

Media Release

Steve Dimopoulos MP

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



Wednesday, 13 March 2024

EPIC ESPORTS FESTIVAL SET TO PRESS PLAY IN MELBOURNE

Thousands of esports fans are set to flock to Melbourne when global digital gaming festival DreamHack takes over Melbourne this April, made possible by the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced DreamHack Melbourne 2024 will transform Melbourne Park from Friday, 26 April to Sunday, 28 April – backing local jobs, boosting businesses and attracting thousands of gaming enthusiasts from interstate and overseas to Australia’s digital games capital.

The Labor Government’s landmark partnership with DreamHack has secured the epic event in Melbourne until 2028, through Victoria’s tourism and events company Visit Victoria.

The renowned gaming lifestyle festival was founded in Sweden in the early 1990s and has grown to become a global destination for gamers, with events held across Europe, North America, and Melbourne.

This year’s DreamHack Melbourne will boast a program featuring professional and amateur esports competitions and is headlined by the *League of Legends* Circuit Oceania Grand Final and the region’s best *Counter-Strike 2* teams contesting the *ESL Challenger*.

The event will also feature cosplay competitions, panels, art, activities, expo, screenings, live music, and more – backing Victoria’s jam-packed esports and gaming calendar, which also includes Melbourne International Games Week (MIGW) and PAX AUS in October.

With millions set to stream the festival online via popular esports streaming services, DreamHack puts Melbourne on the map and cements Victoria’s status as the engine room of Australia’s digital games industry.

As the national capital for digital gaming, Victoria is home to more than 45 per cent of Australia’s digital gaming businesses and generates 40 per cent of digital games development income according to a 2023 ABS report.

DreamHack Melbourne 2024 tickets will go on sale on Thursday, 14 March at 4pm AEST.

For more information, visit dreamhack.com

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

“We’re thrilled to secure DreamHack in Melbourne for the next five years because it brings tens of thousands of gaming and esports fans from around the world into the city to enjoy our unique hospitality, energy and atmosphere.”

“DreamHack is a global digital games brand and is another addition to our blockbuster calendar of major events for Victoria in the coming years.”

Quote attributable to TEG Group CEO Geoff Jones

“TEG is delighted to be partnering with the Victorian Government and ESL FACEIT Group to bring DreamHack back to Melbourne for the next five years.”

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