

Media Release

The Hon Ben Carroll MP
Acting Premier



Sunday, 14 January 2024

AUS OPEN SERVING UP ANOTHER GRAND SLAM FOR LOCAL JOBS

In a major boost for tennis fans, local jobs and Victoria's economy, the Australian Open 2024 is back bigger than ever and is opening on a Sunday for the first time in the prestigious event's history – extending the blockbuster tournament to 15 days – with support from the Allan Labor Government.

Acting Premier Ben Carroll and Minister for Tourism, Sports, and Major Events Steve Dimopoulos today welcomed visitors for the first day of the Australian Open, showcasing the excitement for one of global sport's biggest events.

With the world's top tennis stars set to light up Melbourne Park, including Australian star Alex de Minaur, the Australian Open is vying to break its record 2023 attendance figure of more than 839,000 visitors.

The Grand Slam tournament's enduring popularity sees families and friends from across the country and the state flock to Melbourne Park for the three-week line-up of entertainment. Off-court action will include live music performances from Tash Sultana, Groove Armada and DMAs, as well as the best of local cuisine and kids' activities.

With 10 million people tuning in to the television broadcast of the Australian Open in Australia in 2023, this year's blockbuster event is set to capture the nation and the world's attention squarely on Victoria.

Showcasing our state's diversity, passion and creativity to millions, Victoria's new tourism campaign *Every Bit Different* will be rolled out across TV, print, digital and culturally and linguistically diverse channels from today – encouraging Victorians and those from interstate to see the best every corner of our state has to offer.

The Australian Open is just one of many blockbuster events on the calendar this year, with highlights including the NGV Triennial, Groundhog Day the Musical, the Cadel Evans Great Ocean Road Race, the Matildas Olympic Qualifier, and the Formula 1 Australian Grand Prix all taking place in the first quarter of 2024.

A recent independent study commissioned by Visit Victoria found the major events calendar contributed \$3.3 billion in value to the economy and generated more than 15,500 jobs for Victoria every year.

For more information on the 2024 Australian Open visit ausopen.com. For more information about *Every Bit Different*, go to visitvictoria.com.

Quote attributable to Acting Premier Ben Carroll

"The Australian Open is a crown jewel in Victoria's major events calendar, with the event expected to support up to 1,700 full-time jobs and contributing more than \$387 million to Victoria's economy."

Quote attributable to Minister for Tourism, Sports and Major Events Steve Dimopoulos

"Something special happens when the Australian Open hits. The excitement from Melbourne Park spreads throughout the city's hospitality, tourism, and arts and culture sectors and I encourage as many people as possible to experience it this January."

Quotes attributable to Visit Victoria Chief Executive Brendan McClements

"The Australian Open is an iconic summer event that demonstrates the best of what Victoria has to offer."

"This major event provides the perfect platform to launch our new campaign – Every bit different – which will showcase how every bit of Victoria is dynamic, unique and exciting."