

Yarra Park Integrated Transport Strategy

Prepared for the Melbourne Cricket Club

Yarra Park Master Plan

Consultation Version

25 August 2025

Acknowledgement of Country

AECOM acknowledges the Traditional Custodians of country throughout Australia. We pay respects to Elders both past and present and to emerging community leaders. We recognise and celebrate the diversity of Aboriginal and Torres Strait Islander people and their ongoing cultures and connections to the lands and waters.

Note on Terminology

AECOM acknowledges the diversity of Aboriginal and Torres Strait Islander people, their communities and cultures. Throughout this document we refer to the Aboriginal and Torres Strait Islander Community as inclusive of the many different First Nations Peoples in Australia, including Aboriginal and Torres Strait Islander communities. The words Indigenous, First Nations and Aboriginal and Torres Strait Islander people are used interchangeably throughout this document.

This document has been prepared for the Melbourne Cricket Club

Title	Yarra Park Integrated Transport Strategy
Project Title	Yarra Park Master Plan
Client	Melbourne Cricket Club
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Certification	AECOM in Australia and New Zealand is certified to ISO9001, ISO14001 and ISO45001.

Revision History

Revision	Revision date	Details	Authorised by: Name / position	Signature
A	31 March 2023	Draft for Review	James Warfe Director - Infrastructure Advisory VIC/SA/TAS	
B	5 April 2023	Final for Review		
C	4 May 2023	Final Draft		
D	25 July 2025	Final Draft v2	James Warfe Director – Transport Planning and Advisory VIC/SA/TAS	
E	25 August 2025	Final Consultation Version		

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Source: Getty Images



Context and Conditions

Yarra Park
Integrated Transport Strategy

Yarra Park precinct

Yarra Park extends across 35 hectares and is less than two kilometres to the southeast of the Melbourne CBD, as shown below in Figure 1.

The Park is home to the Melbourne Cricket Ground (MCG), the largest sports stadium in the southern hemisphere, and Punt Road Oval. These stadia host sporting events including AFL, AFLW, and international cricket, soccer and rugby matches, and major music concerts throughout the year. Capacity of the MCG can exceed 100,000.

Outside event days, the park provides an important active transport connection to the city from neighbouring suburbs, and provides for a range of recreational activities for local residents including walking, running, cycling, picnicking and dog walking.

The Melbourne Cricket Club (MCC) is responsible for the day-to-day maintenance and management of Yarra Park.

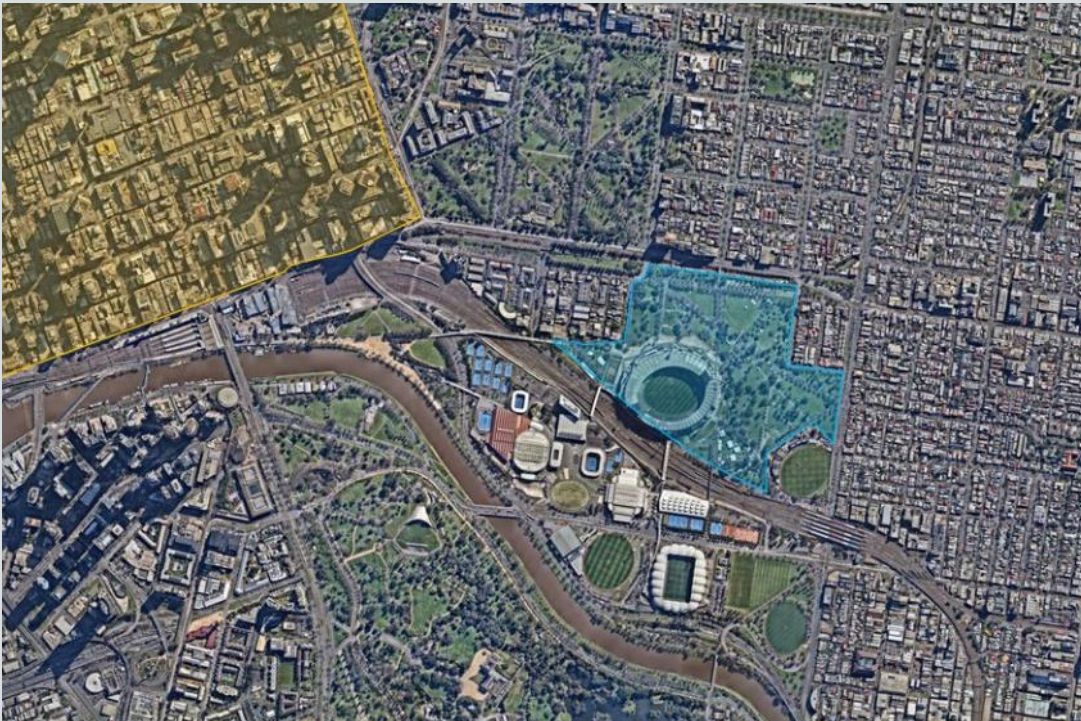


Figure 1: Yarra Park (Blue), showing proximity to Melbourne CBD (Orange) (Source: Nearmap)

Yarra Park Master Plan 2025

AECOM has been engaged to support the MCC in the preparation of an updated Master Plan for Yarra Park.

The Yarra Park Master Plan 2025 provides a planning framework for future projects within Yarra Park to be realised. The Master Plan presents a series of opportunities for how the park might evolve over the coming 10-15 years.

Importantly, Yarra Park will be retained as the Yarra Park that local residents, visitors, sports fans and tourists know and love. The Master Plan proposes a series of both individual and interlinked projects aimed to ensure the longevity of the park; things that will improve safety, protect and enhance the avenues of trees, make the park's spaces more functional, and recognise the important Aboriginal cultural heritage and colonial history.

Strategically, Yarra Park is an important green space at the edge of the city. Home to the MCG and Punt Road Oval, it is an integral part of Melbourne's Sports and Entertainment Precinct.

The Yarra Park Master Plan 2025 has been drafted with the benefit of extensive community and stakeholder engagement and technical inputs. The Master Plan identifies opportunities to undertake physical works within the park to make functional and operational improvements. It also identifies a series of other opportunities that might not result in immediate physical changes to the park, but that once complete will provide important guides, strategies and frameworks for the use and maintenance of Yarra Park in the future.

The Master Plan has been developed to respond to the following four themes:



**Parkland
and Amenity**



**Safe and
Secure Access**



**Heritage
and Place**



**Trees and
Landscape**



Source: Getty Images

Integrated Transport Strategy

As part of the YPMP process, this **Integrated Transport Strategy** (the Strategy) has been developed to guide the transport planning decision-making within the Yarra Park precinct.

This Strategy will inform the Master Plan through the development and assessment of opportunities to improve access to, within and through Yarra Park for all users.

It will consider short-, medium- and long-term opportunities to improve integrated transport network access to and through the precinct to encourage sustainable, multi-modal transport journeys at all times.

Yarra Park and the MCG are unique as a true 'stadium within a park', with few cities offering such amenity within proximity to the CBD and other inner-city destinations.

To maintain the MCG's status as a global leader in sports and entertainment, access must be improved to provide patrons to the MCG and park visitors with the sustainable transport options that meet capacity requirements into the future.

Strategy Approach

The Strategy was developed using the following process:

- 1) Existing operating conditions and access review
- 2) Stakeholder engagement and community consultation
- 3) Future operating conditions review and visioning for the precinct
- 4) Case study investigation and benchmarking
- 5) Development of Strategic Objectives
- 6) Identification of focus areas for investigation
- 7) Opportunity development, assessment, and prioritisation
- 8) Roadmap for short, medium and longer-term opportunities
- 9) Suggested locations for high-priority opportunities, and action plans for all opportunities

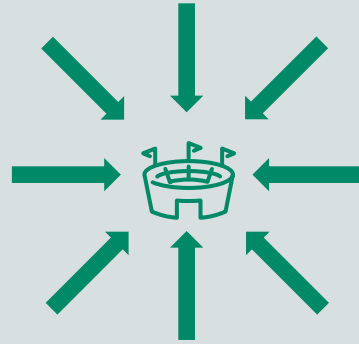
Yarra Park access

Yarra Park's location and proximity to Melbourne's CBD results in a large number of different user groups and transport access options depending on the scenario.

Event day access is largely characterised as travel to Yarra Park.

Event days bring high volumes of patrons to the MCG, with large peaks corresponding with the event start and finish times. The venue is well served by Richmond and Jolimont train stations, with Flinders Street Station connected by a continuous and direct 1.2km walking route. Public parking for up to 2,000 cars is available on a first-come first-serve basis, but poor weather can close the car park at short notice.

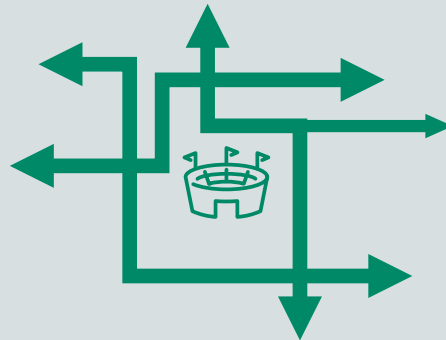
Various traffic altering measures are in place on surrounding roads, notably the closure of Brunton Avenue for events with over 10,000 patrons, and the alteration of traffic flows along residential streets in East Melbourne. The park is also used on specific event days for Melbourne and Olympic Park events, including the Australian Open.



Non-event day access is largely characterised as travel through Yarra Park.

Non-event days are reflected by low visitor numbers spread across the day. All roads are commonly operating, and public transport services are not enhanced, running on standard schedules and capacities.

MCC staff and visitors to the MCG Sports Museum comprise the bulk of MCG demand, while local residents use the park as a connection to the CBD from surrounding suburbs or as a place for recreation.



Event day access conditions



Private vehicles

The surrounding road network is defined by the arterial roads of Wellington Parade, Punt Road, Brunton Avenue and Jolimont Terrace. Brunton Avenue is closed for events with over 10,000 patrons. Car parking is currently permitted in Yarra Park on most event days, with approximately 2,000 bays in the park for public use, and 500 bays for mobility impaired users and pass holders. Public parking is not available in Yarra Park for events with expected attendance over 75,000, during inclement weather, and on non-event days.

Additionally, approximately 500 underground spaces are available to selected staff, contractors and corporate stakeholders, and paid street parking is available on surrounding streets and in the CBD. There is no formal motorcycle parking within Yarra Park, although parking motorcycles on public land is allowed in Melbourne.



Public transport

Numerous train, tram and bus services are available for patrons attending the MCG and Yarra Park. There are two train stations, Richmond and Jolimont providing direct access to the metro network, and Flinders Street Station hub a short walk away. Tram routes line the northern and southern sections of the park providing access to the CBD and eastern suburbs. There is one bus route that directly interfaces with the park, the 246 travelling along Punt Road from Elsternwick to Clifton Hill.



Rideshare and taxi

There is a formal but limited drop-off/pick-up zone for private vehicles adjacent to MCG Gate 2, which is often closed during high-patronage events.

Taxi ranks are located at three locations around the precinct: at the Pullman Hotel in East Melbourne, Olympic Boulevard (adjacent to the National Tennis Centre), and at the bus turning circle for patrons with accessibility needs.

There are currently no formal rideshare drop-off/pick-up areas approved by the MCC. Rideshare vehicles currently drop patrons on surrounding streets, adding to traffic congestion. During egress, cars commonly circulate around surrounding roads (notably Jolimont Street and Jolimont Terrace).



Cycling and micromobility

Yarra Park represents a desirable cycling destination for all users on event days, and is accessible from all directions.

A State Government Strategic Cycling Corridor (SCC) runs north-south through Yarra Park, from Clarendon Street to the heritage rail overpass bridge south of the MCG. Local government Principal Bicycle Network (PBN) routes travel east-west through the park.

Bicycles are not permitted to enter the MCG or park on the MCG concourse. However, bicycle racks are present at various locations within Yarra Park. Additional bicycle parking, adjacent to MCG Gate 1, is available in the summer months.



Walking

Yarra Park and the MCG are highly accessible for pedestrians from many directions, with numerous access points located around the park. Yarra Park represents the primary pedestrian route for visitors accessing the MCG from Richmond Station, with Jolimont Station also directly accessible within the park.

Currently, most walking trails within Yarra Park are shared with cyclists.



Universal access

Yarra Park is a large expanse of undulating topography, creating challenges for mobility impaired users. Many of Yarra Park's entry gates located between 200m-350m from the MCG, and often include steps to reach the concourse due to level differences.

The G-Train Mobility Shuttle Service operates during public events at the MCG from station entry points. This service is free to patrons with mobility challenges and has wheelchair-friendly access vehicles.

Yarra Park access map



Figure 2: Yarra Park access map



Strategy Development

Yarra Park
Integrated Transport Strategy



Engagement and Consultation

Community Engagement

Community engagement has been undertaken as part of the Master Plan process, with key findings relating to this Strategy summarised below:

- The two most important ideas related to the improvement of pathways for pedestrians and cyclists (1st out of 17) and improved lighting for evening use of the park (2nd out of 17). Additional comments related to protecting cyclist and pedestrian safety by reducing conflicts.
- The upgrade of paths and facilities for mobility-restricted users was ranked as the 5th most important idea.
- Improvement of pick-up and drop-off zones, and wayfinding within the precinct were also highlighted.
- Car parking remains a contentious issue, with local residents holding strong views about their desire to remove parking from Yarra Park in order to protect the park environment and ensure recreational use is not restricted by car parking.

Stakeholder Consultation

As part of the Strategy development, separate stakeholder engagement was undertaken to seek insights on operation of services around Yarra Park during event times. It also included potential opportunities for future operation. The stakeholders engaged include Department of Transport and Planning, City of Melbourne, City of Yarra, Neuron and Lime.

The key findings are summarised below:

- It is common for MCG patrons to park in the eastern residential areas.
- Local councils deploy special enforcement teams (an increased number of officers) on event days.
- Local council future parking management plans may influence the classification of on-road parking around Yarra Park.
- E-scooters and e-bikes have no designated parking area within Yarra Park or MCG.
- E-scooter and e-bike companies are open to collaboration with the MCC in the future.

Future operating conditions

The MCC's priorities for the future of Yarra Park ('the Park') and consultation feedback indicates some current operating procedures within the Park precinct will be reviewed to support future operations.

The future operating environment considered in this study includes a future review of:

- **Use of the Park for public car parking for events** – In line with MCC management recommendations, the use of Yarra Park for public car parking for events will be reviewed in the short term.
- **Accessible parking** – The locations and surface treatments of dedicated accessible public parking zones will be reviewed to ensure appropriate access is provided to nearby pathways. Accessible car parking locations should be integrated with mobility shuttle services and hub infrastructure.
- **Ongoing Micromobility Trials** – It is assumed that the current shared e-bike program with surrounding councils will continue, and that shared e-scooter programs may be reinstated in the future.

User groups impacted

The MCG has been operating in the same location in Yarra Park since 1853. As such, many travel habits have been formed over generations. Currently, some patrons are used to having the option to access the stadium by private vehicle. As such, there is likely to be a level of inertia when considering changes to the status quo.

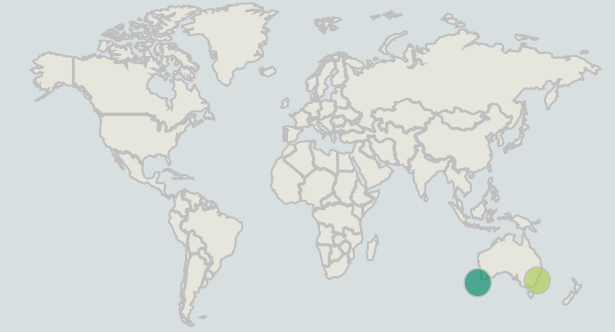
The ITS supports increased access choices for all visitors and seeks to provide viable alternatives to support any future change to car parking at the site.

People with mobility restrictions will be supported by improvements to accessible parking, movement services, and infrastructure within the Park.

People who already use public or active transport to access the Park will also be positively supported through improvements to existing infrastructure and services.



Case studies – lessons for Yarra Park



Sydney Cricket Ground

Situated in Moore Park in the city's east, the Sydney Cricket Ground is one of the world's most famous cricketing venues. The stadium has a capacity of 48,000 and predominantly hosts cricket and AFL matches. However, concerts and rugby matches are also hosted.

- Public parking on surrounding streets is controlled by local councils, with public parking within the precinct heavily restricted on event days.
- Express public transport routes combined with free public transport with tickets encourage public transport uptake.
- Wayfinding apps (such as what3words) provide enhanced wayfinding within the precinct to specific locations.



Perth Stadium

Perth Stadium (Optus Stadium) is a multi-purpose stadium in Perth, Western Australia, located in the suburb of Burswood. The stadium, completed in 2017, has a current capacity of 60,000 patrons in an oval configuration.

- Perth Stadium does not provide parking for the general public, and limited parking for accessible needs users.
- Public transport is encouraged over other modes due to improved accessibility within the precinct. Similarly, purpose-built public transport schedules help move patrons away from the stadium via custom event-day train and bus stations.
- This approach is challenging on weekdays, with peak usage aligning with reduced services.
- Public transport is free with tickets, further encouraging uptake.

Case studies – lessons for Yarra Park



Wembley Stadium

Wembley Stadium is a football stadium in Wembley Park, London. It opened in 2007 on the site of the original Wembley Stadium, which was demolished from 2002 to 2003. The stadium hosts major football matches including home matches of the England national football team, and the FA Cup Final.

- Wembley stadium discourages the use of private vehicles by utilising sophisticated 'sofa to seat' journey planning software, combined with parking controls to encourage mode shift.
- Public parking is not available on event days, with patrons encouraged to use public and active transport to attend the venue.
- Patrons with accessibility needs are still allowed to park within the region on event days, through pre-booked parking at selected local parking garages.



Melbourne Park (Australian Open)

The Australian Open is an annual grand slam tennis tournament hosted at Melbourne Park, adjacent to Yarra Park. The location of the tournament offers an insight into potential transport innovations for consideration in a Yarra Park context. A site visit was undertaken on 27th January 2023.

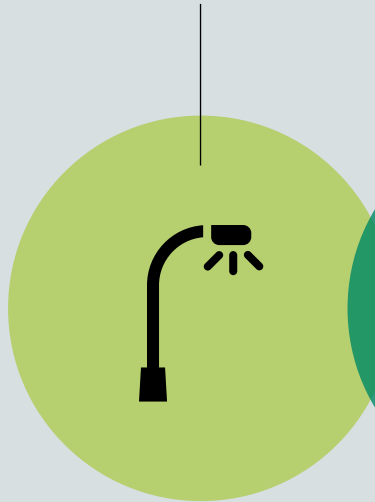
- A sophisticated micromobility cordon provided patrons with the opportunity to explore alternative modes to the event. This allowed for the control of e-scooters and e-bikes to restricted areas, reducing impact on pedestrians and other users.
- Temporary cycle parking locations experienced high levels of usage, with on-site security present at all times.
- Controlled taxi ranks allowed for ease of drop-off and pick-up for registered taxis. This contrasted with uncontrolled rideshare pick-up and drop-off, which resulted in conflicts with other road users.

Strategic objectives

The strategic objectives of the ITS, shown in Figure 3 below, have been developed to ensure recommended opportunities support access to and movement within the future vision of Yarra Park.

Amenity & Safety

Provide a park that facilitates pleasant and safe movement at all times of day, for all users.



Accessibility & Mobility

Create an environment that ensures all users can access all areas of the park without significant support.

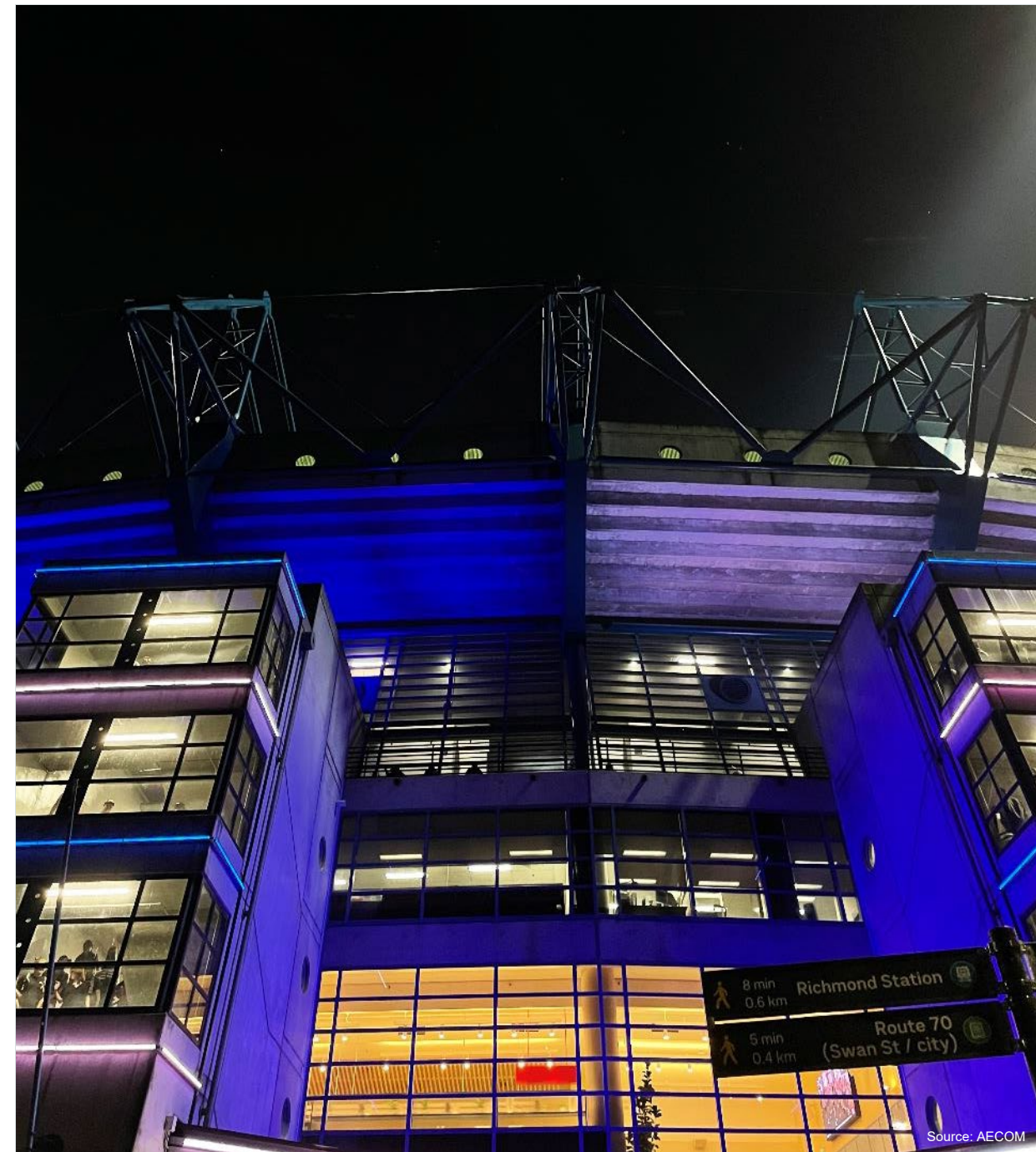


Access by Sustainable Modes

Improve sustainable transport access and connection to, within, and through the park.



Figure 3: ITS Strategic Objectives



Source: AECOM



Transport Opportunities

Yarra Park
Integrated Transport Strategy



Source: AECOM

Focus areas, enablers, mechanisms

Focus areas for investigation

The background research phase identified a series of focus areas for improvement to support safe and secure access to Yarra Park and encourage ongoing mode shift objectives towards more sustainable modes of travel.

These focus areas provide the basis for opportunities identified:

- **Pick-up/drop-off** – establish effective private, rideshare, and taxi pick-up/drop-off operations
- **Walking** – deliver a safe and efficient walking environment
- **Cycling** – ensure cycling infrastructure within the Park is sufficient for increased uptake
- **Public transport** – optimise existing public transport services and access
- **Accessibility** – ensure that all patrons can safely access the Park
- **Future mobility** – support use of e-scooters, e-bikes and other micromobility devices
- **Private vehicles** – manage residual private vehicle movements and parking
- **Technology** – improved digital journey planning and navigation tools/resources

Enablers

A series of enabling tasks have been identified to support the effective development and delivery of all focus area opportunities

Mechanisms for delivery

Opportunities developed under each focus area have also been assigned one or more mechanisms for delivery to aide the MCC in understanding the type of upgrades proposed:

- **Infrastructure** – Built-environment related improvement options
- **Operations** – Operational changes to key MCC, MCG or Yarra Park systems
- **Governance** – Changes to MCC, MCG, Yarra Park or stakeholder policies



Pick up and Drop off

Opportunity	Description	Form
Provision of dedicated rideshare load zones and additional taxi ranks	Co-ordinate with each taxi or rideshare company to provide separated pick up drop off ranks for MCG events. This includes the required wayfinding, traffic calming and location assistance for each rank. Ranks could be managed early on to support behaviour change and habit formation.	Operations, Infrastructure
Dedicated pick-up/drop-off load zones for private vehicles	Upgrade existing and identify new public drop-off and pick-up areas to accommodate for higher demand. Focus on areas further from the park to avoid conflicts with rideshare activities.	Infrastructure
Booking rideshare via PIN system	Improve rideshare user experience through partnerships with rideshare operators to develop PIN pick up system similar to arrangements at Melbourne airport.	Operations



Walking

Opportunity	Description	Form
Adaptive wayfinding	Introduce adaptive wayfinding signage to provide targeted information in relative directions for different scenarios (e.g. during pre-game wayfinding signs direct patrons toward stadium and post-game direct towards major PT stations, support non-event day information). This includes accessible-specific wayfinding to aid with movement between accessible locations.	Infrastructure
Physical wayfinding improvements from major locations to stadium	Provide more up to date information in event maps, permanent Variable Message Signs and street signage at major PT stations, gates and adjacent streets.	Infrastructure
Improved traffic management	Provide a safer walking journey for pedestrians by reviewing and improving current traffic management of conflicts between pedestrians and vehicles at key locations within the vicinity of Yarra Park.	Operations



Cycling

Opportunity	Description	Form
Cycle circulation, safety, and infrastructure review	Review general cycling connectivity within the park, including desire lines, general alignment, PBN and SCC routes and requirements. Similarly, review location, capacity, amenity, security and attractiveness of permanent cycle parking locations. Consider inclusion of temporary parking infrastructure for event operations.	Infrastructure, Governance
Cycling wayfinding improvements and journey planning	Improve cycle wayfinding to designated key locations both around the ground and outside Yarra Park to aid with ease of movement. Include information for cycle travel routes and parking on event maps.	Infrastructure



Public Transport

Opportunity	Description	Form
Expand free tram zone (FTZ) on event days	Designate “Event Day FTZ” to include Wellington Parade and Yarra Park stops for ticket holders.	Operations, Governance
Free/reduced PT with ticket	Provide free/reduced fare public transport with tickets, or reduced fares for tap on/offers at eligible stations/stops on designated event days.	Operations, Governance
Integrated transport and event ticketing	Partner with the state government and Myki to enable Myki credit for patrons attending events.	Operations, Governance
Reform of PT scheduling post-game	Reform public transport scheduling to incentivise uptake through providing high frequency, direct bus/tram/train services to key hubs (Flinders Street/Southern Cross) from which patrons can connect with the wider network.	Operations, Governance



Universal Access

Opportunity	Description	Form
Pathway review	Review Yarra Park pathway network and address accessibility compliance issues (where possible). This includes wayfinding and signage within the region.	Infrastructure
Establish accessible hubs at various locations around the park	Identify permanent/temporary areas suitable for private pick up and drop off patrons with accessibility restrictions aligned to G-train stops.	Infrastructure
Improve mobility shuttle service and infrastructure connections to PT hubs	Provide frequent G-train services at more pick-up points. Provide improved weather protection at stop locations. Consider upgrading buggy to accommodate for higher demand.	Operations, Infrastructure



Future Mobility

Opportunity	Description	Form
Understanding future mobility trends and opportunities	Undertake a study to understand evolving trends and future demand relating to micromobility and future mobility.	Governance
Micromobility circulation, safety and infrastructure review, including parking for shared and private micromobility vehicles	Review connectivity within the park, including desire lines, routes, and conflict points. Engage with e-mobility companies to identify optimised and safe areas for shared scheme parking within Yarra Park. Consider locations previously used by Lime and Neuron during MCG events. Identify locations for secure, event-day parking for privately-owned devices.	Infrastructure
Secure / undercover charging infrastructure for private micromobility vehicles	MCC to provide secure e-mobility parking with integrated charging infrastructure within Yarra Park for private electric micromobility devices.	Infrastructure
Micromobility partnerships	Partner with Lime and Neuron (or others if required) to provide incentives for areas beyond the last mile boundary. In the long-term, partner with local government to increase e-mobility availability across Melbourne to encourage micromobility usage on event days.	Operations, Governance



Private Vehicles

Opportunity	Description	Form
Public car parking review	Undertake a review of the use of Yarra Park for public car parking during events at the MCG and Melbourne Park. This includes a review of the location of accessible parking and integration with mobility shuttle services and hub infrastructure. Remediation of all surface disturbances caused by vehicle parking.	Operations, Infrastructure, Governance
Wider area car parking information provision	Develop a map and supporting information outlining surrounding public car parking locations and last mile access options to the MCG. Provide on website and in communications to members/visitors prior to carpark closure.	Operations
Motorcycle parking	Provide a designated and secured parking area for motorcycle users.	Infrastructure
Formalise Brunton Avenue closure/reduction	In partnership with state and local government, explore the benefits of permanent full or partial closure of Brunton Ave. Determine best use of land made available by closure/reduction.	Operations, Governance
Car Parking Zone	Initiate a 'MCG Parking zone' similar to the Gabba parking zone (QLD), in partnership with surrounding councils. This is a legally gazetted zone to protect adjoining neighbourhoods from event parking. Default time limit of 15 min on "game-days" for on-street parking unless signed otherwise. Works in conjunction with residential parking permits.	Operations, Governance



Technology

Opportunity	Description	Form
Improved digital wayfinding within Yarra Park	Integrate a digital wayfinding tool to direct patrons to key locations within the precinct.	Governance



Source: Getty Images

Enablers for delivery

The delivery of the Strategy opportunities must be supported by **enabling tasks** that are essential to the successful delivery and realisation of the strategic objectives:

Improved Governance

A Transport Strategy Working Group should be established within the MCC to manage the planning and delivery of strategy opportunities and other enabling tasks. This would comprise existing resources with support from new, dedicated team members if required.

Transport Access Study

Undertake an ongoing travel, access and mode share study to understand changing travel and access trends. This will aid with ongoing prioritisation of opportunities and understanding their influence on mode shift. The Study should be refreshed every five years to understand changes in travel behaviour. Over time, the travel and access changes observed will provide an evidence base for measuring program success.

Stakeholder Engagement and Management Plan

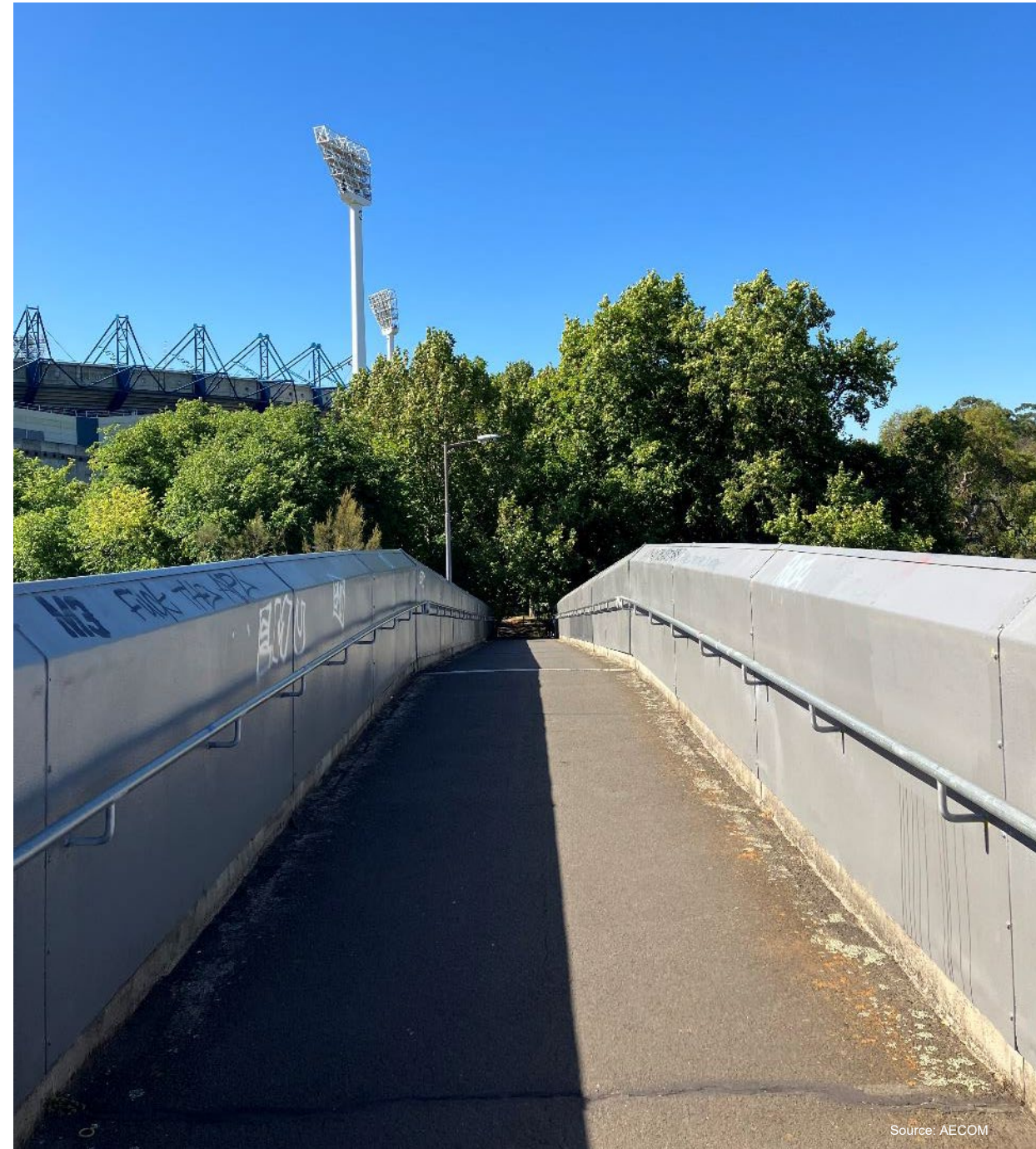
The inclusion of key stakeholders during the development of strategy opportunities is integral to successful delivery. The Working Group should map key stakeholders, assign consultation types, and engage appropriately as required.

Travel Demand Management (TDM) Strategy

The delivery of an internal TDM strategy is required to support patron decision-making and positive behaviour change to realise the benefits of key strategy opportunities.

Visitor Communications Plan

The objectives of the TDM strategy must then be supported via a targeted Communications Plan to inform visitors of network and venue changes and improvements. Communications should be structured to meet the needs of all user groups.



Source: AECOM



Assessment Delivery Roadmap Action Plan

Yarra Park
Integrated Transport Strategy

Opportunity assessment

The opportunities have been evaluated via a multi criteria assessment which quantified the impacts on various criteria to produce an indicative priority rating of Low, Medium or High the MCC can consider during the implementation stage.

The key criteria used to produce a priority rating included:

- **Alignment with the strategic objectives** – The level of alignment of the opportunity with the strategic objectives. Scored between 1 (partly aligned) and 3 (fully aligned), or N/A.
- **Number of patrons affected** – The estimated number of patrons affected by the implementation of the opportunity. Scored between 1 (100) and 3 (10,000+), or N/A.
- **Wider network impacts** – The level of positive impact on the wider transport network by the implementation of the opportunity. Scored between 0 (no change) and 3 (significant), or N/A.
- **Yarra Park impacts** – The level of positive impact within Yarra Park by the implementation of the opportunity. Scored between 0 (no change) and 3 (significant), or N/A.

Additionally, supporting criteria which may influence implementation feasibility include:

- **Delivery model** – The resources required to deliver the opportunity, to consider additional partnership with government or private organisations.
- **Expected stakeholder concerns** – The perceived level of effected stakeholder concern. Stakeholders considered include residents, Local and State governments, network operators, and other private entities. Scoring ranges from low to high.
- **Indicative cost** – Estimated capital and operational costs of the opportunity. Scoring ranges from low (\$) to high cost (\$\$\$).
- **Implementation time** – Indicative time required to initiate and implement opportunity.

The completed assessment is presented on the following pages.



Opportunity assessment (1/2)

Focus Area	Opportunity	Priority			Delivery Partners			Stakeholder Concerns			Indicative Costing			Indicative Time to Deliver		
		Low	Med	High	MCC	Govt.	Private	Low	Med	High	\$	\$\$	\$\$\$	Short	Medium	Long
 Pick-up/ Drop-off	Dedicated load zones for rideshare services and additional taxi rank provision	High			✓	✓	✓	Medium			\$\$			Short		
	Dedicated load zones for private vehicle pick up and drop off	High			✓	✓	✓	High			\$\$			Short		
	Booking rideshare via PIN system	Medium			✓		✓	Medium			\$\$\$			Medium		
 Walking	Improved traffic management	High			✓	✓	✓	Medium			\$			Medium		
	Adaptive wayfinding	Medium			✓			Low			\$			Medium		
	Physical wayfinding improvements from major locations to stadium	Medium			✓	✓		Low			\$\$			Long		
 Cycling	Cycle circulation, safety, and infrastructure review	High			✓	✓		Low			\$			Short		
	Cycling wayfinding improvements and journey planning	Medium			✓			Low			\$\$			Medium		
 Public Transport	Reform of PT scheduling post-game	Medium			✓	✓		Low			\$\$\$			Long		
	Free or reduced PT with ticket	Medium			✓	✓		Low			\$\$\$			Long		
	Integrated transport and event ticketing	Medium			✓	✓		Low			\$\$			Medium		
	Expand free tram zone on event days	Low			✓	✓		Medium			\$\$\$			Long		

Opportunity assessment (2/2)

Focus Area	Opportunity	Priority			Delivery Partners			Stakeholder Concerns			Indicative Costing			Indicative Time to Deliver		
		Low	Med	High	MCC	Govt.	Private	Low	Med	High	\$	\$\$	\$\$\$	Short	Medium	Long
 Universal Access	Pathway review	High			✓	✓	✓	Low			\$			Short		
	Improve mobility shuttle service and infrastructure	High			✓			Low			\$\$			Short		
	Establish accessible hubs at aligned to G-train stops for pick up and drop off	Medium			✓	✓	✓	Low			\$\$			Medium		
 Future Mobility	Micromobility circulation, safety and infrastructure and parking review	High			✓			Low			\$			Short		
	Understanding future mobility trends and opportunities	Medium			✓	✓	✓	Low			\$			Medium		
	Secure / undercover charging infrastructure for private micromobility vehicles	Medium			✓			Low			\$			Long		
	Micromobility partnerships	Low			✓		✓	Low			\$\$			Long		
 Private Vehicles	Public car parking review, including accessible car parking locations	High			✓			High			\$			Short		
	Wider area car parking information provision	High			✓			Low			\$			Medium		
	Formalise Brunton Avenue closure/reduction	Medium			✓	✓		High			\$\$\$			Long		
	Car Parking Zone	Medium			✓	✓		Medium			\$\$			Medium		
	Motorcycle parking	Medium			✓			Low			\$			Medium		
 Technology	Improve detailed digital navigation to Yarra Park	High			✓	✓	✓	Low			\$\$			Medium		



Source: AECOM



Present day

Delivery roadmap

The pathway to the realisation of the Strategy's objectives has been aligned to the Master Plan implementation timeframes.

This roadmap outlines the delivery of opportunities into the following delivery timeframes:



Short – Opportunities are urgent responses to current issues that should be progressed immediately to achieve Master Plan objectives.

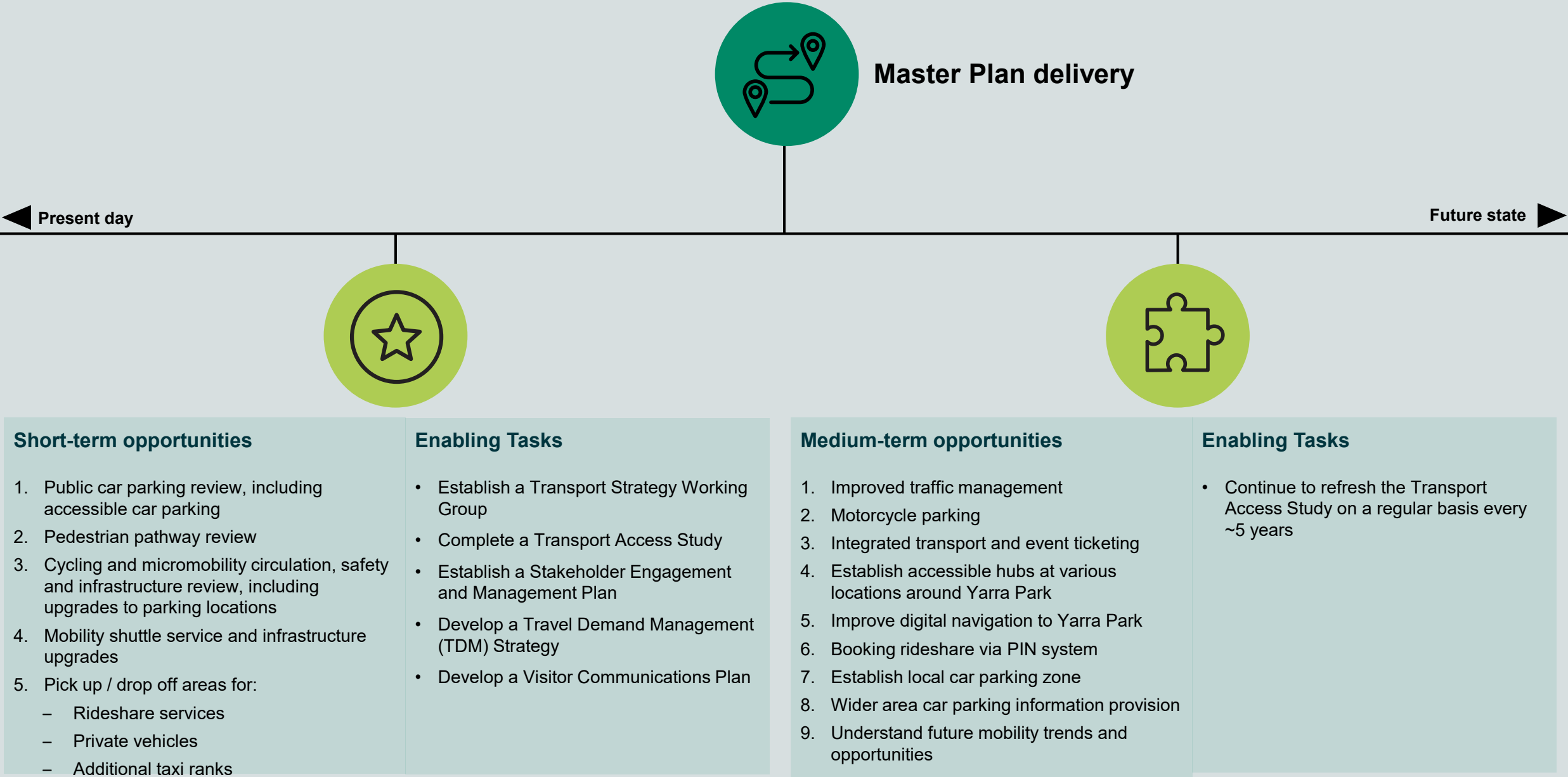


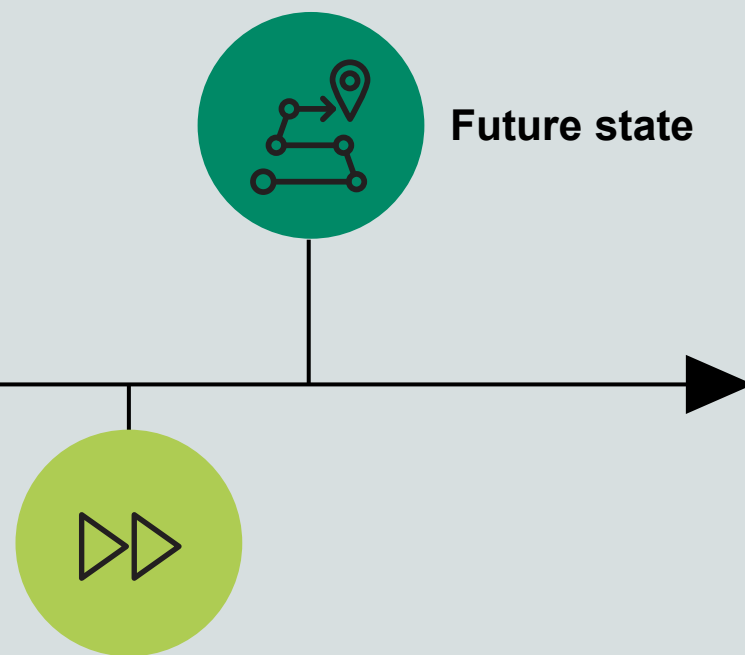
Medium – Opportunities that will support broader Master Plan outcomes and deliver positive change for network users.



Long – Opportunities that have extended implementation times or are not deemed urgent to support Master Plan priorities.

Delivery roadmap





Long-term opportunities

1. Reform Public Transport scheduling post-game
2. Formalise Brunton Avenue closure/reduction
3. Physical and adaptive wayfinding improvements for pedestrians and cyclists
4. Expand free tram zone on event days
5. Free or reduced PT with ticket
6. Secure / undercover charging infrastructure for private micromobility vehicles
7. Micromobility partnerships

It is assumed that all enablers detailed in this document have been considered and implemented by this stage.



Source: AECOM

High-priority opportunity action plan

The high-priority opportunities for immediate consideration that will support the staged removal of public parking in the park have been grouped into the following themes:

1. Public car parking review

- Review the use of Yarra Park for public car parking during events
- Includes the review of accessible car parking locations and integration with mobility services (G-train) and accessible hubs

2. Active transport access

- Review the suitability and accessibility of existing pedestrian pathways
- Cycling and micromobility circulation, safety and infrastructure review
- Upgraded cycle parking and designated parking areas for shared e-mobility schemes and private micromobility vehicles

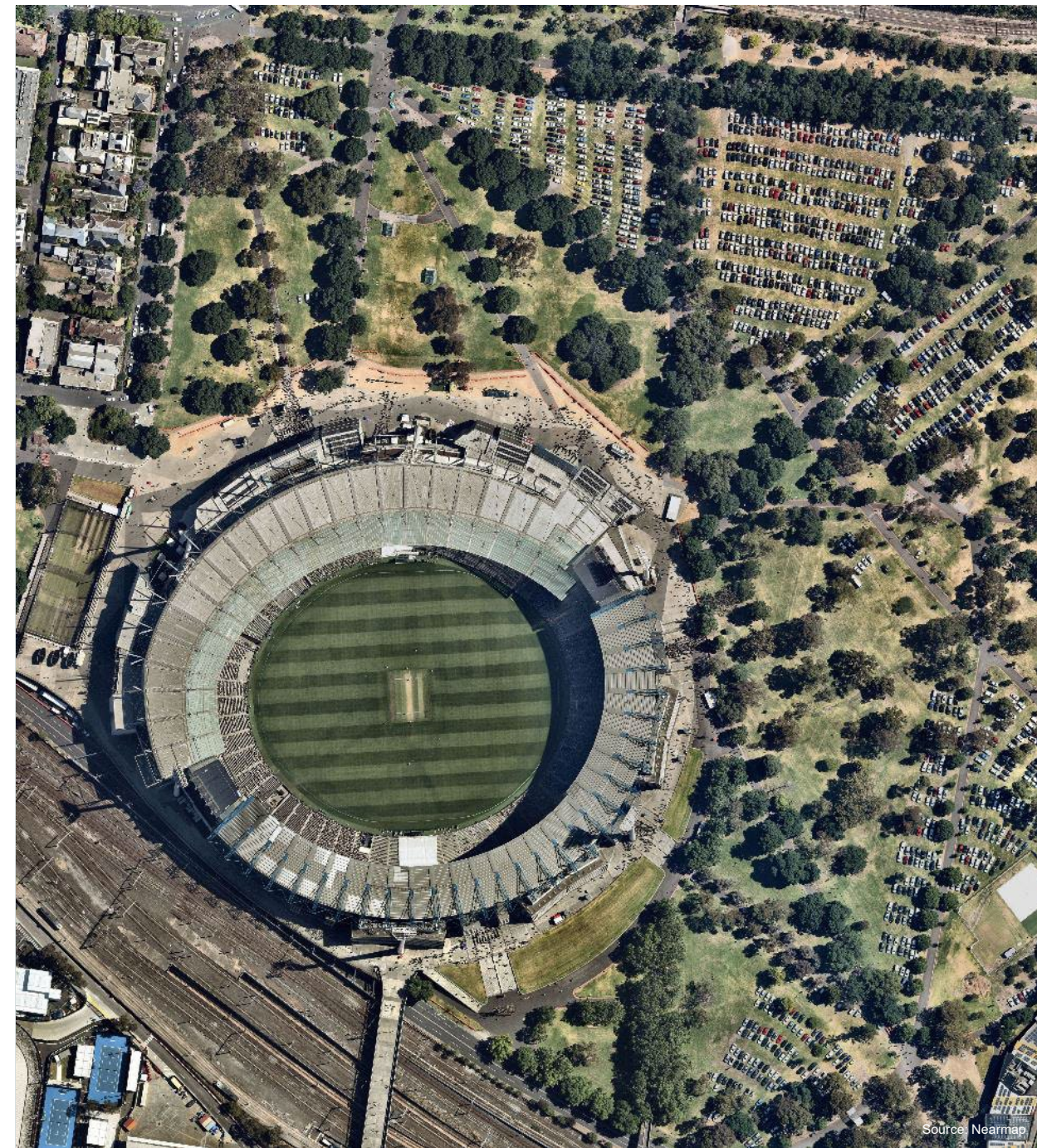
3. Pick up and drop off areas

- Provision of rideshare and taxi ranks
- Private vehicle pick-up/drop-off areas

4. Universal access improvements

- Mobility shuttle service and infrastructure upgrades

An [action plan](#) for the further development and delivery of each opportunity is provided in the following pages.



1. Public car parking review

Opportunity		
Public car parking review	ACTION	• Undertake a review of the use of Yarra Park for public car parking during events at the MCG and Melbourne Park. • Includes the review of accessible car parking locations and integration with mobility services (G-train) and accessible hubs. • Remediate all surface disturbances caused by vehicle parking.
	PROCESS	• Review existing parking capacity and occupancy data during events. • Engage with car park users on needs and existing alternative mode options. • Trial car park reduction and closures during events. • Develop travel demand management and communications strategy to engage with affected user groups. • Ensure clear communication strategy with public that outlines alternative modes of travel to MCG. • Provide updated information on website about alternative parking locations.



2. Active transport access

Opportunity		
Pedestrian and cycling/ micromobility pathway review	ACTION	• Undertake a holistic review of cross-through desire lines including both N-S and E-W directions and upgrade key cycling path infrastructure against Standards and Guideline requirements, and local needs. • Seek to resolve pedestrian-cyclist conflicts on park pathways (where possible). • Deliver universal access upgrades on primary pathways for mobility-impaired users.
	PROCESS	• Undertake site survey and observations to identify preferred walking and cycling routes and address conflicts • Undertake desktop assessment to identify surrounding bicycle routes and access points to improve connectivity throughout the park • Discuss N/S SCC alignment with DTP and E/W alignment with Councils • Assess SCC existing infrastructure against Standards and Guidelines, including path and other infrastructure (e.g. bridges or connections to surrounding routes) • Potential assessment of E-W routes previously identified against Standards and Guidelines • Provide design solutions to critical conflict areas • Engage accessibility and universal mobility design advice • Engage with DTP, Parks Victoria and Heritage Victoria to discuss limitations to infrastructure changes along bicycle links and potential impacts on the park
Cycling/ micromobility parking review	ACTION	• Review exiting cycle and micromobility parking locations and facilities. • Increase permanent parking spaces numbers for staff and other users on non-event day • Consider the provision of temporary bicycle and micromobility parking on event-day • Improve attractiveness of parking to encourage greater access by active modes
	PROCESS	• Identification of attractors within the park that may require the addition of bicycle or micromobility parking infrastructure • Undertake an audit of existing parking in the park to ensure that it is illuminated, attractive, well-located, and identifiable. • Undertake on-site observations within the park to confirm the need for active mode parking infrastructure within the park. This can be done by observing instances of overuse of non-parking infrastructure, such as signposts or fences, for bicycle parking. • Assess the need for permanent and temporary bicycle parking infrastructure based on demand and consider how it will integrate with micromobility parking solutions. • Provide updated bicycle and micromobility parking information, including locations on the MCG website and other supporting channels.

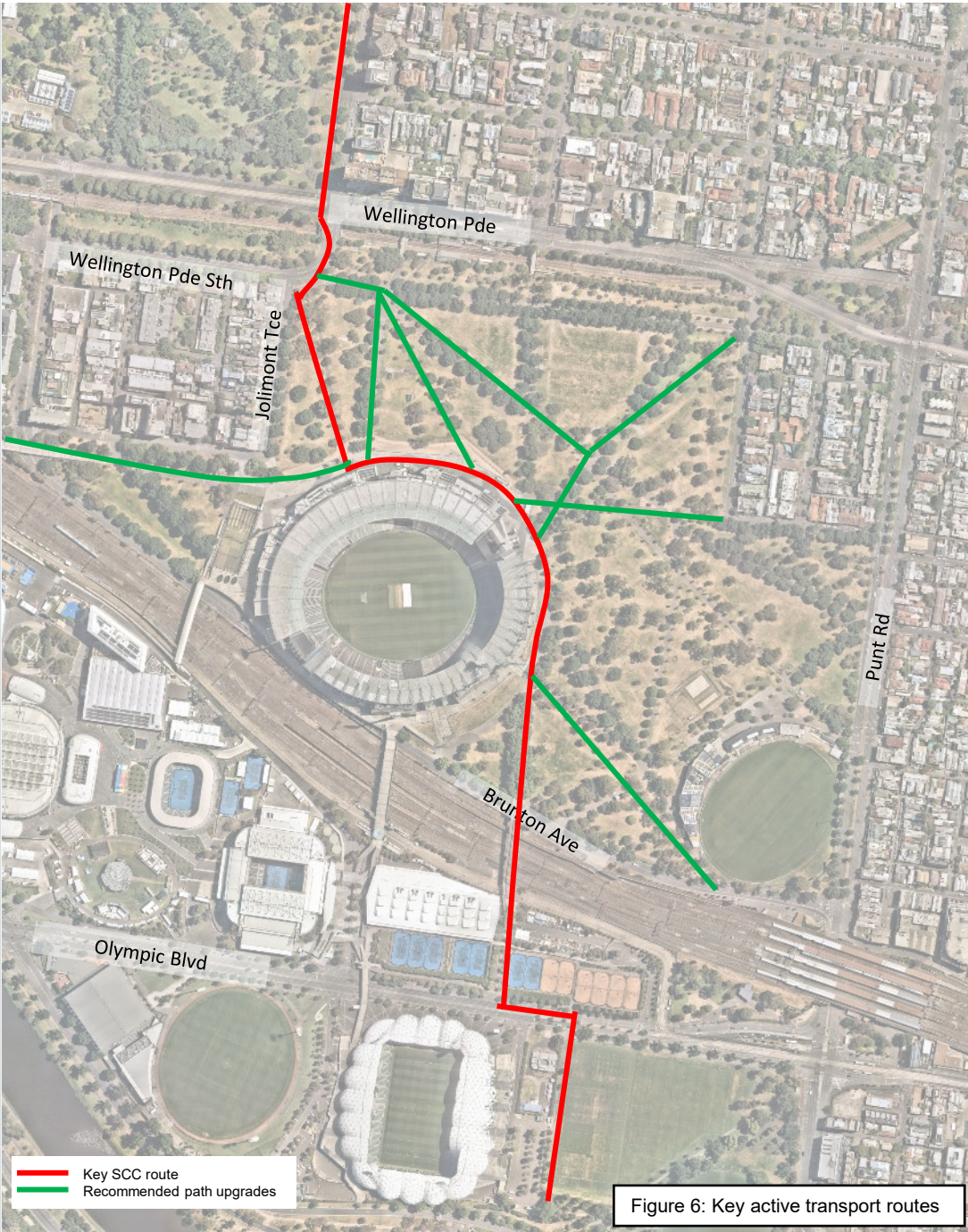
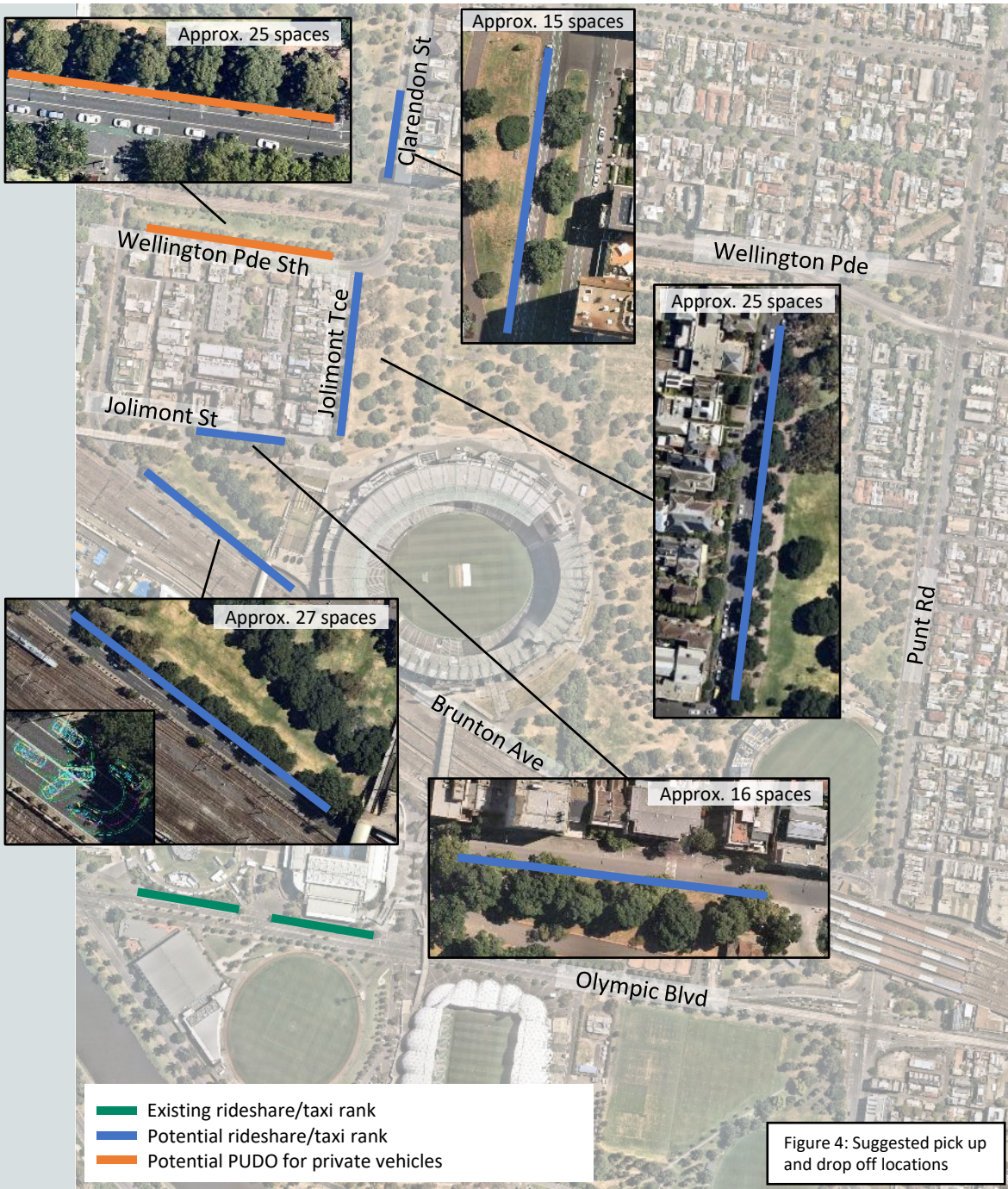


Figure 6: Key active transport routes

3. Pick up and drop off areas

Opportunity		
Rideshare and Taxi ranks	ACTION	- Provide separated pick-up drop-off ranks for MCG events at the following potential locations. - Includes the consideration of the required wayfinding, traffic calming and location assistance for each rank.
	PROCESS	- Site survey and observations to determine number of taxi and rideshare parking spaces required for each event category - Engagement with the relevant stakeholders (including CoM, DTP, Parks Victoria, Heritage Victoria, accessibility consultant, MCC security representative, MCC traffic management representative) to understand the benefits, challenges, and requirements of each of the proposed location options - Engage and coordinate with each taxi or rideshare company to discuss PUDO locations, communication with drivers, and onsite management - Develop a passenger waiting strategy and infrastructure design solutions to support safe vehicle access for all users - Include preferred PUDO locations and requirements in Traffic Management Plans - Trial preferred locations to identify on-site potential non-identified safety risks and bottle necks - Coordinate internally to ensure the inclusion of rideshare/taxi as a mode to get to the MCG in the MCG website
Dedicated PUDO areas for private vehicles	ACTION	Upgrade existing and identify new public drop-off and pick-up areas to accommodate for higher demand.
	PROCESS	- Engagement with the relevant stakeholders (including CoM, Parks Victoria, Heritage Victoria, accessibility consultant, MCC security representative, MCC traffic management representative) to understand the benefits, challenges, and requirements of different PUDO location options, including areas further from the park to avoid conflicts with rideshare activities - Site survey and observations to determine number DDA PUDO spaces required for each event category - Include preferred PUDO locations and requirements in Traffic Management Plans - Trial preferred locations to identify on-site potential non-identified safety risks and bottle necks - Coordinate internally to ensure the inclusion of private PUDO as an alternative to get to the MCG in the MCG website



4. Universal access improvements

Opportunity		
Mobility shuttle service and infrastructure upgrades	ACTION	• Improve G-train mobility shuttle service coverage and provide weather protection and seating (hubs) for users, primarily at public transport hub stops.
	PROCESS	• Trial an expanded G-train route in line with Accessibility consultant recommendations. • During trial, undertake periodic user surveys to inform route permanency. • Deliver hubs that provide improved weather protection and infrastructure at stops adjacent to public transport hubs. • Investigate portable, vehicle towed shelters that can be moved in and out of location for events and stored within back of house area. • Implement recommendations from user surveys and make trial route permanent. • Undertake a rapid cost-benefit analysis to determine feasibility of procuring new vehicles to improve frequencies and comfort, noting that the expanded route will have an increased travel time. • Review the mobility shuttle route annually, ensuring that routing captures: • Changes to accessible parking locations. • Upgrades to public transport facilities. • Mitigated conflicts between key routes for other modes (walking/cycling) to ensure frequencies and user experience are not impacted.



Figure 7: Proposed G-train route (blue line) and stops (★)

Medium-term opportunity action plan

Theme	Opportunity	Action
	Improved traffic management	- Engage with VicPol and City of Melbourne to understand current shortfalls in pedestrian and vehicle traffic management at key conflict points around Yarra Park during events. - Establish enhanced measures to better support pedestrians and vulnerable users at identified conflict points.
	Integrated transport and event ticketing	- Engage with DTP to understand opportunities to integrate digital transport and event ticketing under new MYKI contract terms. - Engage with ticketing providers (event and transport) to understand technology-based solutions or issues. - Identify any successful case study examples. - If viable, develop technology solution for trial and/or implementation.
	Establish accessible hubs at various locations around Yarra Park	- Subsequent to G-train reforms, establish dedicated areas within close proximity to G-train stop locations that can support vehicle access for mobility-impaired patrons. - Include details in communications strategy and with ticketing information.
	Understand future mobility trends and opportunities	- Commission a dedicated study to understand evolving trends and future demand relating to micromobility and future mobility with respect to event access. - Review and revise micromobility parking and services in response.
	Improve digital navigation to Yarra Park	- Engage with key digital navigation platforms (Google, PTV Journey Planner) to provide greater wayfinding detail to locations within Yarra Park, i.e. specific gates, meeting places, cycle parking, recreation facilities etc.. - Utilise existing digital navigation platforms, i.e. What3Words, to provide more detailed navigation support within the park and stadium. - Define preferred routes and parking locations based on selected mode. - Include details in communications strategy and with ticketing information.
	Booking rideshare via PIN system	- Engage with rideshare companies to understand the mechanics and financial implications of delivering a system similar to that at Melbourne Airport. - Dedicated PUDO facilities required.
	Motorcycle parking	- Review whether the MCC wants to support motorcycle parking in Yarra Park in the future. - If so, understand demand and identify appropriate location and requirements, such as pre-booking.
	Establish local car parking zone	- Engage with CoM and CoY to investigate benefits and implementation of an 'MCG parking zone' around Yarra Park. - Review Gabba (Brisbane) parking zone intricacies.
	Wider area car parking information provision	Engage with local councils and private parking operators to map and provide local digital parking information.

Longer-term opportunity action plan

Theme	Opportunity	Action
	Physical and adaptive wayfinding improvements for pedestrians and cyclists	- Commission a holistic wayfinding design review to develop a strategy and delivery plan that includes adaptive, digital, variable, and static wayfinding tools that support event and non-event modes and all user groups. - Identify and reference best-practice case study examples.
	Reform Public Transport scheduling post-event	- Engage with DTP to understand the implications and opportunities for post-event timetabling reform - Commission a study to determine appropriate service and frequency upgrades for different crowd scenarios. - Understand financial impacts via cost-benefit analysis. - Develop an implementation plan and potential timeframes.
	Expand free tram zone (FTZ) on event days	- Engage with DTP and Yarra Trams to understand the appetite for an event-mode FTZ expansion. - If supported, undertake study to determine optimal extent and timing of FTZ expansion, and financial impacts via cost-benefit analysis. - Develop an implementation plan and potential timeframes.
	Free or reduced PT with event ticket	- Engage with DTP to understand the implications and opportunities for reduced or free PT with event tickets. - Identify any successful case study examples. - Engage with ticketing providers (event and transport) to understand technology-based solutions or issues. - Undertake a financial and operational assessment to understand impacts and benefits. - If supported, develop an implementation plan and potential timeframes.
	Secure / undercover charging infrastructure for private micromobility vehicles	- As part of the future mobility trend study, establish a timeline for the introduction of permanent secure micromobility parking facilities that support onsite charging. - Develop an operational plan that includes capacities, access procedures, and any cost-recovery mechanisms.
	Micromobility partnerships	- Engage with shared scheme operators (Lime, Neuron) to understand partnership or membership model opportunities to encourage greater use of micromobility to access the park and stadium through financial incentive. - Identify and review any international precedent case studies for application to the Melbourne context. - Understand the potential economic benefits (via cost-benefit analysis) of offering such a partnership model. - If feasible, develop an operational model for trial and/or implementation.
	Formalise Brunton Avenue closure/reduction	- Engage with DTP and City of Melbourne to explore the benefits of permanent full or partial closure of Brunton Ave. - Establish options to make best use of newly available land for patron movements and access to the Park.



Conclusion and Implementation

Yarra Park
Integrated Transport Strategy

Conclusion

This Strategy provides the MCC with an understanding of the gaps in the existing Yarra Park transport and access network for both event and non-event days, and opportunities to support access improvements to Yarra Park.

Opportunities developed to realise the future strategic objectives were assessed, prioritised, and incorporated into a delivery roadmap for implementation by the MCC. These opportunities must be supported by identified enabling tasks to ensure successful delivery.

The implementation of this roadmap will ensure that the future Yarra Park transport and access network will be multi-modal and intuitive. It will allow users to easily shift modes by providing alternatives and improved customer information to support a review into the use of Yarra Park for public car parking during events.



Master Plan Implementation

The Yarra Park Master Plan has adopted the following priority opportunities identified in this Strategy:

- Development of a Transport Access Strategy
- Public car parking review, including accessible car parking
- Pedestrian pathway review
- Bicycle and micromobility circulation and safety review
- Mobility shuttle service (G-train) review and provision of accessible hubs.

Other opportunities are currently out of scope but should be considered for future delivery through alternative means.

Through delivery of these opportunities, movement to and through Yarra Park will be safer and more accessible for all visitors.



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