

Media Release

Steve Dimopoulos MP
Minister for Environment
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BOOST FOR BELLARINE AS VIC OPEN RETURNS TO 13TH BEACH

The Allan Labor Government is bringing the Vic Open back to 13th Beach Golf Links on the Bellarine Peninsula in 2025, cementing Victoria's position as the ultimate destination for world-class golf.

Member for Bellarine Alison Marchant today announced the return of the week-long tournament, which will kick off with clinics and a pro-am before culminating on Sunday, 9 February with some of the world's best golfers competing for top honours.

The event will see women and men take on 13th Beach's Beach and Creek courses, competing for equal shares of prize money.

2025 will mark the 12th year at this renowned location, with the Vic Open continuing to provide a competition where men and women are competing alongside each other for equal prize money.

The tournament has drawn some of the world's top international golfers to Victoria, and it also gives our homegrown stars like superstar siblings Minjee Lee and Min Woo Lee the chance at the renown trophy.

The 2025 event – supported through Visit Victoria and the *Regional Event Fund* – will include the Vic Inclusive Championship, which is promoting access and engagement for golfers with disabilities.

The Vic Open is partnering with more than a dozen local businesses, giving the local economy a boost – with those benefits flowing into local communities.

Golf is a major driver of the state's tourism sector and contributes about \$1 billion annually to the local economy, while supporting nearly 7,000 jobs.

The Vic Open is part of an action-packed calendar of major events this summer, which includes the Australian Open golf at Kingston Heath and the Victoria Golf Club, the Boxing Day test, the Pro Kabaddi Melbourne Raid and the Yayoi Kusama exhibition at the NGV.

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

"The return of the Vic Open to 13th Beach highlights our state's ability to deliver world-class sporting events that build lasting legacies for local communities."

"Events like the Vic Open not only provide thrilling experiences for fans but they drive tourism and support jobs across the Bellarine Peninsula."

Quotes attributable to Member for Bellarine Alison Marchant

"The Vic Open continues to be a huge drawcard for the Bellarine region, with visitors able to witness world-class golf and experience the unique hospitality and breathtaking scenery of the area."

Quote attributable to Visit Victoria CEO Brendan McClements

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“The Vic Open is one of many incredible events in our summer lineup, showcasing Victoria’s appeal to visitors no matter what they’re interested in.”

Quote attributable to Golf Australia CEO James Sutherland

“We're thrilled to see the Vic Open continue its tradition of gender equity and inclusion, hosted at 13th Beach. The tournament adds to an incredible summer of golf for our athletes, which includes the upcoming ISPS Handa Australian Open from 28 November to 1 December 2024 at Kingston Heath and Victoria Golf Clubs.”