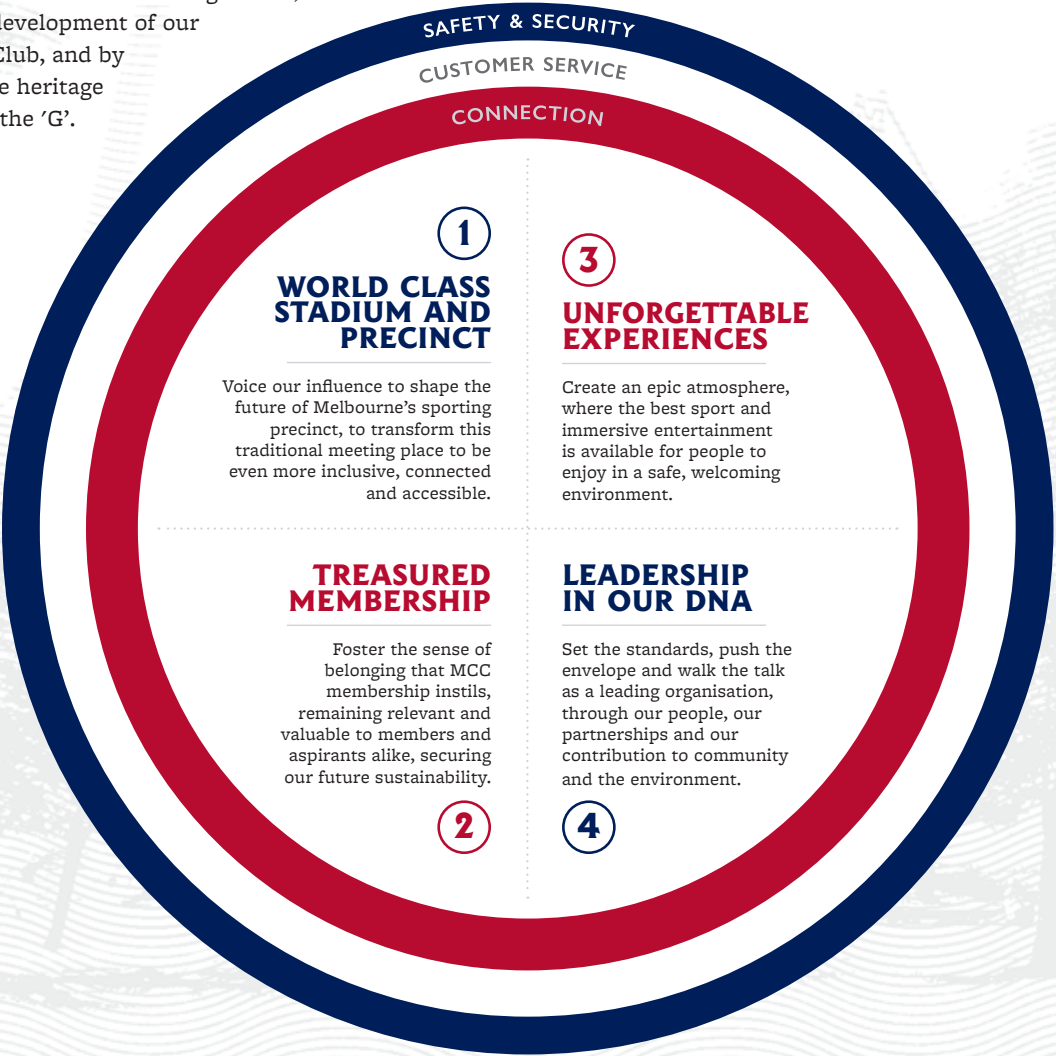
Our purpose is to move Australia through the transformative power of live sport, entertainment and culture.

We will foster the love of sport by creating unrivalled experiences that inspire and cultivate a sense of connection and belonging.

We will do this through our dual role as custodian and manager of these incredible grounds, through the development of our outstanding Club, and by preserving the heritage and ‘spirit of the ‘G’.

OUR FOCUS FOR THE NEXT FIVE YEARS

Our focus in this Strategic Plan is to demonstrate leadership in all that we do, by building on our history and strong sense of tradition, but continuing to innovate to meet the changing needs of our community, stakeholders, fans and members.



LEVERS: PARTNERSHIPS + TECHNOLOGY + STORYTELLING + PEOPLE



A RECORD-BREAKING YEAR OF AFL AT THE MCG

Big crowds, impactful moments and a Grand Final to remember headlined the AFL fixture at the MCG across 2023 and early 2024, with the 2023 Premiership Season and Finals Series smashing the previous record for attendance at the MCG. A total of 3,319,002 fans attended the MCG for football in 2023, the largest of any AFL/VFL season ever.

2023 AFL Premiership Season

Following a huge opening three rounds for the 2023 AFL Premiership Season, crowds continued to flock to the MCG as home clubs recorded high attendances and crucial wins in some of the biggest match-ups of the competition.

Across the first 10 matches of the season, the MCG welcomed 661,446 fans and members through the gates – surpassing the previous attendance record set for the same amount of games in 2015.

In Round 3 St Kilda hosted a rare MCG home game, celebrating its 150th anniversary in front of a crowd of 69,255 against the Bombers. The pre-match entertainment paid homage to the 1966 premiership team – winners of St Kilda’s only VFL/AFL premiership.

With an MCG-bye in Round 5 as the entire league travelled to Adelaide for the inaugural Gather Round, crowds returned in droves for Round 6 and the ANZAC matches.

Paying their respects to past and present serving men and women, representatives from the MCC, including President Fred Oldfield, CEO Stuart Fox, Committee Representative for the Military Veterans’ Group James Cain, and Chair of the Military Veterans’ Group Roger Greene laid wreaths at the plaques inside Gate 2, which remained for the duration of the Round.

The traditional ANZAC Day match between Collingwood and Essendon saw the highest ever attendance for an ANZAC Day match, with a crowd of 95,179 witnessing the Pies defeat the Bombers by 13 points.

A record crowd was also recorded for another special MCG match almost two months later, with the Big Freeze at the ‘G – held on King’s Birthday – recording its highest attendance with 83,578 fans packing the MCG.



Fans of both Melbourne and Collingwood alike turned the MCG into a sea of blue Big Freeze beanies as 10 of Australia’s much-loved stars took the plunge down the Big Freeze slide into the icy pool below – all in the name of raising funds for FightMND.

The total tally from the 2023 Big Freeze campaign was a record-breaking \$15,821,644.

The MCG also hosted the Breast Cancer Network Australia (BCNA) Pink Lady Match between Melbourne and Hawthorn during Round 23.

For the first time in five years, thousands united in the middle of the MCG to form the iconic Pink Lady silhouette – raising awareness for the work the BCNA does for those diagnosed with breast cancer.



Other marquee matches for the season included Dreamtime at the ‘G as part of Sir Doug Nicholls Round, the ANZAC Day Eve match between Melbourne and Richmond and the introduction of a King’s Birthday Eve rivalry clash between Carlton and Essendon.

2023 AFL Finals Series and Grand Final

The MCG hosted six matches throughout the 2023 AFL Finals Series – five of which saw crowds of more than 90,000 fans and MCC members enter through the turnstiles.

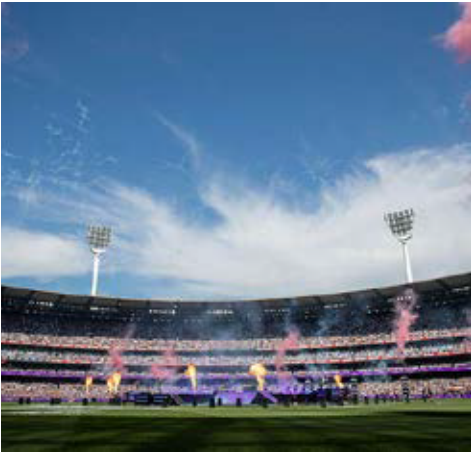
Week 1 of the Finals Series saw back-to-back crowds of over 92,000 on Thursday and Friday night as Collingwood took on Melbourne and Carlton hosted the Sydney Swans. The trio of matches that week saw the GWS GIANTS defeat St Kilda in front of 68,465 fans on the Saturday.

Crowds continued to grow for the next three weeks – 96,412 in attendance for the Semi-Final between Melbourne and Carlton, and 97,665 for the Preliminary Final between Collingwood and GWS, before maxing out for the biggest game of the season.

For the second year in a row, the MCG held a capacity crowd of 100,024 for the Grand Final, with the packed stadium enjoying the down-to-the-wire Grand Final between Collingwood and the Brisbane Lions.

KISS kicked off Grand Final Day with an epic pre-match performance, playing some of their classics and joined on the hallowed turf by hundreds of kids donned in KISS face paint and outfits.

The performance was followed by an Australian-inspired half-time performances featuring former Hunters & Collectors frontman Mark Seymour with his band Mark Seymour and the Undertow and special guest Kate Miller-Heidke.



One of the warmest Grand Final days in recent memory would also provide one of the most gripping Grand Final encounters – the first-half free-flowing and high scoring, and the second dominated by defensive pressure.

The classic Grand Final – touted as one of the best of the modern era – saw Collingwood finish with a four-point win and claim their 16th VFL/ AFL premiership, drawing equal first with Carlton and Essendon for most premierships won.

The Grand Final was the ultimate finish to an incredible season with new history made at the ‘G.

2024 AFL Premiership Season

For the second year in a row, the MCG hosted four matches in Round 1 of the AFL Premiership Season.

With four matches already played in New South Wales and Queensland for the AFL’s new initiative – Opening Round – the stakes were already high for many of the teams in action at the MCG in Round 1.

As usual, Carlton and Richmond opened the MCG season with a Thursday night blockbuster, whilst reigning premiers Collingwood unfurled their Premiership Flag on the Friday night against the Sydney Swans.

Round 2 saw St Kilda host a rare first home-and-away match at the MCG, as they took on Collingwood in Spud’s Game – an annual fixture on St Kilda’s calendar which raises funds and awareness for mental health.

To the end of the 2023/24 Annual Reporting period – March 31, 2024 - the MCG had welcomed a total of 469,562 fans through the gates across eight matches – averaging 58,695 per match.

2023/24 AFL AT THE ‘G

Date	Round	Event name	Crowd
1 Apr 2023	3	St Kilda v Essendon	69,255
2 Apr 2023	3	Melbourne v Sydney Swans	42,423
8 Apr 2023	4	Richmond v Western Bulldogs	56,451
10 Apr 2023	4	Geelong Cats v Hawthorn	65,335
24 Apr 2023	6	Melbourne v Richmond	83,985
25 Apr 2023	6	Collingwood v Essendon	95,179
29 Apr 2023	7	Melbourne v North Melbourne	29,455
30 Apr 2023	7	Essendon v Geelong Cats	67,454
6 May 2023	8	Richmond v West Coast Eagles	28,293
7 May 2023	8	Collingwood v Sydney Swans	71,463
12 May 2023	9	Richmond v Geelong Cats	58,141
13 May 2023	9	Hawthorn v Melbourne	39,818
14 May 2023	9	Collingwood v GWS GIANTS	37,631
20 May 2023	10	Essendon v Richmond	78,300
21 May 2023	10	Carlton v Collingwood	80,354
27 May 2023	11	Melbourne v Fremantle	29,154
28 May 2023	11	Richmond v Port Adelaide	30,357
2 June 2023	12	Melbourne v Carlton	49,872
10 Jun 2023	13	Hawthorn v Brisbane Lions	35,869
11 Jun 2023	13	Carlton v Essendon	83,638
12 Jun 2023	13	Melbourne v Collingwood	83,578
17 Jun 2023	14	Richmond v St Kilda	62,686
18 Jun 2023	14	Carlton v Gold Coast SUNS	29,602
25 Jun 2023	15	Collingwood v Adelaide Crows	65,930
1 Jul 2023	16	Hawthorn v Carlton	38,957
2 Jul 2023	16	Essendon v Port Adelaide	66,337
6 Jul 2023	17	Richmond v Sydney Swans	48,443
14 Jul 2023	18	Melbourne v Brisbane Lions	38,030
15 Jul 2023	18	Collingwood v Fremantle	61,157
22 Jul 2023	19	Richmond v Hawthorn	57,654
23 Jul 2023	19	Melbourne v Adelaide Crows	33,122
28 Jul 2023	20	Collingwood v Carlton	86,785
30 Jul 2023	20	Richmond v Melbourne	52,294
5 Aug 2023	21	Hawthorn v Collingwood	62,135
11 Aug 2023	22	Collingwood v Geelong Cats	78,749
12 Aug 2023	22	Carlton v Melbourne	68,577
19 Aug 2023	23	Richmond v North Melbourne	59,555
20 Aug 2023	23	Melbourne v Hawthorn	50,142
25 Aug 2023	24	Essendon v Collingwood	74,344
26 Aug 2023	24	Hawthorn v Fremantle	27,951
7 Sept 2023	QF	Collingwood v Melbourne	92,636
8 Sept 2023	EF	Carlton v Sydney Swans	92,026
9 Sept 2023	EF	St Kilda v GWS GIANTS	68,465
15 Sept 2023	SF	Melbourne v Carlton	96,412
22 Sept 2023	PF	Collingwood v GWS GIANTS	97,665
30 Sept 2023	GF	Collingwood v Brisbane Lions	100,024
14 Mar 2024	1	Carlton v Richmond	83,881
15 Mar 2024	1	Collingwood v Sydney Swans	78,933
16 Mar 2024	1	Essendon v Hawthorn	73,805
17 Mar 2024	1	Melbourne v Western Bulldogs	44,100
21 Mar 2024	2	St Kilda v Collingwood	69,517
23 Mar 2024	2	Hawthorn v Melbourne	43,960
24 Mar 2024	2	Richmond v Port Adelaide	30,254
31 Mar 2024	3	Richmond v Sydney Swans	45,112
TOTAL CROWD FOR THE 2023/24 AFL SEASON			3,295,245



Old and new traditions connect generations of cricket fans at the 'G

The 2023/24 cricket season at the MCG was defined by a range of local, domestic and international fixtures imbued with significance – a sense of community and connection at the forefront of every fixture.

In November 2023, the decorated stories of past female cricketers formed the beginnings of a new narrative with the first Women's Big Bash League (WBBL) Melbourne derby held at the MCG, followed by the first ever women's Premier Cricket match at the venue.

This commitment to showcase and celebrate the achievements of Australia's women's sporting teams – especially after the success of the ICC Women's T20 World Cup in 2020 held at the MCG – has been strengthened by the recent announcement by Cricket Australia. It has confirmed that Australia will face England from January 30 – February 2, 2025 as part of the Women's Ashes Series in what will be the first women's Test held at the MCG since 1949 and the first ever day-night Test match held at the stadium.

The 2023 Boxing Day Test between Australia and Pakistan was another highly anticipated event to complete a huge year of events at the MCG.

It was a gloomy start to the Test, with grey skies threatening to derail the first few days of play, but despite some interrupted play on Day 1, 62,167 fans and members made their way to the MCG on Boxing Day for the opening day's play.



A total of 164,835 fans attended the Test over four days. Australia claimed a 79-run win over Pakistan in what was a largely even contest between bat and ball, with the home team emboldened by the efforts of captain Pat Cummins.

Cummins was awarded the Johnny Mullagh Medal for player of the match, with a ten wicket haul seeing his name added to the MCG honour boards once again.

With similar sentiment to the previous year, the Test allowed fans to pay homage to the late Shane Warne by wearing replicas of his favoured floppy hat. Preservation of Warne's legacy continued to build on the previous Test, this year taking a new direction – one that would potentially benefit the health of thousands of patrons who attended the Test.



An initiative between Cricket Australia and the Shane Warne Legacy saw heart tests provided by SiSU Health positioned in and around the venue, providing fans with an indication of any potential heart risk factors.

The MCG was once again home to the Melbourne Stars in the Big Bash competition, playing three fixtures across January including a Melbourne derby against the Renegades on January 2, 2024.

The Stars concluded their BBL|13 campaign with four wins and six losses to finish sixth on the BBL ladder. The summer of cricket at the 'G officially wrapped up with a One-Day International between Australia and the West Indies.



2023/24 CRICKET AT THE 'G

Date	Event name	Crowd
SHEFFIELD SHIELD		
16 Nov 23	Day 1: Victoria v Queensland	N/A
17 Nov 23	Day 2: Victoria v Queensland	N/A
18 Nov 23	Day 3: Victoria v Queensland	N/A
19 Nov 23	Day 4: Victoria v Queensland	N/A
WBBL 09		
25 Nov 23	Melbourne Stars v Melbourne Renegades	5,933
BOXING DAY TEST		
26 Dec 23	Day 1: Australia v Pakistan	62,167
27 Dec 23	Day 2: Australia v Pakistan	44,837
28 Dec 23	Day 3: Australia v Pakistan	39,802
29 Dec 23	Day 4: Australia v Pakistan	18,029
BBL 13		
13 Dec 23	Melbourne Stars v Perth Scorchers	11,488
2 Jan 24	Melbourne Stars v Melbourne Renegades	24,560
6 Jan 24	Melbourne Stars v Sydney Sixers	26,147
15 Jan 24	Melbourne Stars v Hobart Hurricanes	19,554
ONE-DAY INTERNATIONAL		
14 Feb 24	Australia v West Indies	16,342
TOTAL CROWD FOR THE 2023/24 CRICKET SEASON		268,859

Australian Cricket Hall of Fame
Cricket legends Michael Hussey and Lyn Larsen were inducted into the Australian Cricket Hall of Fame in December 2023, both formally recognised for invaluable contributions to cricket both at state and international level.

The Australian Cricket Hall of Fame Committee, together with Cricket Australia (CA) and the Australian Cricketers' Association (ACA) collectively recognised both former cricketers as worthy inductees, officially announced on Day 1 of the Boxing Day Test.

Upon formally honouring these two greats of the sport, Australian Cricket Hall of Fame Chair Peter King lauded the impact of both cricketers who made a significant imprint on the sport through unwavering commitment and leadership.





TURF TEAM RISES TO THE OCCASION

The MCG's diverse and growing event schedule has prompted global praise – a new era for our 170-year-old venue with events experienced by generations of fans at the beloved people's ground.

Fans, members and onlookers have recognised the venue's ability to successfully host an AFL season inclusive of finals, a full summer cricket schedule including the traditional Boxing Day Test, and one of the most anticipated concerts in recent memory.

The MCC arenas team has worked tirelessly over the past 12 months to ensure each event can run seamlessly – coordinating the transition from an AFL ground to rugby pitch, cricket oval, and concert venue – all with scarce breaks in between.

The final weekend of July 2023 required a massive effort from the team with the MCG welcoming 223,023 patrons through the gates across two huge AFL matches either side of the opening test of the Bledisloe Cup.

The venue was primed for a massive crowd on the Friday night with Carlton taking on arch rival Collingwood, and moments after the final siren the arenas team began the process of removing the goal posts, markings and logos on the ground.

With an 18-hour window until the Wallabies faced the All Blacks on home soil, the rugby posts were installed, line markings were painted, and around 240 metres of LED signage was put into position ready for 83,944 fans to pack the MCG in what was the Wallabies' biggest home crowd in 20 years.

The arenas team was faced with an even smaller transition period of 15 hours to once again turn this all around in time for Richmond to take on Melbourne on the Sunday afternoon. By the conclusion of the weekend the total number of posts moved in and out of the arena came to 24.



The process of changing the playing arena to suit the different sporting codes is an immense responsibility while ensuring the ground is in pristine condition.

The works that occur during a transformation process include the physical task of removing goal posts, the movement of drop in cricket pitches and the intricate changes to the field of play such as line markings and sponsor logo changes.

The collective efforts of the team to prepare the cricket pitch and outfield were recognised after the 2023 Boxing Day Test by global governing body for cricket, the International Cricket Council (ICC).

The ICC match referee oversees the process of monitoring the performance of the arena's playing surface. The MCG is the only Australian Test venue to receive top marks for our Test pitches in the ICC's pitch ratings for the last two years.

The MCG's pitch and outfield both received the highest possible ranking of 'Very Good' with evident consistency over the four-day Test.

Pakistan captain Shan Masood issued a glowing public assessment of the pitch in a post-match interview – acknowledging it as "one of the better Test pitches we've played on".

The importance of achieving an excellent standard in both the pitch and outfield is imperative to the future scheduling of cricket fixtures at the MCG, honouring our incredible history as the birthplace of Test cricket.

The arenas team has worked tirelessly to nurture the portable pitches and outfield in what has been a dedicated journey for the past five years with the results continuing to show.





Taylor Swift etches name in MCG *folklore*

It was a record-breaking three nights in February 2024 as global megastar Taylor Swift brought Taylor Swift | The Eras Tour to the MCG for three sold-out shows.

A total of 288,000 adoring fans attended the MCG from February 16-18, with thousands more gathered in Yarra Park surrounding the MCG to trade friendship bracelets, buy merchandise and sing along to their favourite songs from outside.

The 96,000 attendees at each show were Swift's highest individual crowds of her career, with Swifties from around the country filling the MCG with glitter, sequins and cowboy boots.

The shows also saw Swift enter the MCG record books as the highest selling artist and highest selling concert series of all time, surpassing Ed Sheeran's record set in March 2023.

With a setlist of 44 songs across a three-and-a-half-hour performance, the show was a journey through Swift's 18-year music catalogue through different eras from Fearless to Midnights.

MCC members were treated to a pre-concert hospitality experience, with 2,888 members able to enjoy a dining experience which included an à la carte menu and pre-show beverage package in the Members' Dining Room, Jim Stynes Grill, Long Room or Missymu by Shirley across the three shows.


Images credit: TAS Rights Management

Member Feedback


MCC Member Survey Results

During December 4-20, 2023, all members were offered the chance to complete a 15-minute online survey conducted by our external research provider, Gemba, to assess overall member satisfaction. The survey included comparisons to the 2018 survey and used a 10-point satisfaction scale. A total of 7,515 members completed the survey, showing strong results. Notably, 57% of the total respondents were Full members.


We remain committed to continuous improvement and will engage and consult with members and visitors throughout the year as part of our ongoing Member Engagement Plan. This includes a mix of existing and new research activities including match day research, annual member survey, focus groups, ad-hoc pulse checks on burning issues and qualitative research.




COMMUNICATION TO MEMBERS RECEIVED THE HIGHEST SATISFACTION RATING (8.0)




43% OF MEMBERS USE THE MCC PLUS PROGRAM




MEMBERS ARE HAPPY WITH THE APP, HOWEVER AWARENESS CAN BE IMPROVED




MORE OF A FOCUS ON MEMBER BENEFITS IS REQUIRED




INCREASED TRANSPARENCY WOULD PLACATE MEMBER ISSUES WITH TICKETEK




77% OF MEMBERS ARE SATISFIED WITH VISITOR TICKET ALLOCATION



59% OF MEMBERS ARE SATISFIED WITH THE TICKETING ARRANGEMENTS FOR AFL FINALS SERIES




65% OF MEMBERS ARE HAPPY WITH DRINKING IN SEATS, HOWEVER MORE COMMS AROUND DRY BAYS ARE REQUIRED




85% OF MEMBERS RATED THE ENVIRONMENT AS SAFE, INCLUSIVE AND WELCOMING

Contact Us

We are always eager to hear your feedback and encourage you to share your thoughts through the various channels available, including the inbound call centre, emails, social media, and the membership counter on event and non-event days. Your feedback is invaluable in helping us improve our services and functions.




MCC MEMBER RESEARCH PROGRAM




MEMBER DINING & SPECIAL EVENT SURVEYS




INBOUND EMAILS



MCC MEMBER WORKSHOP (FOCUS GROUP)



ANNUAL GENERAL MEETING



MATCH DAY EXPERIENCE SURVEY (MONTHLY)




LIVE CHAT



MEMBERSHIP COUNTER (NON-EVENT & EVENT DAYS)



SOCIALS (FACEBOOK, INSTAGRAM, X)



INBOUND CALL CENTRE



A NEW MCG Shop EXPERIENCE



In October 2023, Delaware North Merchandise (DNM) took over the merchandise operations at the Melbourne Cricket Ground, bringing extensive experience from across America and Europe including a new level of expertise and innovation.

From October 2023 to March 2024, DNM undertook a comprehensive upgrade of the MCG’s merchandise offerings. They replaced four aging external outlets with five brand-new buildings designed with walk-in accessibility, allowing fans the opportunity to browse products before purchase. The internal Gate 3 MCG Shop and the Gate 2 MCC member merchandise store were also refurbished, providing a fresh, vibrant and inviting shopping experience.

Technology upgrades played a significant role in improving service speed and increasing match day transactions. Self-service kiosks were installed, mobile order and pay options set up and a new customised website (mcgshop.com.au) featuring MCC/MCG-focused content was launched.

New outdoor match day stands have also been strategically positioned to better serve fans before and after events, providing an enhanced shopping experience by allowing fans to interact directly with the merchandise rather than purchasing from behind a counter.

The new merchandise operations have already achieved incredible results with the Taylor Swift merchandise operations in February 2024 setting new records for concert merchandise sales in Australia. These achievements include breaking Taylor’s records for single-day pre-show sales and single show day sales throughout her career.

For the AFL season, the new store layouts enable increased variety in range and availability. No matter what event is being played at the MCG, DNM have successfully transitioned stock to ensure fans have access to their favourite teams’ merchandise, whether it be AFL, soccer, NRL or other special events.

Creating a world-class merchandising experience at the MCG was a cornerstone of Delaware North’s successful pitch to the MCC. Under the five-year MCC contract, DNM will continue to innovate the MCG Shop and match day stands to provide fans with a superior and more engaging shopping experience.

AUSTRALIAN SPORTS MUSEUM AND MCG TOURS KICKING GOALS



The Australian Sports Museum gives visitors the opportunity to be immersed in the compelling stories, legacies and moments that have defined generations of sport in Australia.

The Australian Sports Museum (ASM) proudly reached a new visitation milestone in early 2024, with more than 175,000 people exploring the museum and taking part in an MCG Tour over the last year.

The museum continues to attract past athletes to the space including former Wallabies Rugby Union Captain John Eales.

Ahead of the Wallabies' return to the MCG for the Bledisloe Cup opener in July 2023 - the side's first appearance at the 'G since 2007 - Eales visited the ASM where he discovered one of his past jerseys on display, labelling it a great honour to see this item at the MCG in what he referred to as "an iconic place for Australian sport".

In keeping with the venue's ongoing commitment to provide an inclusive environment for all patrons, MCG Tours have become more accessible for everyone with the addition of Auslan interpreted tours, while a new dedicated 'Keepers' Collection tour' has allowed visitors access to hidden sporting archives beneath the MCG.

For the first time in the venue's history, sporting fans have been able to discover hidden treasures never previously seen. This includes cricket equipment dating back to the 18th century, 1956 Melbourne Olympics memorabilia, iconic uniforms, vintage artwork and unique costumes from past concerts held at the stadium - each capturing a unique moment in sporting history.



Celebrations and Special Exhibitions

New displays have been introduced to reflect significant Club milestones along with an MCG moment that left a lasting impression on generations of fans.



150 Treasures of the MCC Library

Often regarded as the hidden gem of the MCG, the MCC Library deserves to be known as much more than a secret treasure nestled in the Members' Reserve. Many will be surprised to learn of its age and the fact that it celebrated its 150th birthday on September 6, 2023.

The milestone was formally recognised on November 1, 2023, with over 120 friends and Club dignitaries attending a celebratory luncheon in the Long Room.

A formal tribute to the MCC Library was delivered by prolific Australian cricket writer Gideon Haigh – a returning visitor and researcher who possesses a sincere attachment to the Library and is acutely aware of the essence collectively felt among those who have experienced what it has to offer.

The MCC Library was where Haigh researched his first cricket book – a space where fleeting sporting moments have been captured forever.

Beginning with a donation of 13 volumes of the Australasian newspaper in 1873, the MCC Library has grown to over one million items encompassing 119 different sports and to celebrate this significant milestone, the Club's librarians, David Studham and Trevor Ruddell selected 150 treasures of the extensive collection, listed on social media commencing in September 2023.



Robbie Williams' suit

A born entertainer with the ability to captivate a crowd of 100,024 before the first bounce of the 2022 AFL Grand Final – international pop icon Robbie Williams' pre-game entertainment remains part of MCG history, with a piece of this performance now on display within the Members' Reserve.

The Melbourne Cricket Club (MCC) Foundation – the philanthropic arm of the MCC – secured the pink suit after successfully bidding on the item as part of the McGrath Foundation's Pink Test Memorabilia Auction.

The bright pink Alexander McQueen suit, donated to the McGrath Foundation by Williams himself, is located on Level 3 of the Members' Reserve, with non-members able to see the display as part of the MCG Tour.



Women of the MCC

'On The Same Terms and Conditions: Women's Membership of the MCC' is a permanent display that has been created in the MCC Museum, documenting the long period leading up to Women Members, the conflict of the early 1980s, the key vote that changed the Club's rules, the experiences of the first female MCC Members and subsequent developments.

Chair of the MCC Foundation Sally Macindoe spoke at the official opening of the exhibition in February 2024, voicing the profound effect these changes to membership had for so many women and their family members who longed to feel part of the Club that plays a fundamental role in Australia's love of sport.



A MASSIVE YEAR OF CLUB FUNCTIONS

The MCC Club Functions team has continued to expand the vast range of function offerings available for members, including six new functions across the 2023/24 financial year.



Norm Smith Oration – June 2023

The Club's premier football function, the Norm Smith Oration, highlights the purpose and sense of community that comes from sport, in particular the great game of football.

Hosted by Tim Lane, the 2023 function featured a toast to football from outgoing AFL CEO Gillon McLachlan, who reflected on his earliest football memories and how he will still connect with football following his term as CEO. This was followed by a moving response from AFLW premiership player, Daisy Pearce, who shared a love letter to football, also pinpointing her first football memory and her journey through playing football when opportunities for women were limited.

One of the most prestigious functions on the MCC calendar, members and guests enjoyed canapes on arrival, a three-course meal and a beverage package in the Members' Dining Room overlooking the MCG and Melbourne city skyline.



Annual Bradman Luncheon – August 2023

The Annual Bradman Luncheon is held in honour of one of Australia's and the world's greatest cricketers, Sir Donald Bradman.

MC Gerard Whateley hosted the luncheon, which featured current Australian player and 2021 Boxing Day Test hero Scott Boland, and 2021 Australian Cricket Hall of Fame inductee Lisa Sthalekar as guest speakers, who both spoke about their love for cricket, and their journey to playing cricket at the highest level.

Members and guests in attendance were treated to canapes on arrival, a three-course lunch and a beverage package.

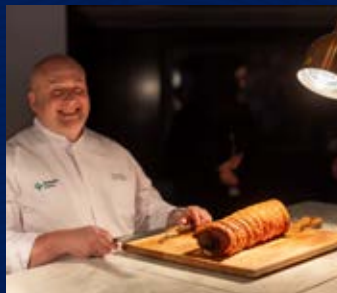


Annual 50-Year Member Functions

In October 2023 the Club hosted two of its biggest Annual 50-Year Member Functions to date, welcoming a total of 981 50-Year members and their guests to the Members' Reserve across October 26 and 27.

The two luncheons featured pre-lunch refreshments in the Percy Beames Bar before a three-course meal in the Members' Dining Room.

The two luncheons also marked an important milestone for the Club as the first 50-Year function following the introduction of the initial cohort of female 50-Year members in 2023.



Members' Progressive Dinner – October 2023

The Members' Progressive Dinner is the newest addition to the functions calendar, running for the first time in 2023.

The function saw attendees explore the Members' Reserve through a combination of food stations at iconic MCC locations.

The evening began with canapes and drinks in the MCC Library – which just celebrated its 150th anniversary – followed by an entrée seafood station in the iconic MCC Long Room.

Main course was served in the prestigious MCC Committee Room with a Guy Grossi porchetta station, followed by an edible garden dessert table in the Robbie Flower Terrace, with stunning views of the city and Yarra Park.



Christmas Cooking Masterclass – November 2023

Members ventured into the depths of the MCG for a Christmas Cooking Masterclass in Delaware North's biggest kitchen at the stadium.

Led by Delaware North's Head Pastry/Chocolatier, Ryan Stevenson, members and their guests were treated to an interactive, hands-on experience where they learnt to create their own Christmas sweet treats to take home – including chocolate pine trees, gingerbread melocakes, and Christmas bauble smash balls.

Members and guests enjoyed canapes, a one-hour beverage package and a chocolate-making experience as part of the function.



Members' Dinner – December 2023

The Members' Dinner is the premium cricket function on the MCC calendar, and is a must-attend function for cricket enthusiasts.

Hosted by Tim Lane, the function sees two speakers propose and respond to a toast to cricket.

At 2023's function, former Test and ODI cricketer and television personality Mike Whitney proposed the toast to cricket, discussing his passion and experiences in Cricket past and present. Responding to the toast was Australian Cricket Hall of Fame member and founder of the McGrath Foundation Glenn McGrath, who responded with amusing stories of interactions with Mike Whitney throughout his playing career as well as his involvement in cricket today and the great work he is doing through the McGrath Foundation.

Members were treated to canapes on arrival, a three-course dinner and beverage package for the function.



Tower 6 Pizza Night – February 2024

Following a successful first year in 2023, the Tower 6 Pizza Night returned by popular demand in February 2024.

Members and their guests enjoyed a hands-on pizza making experience in Tower 6, under one of the MCG's iconic light towers.

The masterclass saw Delaware North chefs take members on a pizza-making journey – from making the perfect dough, to gourmet pizza topping inspiration.

Following the pizza making session, attendees were able to enjoy their delicious creations along with live music as the summer evening drew to a close.



MCG Footy Season Launch – March 2024

The MCG Footy Season Launch is one of the most popular events on the MCC calendar, as we look to the season ahead.

Held in the lead-up to Round 1, the launch saw renowned football commentator Anthony Hudson host the event, a live question and answer session with three-time Geelong Cats premiership player Stevie Johnson, and a panel discussion with AFLW premiership player Emma Kearney, three-time Brisbane Lions premiership player Marcus Ashcroft and 1990 Collingwood premiership player Peter Daicos.

The AFL experts discussed their predictions for the season ahead, engaged in topical football discussions and provided plenty of entertainment for the attendees, who enjoyed canapes on arrival, a three-course lunch and a beverage package.

MISSYMU



New offerings highlight match day dining experience

Match day dining continues to be a popular elevation for members on MCG event days.

Members continue to enjoy a range of traditional and new match day dining offerings, including:

- **Members' Dining Room:** Located on Level 2 of the Members' Reserve featuring a range of delicious menu items and views of Melbourne's city skyline and the hallowed turf. Bookings also include a Level 2 Reserved Seat in the Members' Reserve.
- **Jim Stynes Grill:** Located on Level 2 of the Olympic Stand, members and their guests enjoy a mouth-watering à la carte menu as well as seating in the room to enjoy the match – perfect for a wintry Melbourne day.
- **Missymu by Shirley:** The newest member offering located on Level 3 of the Ponsford Stand, giving members a taste of traditional Pan-Asian flavours with a twist. Bookings also include a Level 2 Reserved Seat in the Members' Reserve. Also available for post-match dining for selected matches.
- **Committee Room by Grossi:** Open to members for selected matches, the prestigious Committee Room by Grossi features a menu designed by renown Melbourne chef, Guy Grossi and also includes a Level 2 Reserved Seat in the Members' Reserve.

Along with AFL and cricket match day dining, the Club was also delighted to provide dining experiences to members for the Bledisloe Cup in July – as the Australia and New Zealand rivalry returned to the MCG for the first time since 2007 – and Taylor Swift | The Eras Tour in February, with members bejewelled in glitter and sequins prior to the three shows.



Additional Dining Options Away from the Game

Throughout 2023 the Club trialled a number of dining initiatives for members away from MCG match days.

The Club opened the Trumble Bar and Café for two member viewing experiences – the Matildas' World Cup Semi-Final against England, and the AFL Preliminary Final between the Brisbane Lions and Carlton.

Members and their guests were able to cheer on their team among fellow supporters, watching the matches on the screens around the café and courtyard.

The Club also trialled a series of Spring Dining sessions across October and November, with members able to bring their guests to dine in the Trumble Bar and Café, Committee Room by Grossi and Jim Stynes Grill on non-match days.



SPECIAL INTEREST GROUPS

The Club has six Special Interest Groups for members of all categories to enjoy. Special Interest Groups meet regularly for functions and events and provide an opportunity for members to connect and make the most of Club life.



Long Room Wine and Food Society

The Long Room Wine and Food Society is a prestigious Special Interest Group, holding monthly luncheons in the iconic MCC Long Room on the last Wednesday of each month since its inception in 1987.

With a membership of 280 and a waiting list of more than 860, the Society frequently books the Long Room to capacity for its luncheons – showcasing exquisite wines paired with delicious meals.

The highlight of the 2023/24 calendar was the August Luncheon, which welcomed over 250 members and guests to the Members’ Dining Room – with pre-luncheon drinks in the Long Room. The Luncheon partnered with Ponting Wines – co-founded by cricket legend Ricky Ponting – paired with a specialised menu curated by Delaware North’s Executive Chef Luke Bowden.

Ponting himself made a guest appearance at the luncheon to provide insights into the formation of Ponting Wines and discuss topics from winemaking to cricket.

The function also saw an artist create an edible image of the MCG throughout the event, adding a unique and immersive touch to a memorable day.

Bridge Club

Throughout the year, the MCC Bridge Club has continued to provide members with the opportunity to engage in the game of Duplicate Bridge within the iconic surrounds of the MCG.

The Bridge Club meets every Thursday afternoon in the Hans Ebeling Room as well as fostering friendly competition through interclub matches. In 2023, the MCC Bridge Club participated in three interclub matches against the RACV, Royal South Yarra and Williamstown Bridge Clubs, followed by lunch in the prestigious MCC Committee Room.

As 2023 drew to a close, the Bridge Club celebrated another memorable year with a Christmas Lunch in the Yarra Park Room - a fitting conclusion to the year filled with both challenge and camaraderie.

Military Veterans’ Group

The Military Veterans’ Group is a Special Interest Group for past and present serving men and women of the MCC.

The Group meets regularly throughout the year for luncheons, as well as for special functions around the ANZAC Day Eve and ANZAC Day AFL matches.

For these two matches, members of the Military Veterans’ Group are invited to a function in the Hans Ebeling Room to commemorate ANZAC Day. The function on these significant matches provides a space for ex-service personnel to chat, reflect and come together to share stories and find solace with their fellow veterans.

The Chair of the Group, Roger Greene OAM, also participated in a wreath laying inside Gate 2 ahead of the ANZAC Day Eve match.

Another notable function on the calendar was 2024’s March Luncheon, which saw members and guests gather in the Members’ Dining Room to hear from esteemed guest speaker Joel Sardi – who shared his inspiring story of resilience and courage after experiencing an accident that resulted in irreparable spinal cord damage.



Women of the MCC

The Women of the MCC Special Interest Group was created in 2006 to build a network of women MCC members, celebrate the achievements of women in sport and business and encourage the use of MCC facilities by female members.

The Group hosts a number of functions throughout the year including the Women in Football Function and Women in Wine Evening.

One of the highlights on the calendar is the Women of the MCC Business Breakfast presented by Morgan Stanley. Now in its second year, the October function uplifted and energised its 215 attendees.

Once again hosted by Jacqui Felgate, the function featured a panel discussion with accomplished female leaders: Nicki Kenyon (Director of Powered at Nine, and board member of the Australian Grand Prix), Sharelle McMahon (former Australian Diamonds netball captain and Head of Female Cricket at Cricket Victoria) and Diana Taylor AM (Director at the Geelong Cats, author and lawyer).

The Champagne Celebration, held in November, was also a Group highlight rounding out the year. One hundred guests gathered in the MCC Committee Room for an evening of elegance in a stand-up cocktail function which also served as a networking opportunity within the Women of the MCC community.

The function partnered with Champagne Pommery, treating members and guests to an exquisite selection of wines in a joyous night of celebrations and empowerment including a toast to honour the new MCC 50-Year female members.

Young Members

The Young Members’ Special Interest Group is open to members between the ages of 18 and 40 years. As an active group with more than 10,000 members, the Group hosts a full social calendar around the iconic MCG.

The marquee function for the Young Members is the Young Members’ Ball, held annually in the Members’ Dining Room. In 2023, the Ball welcomed more than 300 members and guests to a night of celebration and entertainment with a thriving dancefloor coming alive with the sounds of a DJ and Sammy on Percussion, as well as a photobooth to capture the memories.

Attendees were treated to a delectable food offering – from a yum cha food station to a selection of tantalising canapes, a plated main course and finishing with an extravagant dessert station.

Another fan favourite is the Young Members’ Yoga on the ‘G, held in February 2024, which saw 85 enthusiastic participants engage in a Saturday morning yoga session on the hallowed turf of the MCG, followed by a light breakfast in the Trumble Bar and Café.



XXIX Club

The XXIX Club was formed in 1956 by a group of senior MCC cricketers who wanted to play social cricket.

The aim of the Club is to foster cricket in the community through regular matches at the Albert Ground and occasional tours overseas, including to England, South-East Asia, Canada, Singapore and Thailand.

The highlight of the 2023/24 calendar was the XXIX Club Annual Dinner, held during AFL Grand Final Week in the Members’ Dining Room.

The evening was a memorable occasion for cricket enthusiasts, with Master of Ceremonies Damien Fleming and guest speaker Callum Ferguson.

The XXIX Club Annual Dinner serves as the cornerstone of the Group’s cricketing calendar, providing players with a cherished opportunity to reunite, reminisce and forge lasting memories together over a sumptuous three-course, sit-down meal.



Strengthening partnerships AROUND THE GROUND

The Club announced a new contractor in early 2024, with Quayclean, one of the largest providers of cleaning, hygiene, and waste management services to major public venues across Australia, bringing vast stadium experience from a variety of major venues.

We thank long-serving partner and contractor, ISS Facility Services for many years of service and dedication.

An extension of the icon partner agreement with Coca-Cola Europacific Partners will see Coca-Cola remain the beverage partner to the MCG until 2031. Coca-Cola have been associated with the MCG for 60 years as the official supplier of carbonated beverages, water, sports and energy drinks.

The Club also acknowledges ongoing support from HG Sports Turf, an affiliation that dates back to 1998 when the first supply of stabilised hybrid turf was delivered to the MCG.

The team at HG Turf completed the MCG's second largest turf replacement following the Taylor Swift concerts held in February, making it the largest transformation in size since a full field of play replacement in 2014 which saw 18,000m² of turf replaced.

Over a 12-day period (from site set up to completion of the project), 12,000m² of turf was replaced – essentially two thirds of the playing surface – ahead of the first game played at the MCG for the 2024 AFL season.

With the last roll of turf laid on Friday March 1 – the arenas team were busy preparing the ground for four big Round 1 games commencing with Richmond versus Carlton on Thursday March 14.

The separation between existing and new turf was almost impossible to distinguish during Round 1.



BRINGING MELBOURNE'S BEST FLAVOURS TO THE MCG

In partnership with the MCC's hospitality provider Delaware North, the Club is continually seeking new ways to support and showcase the best Melbourne has to offer - from local legends to emerging new talent.

By capturing Melbourne's vibrant hospitality scene, the Club aims to enhance the culinary experience for its patrons, amplifying great Melbourne brands and produce to ensure that the food and beverage experience at the MCG reflects the city's diverse and vibrant food culture.

Several new offerings were introduced this year, including:

- MCG Fresh - providing healthy food options with fresh salads, sandwiches, and snacks made daily on-site.
- Big Chicken MCG - offering crispy chicken burgers, wraps, and tenders with flavours that will change throughout the year.
- Cocina Mexicana - bringing Mexican cuisine to the MCG for the first time with a menu that includes tacos, nachos, quesadillas and Mexican bowls.



Missyumu by Shirley

In an exciting new addition to the members' dining experience, Missyumu by Shirley was launched at the beginning of the 2023/24 cricket season on Level 3 of the Ponsford Stand.

"Missyumu" is an affectionate name for daughter in Indonesia and the menu reflects Chef Shirley Summakwan's deep connections to family, culture and heritage. Inspired by the family kitchen where Shirley bonded with loved ones, she brings her passion for cooking to the MCC community.

Missyumu by Shirley offers a shared dining experience that combines traditional Pan-Asian flavours with a contemporary twist, blending authentic street food with refined dining. The menu highlights the best of Asian cooking, featuring signature dishes like Mama Melly's Hainanese Chicken, After Church Prawn Toast, and the Spirit of Ah Gong's Dan Dan Noodles.



Royal Stacks at Barassi Café

The popularity of Royal Stacks at the MCG has led to its expansion of a third outlet as a full-service 55-seat restaurant dining experience in the Barassi Café. The renovated interior is a modern take on New York diners, featuring vibrant colours, rich timbers and a playful charm.

Patrons can order and dine in-store or order from a takeaway kiosk ordering system - a first at the MCG. This setup allows patrons to quickly return to their seats while enjoying Melbourne's favourite burgers and fries.



Premium Tour and Dine Experience

The ultimate Melbourne experience, blending the city's passion for sport and food, is now available as a Tour and Dine package. Guests can explore the inner sanctum of the 'G' with a 60-minute tour, followed by a three-course set menu in the prestigious MCC Committee Room. With stunning views of the hallowed turf, Committee Room by Grossi offers a premium dining experience. With a menu curated by renowned chef Guy Grossi, patrons can sit back and enjoy a meal created with his signature Italian flavours made with the finest local produce.



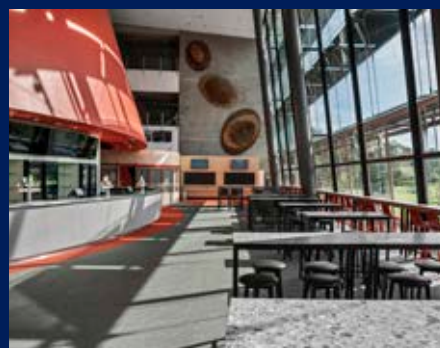
WHAT'S NEW around the 'G?

In the past year, there have been significant upgrades around the MCG to meet both patrons' demands and the expectations placed on a world-class stadium. These developments include new TV broadcast suites and revamped bar areas featuring both state-of-the-art technology and thoughtful design.



TV Broadcast Suites

Due to high demand, two new custom-built TV broadcast suites have been built on level 2 of the Olympic Stand. Construction began in early January and was completed in time for Round 1 of the AFL Premiership Season. Each suite measures 40 square metres with a platform elevated approximately 900mm above the lounge area and 1000mm above the concourse.



Betty Cuthbert Bar

As part of the development of the broadcast suites, the Betty Cuthbert Bar was relocated to the rear atrium space on level 2 at the Olympic Stand. The renovated area now offers a fresh, light-filled environment where up to 300 patrons can watch the game on a new 11.25 sqm indoor LED screen as well as enjoy views of Yarra Park. For added convenience, the bar also has a dedicated food outlet with a rotating menu.

On non-match days, this new space has become popular for functions and corporate events.



Ponsford Atrium Bar

Once an underutilised space, the Ponsford Atrium has been transformed into a new bar and food outlet for patrons to enjoy on match day.

Conveniently located near the Dean Jones Bar and Harrison Room, this bar has quickly become a popular spot that can fit up to 350 patrons.

With two 11.25 square metre indoor LED screens and views of the city skyline, the bar counter also features LED lights that can change to reflect any team colour.





New Tech Boosts MCG Experience

New cutting-edge technology has been implemented at the MCG to enhance the stadium experience for patrons - from the moment they enter until they are seated. These innovative offerings are designed to provide a seamless and efficient entry process and minimise time spent in queues.

Evolv

Evolv touchless security screening technology has been fully installed at all gates at the MCG, setting a new standard for stadium security in the southern hemisphere. This state-of-the-art system allows patrons to pass through the security without the need to remove personal items such as keys, phones or bags.

The technology's ability to detect prohibited items ensures every patron undergoes the same level of security screening efficiently, while preventing queues building up.



"The safety and wellbeing of all our patrons at the MCG are our top priorities. Introducing the Evolv system is a testament to our ongoing commitment to providing the safest environment possible for everyone attending events at this stadium, while also enhancing their overall experience." - Stuart Fox

Turnstile upgrade

All turnstiles have now been upgraded with NFC (Near Field Communication) technology - removing the need to scan barcodes or adjust phone brightness. Patrons can simply download their ticket from the Ticketek app to their wallet and tap and go at the turnstiles.

NFC also provides greater security with tickets encrypted and stored securely in the digital wallet on the device. There is no barcode displayed when the ticket is open and any screenshots of an NFC ticket are unusable as it does not access the underlying encrypted data, further protecting against the unauthorised access and resale of tickets.

This new technology also includes geo-fencing capabilities, alerting the patron's phone and bringing up their ticket when they are within 100 metres of the venue. However, if any patron prefers paper or barcoded tickets, all turnstiles support dual technology to accommodate.



MCG Express

The first two MCG Express outlets have opened in the Ponsford Stand at the city end of the stadium. The MCG Express food outlet is located on Level 2, just behind section 36, while the bar outlet is on Level 1, behind section 33.

MCG Express uses next-generation checkout-free technology powered by Zippin. Using AI, machine learning and sensor fusion technology, these new outlets allow patrons the opportunity to buy their favourite food and beverage items faster than ever before.

Further important upgrades

Call centre changes

The Club has recently transitioned to the Cisco WebEx Contact Centre - a cloud-based solution featuring automatic call distribution, queue prioritisation and intelligent call routing. This upgrade aims to improve call handling, minimise wait times and enhance customer satisfaction.

Wi-Fi

The MCG's Wi-Fi infrastructure has been upgraded to improve coverage and security. Following a thorough tender process, Telstra Purple (in partnership with Cisco), was chosen to update the system, ensuring optimal performance and reliability for all MCC network needs.

Database security

Ernst & Young (EY) recently completed an audit on the Club's cybersecurity measures, including protection of membership data. The Club continues to invest in security measures and data protection practices.



Networking TO A NEW LEVEL

The MCG Network has continued to broaden its cohesive community, encouraging new connections and networking and business opportunities at an enticing variety of bespoke events.

MCG Network Ambassadors Abbey Holmes and David Zaharakis who both have strong connections to the MCG and its history, have been able to extract their own personal business learnings.

A number of major networking events were held in the past year, drawing on the build up to some of the largest sporting events held at the MCG and also relishing the unique backdrop of the 'G – the ultimate place of connection, with a cherished sense of community.

The Spirit of ANZAC Luncheon, held in the week leading up to ANZAC Day, provided the opportunity for guests to honour those who have served and sacrificed for our country.



Special guests included the State President of RSL Victoria Dr Rob Webster, who led the ceremony along with MC Michael Roberts. Keynote speaker and Acting Chief of Veteran Services Benjamin Webb inspired the room with his story and service, whilst Collingwood Senior Coach Craig McRae and Essendon Senior Coach Brad Scott spoke to the significance of ANZAC Day within the AFL community.

The Spirit of ANZAC Luncheon continues to raise important funds for nominated event charity partner The ANZAC Appeal. Money raised allows the RSL to tailor specialist services that meet the needs of current and former service personnel, and the ongoing support required.

Hosted by Sarah Jones in June 2023, the Inner Sanctum Luncheon gave members and guests a behind-the-scenes look into the MCG and The Long Room, with a rare opportunity to hold the 2022 AFL Premiership Cup.

Special guests included MCG Network ambassadors David Zaharakis and Abbey Holmes, along with Melbourne Storm Coach Craig Bellamy and Collingwood Football Club Premiership Captain and CEO of Eclat Corporation Nick Maxwell, who shared exclusive stories and leadership insights.

In August 2023, guests in attendance for the Penfolds Luxury Dinner held in the MCC Committee Room enjoyed an intimate and exclusive evening over a three-course menu designed by Executive Chef Guy Grossi, paired with Penfolds wines from their Icons and Luxury portfolio.



Penfolds Global Ambassador and host of the evening, Jamie Sach, was able to engage guests with detailed reasoning behind the wine selection for the event and the history behind each range, drawing on decades of experience with the brand, with guests also treated to the unveiling of the 2019 Grange.

Before Collingwood and GWS Giants ran out onto the hallowed turf of the MCG both vying for a spot in the 2023 AFL Grand Final, the MCG Network held its fourth major networking event for 2023, The Final Four Luncheon.

Hosted by MCG Network Ambassador Abbey Holmes in the Members' Dining Room, the event provided attendees with a rare live insight into finals football from a number of former AFL greats.

The event featured a captivating Q&A with special guests Billy Brownless and Luke Hodge, insight into the evening's match with Collingwood assistant coach Justin Leppitsch and GWS legend Phil Davis, along with an Armchair Experts' panel discussion of the final four teams with Cameron Luke and Adam Cooney.



As the sun set on one of the first days of summer, more than 300 guests were treated to the ultimate dining experience on the hallowed turf of the MCG for the Wine & Dine event.

Hosted by sports and media identity Clint Stanaway, guests were treated to an evening of fine food and networking opportunities, with Melbourne Cricket Club CEO Stuart Fox, and cricketing royalty Lord Ian Botham both addressing the large crowd.

Activations including the Seppelt Premium Wine and Fizz Cocktail tasting area, adidas Golf putting station, photo booth facing the Shane Warne Stand, Guy Grossi tiramisu station, cannoli and gelato carts, and the Valiant Events Lounging area kept guests entertained into the evening.

Venturing away from the familiar site of the MCG, a Golf Challenge was held at Moonah Links on the Mornington Peninsula in October. It was a stunning spring occasion that allowed network ambassadors Abbey and David to engage further with the rapidly evolving MCG Network.



Community Partnerships

As a sporting club at its heart and the custodians of one of the world’s greatest sporting venues, the Melbourne Cricket Club believes in the significant impact and benefits that sport brings not just to individuals but to communities and society as a whole.

Through the philanthropic arm of the Melbourne Cricket Club, the MCC Foundation, we aim to preserve Australia’s sporting history and enhance access to sport for all Australians.

The Club is proud to provide meaningful support to a number of causes and organisations which share in our beliefs and ambitions, and make a positive impact within our community.

National Indigenous Cricket Championships

Following the establishment of the MCC Foundation’s partnership with Cricket Australia in 2022 and the return of the National Indigenous Cricket Championships (NICC) in February 2023, in October the Club was thrilled to bring the National Indigenous Men’s and Women’s cricket teams to Melbourne for a unique MCG Training Camp.

The selected players represented the best Aboriginal and Torres Strait Islander cricketers from across the country, with many chosen following standout performances at the NICC.

The camp not only offered an opportunity for participants to further their skills and train in a world-class facility, but also to immerse themselves in the history of sport at the MCG, as well as learn more about the significant connection that the Wurundjeri Woi Wurrung people have to the ground.

The training camp culminated in what would be considered a career highlight for many athletes – the opportunity to play on the hallowed MCG.

Facing the MCC Men’s and Women’s XI, the National Indigenous teams were well matched, with both games coming down to the last over. The National Indigenous Men’s team held on to win by six runs, whilst the MCC Women’s team seized victory by five runs.

Bachar Houli Foundation

As Presenting Partner of the Bachar Houli Foundation (BHF), the MCC Foundation proudly supports BHF in their efforts to deliver meaningful programs that foster social cohesion, employment pathways and education for more than 35,000 young Muslim men and women.

Having partnered with the BHF since 2019, the Club has hosted countless program participants at the MCG and 2023/24 was no different, with numerous MCG Tours, Australian Sports Museum visits, training sessions on the hallowed turf and development programs delivered for the Junior and Senior boys and girls programs.



As the official inclusion partner of the NICC, the MCC is proud to play a supporting role in the development of young Indigenous athletes. The NICC and MCG training camp forms an important part of the pathway for First Nations cricketers, fosters valuable connections between athletes and provides an unparalleled opportunity to share culture.

The Bachar Houli Foundation Iftar has become a fixture of the MCG’s calendar, and in March more than 380 guests joined together in the Members’ Dining Room to break the daily fast during the holy month of Ramadan. The event brings to life so much of what makes our partnership with the Bachar Houli Foundation particularly cherished, with the common thread of a love of sport far surpassing differences of background or belief.

The year also saw the launch of the BHF’s Islamic College of Sport, an innovative education initiative which, providing an alternative to traditional VCE studies, brings a sporting lens to curriculum and aims ultimately to support more Muslim men and women to engage in careers in sport.

Melbourne Indigenous Transition School

The Melbourne Indigenous Transition School (MITS) exists to empower Indigenous students from regional and remote communities to achieve their educational aspirations in Melbourne.

Located near to the MCG in Richmond on Wurundjeri Country, MITS provides a high-quality, culturally safe learning environment for Year 7 and 8 students, before supporting their transition into places at partner schools across Melbourne.

The MITS student community consists of up to 100 young First Nations people from Years 7 to 12 pursuing education in Melbourne while living together in bespoke boarding houses.

Since December 2021 the MCC’s support of MITS has enabled more than 70 of their students to participate in organised



club football in the local Richmond community. Playing for Richmond Junior Football Club in the Yarra Junior Football League, two teams with MITS students made it through to the 2023 Grand Final, while two MITS students finished first in their division in the league’s best and fairest.

The sporting appetite of the MITS students has continued to grow and in late 2023 the MCC was pleased to commit further funds to allow students to participate in the local basketball league.

Beyond sporting pursuits, the Club continued to welcome MITS students to the MCG across the year, with activities ranging from visits to the Australian Sports Museum and special kick-to-kick opportunities on the hallowed turf, to a relocation of the Year 8 classroom to the stadium for a two-week period in October/November.

Western Bulldogs Community Foundation - CALDplay

The MCC Foundation’s partnership with the Western Bulldogs Community Foundation (WBCF) and their CALDplay program strongly reflects the Club’s belief in the power of sport to serve as a bridge between communities and transcend differences of background or language.

CALDplay is a free program providing culturally and linguistically diverse (CALD) adults and children newly arrived to Australia with the opportunity to engage in sport as a means to improving their English, developing skills and increasing social participation.

As presenting partner of CALDplay the MCC Foundation has been proud to welcome approximately 1000 program participants to the iconic MCG in the 2023/24 period.

One highlight of the year was in September 2023 when, following a six-week program focused on the history, rules and key skills of cricket, 350 CALDplay participants arrived at Australia’s spiritual home of the game. From exploring the MCG’s indoor cricket nets and cricket viewing rooms, to seeing artefacts and learning stories of the game in the

Australian Sports Museum, the day culminated in some friendly cricket games and activities out in Yarra Park.

For many it was their first visit to the stadium and as the managers of the People’s Ground it was our privilege to welcome them.



Sports Excellence Scholarship Fund

The Sports Excellence Scholarship Fund (SESF) aims to break down the financial barriers preventing young Australian athletes from pursuing their goals and representing their state or country in their chosen sport.

Since commencing a partnership in 2021 the MCC Foundation has helped SESF provide hundreds of scholarships for students from low socio-economic, Indigenous or rural and regional backgrounds, supporting them to achieve their dreams and build skills for life through the power of sport.

In 2023/24, 60 SESF x MCC scholarships were awarded to skilled and deserving athletes involved in diverse sports from AFL and cricket to lawn bowls and karate.

The scholarship recipients came from all states in Australia and included Indigenous athletes, athletes with a disability and several athletes from regional and remote areas.

The Club was pleased to host a number of SESF athletes at the MCG throughout the year, including a special visit which saw a young Rugby Union player and SESF x MCC scholarship recipient met former Wallabies captain John Eales ahead of the Bledisloe Cup in August.

In addition to the scholarship program SESF provides numerous mentoring and development opportunities to help students excel in their chosen sport and beyond. The MCC proudly welcomed past SESF scholarship recipients and program ambassadors including Olympic Racewalker Bec Henderson and Para triathlete Jack Howell to film a video masterclass focused on high performance and how athletes can best prepare for challenges and events.



Ltyentye Apurte (Santa Teresa) Oval Project

2023/24 saw the MCC Foundation continue to support the Ltyentye Apurte (Santa Teresa) community with the management and maintenance of the ‘MCG of the Desert’.

Since 2019 the Club has been involved in a joint venture with the Atyenhenge Atherre Aboriginal Corporation (AAAC) and the Melbourne Football Club to grass the red clay oval of Santa Teresa, a remote Indigenous community 80km south-east of Alice Springs.

Representatives from the MCC were pleased to visit the community in February 2024 and despite the ongoing challenge of growing grass in the harsh Central Australian climate, the oval remains in a strong condition.

The oval has become a gathering place for people of all ages and abilities not only within the Ltyentye Apurte community but beyond, hosting everything from Central Australian Football League games and the local women’s team training to Auskick clinics to community sports days.

Special Olympics Australia

Undoubtedly the highlight of 2023/24 for Special Olympics Australia was the World Games which took place in Berlin in June 2024.

Prior to the Games, the MCC was pleased to welcome a group of competing Special Olympics athletes from Victoria to the ‘G for a formal send-off event and uniform presentation. The group, supported by the Law Enforcement Torch Run, were celebrated in the Australian Sports Museum – a fitting venue given the many Australian sporting stories it holds.

More than 7000 athletes with intellectual disabilities from over 190 nations competed at the Games in June. Australia was represented by 64 athletes in the green and gold across nine different events and were rewarded for their efforts with a total of 45 medals.

Special Olympics Australia was the MCC Foundation’s inaugural community partner, and since 2019 the Club has proudly supported their work to foster a culture of inclusion and ensure sport is accessible.



National Aboriginal and Torres Strait Island Sport Awards

On November 11 2023 more than 350 attendees came together at the MCG to recognise and honour the outstanding achievements of Indigenous athletes, coaches, and sporting organisations at the National Aboriginal and Torres Strait Island Sport Awards (NATSISA).

The event celebrated sporting representatives from all levels of sport in Australia – from grassroots to the elite – and was the first time the awards had been presented in 20 years.

The MCC Foundation was pleased to support the resurrection of the NATSISA by sponsoring one of the key awards on the night, the National Lifetime Achievement Award, which was presented to Cathy Freeman OAM.

The awards served not only as a way to honour the past but to inspire the future generations of sporting athletes.

Community Support and the MCG

In addition to the MCC Foundation’s community partnerships, the Club also supports a number of other charitable initiatives by using the size and scale of the mighty MCG to help shine a light on worthwhile causes.

Fight MND – Big Freeze

Co-founded by Neale Daniher in 2014 following his own diagnosis with Motor Neurone Disease, Fight MND aims to find effective treatments and ultimately a cure for the insidious beast that is Motor Neurone Disease.

Since 2015 the MCG has been proud to host Big Freeze, which sees prominent Australian personalities taking the plunge down the Big Freeze slide and descending into the icy pool below.

In 2023, nine surfers braved the slide, reflecting the ninth year of the event. Surfer Mick Fanning, jockey Michelle Payne and actor Eric Bana were amongst those personalities who were cheered on by the blue beanie bedecked crowd ahead of the King’s Birthday clash between Melbourne and Collingwood.

The events of Big Freeze 9 in 2023 raised an incredible \$15,821,644 for Fight MND.



Donations

The Club also receives and fulfils a large number of requests for smaller donations from many charities and community organisations each year. In 2023/24 over 150 fundraising events, spanning school trivia nights to gala dinners were supported with either a voucher to the Australian Sports Museum or a unique MCG experience.



Breast Cancer Network Australia – Field of Women

For the first time in five years, the Breast Cancer Network Australia’s (BCNA) Field of Women returned to the MCG, prior to the Round 23 AFL Pink Lady match between Melbourne and Hawthorn on Sunday August 20.

The sun was shining and emotion ran high as more than 10,000 people walked onto the hallowed MCG turf to form the shape of BCNA’s Pink Lady, paying tribute to all those who have been diagnosed and all those who, through more indirect ways, have been touched by breast cancer.

The 2023 event was staged as part of BCNA’s 25th anniversary year, and the sea of pink ponchos also included a smattering of blue in order to represent the men who have experienced breast cancer.

The MCC is proud to be able to support BCNA in bringing the statistics and impact of breast cancer to life in such a visually powerful way, and to help unite the community for an incredible cause – to raise funds and awareness for breast cancer research, support and care.

Melbourne City Mission - Sleep at the ‘G

In May 2023, the stadium was thrilled to once again play host to Melbourne City Mission’s flagship fundraising event, Sleep at the ‘G.

For more than a decade, Sleep at the ‘G has invited Melburnians to spend the night on the cold concrete floor of the MCG in order to raise much needed funds and awareness for the 7,600 vulnerable young people aged 12-24 in Victoria who, on any given night, don’t have a safe place to call home.

The 2023 sleep-out was the first time the event was held ‘live’ at the venue since 2019, with the last three years held virtually or postponed due to the COVID-19 pandemic.

On May 16 more than 800 people rolled out their sleeping bags and braved a chilly Melbourne night at the ‘G. The collective efforts of everyone involved raised an incredible \$780,000, which has contributed to the construction of accommodation for Victoria’s homeless youth.

The Club is particularly proud of the team of 24 Melbourne Cricket Club staff who slept out and raised more than \$23,000 for this important cause.

Reconciliation Action Plan

The land where the MCC and MCG are situated is a sacred place. The Wurundjeri Woi-wurrung people invited the Kulin Nation to this land; it was a place for corroboree, ceremonies, connection and celebrations. As the current custodians of ground, the Club is privileged to continue this tradition.

As an organisation with great reach and recognition, we believe we have a responsibility to lead change. In 2021 the Club made a formal commitment to the reconciliation journey and since then we have sought to promote and celebrate Aboriginal and Torres Strait Islander peoples and their cultures through our sphere of influence.

Following the completion of the MCC’s inaugural Reflect RAP in 2022, in 2023/24 the Club commenced the next tier in the RAP framework – Innovate. Implemented over two years the Innovate RAP centres on taking action and making change to ultimately achieve our Club’s vision for reconciliation.

The year saw the Club significantly strengthen its engagement with the Wurundjeri Woi-wurrung Cultural Heritage Aboriginal Corporation (WWCHAC), which represents the Traditional Owners of the land on which the MCG is based.

A particularly meaningful collaboration between the MCC and WWCHAC occurred in September, with a small delegation of MCC staff joining a group of WWCHAC representatives to plant five unique river red gum seedlings at Coranderrk.

Established in 1863 in what is now known as Healesville, Coranderrk served as a reserve for Aboriginal people of south-central Victoria until 1924 and is strongly connected to First Nations Peoples’ fight for self-determination and land rights.

The river red gum seedlings were propagated from one of the three Scarred Trees found in Yarra Park. Scarred trees, which retain the marks from when bark was removed to create items such as canoes, shields or shelters, provide an important living connection for Aboriginal people to their ancestors and cultural practices.

The MCC’s journey to propagate seedlings from one of Yarra Park’s living scarred trees began more than four years ago and stemmed from the Club’s deep appreciation of the tangible and intangible significance of the trees to the Wurundjeri people.

Bringing the project full circle, in early 2024 the WWCHAC and MCC representatives planted a further three scarred tree seedlings in Yarra Park to grow alongside the original trees.



Other RAP highlights from 2023/24

- In April 2023 MCC staff joined with representatives from Visit Victoria, the Melbourne Football Club and MCC Foundation community partner the Melbourne Indigenous Transition School (MITS) to take part in an afternoon of Traditional Aboriginal and Torres Strait Islander games.
- The Club celebrated National Reconciliation Week with a range of events which supported Aboriginal and Torres Strait Islander businesses, including a Wayapa mindfulness session on the MCG, a Q&A session with Nyul Nyul Saltwater artist Lowell Hunter and a cooking workshop with acclaimed Torres Strait Islander chef Nornie Bero.
- The launch of the Indigenous Trail in the Australian Sports Museum. Designed particularly for school groups and kids, the trail invites visitors to explore the museum through a collection of Indigenous sporting moments which are celebrated in the stories and objects in the museum. A dedicated learning resource is available post visit to encourage further discussion in the classroom.
- In the lead-up to Sir Doug Nicholls Round, Wurundjeri Elders from the WWCHAC were invited onto the ‘G to paint the Aboriginal flag in the goal square. The Club was also thrilled to welcome students from our community partner the Melbourne Indigenous Transition School to perform on the Yidaki (didgeridoo) in the Committee Room ahead of the game.
- Wurundjeri Elders were engaged to perform Welcome to Country ceremonies ahead of a number of significant Club functions and events in the year. This forms a part of the Club’s commitment to reconciliation and sharing the cultural significance of the land on which the MCG is based with all visitors. A particularly memorable event was the Gala Day for MCC Foundation Community partner CALDplay. For most of the attendees this was their first experience of a Welcome to Country delivered by an Indigenous Elder and was a special moment for all involved.
- The Club implemented a number of bespoke training programs for permanent MCC staff, event staff and MCC/ASM volunteers. Each program was tailored to the specific audience and aimed to address gaps in knowledge of First Nations issues and history, educate on the significance of the land on which the MCG is based, as well as help individuals feel more confident navigating Aboriginal and Torres Strait Islander culture, customs and practices.

Committing to a Carbon Neutral Future

The Club's commitment to reducing its carbon footprint is fundamental in maintaining the MCG's status as a world-class stadium. This financial year, we were proud to announce a landmark achievement in our sustainability journey.

Carbon Neutral Operations Certification

The MCC has become Australia's first sporting club to achieve Climate Active certification for its operations. This achievement recognises the Club's commitment to reducing its carbon footprint by minimising emissions and investing in carbon offset projects, ensuring the MCG remains a world-class stadium.

Achieving this certification reflects over a decade of dedicated efforts in enhancing the Club's sustainability across various operational areas including energy use, waste management and water conservation. We have reduced emissions where possible and compensating the remainder by investing in carbon offset projects to and ensure our operations remain carbon neutral.

Scope of certification

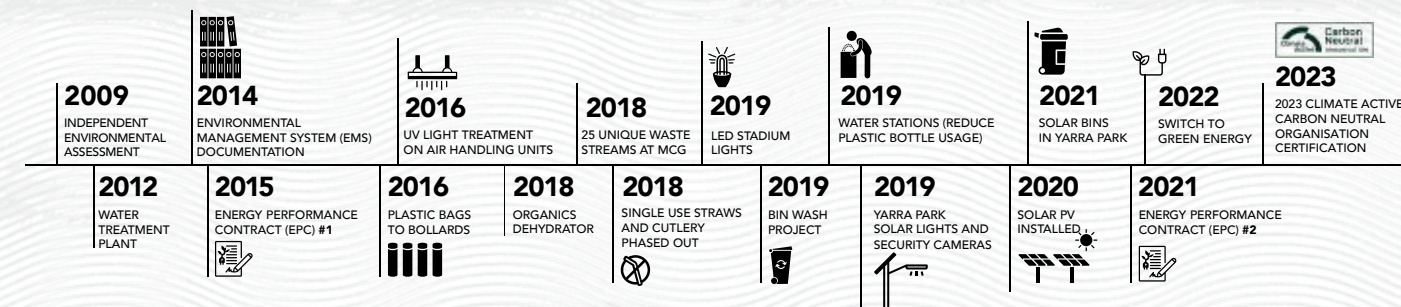
The certification evaluates the MCC's operations at the MCG, the Australian Sports Museum and Yarra Park. It covers efforts to reduce carbon footprints, conserve resources and enhance environmental sustainability through energy and water conservation, waste management and carbon offsetting. However, it does not include the physical infrastructure or the activities of partners and tenants using the grounds for an event.

2023 Environmental Achievements

- Refrigerant replacement project where suitable refrigerants were replaced with lower global warming potential (GWP) refrigerants. This initiative reduced emissions by approximately 598 tCO₂e.
- Identify contractor emissions in line with services provided to the MCC. This initiative reduced emissions by approximately 264 tCO₂e.
- Implementation of waste diversion dashboard reporting. This initiative reduced waste to landfill, resulting in an emissions reduction of approximately 109 tCO₂e.

Future Steps

The Club aims to achieve net zero emissions across all scopes by 2040, targeting a 42% reduction in emissions from a 2021 baseline by 2030. Reducing Scope 1 and 2 emissions will involve further renewable energy use, electrifying cooking appliances and lowering refrigerant emissions. The Club also plans to minimise Scope 3 emissions by improving waste diversion, reducing water consumption and managing food waste. Continuous engagement with suppliers to reduce supply chain emissions is also another key priority.

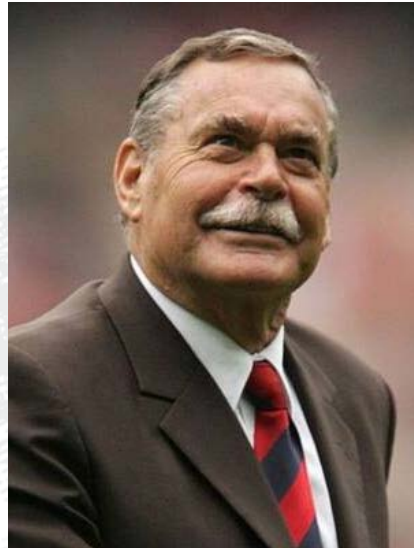


Grow lights used on the arena now use LED technology - the latest and most sustainable lighting technology available. The technology allows the arena team to independently control the LED light and heat from the infrared sensors - using fewer lighting hours than the previous HPS lighting system.

The pink light is not only aesthetically pleasing but also the most effective spectrum for growth and energy savings, according to research.

Vale

The Melbourne Cricket Club mourns the loss of the following individuals whose contributions to the Club, the MCG and the broader sporting community will be forever cherished and celebrated.



Ronald (Ron) Barassi AM

In September 2023, Australian football legend and 50-year MCC member Ron Barassi passed away. A towering figure in AFL, Ron's contributions and influence on the game were immense and enduring.

Ron's connection with the MCC and MCG spanned over seven decades, during which he became synonymous with the ground's rich history. A player and coach of extraordinary vision, he was instrumental in shaping the AFL, leaving an indelible mark with his innovative strategies and relentless drive for excellence.

From 1953 to 1964, Ron played 204 games for Melbourne, kicking 295 goals. He was a member of six Melbourne premiership teams (1955, 1956, 1957, 1959, 1960, and 1964) and captained the Demons from 1960 to 1964. He won two Truscott trophies as Melbourne's best and fairest (1961 and 1964) and was the club's leading goalkicker in 1958 and 1959.

In 1965, Ron left to become captain-coach of Carlton. He played 50 games (35 goals) for the Blues from 1965 to 1969 and coached them to premierships in 1968 and 1970. He retired as Carlton coach after the 1971 season but soon led North Melbourne to their first VFL premiership in 1975, followed by a second in 1977.

Graeme "Hedley" Howarth

Former MCC player Graeme 'Hedley' Howarth passed away at the age of 87 in March 2024. Graeme's playing career at Melbourne spanned 296 games across all grades from season 1954/55 to 1978/79, leaving an indelible mark on the Club. He captained the MCC Third XI from 1967/68 to 1974/75 and the Fourth XI from 1975/76 to 1977/78, playing an influential role in mentoring many emerging players.

Former teammate and MCC Vice-President David Crow highlighted Howarth's influence at the Demons, noting his ability to nurture younger players and his dedication to the Club.

"He demonstrated to us a fierce desire to win and a toughness that many of us needed, but he was always there as a

mentor and a friend. He truly loved the MCC; it was a huge part of his life and he has always followed the results carefully each week," he said.

After leaving North in 1980, Ron returned to Melbourne as coach in 1981, marking the beginning of a new era for the club and stayed until 1985. In 1993 Ron took on the challenge of coaching Sydney and helped turn the club's fortunes around before retiring at the end of the 1995 season.

As a 50-year member of the MCC, Ron's influence extended beyond the field. He was a cherished member of the Club, known for his dedication to the game and promoting the values of sportsmanship and integrity.

A member of the AFL Team of the Century and the Sport Australia Hall of Fame, Ron was awarded "Legend" status when the AFL Hall of Fame was inaugurated in 1996. A statue of Ron was also unveiled outside Gate 4 of the MCG in September 2003.

In recognition of his extraordinary legacy, a state funeral was held at the MCG, allowing the community to honour a true sporting icon. Ron Barassi's legacy will continue to inspire future generations, ensuring his place in Australian sporting history remains forever.

Graeme debuted in 1958/59, playing 24 matches in the First XI, taking 24 wickets at 24.37. He also played in multiple Premiership teams, contributed to multiple Club Championship wins and contributed significantly as a member of the MCC Cricket Sub-Committee for over 25 years.

Awarded the Ebeling Award in 1994, Graeme Howarth's affable yet passionate approach made a stellar contribution to the Melbourne Cricket Club and the broader game.





MEMBER BEHAVIOUR AND CODE OF CONDUCT

As we reflect on another busy year at the Club, it is essential to address the importance of membership integrity and strict adherence to our Club's Code of Conduct for the enjoyment and benefit for all members.

Disciplinary cases in the past year have highlighted a significant increase in breaches of our rules and regulations. Many of these cases involve card misuse with members either failing to take due care of their membership cards or knowingly allowing the use of their cards by others, despite the clear rule that cards are strictly non-transferable.

Inappropriate use of ticketing privileges has also been prevalent, including the purchase of child tickets for adult use and neglecting proper care of barcodes. Such actions not only violate Club Rules but also undermine the integrity of our membership system.

We are committed to having our Club's environment as a safe, inclusive and welcoming one for all members and their guests by ensuring there is respectful behaviour, free of abuse both verbal and physical, and adhering to the rules and regulations of the Reserve.

In this financial year, penalties handed down have included:

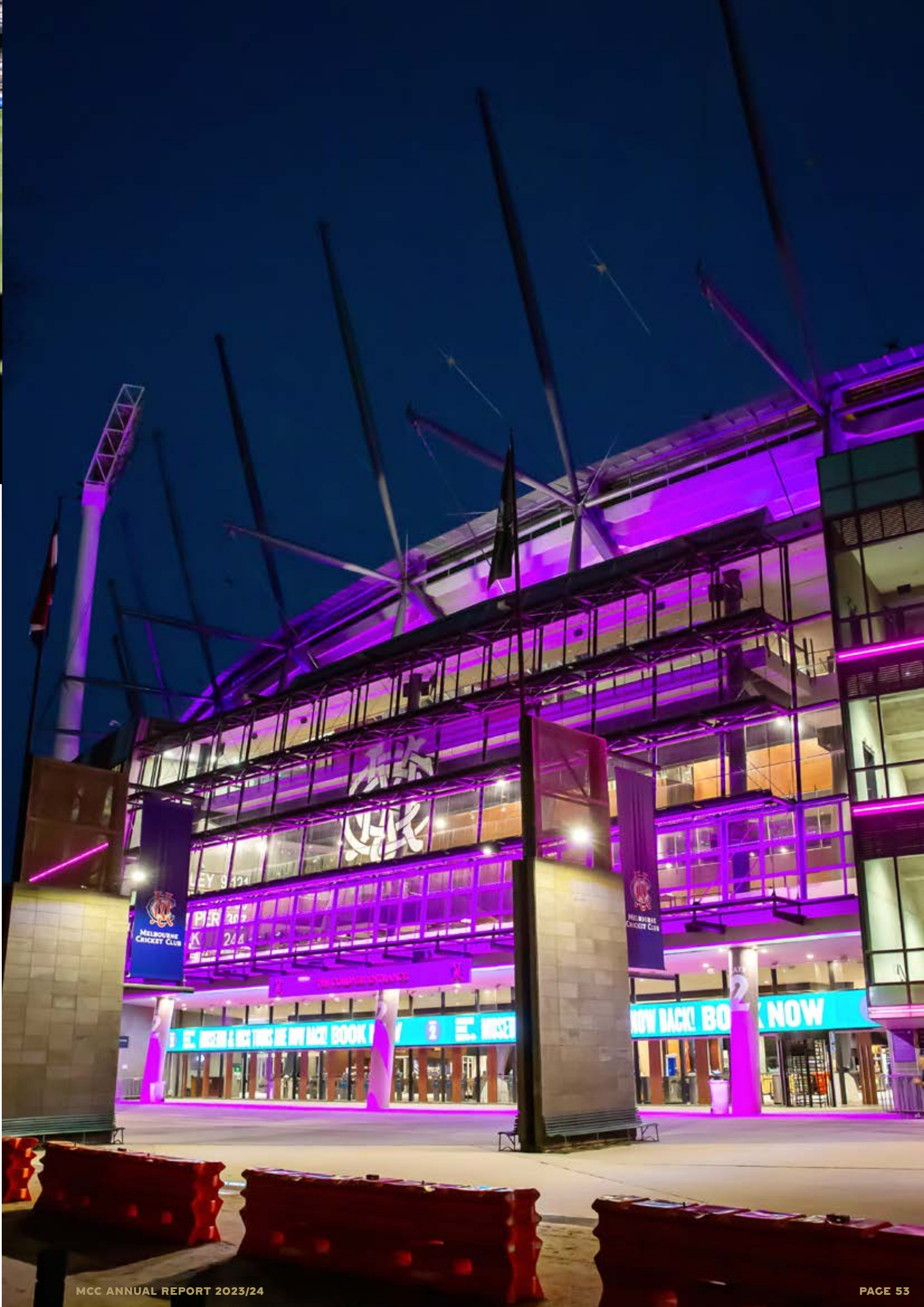
- Racial vilification: expulsion
- Abusive language and threatening behaviour: 12 months to four years' suspension
- Fraudulent conduct: four years' suspension
- Misuse of ticketing privileges/guest misconduct: two to three years' suspension
- General anti-social behaviour: Reprimand to two years' suspension
- Disrespect to staff/failing to adhere to inductions: two years' suspension
- Membership card misuse (whether knowingly lending card or not taking due care of card): 12 months to three years' suspension

Members are reminded of the Club's Code of Conduct and Rules throughout each year via member communications, including President's messages, to ensure that any guests introduced to the Members' Reserve are aware of their responsibilities. It is expected a member attends a match along with their guests, as they are ultimately responsible for their experience and conduct in the Members' Reserve. This includes adhering to dress regulations and respecting staff when informed of any non-compliance. A copy of the Club's Code of Conduct and Discipline & Appeal Sub-Committee's penalty guide can be found on the Club's website.

Please remember, your membership card is strictly not transferable under any circumstances, and it is your responsibility to ensure its security to prevent misuse.

The Club is committed to keeping the expectations and responsibilities of members at the forefront of communications throughout the year in an effort to always maintain a respectful and enjoyable environment for all. Poor behaviour is encouraged to be reported immediately to event staff members or via the anti-social text messaging platform, which has signage displayed throughout the Members' Reserve and MCG. Detailed and confidential incident reports are invaluable in addressing these issues effectively and securing convictions when necessary. Member vigilance and cooperation are essential in maintaining the integrity and enjoyment at the MCG.

Issues outside of an event day at the MCG can be shared with the Club through numerous channels.



Club Sport

The Club is proud of the ongoing achievements of the thousands of representatives who take part in Club Sport – separated by sports but bound by the commonality that exists within the Club's culture and connection. Our 14 Sporting Sections are supported by the Club's philanthropic arm, the MCC Foundation.

Baseball has already seen the benefits of upgrading its home facilities, with a number of state and national representatives relishing the revamped space, further paving the way for further participation as part of one of the Club's oldest sporting sections.

Oliver Allen travelled to Taiwan to represent Australia at the U12 World Baseball World Cup while Will Kent and Max Sagers have helped their U18 Victorian team to glory at the 2024 Australian Youth Championships.



Bowls celebrated the success of Courtney Thompson after being crowned the 2024 Bowls Victoria Novice Singles Champion at the Mulgrave Country Club. The Section also hosted its inaugural MCC Triples Classic at its home at Swinburne Avenue in Hawthorn where it welcomed players around the state and country with Bowls Australia ranking points up for grabs.

It was a momentous summer for **Cricket** with both Premier Men's and Women's teams having the opportunity to play for premiership points on the MCG – a first for the Women's cohort. All teams representing the MCC at Victorian Premier Cricket level continue to consolidate the Club's fundamental role in supporting and developing players as they strive to progress to interstate and international representation.

The depth of emerging talent across all teams attracted noticeable attention internally and externally, with 11 cricketers representing the Club at domestic and/or international level - a new wave of talent attracting rightful recognition. Fergus O'Neill was among the most prominent of these, winning the Bradman Young Cricketer of the Year Award as the best emerging male player in the country as well as several Victorian awards: the Bill Lawry Medal (as their best Sheffield Shield player), Dean Jones Medal (best in Marsh One Day Cup) and the John Scholes Trophy (as voted by the players).

Our Premier Women's cricketers completed a phenomenal season, winning the First XI, Second XI, Third XI and Under 18 Premierships and securing the Club Championship for



the fourth time in five years. It was a truly remarkable performance by captain/coach Teagan Parker and her charges.

Ella Hayward captained the Victorian Women's Indigenous team at the National Indigenous Cricket Championships, run in conjunction with the MCC Foundation, where she was also named in the Team of the Tournament.

The MCC also fielded Women's and Men's teams for matches on the MCG against their respective National Indigenous XIs, as part of a broader training camp which formed part of the MCC Foundation partnership.

The 22nd Men's First XI Premiership flag (won in season 2022/23) was officially unfurled at the Albert Ground in October 2023. The Women's First XI flag of 2023/24 will follow suit later this year.



Croquet is in the process of upgrading its facilities at Glen Street, Hawthorn, with renovations to include a larger court, new grass irrigation and drainage, and new courtside seating – an addition that will elevate the overall playing and spectator experience. Lachlan Berryman's impressive performances in 2023 saw him selected to represent Australia at the 2023 World Croquet Championships in the United Kingdom. Lachlan also awarded the Section's Chairman's Award for his contributions outside of his playing commitments, helping coach and mentor other members.

As one of the newer sections, **Football** continues to build both on and off field, drawing inspiration from the **Melbourne Football Club's** AFLW side. Throughout the year both clubs enhanced their relationship with one another as part of an ongoing development across all teams to ensure sustained success. Players and staff enjoyed joint training sessions held at Beaumaris Secondary College and Melbourne Football Club AFL and AFLW matchday experiences.

The Melbourne Football Club was awarded the McClelland Trophy in 2023 – receiving the award for the first time in its revamped format – as recognition for the best combined on-field performances by both its AFL and AFLW programs throughout the home and away seasons.

Golf celebrated its 25th anniversary in November, having developed from one of the Club's special interest groups into a sporting section. Groups enjoyed tours to the United Kingdom, playing at Sandy Lodge against Marylebone, and to Thailand, where a social match was played against Royal Bangkok Sports Club. The Section continues to grow and offer its members the opportunity to regularly play at Melbourne's premier courses.



For **Hockey**, an inaugural Men's Premier League Premiership was the defining moment of the season, with the side achieving the ultimate success having fallen agonisingly short in previous years. Goals to Simon McKeever, Jayme Walsh and Tony Wilson ensured the Dees defeated Waverley Hockey Club 3-1 and went one better than their 2022 Grand Final appearance. Luke Jackson was awarded Premier League Player of the Match for his outstanding performance.

Lacrosse enjoyed a strong year, with a return to Lacrosse Victoria's highest men's division and national and state selection. The men's State Grade side secured a finals berth on its return to the competition with Steve Stojkos winning the league's best and fairest and Tyler Reynolds taking out the league's top scorer. The side also featured a host of young guns who have graduated through the section's successful junior program. Josh Nicholl and Joseph Shobbrook were both selected to represent Australia at the World Junior Box Lacrosse Championships in Canada.

Three of **Netball's** five teams finished the home-and-away season undefeated in the Premier division. Alex Ball, Jen Barrett and Geri Ryan were celebrated as they became the first three players in the Section's history to play 300 games for the Club.

Real Tennis toured the United Kingdom and played off against traditional rivals Marylebone Cricket Club at Lord's, with the hosts claiming the Cowper-Cowdrey Cup. The Section also awarded former Australian Test cricketer Bob Cowper OAM Life Membership at its inaugural annual dinner for his contribution to the Club and the sport.

Squash finished a stellar year with an incredible five Club Circuit Spring premierships including its top-grade A1 bringing home the pennant and reclaiming their place as the state's top team. Joanne Joseph, Courtney Scholtz and Haider Naqvi were selected to represent Australia at the 2024 World Junior Squash Champions in Houston, Texas. The trio were also a part of the successful Victorian team that defeated Queensland, which had won the event for 14 consecutive years, at the 2023 Australian Junior Squash Championships.

Section Chair, Peter Wright OAM, was honored by Squash & Racquetball Victoria with their major award 'The Paul Vear Award' for his commitment to squash. A1 player Rex Hedrick was also inducted into the Squash & Racquetball Victoria Hall of Fame.



2023/24 was the year of international representation for **Target Shooting** with many members competing for their country overseas. Andrew (Angus) Cameron became the first Australian to win the English Open trophy. James Willett, Laetisha Scanlan and Brittany Melbourne were all selected to represent the ISSF Australian Trap Team, with James also being selected to represent Australia at the 2024 Olympic Games in Paris.



Tennis claimed consecutive Tennis Victoria Women's Premier League triumphs as the team defeated Hume in the grand final. The campaign was led by WTA Tour professional Jaimee Fourlis who won the Premier League Aces Award for her consistent high performance throughout the tournament. The team also featured young gun 14-year-old Scarlett Dattoli showcasing the Section's rich junior program. The men's side narrowly missed out on also going back-to-back finishing runners-up to Grace Park Hawthorn.

The Club is pleased to have welcomed two new chairs to the Sporting Sections, with Jordana Dymond elected Chair of MCC Glen Iris Valley Tennis Club replacing Peter Gillieron who stepped down from the role.

Yvette Costello has been elected Chair of the MCC Football Section taking over from interim Chair Justin Griffin.

RETURN OF RECIPROCAL VISITS

In the Club's 185th year, the 14 Sporting Sections representing the red, white and blue continued to honour the rich history of the Club, while forging new pathways for the next generation of athletes, coaches and volunteers. While it was cricket that afforded the Club international recognition, the MCC's relationship with a range of overseas reciprocal clubs has strengthened over time.

Thirty years from the inaugural outing between two of the world's largest and most prominent sporting clubs, the MCC ventured to the UK to face the Marylebone Cricket Club for the 17th time, returning to Lord's Cricket Ground in July.

Melbourne Cricket Club First XI opening batter Charles Lill captained the visitors following an injury to appointed skipper Will Pucovski. Lill's elevation is a fitting story with a family legacy dating back to his grandfather, Dr John Lill, who captained the MCC in the inaugural match three decades ago.

The hosts claimed victory by 29 runs – a loss on the scoreboard but a renewed bond away from the pitch, with the MCC side indebted to its hosts for the incredible hospitality and access at Lord's, also experiencing the historic Members' Pavilion and Long Room post play.

The Club embarked on a second overseas trip one month later, with a group of representatives from the Bowls, Cricket and Golf sections, along with MCC President Fred Oldfield and CEO Stuart Fox, warmly welcomed by counterparts at the Royal Bangkok Sports Club (RBSC) in Thailand.

The relationship between the respective clubs began in 2017, with the highly anticipated social sporting tour eventually taking place in August 2023.

A busy itinerary involved social games between the teams, with the visitors also getting to experience the diverse offerings of the main club at RBSC including indoor sporting facilities and dining spaces.

The MCC cricketers ventured to the Asian Institute of Technology to face the Thai National Youth Team, with MCC 1st XI Captain Blake Thompson producing a number of highlights for the visitors hitting 152 off 96 balls.

Experiencing a full sized 18 hole golf course in the heart of Bangkok was a unique opportunity for all of those involved from the Golf Section, while the Bowls Section relished the opportunity to face their opponents at the RBSC Polo Club.

A deeper understanding about the common practices, experiences and values shared between the two clubs has strengthened the relationship. A trip years in the making has proven to be an invaluable experience for all involved.



MATCH SUMMARY

MELBOURNE CRICKET CLUB VS MARYLEBONE CRICKET CLUB

Toss won by Marylebone Cricket Club who elected to bat

Marylebone Cricket Club 10/197
(WG Bosisto 70, DKH Mitchell 52, KJS Elliott 4/24)
def.

Melbourne Cricket Club 10/165 (AJ Yaksender 66)
by 29 runs



MELBOURNE CRICKET CLUB XI
AJ Boyle, MD Curtain, BS Davies, KJS Elliott,
GJ Hannah, MR Hennig, JE Koop, CJ Lill*, AP McCooke,
AJ Yaksender, EDT Bowen

HANS EBELING AWARD 2023

Michael Sholly

More than 30 years of exceptional service to the MCC Cricket Section as a player, coach and administrator saw Michael Sholly awarded the prestigious Hans Ebeling Award in November 2023, formally recognised in front of a range of Club and sporting representatives.

An unexpected call to confirm his place in the First XI side was the innocuous beginning of what would turn into a 32-year playing and coaching career at the Club for Michael Sholly. He was involved in 267 First XI matches as a player and a decade of coaching, which included mentoring several players who would go on to represent Australia, and leading multiple premierships across a range of grades.

Michael remained closely tied to the Club following the end of his playing and coaching career, joining the MCC Cricket Sub-Committee in 2007 and he was also appointed the inaugural Chair of the Premier Cricket Committee, with a strong determination to establish the Club's inaugural women's cricket teams and facilitate continual growth.

His contribution to the Club and the impact he had on hundreds of players, officials and volunteers has been immense, with his unwavering loyalty to the MCC the foundation of a universally respected legacy.





PREMIERSHIPS

Bowls

Thirds 2023/24 Bowls Victoria Weekend Pennant Division 3, Section 6 Premiership

Cricket

Victorian Premier Cricket: Women's First XI, Women's Second XI, Women's Third XI, and Women's Under 18 Premiers, Women's Club Championship

Hockey

Men's Premier League Premiers (Inaugural Premier League Premiership)

Melbourne Football Club

McClelland Trophy Winner

Netball

Fifths Parkville Autumn A3 Grand Final

Squash

Club Circuit Spring A1 (Top Grade), B1, B2, F1, F2 Premierships

Tennis

Tennis Victoria Women's Premier League Premiers

MILESTONES AND HONOURS

Bowls

- Courtney Thompson: Bowls Victoria Novice Singles Champion

Cricket

- Fergus O'Neill: Bradman Young Cricketer of the Year Award, Bill Lawry Medal, Dean Jones Medal, John Scholes Trophy
- Hasrat Gill: Women's Premier Team of the Season
- Blake Thomson: Men's Premier Team of the Season, also scored four consecutive centuries
- Albert Cricket Ground: Victorian Premier Cricket Best First and Second XI Ground
- Beaumaris Secondary College: Victorian Premier Cricket Best Third and Fourth XI Ground

Football

- Anna Harris: 2023 VAFA Division 2 Women's Team of the Year

Lacrosse

- Steve Stojkos: Lacrosse Victoria State League Best & Fairest
- Tyler Reynolds: Lacrosse Victoria State League Top Scorer

Target Shooting

- Brittany Melbourne: Commonwealth ISSF Skeet Ladies Champion
- Kelly Coogan: 2023 Ladies National High Gun Champion
- Andrew Cameron: English Open Trap Champion (1st winner from Australia)

NATIONAL/STATE REPRESENTATIVES

Baseball

- Blake Mitchell: Victoria Under-18 Team
- Will Kent: Victoria Under-16 Team
- Oliver Allen: Australian U12 World Cup Team

Cricket

- Harkirat Bajwa: Australia ICC Male Under 19 World Cup
- Kieran Elliott: Tasmania Sheffield Shield
- Hasrat Gill: Australia Female U19 tri-series in Sri Lanka
- Erika Quinn: Japan in Women's T20 Internationals
- Sam Harper: Victoria Sheffield Shield and Marsh One Day Cup, Melbourne Stars BBL
- Ella Hayward: Victoria WNCL, Melbourne Renegades WBBL
- Campbell Kellaway: Victoria Sheffield Shield and Marsh One Day Cup
- Rhiann O'Donnell: Victoria WNCL, Melbourne Renegades WBBL
- Fergus O'Neill: Victoria Sheffield Shield and Marsh One Day Cup, Melbourne Renegades BBL
- Georgia Prestwidge: Victoria WNCL, Melbourne Renegades WBBL
- Will Pucovski: Victoria Sheffield Shield

Croquet

- Lachlan Berryman: Australian Team, 2023 World Croquet Championships



Hockey

Hockey One representatives:

- Doug Buckley: Hockey Club Melbourne
- George McGeoch: Hockey Club Melbourne
- Peter Scott: Adelaide Fire
- Neil Hodgson: Hockey Club Melbourne Women's Assistant Coach

Lacrosse

- Marty Hyde: Australian Lacrosse Team
- Tyler Reynolds: Australian Lacrosse Team
- Josh Nicholl: Australian Junior Box Lacrosse Team
- Joseph Shobbrook: Australian Junior Box Lacrosse Team

Melbourne FC

- Christian Petracca: AFL All Australian Team
- Kate Hore (Captain) and Eden Zanker: AFLW All Australian Selection

Squash

- Joanne Joseph: Australian Junior Squash Team
- Courtney Scholtz: Australian Junior Squash Team
- Haider Naqvi: Australian Junior Squash Team

Target Shooting

- James Willett, Laetisha Scanlan and Brittany Melbourne: ISSF Australian Trap Team
- James Willet: 2024 Olympic Trap Team



Our Partners

The Club is grateful for the support of our key commercial partners, stakeholders and suppliers.

ICON PARTNERS



OFFICIAL PARTNERS

- | | | |
|---------------------------|----------------|-----------------------|
| Cadbury | Four'n Twenty | oOh!media |
| Herald Sun | Telstra | Treasury Wine Estates |
| Global Institute of Sport | Delaware North | Ticketek |
| Pernod Ricard | Evolv | |

PREFERRED SUPPLIERS

- | | |
|---------------------|-------------------------------|
| McCain | Industry Beans |
| Peters Ice Cream | The Smith's Snackfood Company |
| George Weston Foods | QuayClean |
| Masterfoods | |

MAJOR STAKEHOLDERS



HOME TEAMS



Governance

Melbourne Cricket Club is a body corporate incorporated under the Melbourne Cricket Club Act 1974, consisting of persons who are members of the Club.

The business and affairs of the Club are overseen and controlled by the MCC Committee. The Committee comprises members of the Club elected to honorary office-bearer positions – President, three Vice-Presidents and Treasurer – and up to nine other elected members. The Committee meets at least 10 times a year for the purpose of overseeing all aspects of the Club’s business plan and objectives. It also deliberates on its responsibilities as ground manager of the Melbourne Cricket Ground and Yarra Park for the MCG Trust. Additionally, the Committee reviews the performance of the Club’s management team in consultation with the Club’s Chief Executive Officer, measuring results against the business plan objectives, ensuring compliance with legal requirements and monitoring the strategic Risk Management Plan.

Governance

The Club is committed to overall strong governance across its operations and management of the MCG. Such governance delivers on the MCC’s current five-year Strategic Plan.

Cyber security – management and monitoring

The IT & Innovation department has engaged a third party security operations centre to provide 24/7 monitoring of all cyber security threats. This enhances our capability to provide even greater levels of protection to MCC membership data from any external cyber-attacks.

Modern slavery

The MCC, as ground manager of the MCG, is committed to an ongoing program aimed at identifying, assessing and mitigating the risks of our operations and supply chains contributing to modern slavery.

The MCC takes its obligations under the Commonwealth Modern Slavery Act 2018 seriously and continues to commit to an ongoing program of business and procurement practices to ensure our risk of contribution to modern slavery is understood and mitigated.

Safety

The Club is committed to prioritising a mentally healthy and a physically safe workplace for all staff, contractors and MCG tenants. This commitment also extends to our visitors and patrons who attend our venue.

This is supported by the successful implementation and ongoing improvement of our Health and Safety Management system which is certified to ISO45001:2018 and is reviewed regularly through reporting to the Committee and its Sub-Committees.

The Club also promotes work practices and behaviours that support positive mental health, by identifying, managing and where reasonably practicable eliminating or minimising psychosocial hazards and risks in the workplace.

Security

Given the MCG’s status as an iconic event venue in Australia, the Club has placed high importance upon the management and mitigation of security risk issues. Accordingly, several strategic security management initiatives are ongoing. These measures have enhanced the safety of ground users on event and non-event days. The Committee and Club management will continue to develop, implement and assess security risk reduction strategies.

Legal

The MCC engages Ashurst, a leading multinational law firm and advisor to corporates, financial institutions and governments worldwide, to provide the Club with guidance on its constitution as well as being involved in all contract negotiations. Processes and policies are in place to ensure a consistent approach to contracts, privacy, intellectual property protection and legal compliance.

Diversity & Inclusion

The MCC, as Ground Manager of the MCG - the People’s Ground, has a responsibility to represent the diversity of all Australians. The Club has an endorsed Diversity & Inclusion Strategy which is currently implementing a number of strategic initiatives to further develop an inclusive culture for all involved with our great Club and the broader MCG community.

Gender Equality

In accordance with the requirements of the Workplace Gender Equality Act 2012, the MCC lodges an annual public report with the Workplace Gender Equality Agency. The Committee and Management of the MCC are deeply committed to ensuring a gender balance through all staffing areas of the Club and are proud there has been considerable improvement in this space over recent years.

MCC Committee succession

The skill and experience set required by the MCC Committee as a whole is that necessary to govern the running of a large public asset with a significant business as well as a club of more than 150,000 members. The Committee’s role is to represent members of the Club to the executive under the leadership of the Chief Executive Officer.

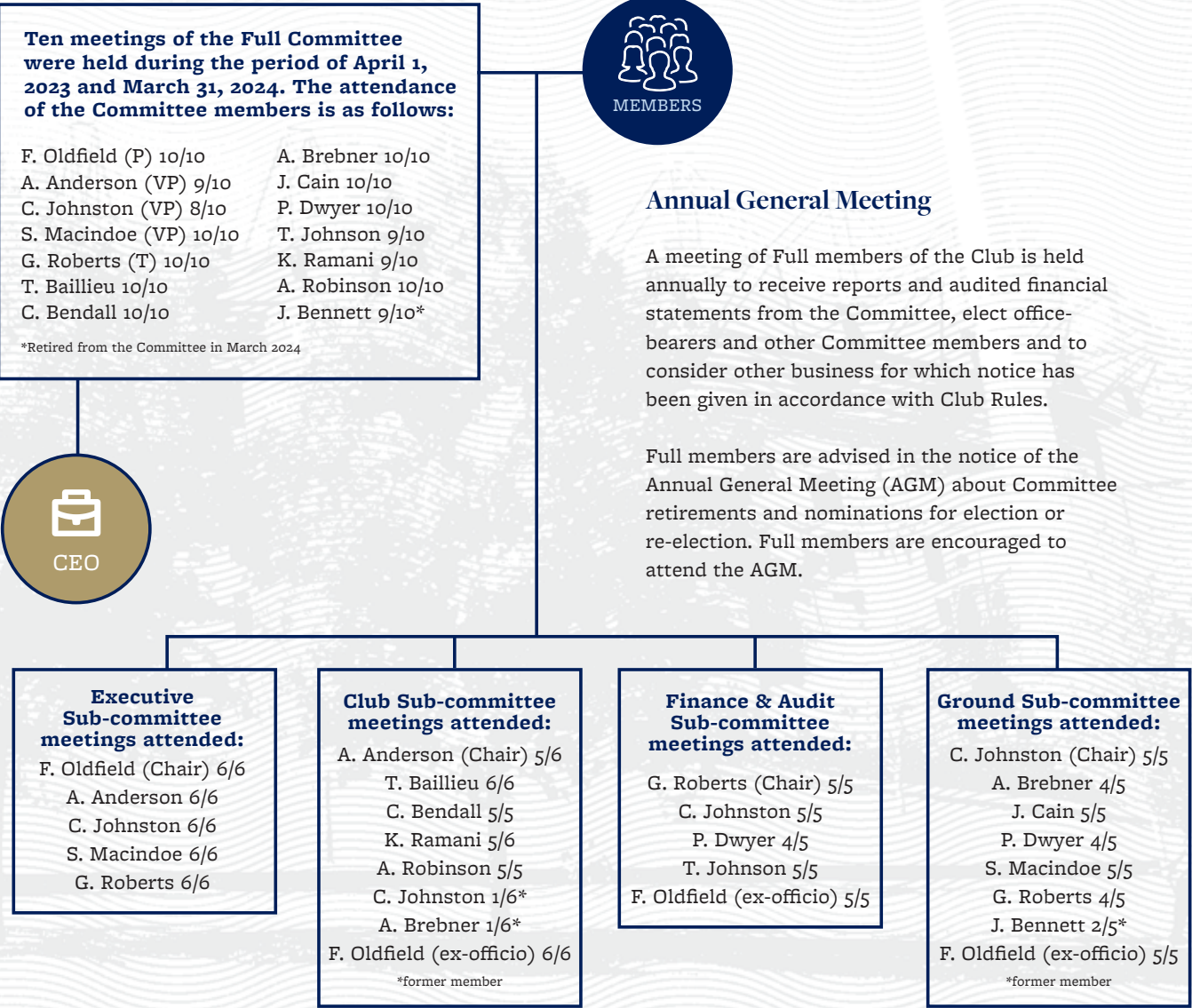
Some matters are reserved for decision by the Committee, including Club rule changes, large financial transactions and capital works, strategy and the business plan. The executive reports regularly on

the discharge of its responsibilities to the Committee or the sub-committees that have been established under its governance framework.

In order to govern effectively, the Committee believes it needs members with skills and experiences in a wide range of areas. These may include finance and accounting, audit, risk, health, safety and the environment, contract negotiation and management, strategy, marketing, legal, human resources, construction, large capital projects, sport and sporting bodies both professional and amateur, communications and government.

A Succession Sub-committee has been established to assess the skill and experience represented on the Committee and to ensure that when a casual vacancy occurs candidates are selected who not only meet any skill or experience need identified such that the Committee can collectively meet their responsibilities, but also demonstrate behaviours in line with the MCC’s values and culture.

Committee members are submitted to members for election in accordance with term limits. Any Full member of the Club may also submit him or herself for election.



(P) President (VP) Vice-President (T) Treasurer

MCC Committee



FRED OLDFIELD
PRESIDENT
Joined the Committee in 2012
Chair of the Executive Sub-committee
Director of MCC Foundation Limited
Director of MCC Heritage Limited



ADRIAN ANDERSON
VICE-PRESIDENT
Joined the Committee in 2016
Member of the Executive Sub-committee
Chair of the Club Sub-committee
Chair of MCC Sports Limited
Chair of the Discipline Sub-committee



CHRISTIAN JOHNSTON
VICE-PRESIDENT
Joined the Committee in 2017
Member of the Executive Sub-committee
Chair of the Ground Sub-committee
Member of the Finance Sub-committee



SALLY MACINDOE
VICE-PRESIDENT
Joined the Committee in 2014
Member of the Executive Sub-committee
Chair of MCC Foundation Limited
Member of the Ground Sub-committee
Director of MCC Heritage Limited



GEOFF ROBERTS
TREASURER
Joined the Committee in 2019
Member of the Executive Sub-committee
Member of the Ground Sub-committee
Chair of the Finance Sub-committee



TED BAILLIEU
Joined the Committee in 2017
Member of the Club Sub-committee
Director of MCC Sports Limited
Director of MCC Foundation Limited
Director of MCC Heritage Limited



CAROLYN BENDALL
Joined the Committee in 2023
Director of Australian Sports Museum Limited
Member of the Club Sub-committee



ANNABEL BREBNER
Joined the Committee in 2019
Director of MCC Sports Limited
Director of MCC Foundation Limited
Director of MCC Heritage Limited
Member of the Ground Sub-committee



JAMES CAIN
Joined the Committee in 2022
Director of MCC Sports Limited
Member of the Ground Sub-committee



PAULA DWYER
Joined the Committee in 2021
Member of the Ground Sub-committee
Member of the Finance Sub-committee
Director of Australian Sports Museum Limited



TONY JOHNSON
Joined the Committee in 2023
Member of the Finance Sub-committee



KALPANA RAMANI
Joined the Committee in 2021
Member of the Club Sub-committee
Director of MCC Sports Limited
Chair of Australian Sports Museum Limited



ALICE ROBINSON
Joined the Committee in 2023
Member of the Club Sub-committee
Director of Australian Sports Museum Limited



The Committee wishes to thank James Bennett who retired from his position on the MCC Committee in March 2024. James brought a wealth of knowledge across business and sport to his role and in particular as the Chair of the Australian Sports Museum Limited.

Executive Leadership Team



STUART FOX
Chief Executive Officer
Overall responsibility for the delivery of the strategic plan, business plan and day-to-day operation of the Club, MCG, Australian Sports Museum and Yarra Park via the Executive Leadership team. Oversees the delivery of exceptional member services and development of a nimble and customer service-led culture, and drives enhancement of MCG experiences. Also responsible for key stakeholder relationships, strengthening vital partnerships and demonstrating community leadership. Reports to the MCC Committee and MCG Trust.



JOSH ELTRINGHAM
General Manager, Venue and Event Services
Responsible for the delivery and management of all events at the MCG. This includes safety, security, ticketing, staffing, precinct operations, event operations, emergency management, business resilience and customer service delivery. The day-to-day safety and security management of the MCG and other MCC-managed venues also sits in Josh's portfolio.



TANYA CALLINA
General Manager, Commercial Operations and Partnerships
Responsible for enhancing reputation, branding and commercial return at the MCG. This includes communications, marketing, corporate social responsibility, brand and intellectual property management, corporate sales, sponsorship and commercial arrangements. Oversees hospitality operations at the MCG and is responsible for securing major and special events to the MCG.



MARK JONES
General Manager, Finance and Business Performance
Administers the finances of the Club's entities, including reporting, financial performance management, investment, compliance, payroll, financial integrity and debt management. Also responsible for major project management, business intelligence, strategic and business planning, risk management, internal auditing, contract management, legislative compliance, tendering and procurement.



DEAN MATTHEWS
General Manager, Club Services, Sport and Heritage
Responsible for MCC membership and Club life, including customer service, functions, database management, MCC Plus Rewards program, Members' Reserve operations and the Club's Sporting Sections. Also oversees the management of the various Sporting Sections' venues and facilities, the operations of the Australian Sports Museum, MCG Tours, MCC Library and MCC Museum.



MICHELLE NOLAN
General Manager, People and Culture
Responsible for shaping and executing the People and Culture strategy across the diverse workforce. With a focus on cultural engagement, key areas include talent management, learning and development, employee relations, wellbeing, industrial relations, reward and recognition, diversity and inclusion and child safeguarding.



REY SUMARU
General Manager, IT and Innovation
Responsible for the delivery and management of information and communications technology (ICT), digital and broadcasting systems, and network security, as well as operational integrity of technology. Evaluates new and emerging technologies and innovations, and also responsible for the development of organisationally aligned ICT strategies to enable the business to achieve strategic goals and improve operational effectiveness.



PETER WEARNE
General Manager, Facilities
Responsible for the strategic and operational performance of the built assets at the MCG and other MCC-managed sites, including building services and turf management. Manages the environment management system and implementation of the Yarra Park master plan, as well as being responsible for key operational contracts associated with Yarra Park. Project lead for the MCG Redevelopment Business Case.



Melbourne Cricket Club and Controlled Entities

Annual Financial Report for the year ended 31 March 2024

Important Information For Members

The Committee Report, Concise Financial Report and Auditor's Report contained within this document represent a Concise Report.

Members wishing to receive the full financial report and Auditor's Report may arrange delivery by calling the Melbourne Cricket Club office on (+61 3) 9657 8888.

The Concise Report contained within this document has been derived from the full financial report of the Melbourne Cricket Club & Controlled Entities for the financial year ended 31 March 2024 and cannot be expected to provide as full an understanding of the financial performance, financial position and operating, financing and investing cash flows of the consolidated entity as the full financial report.

Committee Report

Your Committee submit their report for the year ended 31 March 2024.

Committee Members

The names of the Committee Members of the Melbourne Cricket Club (“the Club”) in office during the financial year and until the date of this report are as follows. Committee members were in office for the entire period unless otherwise stated.

Frederick H. Oldfield, Adrian C.R. Anderson, Christian W. Johnston, Sally G. Macindoe, Geoffrey I. Roberts, Edward N. Baillieu, Carolyn J. Bendall, Annabel J. Brebner, James R. Cain, Paula J. Dwyer, Anthony J. Johnson, Kalpana Ramani, Alice A.B. Robinson, and James D. Bennett (retired 19 March 2024).

Nature of Operations and Principal Activities

The principal activities of the Club during the year were the ground management of the Melbourne Cricket Ground (“MCG”) and the encouragement and promotion of sport. The Club also performs the role of the Reserve Manager of Yarra Park.

There was no significant change in the nature of these activities during the period.

Results and Review of Operations

The consolidated net result of the Club amounted to a net profit of \$32.102 million compared with the prior year net profit of \$4.720 million.

During the 2023/24 financial year, more than four million patrons attended events held at the MCG for the second year in a row, which was a key driver to the exceptional financial result. The MCG hosted 48 AFL Home and Away matches plus six AFL Finals Series matches, with a total attendance of just under 3.3 million patrons, including the 2023 AFL Grand Final between the Collingwood Football Club and the Brisbane Lions, which saw the Magpies victorious in front of a stadium capacity crowd of 100,024. The summer of cricket featured Pakistan returning to the MCG for the Boxing Day Test, with a total attendance over four days of 164,835, with Australia winning by 79 runs.

The Club continues to attract major international sporting events, with Australia hosting New Zealand in Rugby Union’s Bledisloe Cup in July in front of 83,944. In February 2024, three record-breaking nights saw a total of 288,000 fans witness the Taylor Swift | The Eras Tour light up the MCG. The three shows were the MCG’s highest-selling concert series and highest-selling artist of all time.

Included in the 2024 financial year result is eight 2024 AFL Home & Away matches, which had a total cumulative attendance of 469,562.

Significant Changes in the State of Affairs

There have been no significant changes in the Club’s state of affairs during the financial year.

Significant Events after Balance Date

There have been no significant events occurring after balance date which may affect either the Club’s operations or results of those operations or the Club’s state of affairs.

Likely Developments and Expected Results

The Committee does not expect any significant changes to the operations of the Club in the forthcoming financial year.

Environmental Regulation and Performance

The Club continues to display a positive commitment to the environment and recently became Australia’s first sporting club to achieve Climate Active carbon neutral certification for business operations. This milestone recognises the Club’s dedication to reducing our carbon footprint by minimising emissions in our daily operations and investing in carbon offset projects to balance the rest of our emissions. Achieving this certification reflects over a decade of sustainability efforts across various operational areas of the Club including energy use, waste management and water conservation.

Security

Given the MCG’s status as an iconic event venue in Australia, the Club has placed high importance upon the management and mitigation of security risk issues. Accordingly, several strategic security management initiatives are ongoing. These measures have enhanced the safety of ground users on event and non-event days. The Committee and Club management will continue to develop, implement and assess security risk reduction strategies.

Safety

The Club is committed to prioritising a mentally healthy and a physically safe workplace for all staff, contractors and MCG tenants. This commitment also extends to our visitors and patrons who attend our venue.

This is supported by the successful implementation and ongoing improvement of our Health and Safety Management system which is certified to ISO45001:2018 and is reviewed regularly through reporting to the Committee and its Sub-Committees.

The Club also promotes work practices and behaviours that support positive mental health, by identifying, managing and where reasonably practicable eliminating or minimising psychosocial hazards and risks in the workplace.

Indemnification and Insurance of Committee Members

The Club has entered into Directors’ and Officers’ insurance policies and paid an insurance premium in respect of the insurance policies, covering members of the Committee, and the Directors, Executives and Statutory Officers of the Club. The Club have not included details of the nature of the liabilities covered or the amount of the premium paid in respect of the insurance contract, as such disclosure is prohibited under the terms of the contract.

Rounding

The financial report is presented in Australian dollars and all values are rounded to the nearest thousand dollars (\$’000) (where rounding is applicable) pursuant to the option available to the Club under ASIC Corporations Instrument 2016/191.

Signed in accordance with a resolution of the Committee.



Frederick H. Oldfield	Geoffrey I. Roberts
President	Treasurer

Melbourne, 25 June 2024

Consolidated Statement of Comprehensive Income

Year Ended 31 March 2024	NOTES	CONSOLIDATED	
		2024	2023
		\$000	\$000
Revenue	3(a)	188,029	154,150
Other income	3(b)	11,285	8,623
TOTAL INCOME		199,314	162,773
Arena expenses		(1,866)	(1,328)
Facilities expenses		(14,220)	(13,188)
Commercial Operations expenses		(8,742)	(8,052)
Member contributions to the gate		(18,155)	(17,348)
Membership and Customer Services expenses		(7,430)	(7,118)
Events Administration expenses		(37,832)	(34,388)
Security and Safety expenses		(5,252)	(4,671)
Administration expenses		(22,176)	(18,983)
Depreciation expenses		(37,903)	(36,787)
Australian Sports Museum Limited ("ASM") expenses		(4,308)	(3,664)
Yarra Park expenses		(2,622)	(2,404)
Finance costs		(6,706)	(10,122)
TOTAL EXPENSES		(167,212)	(158,053)
NET PROFIT / (LOSS)		32,102	4,720
OTHER COMPREHENSIVE INCOME		-	-
TOTAL OTHER COMPREHENSIVE INCOME FOR THE PERIOD		-	-
TOTAL COMPREHENSIVE INCOME / (LOSS) FOR THE PERIOD		32,102	4,720

Discussion and Analysis: Consolidated Statement of Comprehensive Income

Trends in Revenues and Expenditures

Income

Total consolidated income increased by \$36.541 million, from \$162.773 million in 2023 to \$199.314 million in 2024 (see note 3 for further details). The major items contributing to the increase in consolidated income were:

- Event related revenue increased \$14.251 million mainly due to increases in catering and gate revenue. More than four million patrons attended events held at the MCG for the second year in a row, which was a key driver to the exceptional financial result. The MCG hosted 48 AFL Home and Away matches plus six AFL Finals Series matches, with a total attendance of just under 3.3 million patrons. Included in the 2024 financial year result is eight 2024 AFL Home & Away matches, which had a total cumulative attendance of 469,562.
- Membership and Customer Services related revenue increased \$11.392 million due to a CPI increase in subscription values, along with no discount impact on subscription revenue from previous years.
- Commercial Operations revenue increased \$5.101 million mostly due to a once off payment received from a contracted agreement.
- Other income increased \$2.662 million mostly due to a once off payment from a contracted agreement.

Expenses

Total consolidated expenses increased by \$9.159 million, from \$158.053 million in 2023 to \$167.212 million in 2024. The key movements in material expense categories were:

- Events Administration expenditure which includes payments to AFL clubs increased \$3.444 million, in line with increased event related revenue.
- Members Contribution to the Gate expense which is paid to the AFL and Cricket Australia when members attend matches increased \$0.807 million in line with attendances and an additional two AFL Home & Away matches in the financial year.
- Combined administration and facilities expenditure increased \$4.225 million due to contractual arrangements increasing with CPI and increased activity from increased content during the year.
- Depreciation expense has increased \$1.116 million due to a large number of completed projects during the year.
- Finance costs decreased \$3.416 million due to the early repayment of debt.

Consolidated Statement of Financial Position

At 31 March 2024	CONSOLIDATED	
	2024	2023
	\$000	\$000
CURRENT ASSETS		
Cash and cash equivalents	23,516	22,102
Trade and other receivables	29,171	18,584
Other assets	3,453	2,550
Held for trading financial assets	15,864	13,672
TOTAL CURRENT ASSETS	72,004	56,908
NON-CURRENT ASSETS		
Property, plant and equipment		
MCG building improvements	293,335	318,975
Plant and equipment	64,797	41,054
Work in progress	5,183	12,224
Yarra Park assets	8,005	8,709
ASM Collection assets	659	523
Other assets	8,461	8,710
Right-of-use lease asset	78,273	77,704
TOTAL NON-CURRENT ASSETS	458,713	467,899
TOTAL ASSETS	530,717	524,807
CURRENT LIABILITIES		
Trade and other payables	9,869	10,637
Income in advance	37,707	31,704
Interest bearing loans and borrowings	-	11,586
Provisions	4,365	4,030
Lease liability	883	808
TOTAL CURRENT LIABILITIES	52,824	58,765
NON-CURRENT LIABILITIES		
Income in advance	6,164	2,987
Interest bearing loans and borrowings	-	25,446
Provisions	368	460
Lease liability	85,258	83,148
TOTAL NON-CURRENT LIABILITIES	91,790	112,041
TOTAL LIABILITIES	144,614	170,806
NET ASSETS	386,103	354,001
EQUITY		
Accumulated funds	370,794	337,949
Reserves	15,309	16,052
TOTAL EQUITY	386,103	354,001

Discussion and Analysis: Consolidated Statement of Financial Position

Changes in the Composition of Assets and Liabilities

Consolidated Net Assets increased by \$32.102 million from \$354.001 million to \$386.103 million due to the net profit for the year.

Changes in Assets

The major changes were:

Current Assets

- Cash and Cash Equivalents increased by \$1.414 million as detailed in our Consolidated Statement of Cash Flows.
- Trade and Other Receivables increased by \$10.587 million due to increased catering income and the timing of payments received from major debtors.
- Held for trading financial assets increased by \$2.192 million due to additional investments made throughout the year and the improved market valuation at year end.

Non-Current Assets

- MCG Building Improvements decreased by \$25.640 million, due to the annual depreciation charges exceeding new capital expenditure for the financial year.
- Work in progress decreased by \$7.041 million due to a number of major projects being completed during the year, namely security upgrades, IT projects and refurbishment of hospitality areas.
- Plant and equipment increased by \$23.743 million due to capitalising major projects completed during the year, namely upgrades to turnstiles, security infrastructure, point of sale units, hospitality spaces and the Club’s annual asset replacement program.

Changes in Liabilities

The major changes were:

Current Liabilities

- Income in advance increased \$9.180 million due to payments received from members in relation to their subscriptions and one contractual arrangement.

Borrowings

- Interest bearing liabilities decreased by \$37.032 million, due to a combination of scheduled payments and early debt repayments. At year end, the Club has repaid all debt relating to the Northern Stand redevelopment, more than two years in advance of the due date.

Consolidated Statement of Changes in Equity

Year Ended 31 March 2024	CONSOLIDATED			
	Accumulated Funds	Yarra Park Reserve	Contributed Assets Reserve	Total Equity
	\$000	\$000	\$000	\$000
Balance at 31 March 2022	332,438	(3,104)	19,936	349,270
Profit for the year	4,720	-	-	(4,720)
Transfer to Yarra Park reserve	791	(791)	-	-
Capital contributions	-	-	11	11
Other Comprehensive Income for the year	-	-	-	-
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	5,511	(791)	11	4,731
BALANCE AT 31 MARCH 2023	337,949	(3,895)	19,947	354,001
Profit for the year	32,102	-	-	32,102
Transfer to Yarra Park reserve	743	(743)	-	-
Capital contributions	-	-	-	-
Other Comprehensive Income for the year	-	-	-	-
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	32,845	(743)	-	32,102
BALANCE AT 31 MARCH 2024	370,794	(4,638)	19,947	386,103

Discussion and Analysis: Consolidated Statement of Changes in Equity

Changes in the Composition of Total Equity

Consolidated total equity increased from \$354.001 million to \$386.103 million due to the reported profit of \$32.102 million.

Consolidated Statement of Cash Flows

Year Ended 31 March 2024	CONSOLIDATED	
	2024	2023
	\$000	\$000
CASH FLOWS FROM OPERATING ACTIVITIES		
Receipts from members and customers (inclusive of GST)	190,807	156,887
Payments to suppliers and employees (inclusive of GST)	(127,263)	(108,882)
Interest received	1,982	1,254
Interest paid	(7,326)	(9,813)
NET CASH FLOWS FROM OPERATING ACTIVITIES	58,200	39,446
CASH FLOWS FROM INVESTING ACTIVITIES		
Purchase of property, plant and equipment	(25,991)	(15,323)
Sale/(purchase) of held for trading financial assets	(1,572)	176
NET CASH FLOWS (USED IN) INVESTING ACTIVITIES	(27,563)	(15,147)
CASH FLOWS FROM FINANCING ACTIVITIES		
Contributions from related parties	8,460	7,970
Repayment of lease liability	(651)	(438)
Repayments of borrowings	(37,032)	(40,193)
NET CASH FLOWS (USED IN) FINANCING ACTIVITIES	(29,223)	(32,661)
NET INCREASE/(DECREASE) IN CASH AND CASH EQUIVALENTS	1,414	(8,362)
Cash and Cash equivalents at beginning of the year	22,102	30,464
CASH AND CASH EQUIVALENTS AT END OF THE YEAR	23,516	22,102

Discussion and Analysis: Consolidated Statement of Changes of Cash Flows

Changes in Cash Flows

There was a net increase in consolidated cash holdings during the year of \$1.414 million, with the Club reporting a closing cash position of \$23,516 million.

The major changes in cash flows were:

- Net cash flows from operating activities of \$58.200 million due primarily to the increase in net profit.
- Capital expenditure of \$25.991 million, namely upgrades to turnstiles, security infrastructure, point of sale units, hospitality spaces and the Club’s annual asset replacement program.
- Full repayment of the loan held with Treasury Corporation Victoria during the financial year of \$37.032 million.

Notes to the Financial Statements

31 MARCH 2024

1. Basis of Preparation of Accounts of the Concise Financial Report

The consolidated concise financial report has been prepared in accordance with the requirements of Accounting Standard AASB 1039 Concise Financial Reports. The financial report is presented in Australian dollars.

The consolidated financial report of the Club has been prepared on a going concern basis. In assessing the issue of going concern the Committee has had regard to the financial position of the Club at year end, and approved cash flow and liquidity forecasts and other relevant information for the 12 months subsequent to the approval of this financial report.

The Club has applied the following standards and amendments for the first time in their annual reporting period commencing 1 April 2023:

- AASB 17 Insurance Contracts
- AASB 2023-2 Amendments to Australian Accounting Standards - Definition of Accounting Estimates
- AASB 2021-2 Amendments to Australian Accounting Standards - Disclosure of Accounting Policies Definition of Accounting Estimates [AASB 7, AASB 101, AASB 108, AASB 134 & AASB Practice Statement 2].

The amendments listed above did not have any impact on the amounts recognised in prior periods and are not expected to significantly affect the current or future periods.

2. Summary of Significant Accounting Policies

(a) Basis of consolidation

The consolidated financial statements are those of the consolidated entity, comprising the Club, the Australian Sports Museum Limited (“ASM”) and Melbourne Cricket Club Sports Limited (“Sports”) (controlled entities). The ultimate parent is the Club.

The Club has determined it controls the ASM and Sports. The principal activities of the ASM are the operation of a sports museum at the MCG. Amounts relating to the construction and fit out of ASM are recorded in the Club’s financial report as they are considered part of the MCG.

The principal activities of Sports is management responsibility of the

Club’s sporting fields and venues across Melbourne which are utilised by the community and by the MCC sporting sections. The 13 MCC sporting sections are not consolidated, as these entities are separately managed incorporated associations with independent Committees who have entered into an affiliation agreement with the Club.

The Melbourne Cricket Club Foundation Limited (“Foundation”), a company limited by guarantee, is categorised as a director related entity and is not consolidated into the Club’s accounts, on the basis that the Club does not control the Foundation based on relevant Accounting Standard criteria.

In preparing the consolidated financial statements, all intergroup balances and transactions, income and expenses and profit and losses resulting from intra-group transactions have been eliminated in full.

The controlled entities are fully consolidated from the date on which control is transferred and cease to be consolidated from the date on which control is transferred out of the consolidated Group.

(b) Yarra Park

Effective 15 March 2010, the Melbourne Cricket Ground and Yarra Park Amendment Act 2009 (“Yarra Park Amendment Act”) appointed the Melbourne Cricket Ground Trust (“MCG Trust”) as the Committee of Management for Yarra Park, thereby expanding the functions of the MCG Trust and specifying the management arrangements and the implementation of an improvement plan for Yarra Park.

Under the Yarra Park Amendment Act, the MCG Trust assumed responsibility for car parking arrangements, receiving advice from the Yarra Park Advisory Committee on the operation and management of Yarra Park, and the management of licences and contracts. Further, any money received by or on behalf of the MCG Trust in relation to Yarra Park may only be spent on the operation, management, maintenance and improvement of Yarra Park, and such monies received and spent must be separately accounted for in the financial report.

The Yarra Park Amendment Act allowed the MCG Trust to delegate its functions and responsibilities for Yarra Park to the Club and it has done so via the execution by the MCG Trust, the Club and the relevant Ministers of the State Government of Victoria through a

formal Instrument of Delegation and Second Deed of Amendment to the MCG Management and Indemnity Deed. These agreements appoint and allow the Club to fulfil all of the responsibilities assigned to the MCG Trust under the Yarra Park Amendment Act as the Reserve Manager of Yarra Park.

The Club has agreed a separate accounting policy with the MCG Trust that details those revenue and expense items that are received or incurred by the Club in the performance of their role as the Reserve Manager of Yarra Park. These amounts are included in the totals in the Statement of Comprehensive Income of the Club.

The net (deficit) of these identified items is then transferred to a separate reserve as a sub-component of equity so that these amounts can be identified and spent on the operation, management, maintenance and improvement of Yarra Park.

The Club has also recorded a number of Yarra Park plant and equipment assets that were contributed by the MCG Trust for nil consideration.

(c) Significant accounting judgements, estimates and assumptions

Other than those listed below, the Club’s accounting policies do not contain significant accounting judgements or significant accounting estimates and assumptions that would have a significant risk of causing a material adjustment to the carrying amounts of certain assets and liabilities within the next annual reporting period.

Key accounting judgement and estimates made by management include; the Basis of Consolidation, the ASM collection which is carried at fair value, the determination of appropriate depreciation periods, the useful life of assets, and the incremental borrowing rate used in the measurement of lease liabilities in accordance with AASB 16 Leases.

Notes to the Financial Statements (continued)

31 March 2024	CONSOLIDATED	
	2024	2023
	\$000	\$000

3. INCOME		
(A) REVENUE		
Membership and Customer Services related revenue	69,619	58,227
Event related revenue	48,893	34,642
Commercial Operations revenue	28,001	22,900
Rental Income	16,618	16,152
ASM revenues	5,197	4,097
Yarra Park revenues	1,572	1,424
AFL revenues	8,554	7,975
Interest income	1,986	1,254
Revenue from sales	904	759
Other revenues	6,685	6,720
	188,029	154,150

(B) OTHER INCOME		
Distribution from the MCG Trust for repayment of debt	5,000	4,650
MCG contractual arrangement contributions	2,418	653
State Government of Victoria contribution	407	-
Contributions from related parties	3,460	3,320
	11,285	8,623

TOTAL INCOME	199,314	162,773
--------------	---------	---------

Notes to the Financial Statements

(continued)

4. Subsequent Events

There have been no significant events occurring after balance date which may affect either the Club’s operations, or results of those operations, or the Club’s state of affairs.

5. Related Party Disclosures

(a) The Committee Members of the Melbourne Cricket Club during the financial year were:

Frederick H. Oldfield (President)
Adrian C. R. Anderson (Vice-President)
Christian W. Johnston (Vice-President)
Sally G. Macindoe (Vice-President)
Geoffrey I. Roberts (Treasurer)
Edward N. Baillieu
Carolyn J. Bendall
Annabel J. Brebner
James R. Cain
Paula J. Dwyer
Anthony J. Johnson
Kalpana Ramani
Alice A.B. Robinson
James D. Bennett (retired 19 March 2024)

No remuneration was paid to the Committee Members during the year (2023: nil)

(b) The following related party transactions occurred during the financial year:

(i) Transactions with other related parties

a) MCG Trust

The Club is party to a “Deed of Variation of Lease” with the MCG Trust. The Club’s tenancy of the MCG runs until 31 October 2059 with an option to extend its lease over the members’ reserve for a further 25 years. In 2023 the Club’s existing tenancy of the MCG was extended until 31 October 2059.

Under a separate management agreement with the MCG Trust and the State of Victoria, the Club’s role as ground manager of the MCG also runs until 31 October 2059.

During the year, the Club paid the MCG Trust \$5.425 million (2023: \$5.080 million) in respect of its lease rental of the MCG.

The MCG Trust distributed \$5.000 million to the Club for the repayment of term loans (2023: \$4.650 million).

The MCG Trust has delegated its functions and responsibilities for the management of Yarra Park to the Club. It has done so via the execution by the MCG Trust, the Club and the relevant State Government of Victoria Ministers through a formal Instrument of Delegation and Second Deed of Amendment to the MCG Management and Indemnity Deed. These agreements appoint and allow the Club to fulfil all of the responsibilities assigned to the MCG Trust under the Yarra Park Amendment Act as the Reserve Manager of Yarra Park.

b) Australian Sports Museum Limited

From time to time, the Club undertakes transactions on behalf of ASM. As at year-end, amounts receivable by the Club from ASM were \$0.094 million (2023: \$0.582 million). Amounts payable by the Club to ASM were nil (2023: nil). Any amounts owing between the Club and ASM are settled on 30 day terms and are non-interest bearing. These amounts are eliminated in the consolidated financial report.

c) Melbourne Cricket Club Sports Limited

From time to time, the Club undertakes transactions on behalf of Melbourne Cricket Club Sports Limited. As at year-end, amounts receivable by the Club from Sports were nil (2023: nil). Amounts payable by the Club to Sports were nil (2023: nil). Any amounts owing between the Club and Sports are settled on 30 day terms and are non-interest bearing. These amounts are eliminated in the consolidated financial report.

d) Key Management Personnel

Key management personnel are determined to be the Chief Executive Officer and General Managers of the Club. During the year, total annual remuneration of \$3.404 million (2023: \$3.079 million) was earned by key management personnel for services provided to the Club.

(ii) Transactions with director-related entities

The MCC Foundation is a director related entity of the Club. During the year, the Club remitted to the Foundation \$12.055 million (2023: \$12.392 million) pursuant with the provisions of the amended Indemnity Deed between the MCG Trust and the Club, for the purposes of promoting and encouraging sport and managing the MCC Museum and Library.

From time to time, the Club undertakes transactions on behalf of the MCC Foundation. As at year-end, net amounts receivable by the Club from the MCC Foundation were \$0.121 million (2023: \$0.410 million). Net amounts receivable by ASM from the MCC Foundation at year end were \$0.002 million (2023: nil). Net amounts receivable by Sports from the MCC Foundation at year end were nil. (2023: \$0.011 million).

During the current year, no sporting facility assets were transferred from the MCC Foundation to Sports in the form of a capital contribution (2023: \$0.011 million), which represented the book value of the assets at the time of transfer.

Statement by the Committee

In accordance with a resolution of the Committee of the Melbourne Cricket Club, we state that:

In the opinion of the Committee members:

(a) the concise financial report of the consolidated entity for the year ended 31 March 2024 is in accordance with Accounting Standard AASB 1039 Concise Financial Reports; and

(b) the financial statements and specific disclosures included in this concise report have been derived from the full financial report for the year ended 31 March 2024.

On behalf of the Committee.

Frederick H. Oldfield
President

Geoffrey I. Roberts
Treasurer

Melbourne, 25 June 2024



Independent Auditor’s Report
To the Members of the Melbourne Cricket Club

Opinion

We have audited the Concise Financial Report of Melbourne Cricket Club and its controlled entities (the Club) as at 31 March 2024 and for the year ended on that date. The Concise Financial Report is derived from the audited financial report of the Club as at and for the year ended 31 March 2024 (the Audited Financial Report).

In our opinion, the accompanying Financial Report of the Melbourne Cricket Club is consistent, in all material respects, with the Audited Financial Report, in accordance with the basis of preparation described in Note 1 to the Concise Financial Report.

The Concise Financial Report comprises:

- Consolidated Statement of Financial Position as at 31 March 2024;
- Consolidated Statement of Comprehensive Income, Consolidated Statement of Changes in Equity, and Consolidated Statement of Cash Flows for the year then ended; and
- Related notes.

The Concise Financial Report is contained in the MCC Annual Report.

The Club consists of the Melbourne Cricket Club and the entities it controlled at the year end or from time to time during the financial year.

Scope of the Concise Financial Report

The Concise Financial Report does not contain all the disclosures required by Australian Accounting Standards in the preparation of the Audited Financial Report. Reading the Concise Financial Report and this Auditor’s Report thereon, therefore, is not a substitute for reading the Audited Financial Report and our auditor’s report thereon.

The Concise Financial Report and the Audited Financial Report do not reflect the effects of events that occurred subsequent to the date of our auditor’s report on the Audited Financial Report.

The Audited Financial Report and our auditor’s report thereon

We expressed an unmodified audit opinion on the Audited Financial Report in our auditor’s report dated 24 June 2024.

Emphasis of matter – basis of preparation and restriction on use

We draw attention to Note 1 to the Concise Financial Report, which describes the basis of preparation.

The Concise Financial Report has been prepared for the members of the Melbourne Cricket Club to provide a summary of a financial results of the Club for the year ended 31 March 2024.

As a result, the Concise Financial Report and this Auditor’s Report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Our Auditor’s report is intended solely for the members of the Melbourne Cricket Club and should not be used by other parties other than the members of the Melbourne Cricket Club. We disclaim any assumption of responsibility for any reliance on this Auditor’s report, or on the Concise Financial Report to which it relates, to any person other than the members of the Melbourne Cricket Club or for any other purpose than that for which it was prepared.

Other Information

Other Information is financial and non-financial information in the Melbourne Cricket Club’s MCC annual reporting which is provided in addition to the Concise Financial Report and the Auditor’s Report. The Committee is responsible for the Other Information.

Our opinion on the Concise Financial Report does not cover the Other Information and, accordingly, we do not express any form of assurance conclusion thereon.

In connection with our audit of the Concise Financial Report, our responsibility is to read the Other

Information. In doing so, we consider whether the Other Information is materially inconsistent with the Concise Financial Report or our knowledge obtained in the audit, or otherwise appears to be materially misstated.

We are required to report if we conclude that there is a material misstatement of this Other Information, and based on the work we have performed on the Other Information that we obtained prior to the date of this Auditor’s Report we have nothing to report.

Responsibility of the Committee for the Concise Financial Report

The Committee are responsible for the preparation of the Concise Financial Report in accordance with the basis of preparation described in Note 1 of the Concise Financial Report, including their derivation from the Audited Financial Report of the Club as at and for the year ended 31 March 2024.

Auditor’s responsibility for the audit of the Concise Financial Report

Our responsibility is to express an opinion on whether the Concise Financial Report is consistent, in all material respects, with the Audited Financial Report based on our procedures, which were conducted in accordance with Australian Auditing Standard ASA 810 Engagements to Report on Summary Financial Statements.

KPMG

Gordon Sangster
Partner
Melbourne
25 June 2024





**MELBOURNE
CRICKET CLUB**