

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



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MELBOURNE TO HEAR THE ROAR OF BRITISH & IRISH LIONS IN 2025

Tens of thousands of visitors from around the country and overseas are expected to descend on Melbourne in July next year when the British & Irish Lions face off against the Wallabies at the MCG, backed by the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today joined Rugby Australia representatives and former Wallabies and Lions players at the MCG today to announce tickets are on sale from today.

With the British and Irish Lions only touring Australia every 12 years, it is one of the most eagerly anticipated events on the global rugby calendar – attracting thousands of fans in a boost for local jobs, businesses and Victoria’s economy.

The tour will see the British & Irish Lions face off against Australia’s national team, the Wallabies, at the MCG for the second Test in a three-Test Series on Saturday, 26 July 2025.

The British & Irish Lions brings together the best players from England, Ireland, Scotland and Wales, for a tour of either Australia, New Zealand or South Africa every four years.

The iconic rugby team has built a passionate legion of fans since their first ever tour in 1888 and this epic match marks the first British & Irish Lions Australian tour since 2013, where the visitors beat the Wallabies 2-1 in the Test series.

The excitement surrounding the matches is expected to bring another wave of tourism into Melbourne, taking Victoria’s visitor economy from strength to strength, with this year’s record crowds at the 2024 Australian Open and the sold-out Matildas vs Uzbekistan Olympic qualifying match played at Marvel stadium last month.

The British & Irish Lions matches mark the most recent addition to Victoria’s already packed calendar of major sporting events slated for 2025, alongside perennial favourites including the Formula 1 Grand Prix, MotoGP, AFL Grand Final, Cadel Evans Great Ocean Road Race, Rip Curl Pro and the Boxing Day Test.

For more information, and tickets, visit rugby.com.au.

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

“Melbourne’s strong track record for hosting global sporting events makes our city the perfect location for a sporting contest of this magnitude.”

“We’re looking forward to welcoming the British & Irish Lions squad next year, alongside the tens of thousands of diehard fans from all over the world that join them in experiencing our world-class city.”

Quote attributable to Rugby Australia CEO Phil Waugh

“The Wallabies’ last win against the Lions was in Melbourne, and I am sure the city will get behind the occasion of the Lions coming to town for the first time in 12 years.”

Media contact: Bodil Droga 0413 701 929 | Bodil.Droga@minstaff.vic.gov.au