

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



Saturday, 27 August 2022

YARRA RIVER TO BE CENTRESTAGE FOR THE GRAND FINAL PARADE

Footy finals fever has officially hit Melbourne, with this year's AFL Grand Final Parade to cruise down the Yarra River and a four-day festival on the doorstep of the MCG, thanks to support from the Andrews Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today joined AFL Executive General Manager Kyle Rogers at Yarra Park to announce the revamped event, which will bring Melbourne CBD and the Yarra Park Precinct to life this AFL Grand Final eve public holiday.

AFL players will travel by boat down the Yarra River from Southbank to Birrarung Marr followed by a motorcade across William Barak Bridge to Yarra Park. Footy fans will be encouraged to come along and line the banks of the Yarra River to cheer their AFL heroes and enjoy the family celebrations.

They can also soak up the finals action at the Yarra Park Precinct with a four-day AFL Festival from 21 - 24 September, reinforcing Melbourne as the home of the AFL Grand Final.

The AFL Festival will include Auskick clinics for the kids, food trucks, a packed entertainment line-up including the highly anticipated Grand Final Eve concert, a regional farmer's market, food from the biggest names in Melbourne's world-class restaurant scene and a great range of fun activities.

The AFL has also fixtured four AFLW games in the Yarra Park Precinct during the festival, including an AFLW game played at Punt Road on the morning of the AFL Grand Final for the first time ever.

The Labor Government is proud to partner with the AFL on delivering these grand final celebrations highlighted by the inaugural Yarra River Parade and the four AFLW matches during the festival.

We're also getting on with protecting the integrity of the AFL finals under the Major Events Act 2009, ensuring die-hard fans get a fair price to the big games by cracking down on ticket scalpers.

The AFL finals are integral to the success of our state's economy – that's why the Government has secured an agreement that locks in the most celebrated Australian sporting event at the MCG until 2059.

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

"The AFL Grand Final Parade is the jewel in the crown in Grand Final week, and we're proud to say that this year is going to be bigger than ever!"

"The inaugural Yarra River Parade and AFL Grand Final Footy Festival at the MCG will be a fun day out for fans and families to celebrate everything Victoria is famous for – from sport to food and great entertainment."

Quotes attributable to AFL Executive General Manager Kyle Rogers

"We are so pleased to once again provide fans with an iconic Toyota AFL Grand Final week experience in Melbourne, now in an improved family friendly layout."

"As we have all bounced back from two really challenging years, footy has helped bring the heartbeat of the city back and Grand Final week will bring together all things great about our game and the city of Melbourne."

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