

Media Release

Hon Jacinta Allan MP
Premier



Wednesday, 7 August 2024

ONLY IN VICTORIA: KIDS GO FREE FOR FOOTY ROUND 24

Victorian families love their footy – and there’s nothing like the feeling of cheering your team on from the stands. That’s why the Labor Government is making tickets free for all kids 14 years and under for Round 24.

Secured by the Labor Government in a Victorian-exclusive partnership with the AFL – the *Kids Go Free in Victoria* initiative will be supported alongside the time-honoured AFL Grand Final Parade and AFL Grand Final Footy Festival.

It’s just one of a calendar of major event announcements the Allan Labor Government will be making over the coming weeks – because whether your passion is sport, the arts or entertainment, we’ve got something for every Victorian.

One of the tightest AFL seasons in history will all culminate in Round 24, with five massive games in Melbourne and regional Victoria.

The MCG will host two matches with Melbourne vs. Collingwood and Richmond vs. Gold Coast, while Carlton will clash with St Kilda at Marvel Stadium.

Fresh off the Labor Government’s \$142 million Stage 5 Redevelopment, Kardinia Park will see Geelong Cats vs. West Coast Eagles and Mars Stadium in Ballarat will host the Western Bulldogs and GWS Giants.

The first ever *Kids Go Free in Victoria* initiative is part of the AFL Events Package, which includes the Labor Government’s support for the Grand Final Parade and Footy Festival in 2024 and 2025.

This year’s AFL Grand Final Parade will transform Melbourne on Friday, 27 September as part of the Grand Final Footy Festival, with more than 250,000 fans set to boost bars, restaurants and hotels across the city.

The much-loved Footy Festival is also set to be bigger and better than ever before, with more activations, player appearances and a showcase of our star-studded restaurants, bars and local producers.

Quote attributable to Premier Jacinta Allan

“Victorian families love their footy and we want to help even more of them get into the finals spirit, with free entry for kids to all Victorian games in the last round before finals.”

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

“Victoria is the major events and sporting capital – and with games in Melbourne, Geelong and Ballarat we’re making sure families right across Victoria can take their kids to see their favourite team play.”

Quote attributable to Australian Football League CEO Andrew Dillon

“Access and affordability are key pillars of our AFL operations, and I want to thank the Victorian Government for helping us deliver on that promise for families wanting to attend the last of the Victorian home and away matches in 2024.”

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