

Media Release

The Hon Ben Carroll MP
Acting Premier
Minister for Education
Minister for WorkSafe and TAC



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FANS FLOCK TO SPORTING CAPITAL AS AUSTRALIAN OPEN BEGINS

Tennis fans from across the globe are flocking to Melbourne as the job-creating, record-smashing Australian Open – proudly backed by the Allan Labor Government – gets underway.

Acting Premier Ben Carroll and Minister for Tourism, Sport and Major Events Steve Dimopoulos joined Tennis Australia CEO Craig Tiley at Melbourne Park to mark the start of the slam, which will light up the city over the next two weeks.

Last year's record-breaking crowds at the Australian Open generated more than \$533 million in economic benefits for the state, taking the total benefit to Victoria to more than \$3.1 billion since 2014.

The event attracts hundreds of thousands of people to Melbourne. Last year more than 620,000 hotel nights were booked in Victorian hotels across the tournament – smashing the previous record by nearly 50,000 visitors. In 2024 the average daily visitor spend was also the highest on record, at \$308 per person.

Alongside some of the world's top ranked players, the main draw that begins today will also showcase our Aussie hopes, allowing fans to cheer on their local heroes.

A calendar of off-court entertainment will run across the entire Australian Open for all ages to enjoy – with live music, great food and drinks, free activities for kids, plus two exciting new additions with The Village and TOPCOURT opening for the first time this year.

The Village gets fans closer to their favourite tennis stars with a new viewing platform between Kia Arena and John Cain Arena, offering unmatched access to players practicing.

TOPCOURT is a world-first immersive experience where tennis, culture, and video gaming collide in the heart of Birrarung Marr – linking the Australian Open and Melbourne's CBD. It will feature live music and DJs, a Padel Court where fans can play, retail pop-ups and a host of the latest gaming setups.

This week the Allan Labor Government announced that Australian Open ticket holders and staff can travel for free on Route 70a for the whole two weeks. 4,500 extra tram services will run to get people where they need to be.

The Labor Government has secured the Australian Open in Melbourne until 2046 and invested almost \$1 billion in the Melbourne Park Redevelopment – ensuring this iconic international event and world-class precinct can continue to draw hundreds of thousands of visitors to Victoria every year.

This year's Australian Open runs from 12 to 26 January at Melbourne Park. For tickets, go to ausopen.com.

Quote attributable to Acting Premier Ben Carroll

"We're the major events capital, the sporting capital, the live music capital and the food and drink capital of Australia – and it all comes together in summer at the Australian Open."

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"This kicks off a huge year of major events in Victoria, and all the jobs and tourism spend that comes with it."

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

"We work hard to secure blockbuster, exclusive major events for our state – generating a record \$39.7 billion in tourism spend, giving Victorians and visitors unparalleled access, and giving a boost to local businesses."

Quotes attributable to Australian Open CEO Craig Tiley

"With the first day of the main draw underway, we are excited to see the world's best players hitting the courts for what promises to be another unforgettable tournament."