





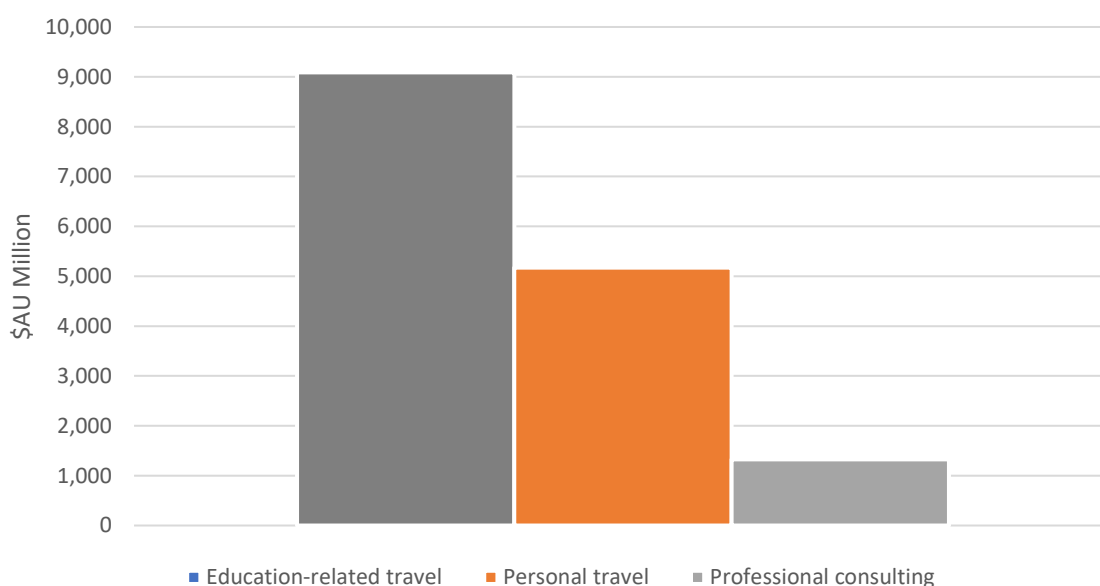






1.1 million arriving at the Clarendon Street entrance to the venue<sup>4</sup>. However, many event attendees – particularly international delegates – are not aware that a Myki card is required for just the one stop and have been fined for travelling to the MCEC. Delegate experiences such as this negatively affect Melbourne’s international reputation and compromise our ability to claim a more superior visitor experience than our international competitors.

The FTZ is a significant unique selling proposition which benefits Melbourne’s conference-bidding efforts. Including the MCEC in the FTZ will result in an immediate improvement in delegate satisfaction and improve our international marketing position.



**Figure 1:** Victoria’s top 3 exports, <https://dfat.gov.au/trade/resources/Documents/vic.pdf>

### Implications for Revenue

This change to the FTZ is unlikely to cause a significant reduction in fare box revenue. Figures on the foregone revenue are hard to find, but a Herald Sun article on 5 May 2017 estimates it to be around \$9.5 million per year, and notes that many people using the free trams have already paid to travel into the city<sup>5</sup>. This view is supported by our members. For example, just over half of the visitors to Melbourne Recital Centre travel there on public transport and the vast majority of these trips begin outside the FTZ. Likewise, there is limited parking at Melbourne & Olympic Parks and so tram travel

<sup>4</sup> <https://mcec.com.au/-/media/mcec/documents/annual-reports/mcet-annual-report-20182019.pdf?la=en&hash=969CB48DCA3F925810B2EFF5C83287A9545E06A3>

<sup>5</sup> Masanauskas, J & White, A (2017), ‘Lord Mayor Robert Doyle is worried free Melbourne CBD trams discourage people from walking’, *Herald Sun*, <http://www.heraldsun.com.au/news/victoria/lord-mayor-robert-doyle-is-worried-free-melbourne-cbd-trams-discourage-people-from-walking/news-story/be862c900ae3daff4403700b65a62cf8>, accessed 6 December 2017.



