

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



Saturday, 22 March 2025

KIDS GO FREE TO THE FLOWER AND GARDEN SHOW

The Allan Labor Government is making it cheaper for families to explore the southern hemisphere's largest horticultural show and experience beautiful Victorian grown flowers on display in the heart of Melbourne.

Minister for Environment Steve Dimopoulos today announced kids under 16 will go free to this year's Melbourne International Flower and Garden Show, and prices for adults will be capped.

The prestigious event will open its gate on Wednesday 26 March until Sunday 30 March.

Tickets will be \$40 for an adult daily entry with children under 16 admitted free, with more affordable price points starting at \$32 for afternoon tickets.

Victoria's garden industry employs more than 11,000 people in jobs such as landscaping, gardening retail, turf production, allied trades and floristry. The Show supports industry growth from new business generated at the event.

The Melbourne International Flower and Garden Show is one of the top five garden shows globally. In previous years, it has attracted over 100,000 visitors and 800 exhibitors.

Visitors who have already purchased tickets for their children will automatically receive a refund.

For more information about the show, visit melbflowershow.com.au.

Quote attributable to Minister for Environment Steve Dimopoulos

"We recognise the cost-of-living increases are impacting Victorians and this will help lower costs for families to visit bring the iconic Melbourne International Flower and Garden Show."

Quote attributable to Minister for Agriculture Ros Spence

"The Flower and Garden Show are a great way to spend the day with the family and experiencing the very best the Victorian horticultural farmers have to offer."

Quote attributable to Member for Northern Metro Sheena Watt

"We know families are doing it tough right now, that is why we are supporting them to get out and enjoy this fantastic event by helping under 16s to go for free."

Quotes attributable to the Melbourne International Flower and Garden Show Chairman Carl Soderlund

"We sincerely thank the Victorian Government for their support of this world-renowned industry showcase, which ensures the event remains accessible and affordable for all."

"We look forward to delivering an exceptional Show in 2025."