

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
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FOOTY FESTIVAL KICKS OFF AT YARRA PARK

The Allan Labor Government and AFL today kicked off the annual Footy Festival – turning Yarra Park into the centre of the AFL universe for the next four days as excitement builds ahead of Saturday’s Grand Final.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today joined AFL CEO Andrew Dillon to launch the 2024 Footy Festival – a jam-packed event with entertainment for footy fans of all ages ahead of Saturday’s clash between the Sydney Swans and Brisbane Lions.

With only days before the season’s final game at the G’, more than 250,000 fans are expected to flock to Melbourne for this week’s events as the whole city gears into Grand Final mode – with fans from New South Wales and Queensland flying in to join the fun.

This year’s festival features an ice-skating rink, player appearances, giveaways, the AFL Play Zone, plus food trucks showcasing the very best of our state’s food and drink offering.

For the first time, the festival will go into the night with live music and dinner served up by signature Melbourne restaurants Easey’s, Hella Good and Pinchy’s.

Friday’s main event will be the annual AFL Grand Final Parade, which follows an exciting new route this year and takes fans through Melbourne and Olympic Park.

People travelling into the MCG for the Footy Festival and the Grand Final Parade will be able to use the extended free tram zone, making it easier to get to the Festival from the CBD.

The AFL Finals are a pillar of Victoria’s major event calendar, and the AFL Grand Final is locked in at the MCG until 2059.

More information on the Footy Festival can be found at afl.com.au/footy-festival.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

“Footy is part of this state’s cultural fabric, and the Footy Festival is a celebration of everything that makes Grand Final week so special in Melbourne – activities for the whole family, great food and live entertainment to build even more excitement for Saturday’s blockbuster clash.”

“We’re backing the AFL Grand Final to be bigger, better and here to stay in the sporting capital of Australia.”

Quotes attributable to Australian Football League CEO Andrew Dillon

“Grand final week in Victoria is a week like no other. The build-up, the anticipation, and there are plenty of activities for fans to get involved, highlighted by the free Footy Festival starting in Yarra Park and the Toyota AFL Grand Final Parade on Friday.”

“On behalf of the AFL, I want to thank Minister Dimopoulos and the Victorian Government for their support in delivering these great free activities for footy fans.”

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