



Melbourne Park

Economic and social benefit analysis
2025 Study



Acknowledgement of country

Melbourne Park and BDO pay our respects to the Traditional Owners of the lands on which we live, work, and connect; the Wurundjeri people.

We pay respects to their Elders past and present.

We recognise Aboriginal and Torres Strait Islander peoples as First Peoples and their continuous and inseparable connection to the land, its waterways, and skies.

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Executive summary

Melbourne Park welcomed 3.9 million visitors to Greater Melbourne in 2025 to attend a wide range of live events, including the Australian Open (AO).

Melbourne Park's year-round program of major events contributes significantly to economic activity and employment, delivering economic and social value across Victoria.

Outside of the AO, Melbourne Park hosted 455 events in 2025, attracting 2.7 million attendees, including over 470,000 interstate and international visitors, and generating approximately 1.2 million regional, interstate and international bed nights.

These events contributed \$1,340.1m in gross state product to Victoria and \$187.5m in additional social benefits. Resulting in Melbourne Park contributing \$1,527.6m in economic and social value to Victoria.

Melbourne Park also had an estimated economic impact of \$675 million Gross State Product to Victoria (excluding the AO).

The Melbourne Park precinct supported employment across event delivery, sport, tourism, entertainment, hospitality and related services, while also reinforcing Victoria's reputation as a leading destination for major events.

Scope of study

BDO was engaged to assess the economic and social value of Melbourne Park to Victoria for the 2025 calendar year.




The scope of this study excluded the 2025 Australian Open.

The economic impact of the AO was assessed separately by Tennis Australia and IER. The results of that assessment are presented on [Page 8](#) and have not been independently verified by BDO.



In 2025 Melbourne Park delivered an estimated **\$1.527 billion** in economic and social value to the State, excluding the Australian Open.

Estimated economic and social value of Melbourne Park 2025 (excluding AO)

Gross State Product / Gross Value Added		Value (\$m)
	Gross Value Added from visitor expenditure	\$936.1
	Gross Value Added from Precinct operating expenditure	\$366.3
	Gross Value Added from capital expenditure	\$37.7
	Total Gross Value Added	\$1,340.1
Social benefits		
	Civic pride	\$54.0
	Liveability value	\$45.7
	Attendee value ('consumer surplus')	\$34.7
	Health and wellbeing benefits from concerts	\$24.4
	Branding value to Melbourne	\$21.3
	Health and wellbeing benefits from sporting activities	\$5.3
	Green space value	\$2.0
	Total social benefits	\$187.5
Total economic and social value of Melbourne Park in 2025		\$1,527.6
	Total jobs	13,519
	Total jobs (FTE)	10,455

Introduction

BDO was engaged to assess the economic and social value of Melbourne Park (or the 'Precinct') to Victoria for the 2025 calendar year.¹

The scope of this study excludes the 2025 AO event. The economic impact of the AO was assessed separately by Tennis Australia and the results of that assessment are presented on [Page 8](#). The AO economic modelling has not been independently verified by BDO.

To capture the full scope and scale of Melbourne Park's contribution across an entire year, the results of this study should be read in conjunction with the AO results.

Background

Melbourne Park is Australia's premier sports and entertainment precinct. It spans approximately 40 hectares and is located on the edge of Melbourne's CBD, adjacent to the MCG, the Yarra River and the Royal Botanic Gardens.

The Precinct is Victoria's central hub for live sport and entertainment, hosting a year-round program of events across multiple venues including AAMI Park, Rod Laver Arena, John Cain Arena, Margaret Court Arena, Kia Arena and Centrepiece. The Precinct is supported by extensive public and green spaces.

Melbourne Park generates significant economic and social benefits for Victoria, reinforcing the Precinct's role in supporting a vibrant and culturally rich state.

In 2025, Melbourne Park attracted approximately 3.9 million visitors, across the AO and the 455 other sporting, music and entertainment events throughout the year. These activities supported thousands of jobs in event delivery, sport, tourism, entertainment, hospitality and related services and contributed to Victoria's reputation as Australia's major events capital.

Melbourne Park has been the home of the AO since 1988, with the tournament secured at the Precinct until at least 2046. In 2025, the AO attracted more than 1.2 million attendees across 21 days, including more than 187,000 visitors from outside of Melbourne.

Beyond the AO, the Precinct's activities have grown substantially, resulting in a diverse events program across 2025. Almost 70% of total visitation to Melbourne Park throughout the year occurred outside of the AO.

This included home and away and finals matches across football, rugby league, basketball and netball, marquee entertainment including WWE, Monster Jam, Critical Role, Disney on Ice, Cirque Du Soleil Corteo and Les Miserables, as well as world-class music with artists such as Dua Lipa, Billie Eilish, Kylie Minogue, Teddy Swims, Drake and Kendrick Lamar. A successful year for many tenant clubs saw a number of grand final games played at the Precinct.



Outputs

The study estimated the social and economic value of Melbourne Park (excluding the AO) in 2025, including:

- The economic contribution and economic impact of Melbourne Park to Victoria
- The economic impact of Melbourne Park to Greater Melbourne
- The social benefits delivered by Melbourne Park
- Other key data points such as total visitors, events, bed nights and visitor expenditure.

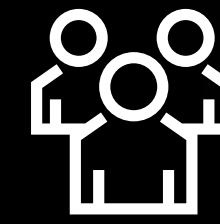
¹ The scope of this study includes the activity and operations at Melbourne Park for 2025. This includes all capital investment and operational activities by Melbourne Park and the Precinct tenants including Tennis Australia, Collingwood Football Club and eleven other tenants. It excludes the AO. The AO was assessed separately.

Melbourne Park key achievements

A record-breaking year for Melbourne Park: 455 events, 2.7 million visitors, over 470,000 interstate and international visitors to the Precinct and 1.2 million bed nights generated by regional, interstate and international visitors. These figures exclude the AO.



455
Events held



2.7m
Gross attendees
(outside of the AO)



13
Sporting and allied
health tenants



\$1.3bn
Contribution
to Gross State
Product



470k
Interstate and
international
visitors



359k
Visitors from
regional
Victoria



1.2m
Regional,
interstate and
international
bed nights



108
Total number
of broadcast
events



13,519
Jobs supported by
spending enabled
by the Precinct¹

¹ Including individuals full-time, part-time and casual employment directly and indirectly supported by spending enabled by the Melbourne Park precinct

Economic contribution and impact of Melbourne Park's year-round events

Melbourne Park is the cornerstone of Victoria's major events and visitor economy. It attracts significant interstate and international visitation, stimulates new investment across the State and delivers substantial economic and social benefits to Victoria.

Economic contribution and impact

Economic contribution measures the total economic activity linked to Melbourne Park, including spending by all attendees, organisers, tenants and related businesses.

Economic impact measures the net new money injected into the Victorian and Greater Melbourne economies as a result of Melbourne Park activity, excluding spending that would have occurred otherwise. It excludes expenditure by Victorian visitors attending events at Melbourne Park (unless those individuals would have left the State if the event were relocated).

Scope of economic contribution and impact analysis

The scope of the economic contribution and impact analysis considers the following elements:

- **Direct expenditure of visitors** that come to Melbourne Park for concerts, sporting events, conferences and other events. For the purposes of this study, "visitors" includes attendees from outside the immediate local area, such as from regional Victoria, interstate, international. This expenditure includes in-venue spend (tickets, food and beverage and merchandise) as well as out-of-venue spend on hotels, restaurants, tourism, transport and all other spending while in Victoria.
- **The operating and capital expenditure of Melbourne Park** on items such as administration, events contractors, utilities, staff, maintenance and suppliers
- **The operating spend of 13 tenants based at Melbourne Park** such as Tennis Australia and Tennis Victoria, Collingwood Football Club, Melbourne Storm and Melbourne Victory FC (see [Page 10](#) for full list). Only the proportion of tenant operating expenditure attributable to activities at Melbourne Park was included in the assessment.



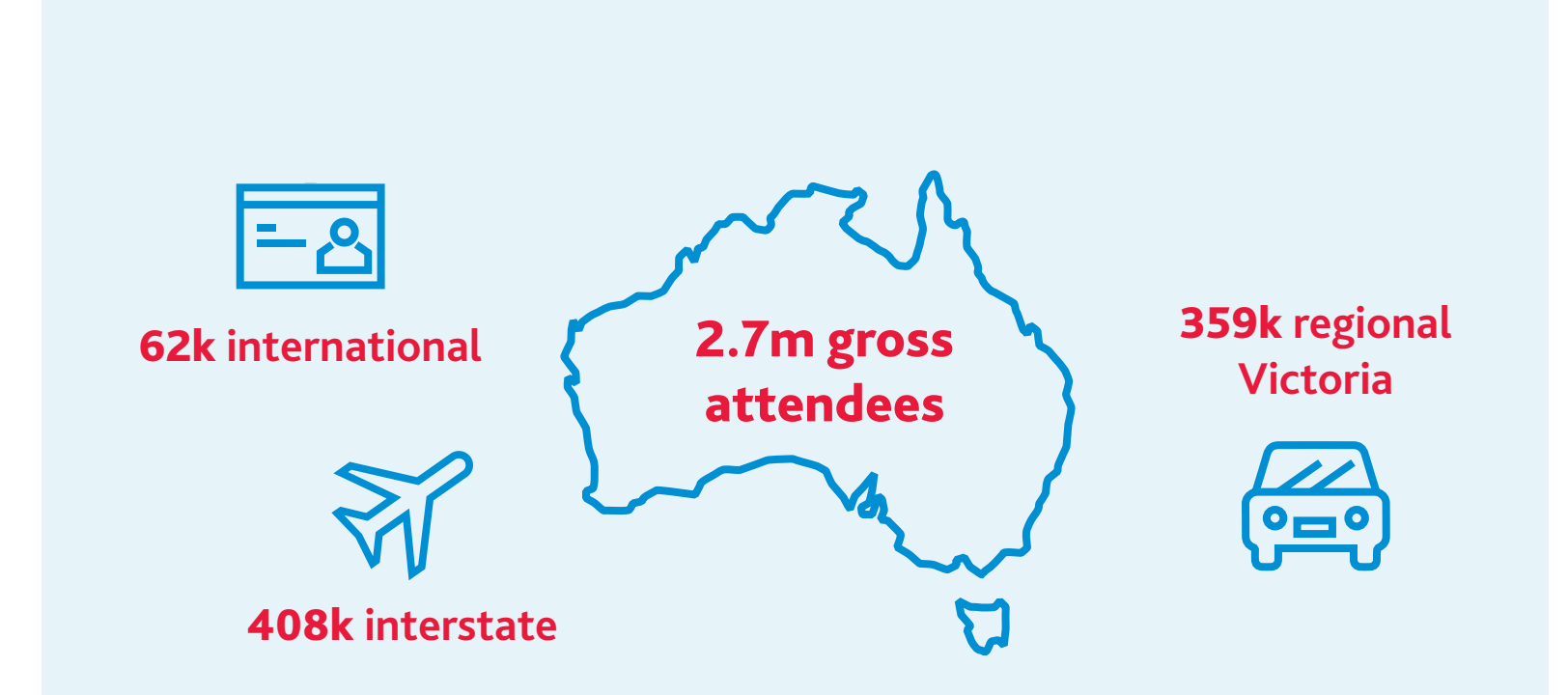
Economic outputs

- **Direct expenditure** – Additional visitor and operational spending in Victoria (or Greater Melbourne)
- **Gross State Product (GSP) / Value-add** – The value created within Victoria (or Greater Melbourne) – i.e. total output minus intermediate inputs (goods and services used in production)
- **Employment** – The average number of jobs supported by the economic activity, measured as full time equivalent (FTE) jobs or total jobs (including FTE, part time and casual jobs).

The analysis considers both direct and indirect effects. Direct effects are the contribution / impact to the economy generated by the direct expenditure flows from visitors, tenants and Melbourne Park. Indirect effects capture the broader economic activity stimulated when businesses purchase goods and services from suppliers to meet increased demand, as well as the additional spending generated when employees spend their wages in the wider economy.

BDO estimated the GSP and employment effects using its Regional Industry Structure & Employment (RISE) input-output model. The model is based on input-output tables that describe the interdependencies between industries within and outside of Victoria and Greater Melbourne's economy.

Melbourne Park's economic contribution and impact to Victoria (excluding the AO)



Results¹

In 2025 Melbourne Park delivered an estimated economic contribution of \$1.34 billion and supported more than 10,000 FTE roles in Victoria. It also delivered an estimated economic impact of \$675 million in Gross State Product and nearly 5,000 FTE roles to Victoria (excluding the AO).

Visitor expenditure

The largest driver of economic contribution is the spend of visitors attending events at Melbourne Park. Across 455 events, 2.7 million visitors were attracted to the Precinct plus an estimated 30,000 accredited persons from outside of Greater Melbourne. The majority of interstate and international visitors came specifically to Victoria for events or extended their stay as a result of an event.

Their spending on tickets, food and beverage, merchandise, accommodation, dining, transport, entertainment and retail generated direct benefits for the Victorian economy and drove indirect activity through supply chains and wage expenditure.

Operating expenditure

The ongoing operations of Melbourne Park and its 13 commercial, medical, and sporting club tenants make a substantial contribution to the economy, underpinning local employment and supporting a wide range of businesses.

Capital expenditure

Melbourne Park's capital investment in infrastructure and upgrades adds further value, ensuring Melbourne Park remains a world-class precinct.

	Economic contribution to Victoria 2025			Economic impact to Victoria 2025		
	Direct	Indirect	Total contribution	Direct	Indirect	Total impact
Expenditure (\$m)						
Visitor expenditure	\$721.3	\$1,195.5	\$1,916.8	\$451.8	\$748.9	\$1,200.7
Operating expenditure	\$280.3	\$496.1	\$776.4	\$58.5	\$103.6	\$162.2
Capital expenditure	\$35.7	\$57.3	\$93.0	\$11.9	\$19.1	\$31.0
Sub-total	\$1,037.3	\$1,748.9	\$2,786.2	\$522.3	\$871.6	\$1,393.9
Gross State Product / Value Add (\$m)						
Visitor expenditure	\$333.1	\$603.0	\$936.1	\$208.7	\$377.7	\$586.4
Operating expenditure	\$111.5	\$254.7	\$366.3	\$23.3	\$53.2	\$76.5
Capital expenditure	\$10.1	\$27.6	\$37.7	\$3.4	\$9.2	\$12.6
Total GSP	\$454.7	\$885.3	\$1,340.1	\$235.3	\$440.1	\$675.5
Employment						
Employment Total	6,718	6,801	13,519	3,101	2,940	6,041
Employment FTE	4,835	5,620	10,455	2,380	2,572	4,952

¹ All numbers presented are excluding the Australian Open

Melbourne Park's social value

Melbourne Park is a vital part of Victoria's cultural, events and sporting fabric. It creates significant social value that enhances liveability, strengthens community pride, supports health and wellbeing and ensures that Melbourne remains a vibrant connected and globally recognised city.

What is social value?

Social value refers to the broader benefits that Melbourne Park delivers to the community beyond direct economic activity. It captures improvements in quality of life, wellbeing, and community pride, as well as contributions to liveability and the city's global reputation. To calculate social value, we assign a monetary estimate to these benefits using recognised valuation methods. This includes factors such as health and wellbeing outcomes, branding impact, civic pride and access to green spaces. These values are based on research, benchmarks, and economic modelling to reflect the real-world benefits experienced by residents and visitors.

Civic pride

Melbourne Park fosters a sense of pride among Victorians by hosting iconic events that showcase the city on the world stage. Civic pride measures the value that Victorian residents place on the existence and preservation of assets, regardless of whether they visit. The value was estimated based on a survey of the Victorian population for major events.

Liveability value

Melbourne Park's world-class precinct elevates the city's status as a major events capital. Residents can access premium sporting, entertainment and cultural experiences, making suburbs surrounding the Precinct even more attractive places to live, work and invest. Research indicates that people are willing to pay more to live in proximity to entertainment precincts and community sporting assets.

Attendee value ('consumer surplus')

Reflects the additional value visitors gained above and beyond the price they pay for tickets. Attendees to high-quality events hosted at premium venues often create enjoyment and satisfaction that exceeds their expenditure.

Health and wellbeing benefits from concerts

Regular attendance at live entertainment and music events can provide attendees with a sense of social connection and emotional wellbeing and help people feel part of something bigger. The benefits to Victorian residents who regularly attended events (four or more events per year) were also estimated.

Branding to Melbourne

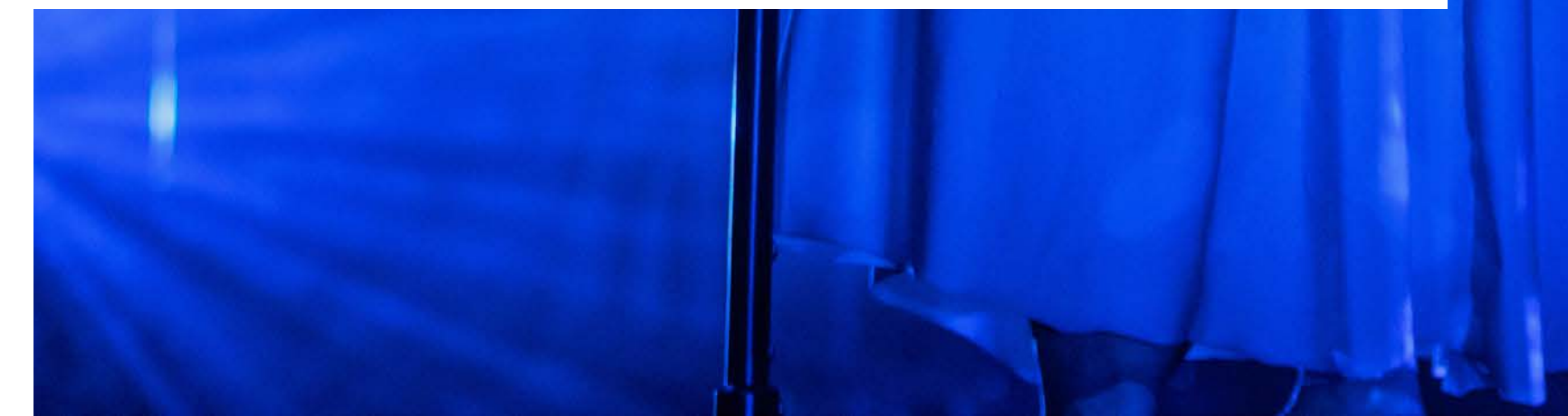
Melbourne Park broadcasts a number of major events globally which generates significant branding value for Victoria. Hosting world-class events at Melbourne Park enhances the city's profile, attracting future visitors and investment to Melbourne.

Health and wellbeing from community sporting activities

The Precinct enables key community sporting activities, such as tennis and community programs organised by sporting clubs. Research indicates that physical activity reduces the risk of illness and disease and improves overall sense of satisfaction.

Green space value

The Precinct includes fields of play, ovals and open spaces that enhance urban amenity. These spaces provide recreational opportunities and environmental benefits for residents and visitors.





Melbourne Park's economic and social value

Melbourne Park contributed an estimated \$1.5bn in 2025 to Victoria's economy.

The primary driver of this value is visitor expenditure which contributed an estimated \$936 million from 2.7 million Precinct attendees. The estimated 88% of interstate and international attendees who travelled to Victoria specifically for events or extended their stay because of events are a significant driver of the visitor expenditure enabled by the Precinct. These visitors spend on accommodation, dining, other entertainment, transport and other services which flows through the economy, generating indirect benefits as businesses purchase goods and services, pay wages, and invest in operations. These ripple effects support jobs and stimulate activity across supply chains in Victoria.

Melbourne Park also delivered significant social benefits, including an estimated \$54 million of civic pride across Victorian residents as well as liveability value for residents, consumer surplus for attendees, health and wellbeing outcomes from participation and events and branding value for Melbourne.

Gross State Product / Gross Value Added	Value (\$m)
Gross Value Added from visitor expenditure	\$936.1
Gross Value Added from Precinct operating expenditure	\$366.3
Gross Value Added from capital expenditure	\$37.7
Total Gross Value Added	\$1,340.1

Social benefits	
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Total social benefits	\$187.5

Total economic and social value of Melbourne Park	\$1,527.6
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2025 Australian Open

IER was commissioned by Tennis Australia to conduct a study of the economic, community and visitor impact of the 2025 Australian Open on the Melbourne region and Victoria. The study estimated that the 2025 event generated \$565.8m direct expenditure across all attendees and event operations. The event attracted over 1.2 million gross attendees, including 357,000 regional and interstate and 98,000 international visitors.¹

Note, the scope of BDO's study excluded the 2025 Australian Open event. The outputs from the AO economic report prepared by IER have been included in the report for reference only. These figures have not been independently verified by BDO.

¹IER, 2025 Australian Open – Economic Impact Report, April 2025

²Includes expenditure from all attendees regardless of origin and reason for visit to Victoria and the event organiser regardless of whether it would have been spent in Victoria without the AO.

Australian Open 2025 – key achievements¹



\$565.8m
Total direct expenditure in Victoria²



1.2m
Gross ticketed and accredited attendees



2,722
Total number of jobs (FTE) supported



357k
Gross regional and interstate visitors



443k
Total bed nights in Melbourne



98k
Gross international visitors







The study also found that "98% of locals believe it is important for Victoria to host the Australian Open each year".

It also found that the AO generates the most 'excitement' for locals out of Victoria's top events.



Melbourne Park

In 2025, the Precincts' year-round events, alongside the AO, delivered significant economic benefits to Victoria.

 Year-round events 	 Australian Open 	 Total Melbourne Park 
<p>2.7m gross attendees across 455 events</p>	<p>1.2m gross attendees over 3 weeks of tennis</p>	<p>3.9m gross attendees</p>
<p>767,000 gross regional and interstate and 62,000 overseas visitors</p>	<p>357,000 gross regional and interstate and 98,000 overseas visitors</p>	<p>1.1m gross regional and interstate and 160,000 overseas visitors</p>
<p>1.2m visitor bed nights¹</p>	<p>443,000 visitor bed nights¹</p>	<p>1.6m visitor bed nights</p>
<p>10,455 total jobs (FTE) supported</p>	<p>2,722 total jobs (FTE) supported</p>	<p>13,177 total jobs (FTE) supported</p>
<p>\$1.0b total direct expenditure in Victoria \$1.3b contribution to Victorian Gross State Product</p>	<p>\$565.8m total direct expenditure in Victoria</p>	<p>\$1.6b total direct expenditure in Victoria</p>

¹All visitors from outside Greater Melbourne

Note: This report (i.e. assessing Melbourne Park's year-round events) and the AO study use different economic assumptions and tools to estimate Gross State Product. The AO study applies CGE modelling to estimate GSP, whereas this study (i.e. Melbourne Park year-round events) utilises input-output modelling. The results provide a comparison for illustration purposes only.

Melbourne Park tenants, partners, promoters and key hirers

Melbourne Park plays a critical role in Victoria's sports eco-system. It is home to sporting organisations and clubs that organise, train for and host sporting matches and events in the Precinct as well as two allied health tenants that provide medical services to the community.

Precinct partners



Tenants and key hirers



Promoters



Venue partners



Key limitations and exclusions

2025 Australian Open excluded – As noted above, the BDO study focuses on the economic and social impact of Melbourne Park outside of the AO.

Independent Data Validation – The study relies on information (including event numbers, financials, and assumptions) provided by Melbourne Park and key stakeholders. This information provided has been reviewed for reasonableness but not independently audited or verified.

Tenant Data Gaps – Limited access to tenant records and staff required BDO to make some assumptions. These are based public data available and industry benchmarks however findings may not fully reflect individual tenant circumstances.

Modelling Constraints – Economic and social benefit estimates rely on data, assumptions, and benefit transfer methods. BDO also relied upon its event database which has captured data for more than 200 events across Australia and globally.

Unmeasured Impacts – Some environmental and social effects could not be quantified due to data or methodological limitations, potentially understating overall benefits.



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Appendix

Melbourne Park's economic impact on Greater Melbourne (excluding the AO)

In addition to the significant number of people that travel from outside of the State to attend events at Melbourne Park, the Precinct is also well attended by individuals from regional Victoria that travelled to Greater Melbourne specifically or extended their stay for events.

Results¹

In 2025, Melbourne Park delivered an estimated economic impact of \$690 million to Greater Melbourne's Gross Regional Product (excluding the AO).

Visitor expenditure

The 455 events attracted an estimated 769,000 visitors from outside of Greater Melbourne that came specifically for events or extended their stay as a result of an event.

Their spending on items in Greater Melbourne such as tickets, food and beverage, merchandise, accommodation, dining, transport, entertainment and retail generated direct benefits for the city's economy and drove indirect activity through supply chains and wage expenditure.

Operating expenditure

The ongoing operations of Melbourne Park and its 13 commercial, medical, and sporting club tenants had an impact of nearly \$75 million to Greater Melbourne's economy.

Capital expenditure

Melbourne Park's capital investment in infrastructure and upgrades adds further value to Greater Melbourne's economy.

	Economic impact to Greater Melbourne 2025		
	Direct	Indirect	Total impact
Expenditure (\$m)			
Visitor expenditure	\$507.2	\$724.0	\$1,231.2
Operating expenditure	\$62.4	\$96.8	\$159.3
Capital expenditure	\$12.4	\$18.0	\$30.4
Sub-total	\$582.1	\$838.8	\$1,420.9
Gross Regional Product / Value Add (\$m)			
Visitor expenditure	\$235.3	\$368.5	\$603.7
Operating expenditure	\$24.8	\$50.1	\$74.9
Capital expenditure	\$3.5	\$8.4	\$11.9
Total GSP	\$263.6	\$426.9	\$690.5
Employment			
Employment Total	3,439	2,795	6,234
Employment FTE	2,642	2,450	5,092

¹ All numbers presented are excluding the Australian Open





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