

# Media Release

**Steve Dimopoulos MP**

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



Wednesday, 21 September 2022

## YARRA PARK COMES TO LIFE CELEBRATING RETURN OF GRAND FINAL

The Andrews Labor Government is bringing the AFL Grand Final back with a bang, backing the four day Footy Festival which kicks off today at Yarra Park.

Leading into the blockbuster battle between Geelong and Sydney at the MCG, the festival gives kids the chance to hone their footy skills, alongside loads of entertainment, activities, giveaways and prizes.

There's also a massive range of food options, from humble to high end, a farmers' market featuring some of the best produce from our regions, live entertainment and a Grand Final Eve Concert on Friday afternoon featuring Sneaky Sound System.

For those wanting to catch some live footy action, four AFLW games will be played in the city during the festival, and of course there's Friday's epic Grand Final Parade down the Yarra River to Birrarung Marr, followed by a motorcade across William Barak Bridge to Yarra Park.

After an action-packed finals series, the Labor Government is excited to partner with the AFL to bring the Footy Festival back to Yarra Park for the community to enjoy.

The Government's agreement with the AFL is delivering a boost to footy from community to elite level, upgrading Marvel Stadium so it remains a world-class sport and entertainment venue, and locking in the Grand Final at the MCG until 2059.

Making sure loyal fans pay a fair price, we've further strengthened the Major Events Act 2009 to clamp down on scalpers trying to rort the system with inflated package deals or dodgy tactics.

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

*"Footy is part of this state's cultural fabric and we're backing the AFL Grand Final to be bigger and better, with a four day festival that offers something for everyone in the beating heart of the nation's sporting capital."*

*"The countdown to the big dance is well and truly underway, and we're making sure it's one to remember for all footy fans and all Victorians."*

### Quotes attributable to AFL Chief Executive Gillon McLachlan

*"We are so pleased to once again provide fans with an iconic Grand Final week experience in Melbourne. The momentum is building, you can feel it in the city."*

*"The parade is back, the footy festival is back, there will be activities, giveaways, much more space and even designated areas especially for families, and the players and clubs presented to the fans in Yarra Park – surrounded by AFLW games during the day."*

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

**Media contact:** Corey Croft 0468 897 764 | [corey.croft@minstaff.vic.gov.au](mailto:corey.croft@minstaff.vic.gov.au)