

Media Release

Hon Jacinta Allan MP
Premier



Wednesday, 2 April 2025

HELPING BUSY FAMILIES WITH AFFORDABLE SCHOOL UNIFORMS

The Allan Labor Government is helping busy families with the cost of living by making school uniforms cheaper.

Premier Jacinta Allan and Deputy Premier and Minister for Education Ben Carroll today announced changes to student dress codes to ban school logos on shorts, pants, skirts and socks in Victorian government schools.

Coming into effect from 2026, the major change to the student dress code policy follows consultation with families, schools and suppliers which found that branded, customised items (e.g. items with logos, stripes or other markings) are the biggest contributor to uniform costs, particularly if the items are used daily and replaced often.

These branded items are more expensive and can usually only be purchased from one provider. Compared to 'generic' store alternatives, some individual branded items were found to be up to \$56 more.

Not all government schools require branded shorts, pants, skirts and socks, but many do. Parents must either pay up or risk their child getting in trouble. Under these changes, standard and unbranded becomes the rule.

Schools can continue to have branding on hats, tops, shirts, dresses and jackets – everything from the waist up – because it's important for school pride, making sure all kids walk into schools as equals, and recognising students in a crowd.

In addition to the directive to transition away from branded pants, shorts, skirts, and socks, the updated statewide student dress code policy will require schools and school councils to ensure that their student uniform is affordable.

The Department of Education will be assisting them to review and update student dress codes and consult their school communities as part of their review process.

Schools that need to make changes to uniform items as part of their dress code policy update will implement them from the start of the 2026 school year. There will be transitional arrangements to ensure that uniforms already purchased can continue to be worn.

This is one of the many ways the Labor Government is helping busy families with the cost of uniforms. The Government's \$70.3 million investment into State Schools Relief has also supported more than 23,000 government school students with the Affordable School Uniform Program since 2024.

Quote attributable to Premier Jacinta Allan

"Parents are doing it tough right now – we're making sure they have one less thing to worry about."

"Government school uniforms should be worn with pride, but we need to make sure they're affordable for families."

Quote attributable to Minister for Education Ben Carroll

"School costs can add up, and that's why we're helping with uniform costs and saying goodbye to expensive branded shorts, skirts, trackies and socks."

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