

# Media Release

**Steve Dimopoulos MP**

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



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## AUSTRALIAN OPEN TROPHY TOUR BEGINS WITH 100 DAYS TO GO

The Andrews Labor Government is bringing a taste of the 2023 Australian Open to regional destinations across the state, with a trophy tour kicking off the 100 day countdown to the Grand Slam.

Minister for Tourism, Sport and Major Events Steve Dimopoulos was today joined by seven-time Grand Slam champion John Fitzgerald to announce that the Norman Brookes Challenge Cup and Daphne Akhurst Memorial Cup will travel regional Victoria, visiting tennis clubs and communities as the countdown to the main event begins.

Commencing in Bendigo on Saturday 15 October, the trophies will begin a grand tour to more than 20 locations across the state, taking in the Goldfields, Gippsland, Macedon Ranges, Daylesford, Geelong, the Bellarine and the Murray – drawing crowds and boosting businesses along the way.

Backed by the Labor Government, the tour provides regional communities the opportunity to connect with the AO, while encouraging participation in tennis, promoting sport initiatives and encouraging participation, while throwing the spotlight on some of the state's regional destinations.

The economic benefit of the Australian Open for the past 10 years is equivalent to more than \$2.71 billion, with more than 1650 full time equivalent jobs generated, while 1109 were created in 2022 and a further 547 in 2021.

During 2020 and 2021 alone the event delivered a massive \$405.3 million in economic benefit, supporting hotels, restaurants and bars across Melbourne, with this year's return to provide an even bigger benefit to city traders.

The AO is Australia's biggest sporting event, the largest in the southern hemisphere and will kick off an impressive line up of Victorian major events for 2023.

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

*"Victoria is the proud home of the best Grand Slam in the world and to mark 100 days to go we're making sure locals get the chance to experience a taste of the event through the trophy tour before we take it to the world stage."*

*"The Australian Open will be the first of many spectacular major events in Melbourne during 2023 and only Labor will continue to deliver the events that drive visitation, support businesses and create more jobs."*

### Quotes attributable to seven-time Grand Slam champion John Fitzgerald

*"AO on the Road is a wonderful initiative because it creates a tangible connection for people across Victoria to the amazing event that is the Australian Open."*

*"Having travelled to many towns as part of AO on the Road myself, I've experienced how special it is to be able to bring these magnificent and historic trophies to country Victoria."*

*"It's also a great opportunity to showcase our fantastic regional tennis communities and the tremendous work so many are doing to get more people of all ages involved in tennis."*

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