



ADDRESS

Gate 3, Melbourne Cricket Ground
Yarra Park, East Melbourne
PO Box 175
East Melbourne VIC 8002

Australian Sports Museum Limited Terms and Conditions

Australian Sports Museum Limited ABN 92 010 129 110 operates the Australian Sports Museum at the Melbourne Cricket Ground (the “MCG”). Australian Sports Museum Limited provides services including the sale and distribution of admission tickets to tourism products (each a “Product”) offered at the MCG. Australian Sports Museum Limited owns and operates the website at www.australiansportsmuseum.org.au (the “Website”).

By purchasing an admission ticket from Australian Sports Museum Limited, you agree to be bound by these Terms and Conditions, which relate to both the sale of admission tickets and attendance at the Products, and apply to both the original purchaser and any subsequent admission ticketholders. These Terms and Conditions and the provision of the Services to the purchaser are governed by the laws of the state of Victoria, Australia.

References to the “MCC” in these Terms and Conditions mean the Melbourne Cricket Club.

1. Conditions of entry

Admission tickets are sold subject to any additional terms and conditions of the MCG relating to the relevant Product (the “MCG Terms”), and admission to the Australian Sports Museum and/or the MCG is reserved and subject to the MCG Conditions of Entry (available at <https://www.mcg.org.au/the-stadium/visitor-information/conditions-of-entry>).

The MCG Terms will be made available on the Website, at the Australian Sports Museum at the time of purchase, and are also available from Australian Sports Museum Limited on request. The following form part of the MCG Terms unless otherwise specified in the MCG Terms:

- a) You may be denied entry into, or removed from, a Product where the MCG has reasonable grounds to do so, including if you are intoxicated, under the influence of illicit drugs, inappropriately attired or adversely affecting the enjoyment of the Product by other attendees.
- b) You may be refused entry into a Product if you arrive late to the scheduled time of the Product. We reserve the right to adjust the time or order of your visit if you arrive late to the scheduled time of the Product.
- c) You are not permitted to take into the Product, or use, professional cameras or other professional photographic or recording equipment without prior permission from the MCG or Australian Sports Museum Limited as applicable.
- d) You may be required to submit to a search of your person and/or possessions before entering the MCG.

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2. Operating Hours

Australian Sports Museum

The Australian Sports Museum is open every day of the year from 10:00am – 5:00pm (Melbourne time), except on the following dates:

- a) Good Friday;
- b) Christmas Day; and
- c) a date on which a major event is being held at the MCG (as advertised),

Please visit <https://www.australiansportsmuseum.org.au/plan-visit/opening-hours/> for more information on a time or date.

MCG Tours

MCG Tours operate on select days. Standard operating hours for MCG Tours is from 10:00am until 3:00pm (Melbourne time), with the final tour leaving 2 hours prior to close each day.

Please note, times and tour routes are subject to change and do vary based on event day activities at the MCG. Australian Sports Museum Limited does not guarantee that the tour will include all, or any particular location or highlight.

Please visit <https://www.australiansportsmuseum.org.au/plan-visit/opening-hours/> for more information on a time or date.

3. Ticket Categories

Australian Sports Museum Limited offers a number of ticketing options to suit your visit, the categories include:

- Individual/Family Tickets;
- Education Bookings;
- Group Bookings;
- Premium Access Tour Bookings;
- Birthday Parties
- Keepers' Collection Tour Bookings
- Warne: Treasures of a Legend Exhibition
- Annual Passes.

Further information about each of the ticketing categories are set out below.

No category of ticket permits entry into an event being held at the MCG.

Individual/Family Tickets

Tickets may be purchased on the Website or in person at the Australian Sports Museum. Where possible, we recommend purchasing tickets prior to arrival at the Australian Sports Museum.

Entry to a Product may be refused if Australian Sports Museum Limited or the MCC (as applicable) reasonably believes that an admission ticket is not authentic or valid, including because the ticket has been damaged or defaced, or has not been purchased from Australian Sports Museum Limited or another authorised point of sale.

The following outlines the different Individual/Family Ticket options:

Ticket type	Conditions
Adult	Patrons who are above the age of 15 years old and do not hold a valid concession card.
Concession	Patrons who hold a valid concession card. Concession cards include: • Australian senior concession card; • Australian Health Care Card; • Australian student card; • Carer Card; • Veterans Affairs Card; • Companion Card holders can bring their attendant free of charge. <i>To be eligible for a concession ticket, valid identification and the relevant concession card must be provided.</i>
Child	Patron aged between 5 and 15 years old. <i>All patrons under the age of [15] must be accompanied by a parent or guardian at all times within the MCG and/or the Australian Sports Museum.</i>
Family (4)	Admission for two (2) Adults and two (2) Children (as those categories are defined above).
Family (Additional Child)	Admission for an additional Child (as that category is defined above), when a Family ticket has been purchased. <i>A maximum of four Family (Additional Child) tickets may be purchased.</i>
MCC Member	Patron must hold a valid MCC membership.

For pricing information and to book your tickets please visit <https://www.australiansportsmuseum.org.au/plan-visit/tickets/>.

Education bookings

Australian Sports Museum Limited has a number of excursion options available for school groups (**Education Booking**). For Education Bookings please visit <https://www.australiansportsmuseum.org.au/schools/>.

Acceptance of an Education Booking, is subject to the MCG Terms. With respect to such Education Bookings, the following conditions also apply:

- a) Education Bookings must be made at least three weeks in advance of the proposed excursion date and must be made via the online Education booking form (<https://www.australiansportsmuseum.org.au/schools/booking-form/>). If Education Bookings are requested within the three week period, the Australian Sports Museum Limited will use best

endeavours to accommodate the request, however the booking may be subject to group booking prices instead of the education rate.

- b) Any amendments to the Education Booking, including changes to visitor numbers, time or date, must be made in writing at least seven days prior to the booking date. There is no guarantee that any amendments requested in less than seven days prior to the booking will be met.
- c) A non-refundable 10% deposit may be payable at the time of booking, with the balance to be paid seven days prior to the booking date.
- d) Cancellations in writing will be accepted up to seven days prior to the booking date, and payment will be refunded less a 10% deposit (if paid at the time of the booking). Please refer to the 'Refunds and Exchanges' section below.
- e) Education Booking prices only apply to primary and secondary school groups during the Victorian school term, any Education Bookings made outside of this period may be subject to group booking prices.
- f) Students attending the MCG and/or the Australian Sports Museum under an Education Booking are under the responsibility and supervision of teachers and supervising adults (and not MCC or Australian Sports Museum staff). Complimentary teacher access is provided in order for the Education Booking to meet the expected ratios of 1 to 10 students for primary education, and 1 to 20 students for secondary education. Tour group sizes are between 20 and 25 students; however, we reserve the right to adjust group sizes.

Group bookings

Australian Sports Museum Limited can accommodate groups of 20 or more visitors (**Group Bookings**). For Group Bookings please visit <https://www.australiansportsmuseum.org.au/plan-visit/groups/>.

Acceptance of a Group Booking is subject to the MCG Terms. With respect to such Group Bookings, the following conditions also apply:

- a) Bookings must be made at least two weeks in advance of the proposed visit via the online Group booking form (<https://www.australiansportsmuseum.org.au/plan-visit/groups/>).
- b) Any amendments, including changes to visitor numbers, time or date, must be made in writing at least three business days prior to the booking date. There is no guarantee that any amendments requested less than three business days prior to the booking date will be met.
- c) A non-refundable 10% deposit may be payable at the time of booking, with balance to be paid three business days prior to the booking date.
- d) Cancellations in writing will be accepted up to three business days prior to the booking date, and payment will be refunded less a 10% deposit if paid at the time of the booking. Please refer to the 'Refunds and Exchanges' section below.
- e) Group Booking prices only apply to groups of 20 patrons or more; as well as school or holiday program bookings for outside Victorian school term dates.

Premium Access Tour bookings

Australian Sports Museum Limited offers a premium access tour, which includes an exclusive tour of the inner sanctum of the MCG (**Premium Access Tour Booking**). For Premium Access Tour Bookings please visit <https://www.australiansportsmuseum.org.au/plan-visit/premium-access-tour/>.

Acceptance of a Premium Access Tour Booking, is subject to the MCG Terms. With respect to such Premium Access Tour Bookings, the following conditions also apply:

- a) Premium Access Tour Bookings are available on limited days only and are subject to availability and weather conditions.
- b) Bookings must be pre-purchased and made at least one week in advance of the proposed visit.

- c) Any amendments, including changes to visitor numbers, must be made in writing at least three business days prior to the booking date.

Birthday Parties

Australian Sports Museum Limited offers birthday parties for children to experience a private & personalised MCG Tour and entry into the Australian Sports Museum. The tour runs for 60 minutes and is followed by entry into the Australian Sports Museum. Should Birthday food package be booked (optional), this will be scheduled to occur after the Tour and prior to Entry into Australian Sports Museum.

For Birthday Party bookings please visit <https://www.australiansportsmuseum.org.au/plan-visit/birthday-parties/>

Acceptance of a Birthday Party booking is subject to MCG Terms. With respect to such Birthday Party bookings, the following conditions apply:

- a) Birthday parties can only be booked on weekends at either 10am or 12pm start time.
- b) Minimum group size is 10 children with 1 supervising adult.
- c) The booking must be completed at least two weeks in advance.
- d) Children attending the party must be aged 15 years old or under.
- e) Food packages are available and payable separately to Delaware North.
- f) Birthday cake and decorations can be bought into the venue, please notify if you are supplying these items when booking.

Keepers' Collection Tour bookings

Australian Sports Museum Limited offers a behind-the-scenes tour of the Australian Sports Museum collections (**Keepers' Collection Tour**). The tour provides a 45-minute walk through of the collections and entry into the Australian Sports Museum. For Keepers' Collection Tour bookings please visit <https://www.australiansportsmuseum.org.au/plan-visit/keepers-collection-tour/>.

Acceptance of a Keepers' Collection Tour booking is subject to MCG Terms. With respect to such Keepers' Collection Tour bookings, the following conditions apply:

- a) Keepers' Collection Tour bookings are available on limited days only and are subject to availability
- b) Keepers' Collection Tour is limited to 6 people and are exclusive to the booking
- c) Photography and videography restrictions apply during the tour
- d) Bookings must be pre-purchased and made at least one week in advance of proposed visit
- e) Any amendments, including changes to visitor numbers, must be made in writing at least three business days prior to the booking date.

WARNE: Treasures of a Legend

Australian Sports Museum Limited offers a timed experience within the museum to view selected collection of treasured pieces that celebrate the life and many achievements of Shane Warne (WARNE: Treasures of a Legend). The experience provides 20-minute timed entry into the exhibition to view the collection and must be booked in conjunction with entry in the Australian Sports Museum. For WARNE: Treasures of a Legend bookings and information, please visit <https://tickets.australiansportsmuseum.org.au/tickets/en/home>

Acceptance of a WARNE: Treasures of Legend is subject to MCG Terms. With respect to such WARNE: Treasures of a Legend bookings, the following conditions apply:

- a) WARNE: Treasures of a Legend bookings are available on limited days only and are subject to availability
- b) WARNE: Treasures of a Legend is limited to 15 people per 20-minute timeslot
- c) Late arrival may result in refusal of entry to WARNE: Treasures of a Legend. As the exhibition is included with Australian Sports Museum entry, no refunds or reimbursements of Museum admission or associated fees will be provided if your session is missed.
- d) All bookings for WARNE: Treasures of a Legend must be made in conjunction with a booking to visit the Australian Sports Museum

Annual Pass

Australian Sports Museum Limited offers an annual pass (**Annual Pass**).

The purchase of an Annual Pass is subject to the MCG Terms. With respect to such purchase, the following conditions also apply;

- a) The Australian Sports Museum and MCG Tours availability is subject to the MCG event schedule.
- b) An Annual Pass holder must show their annual pass details and matching identification at the Australian Sports Museum desk to gain entrance to the Australian Sports Museum and/or MCG Tours and to gain discount offers for accompanying guests. Discounts to Australian Sports Museum and MCG Tours are applicable to full price Adult and Children tickets only. No further discounts apply.
- c) Annual Pass is valid for 365 days from the day of purchase, and is non-transferable and non-refundable.
- d) Visitors to the Australian Sports Museum and MCG Tours are eligible for upgrades to the Australian Sports Museum Annual Pass. Visitors must pay the difference between their entrance fees and the Annual Pass at the counter on the day of their visit. Upgrades are not applicable online.

4. Refunds and exchanges

The Australian Sports Museum Limited will offer a refund or exchange of an admission ticket in the following events:

- a) if the Product is cancelled or rescheduled by the Australian Sports Museum Limited and/or the MCC (and you cannot or do not wish to attend the rescheduled Product); or
- b) to the extent otherwise required by law (including the Australian Consumer Law).

Australian Sports Museum Limited does not offer refunds or exchanges as a result of a change in your personal circumstances.

You must apply for a refund within two weeks of the notification that the Product has been cancelled or rescheduled. To apply for a refund, please email management at contactus@australiansportsmuseum.org.au. Within the email, the following must be included in order to meet the conditions for a refund:

- a) Name of the booking holder
- b) Booking number
- c) Proof of purchase

If a Product is cancelled or rescheduled by the Australian Sports Museum Limited and/or the MCC, Australian Sports Museum Limited and/or the MCC's liability is limited to the amount for which the ticket was purchased (including any fees or charges). Proof of purchase may be required for any refund or exchange. Unless required by law (including the Australian Consumer Law), Australian Sports Museum Limited or the MCC will not be liable for any other losses incurred by you as a result of the cancellation or rescheduling of a Product, including for the avoidance of doubt any travel or accommodation expenses.

5. Variations to Products

Australian Sports Museum Limited reserves the right to add, withdraw, reschedule or substitute Products and/or vary advertised programs, prices, venues, or audience capacity, and any variation to a Product will not give rise to any right to a refund or exchange of a purchased admission ticket.

6. Resale of tickets & scalping

Admission tickets may not, without the prior written consent of Australian Sports Museum Limited:

- a) be resold or offered for resale at a premium (including via on-line auction or other unauthorised resale sites);
- b) be used for advertising, promotion or other commercial purposes (including competitions and trade promotions); or
- c) be offered for sale in packages with other goods or services.

If an admission ticket is sold or used in breach of the above, the admission ticket may be cancelled without a refund and the admission ticketholder of the ticket may be refused admission to the Product, without notice to you.

7. Administrative Errors

Australian Sports Museum Limited uses best endeavours to ensure that admission tickets are correctly priced and only available for sale when intended. Notwithstanding this, processing errors may occur from time to time. In the event of an availability error, the Australian Sports Museum Limited will contact you and may cancel or reschedule an order (refer to the Refunds & Exchanges section above). In the event of a pricing error, Australian Sports Museum Limited will endeavour to contact you to give you the option of purchasing the admission ticket at the correct price.

If an error on your behalf results in Australian Sports Museum Limited reprocessing the admission ticket transaction at your request, Australian Sports Museum Limited may charge to you the actual costs incurred in reprocessing the ticket transaction, including any chargeback or postage fees charged to Australian Sports Museum Limited by a third party.

8. Sensory Friendly Space

A sensory friendly space is located with the Australian Sports Museum, this is a space for patrons of all ages who have sensory sensitivities, processing differences or other hidden disabilities.

9. Cashless payment

The MCG is a cashless venue. Accordingly, all food, beverage, merchandise and ticketing outlets will be cashless, so all transactions will need to be made via a debit or credit card.

10. Personal information

Australian Sports Museum Limited and/or the MCC may request and record personal information necessary for the purchase and provision of the admission tickets or the operation of the Product. The collection, use and disclosure of personal information is regulated by *Victorian Privacy and Data Protection Act 2014* (Vic) and the Australian Sports Museum Limited privacy policy available here: <https://www.australiansportsmuseum.org.au/privacy-policy/> (as amended from time to time).

The Australian Sports Museum online ticketing system is powered by Roller Networks Pty Ltd. Roller Networks Pty Ltd privacy policy is available at <https://www.roller.software/privacy-policy>.

11. Variation to Terms and Conditions

Australian Sports Museum Limited may vary these Terms and Conditions at any time. Variations will only apply to admission ticket purchases made after the variation.

Terms and Conditions were last updated November 2025.