

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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GLOBAL SPORTING SUMMIT RETURNS TO MELBOURNE

The best and brightest in world sport will again travel to Victoria in 2025 for SportNXT Melbourne – Victoria’s sport business summit – backed by the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the three-day event will return to Melbourne next March bringing a host of high-profile speakers from around the world to discuss the latest in the business of sport.

The SportNXT summit brings attendees from a wide range of organisations including previously, the NFL, the Walt Disney Company, NBA and Australian Sports Commission. The 2024 summit welcomed almost 1,000 attendees and included an issues rich program including the latest in sports technology.

As part of the summit, speakers and delegates explore the world-class sporting infrastructure found across Melbourne which has made Victoria a global leader in drawing major sporting events.

SportNXT will also showcase Victoria’s capabilities in sport innovation and sport technology, with 40 per cent of Australia’s SportsTech companies based in the state – employing almost half of the sector’s national workforce.

SportNXT made its debut in Melbourne in 2022 and helps showcase Victoria’s packed calendar of events which generates around \$3.3 billion a year for the state’s economy, thanks to events like the Australian Open Tennis, Formula 1 Australian Grand Prix, and AFL Grand Final.

The 2025 summit will take place in the week of the Formula 1 Australian Grand Prix – making the most of an already exciting week in Melbourne as anticipation builds for what will be another huge weekend of Formula 1 action.

More details on SportNXT 2025, including key speakers, will be released in the coming months. For more information, visit <https://sportnxt.org/>

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

“This three-day event brings global leaders from across the sporting world to Australia’s sporting and major events capital.”

“SportNXT has quickly become a must-do event for sporting heavyweights from around the world – and we’re giving them the chance to see firsthand how well we do major sporting events here in Victoria.”

Quote attributable to SportNXT Co-Founder Eddie McGuire AM

“We are delighted to bring SportNXT back to Australia’s sporting capital, Melbourne, in 2025. Every year SportNXT has grown in size and stature and has become a true breeding ground for innovation in sport. With speakers and delegates converging from around the world, SportNXT has established itself as the most significant sport industry gathering in the Southern Hemisphere.”

Quote attributable to SportNXT Co-Founder Bart Campbell

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“With the support of the Victorian Government, SportNXT brings together the most influential leaders in sport. It has delivered significant trade outcomes for the industry and is a must attend event for anyone engaged in the business of sport. It’s where senior executives from across the globe gather in Melbourne to connect, inspire and do business.”