



CHAMPIONS ON THE MOVE TO THE MCG

Champions, the Australian Racing Museum (ARM) and Hall of Fame will move from its current location at Federation Square to become part of the highly acclaimed National Sports Museum (NSM) at the Melbourne Cricket Ground (MCG).

Agreement in principle has been reached with the MCC for the ARM to be part of a proposed extension to the National Sports Museum (NSM), subject to the feasibility study for the refurbishment of the Great Southern Stand.

Museum Chair, Barbara Saunders said "This is an exciting opportunity for the Australian Racing Museum and Hall of Fame and the racing industry generally. The NSM has some very appealing synergies for us and represents an exciting opportunity for the racing industry and sports fans".

"The move to the National Sports Museum will be a staged process commencing with the inclusion of a display into the existing NSM gallery in March 2009."

"This will place racing amongst Australia's most popular sporting exhibitions, including the Australian Football Hall of Fame, Australian Cricket Hall of Fame, MCG, MCC Museum, Olympic Games and the Sport Australia Hall of Fame. We will be adding part of racing's amazing historical collection to what is already an inspiring display of sporting memorabilia."

Commenting on the proposed NSM extension, MCC Chief Executive Officer, Mr Stephen Gough said that "the National Sports Museum at the MCG is Australia's only multi-sports museum and will provide a suitable home for the collections and displays of the Australian Racing Museum."

"The National Sports Museum opened in March to critical and public acclaim and tells the stories behind the great moments in Australian sport", he said.

Ms. Saunders said that "the Australian Racing Museum has had over 400,000 visitors since opening including in excess of 40,000 school children who have taken part in the museum's schools program. The museum is also a key component of a vision to promote racing to a new generation of potential racing fans. At the same time it plays an integral role in ensuring the history of racing is preserved for the enjoyment of future generations of Australians."

"Not only will racing continue to protect, preserve and display racing's rich heritage, we believe a move to the National Sports Museum will allow us to implement a cost effective business model that will deliver savings in line with those recommended in the recent Racing Industry Review" said Saunders.

The Australian Racing Museum will remain at Federation Square until 2010.

