

Media Release

The Hon Ros Spence MP
Minister for Agriculture
Minister for Community Sport
Minister for Carers and Volunteers



Thursday, 8 August 2024

CELEBRATING THE BEST OF VICTORIA THIS MELBOURNE SHOW

Hundreds of thousands of visitors from across the world are expected to visit the Melbourne Royal Show this September and experience the best agriculture, food, and entertainment Victoria has to offer.

Minister for Agriculture Ros Spence joined Melbourne Royal President and Chair Matt Coleman and Chief Executive Brad Jenkins today to launch Victoria's largest and most iconic annual community event.

Running from Thursday, 26 September to Sunday 6 October, the Show provides a unique and valuable opportunity to promote and celebrate the diversity of the Victorian agricultural industry alongside plenty of exciting activities and entertainment for all ages to enjoy.

This year's Show received a \$40,000 sponsorship from Agriculture Victoria to promote initiatives that reinforce positive biosecurity measures that underpin our world class food and fibre products.

The Show includes exhibitions of animals and agriculture, award-winning food and beverage experiences, arts and crafts, along with carnival rides, showbags and live entertainment. It also will provide plenty of educational opportunities aimed at children that help explain and build a connection with rural living.

Last year's Show saw more than 450,000 people pass through the gates over the 11 days, providing an estimated total economic benefit of over \$220 million to the state.

The Government also offers support to the state's many other agricultural shows through the \$300,000 Agricultural and Pastoral Society Grants Program. The grants go towards projects that help encourage community involvement in Agricultural Shows.

2024 Melbourne Royal Show tickets are now available to purchase. To buy tickets today or to learn more about the activities on offer visit royalshow.com.au.

Quotes attributable to Minister for Agriculture Ros Spence

"The Melbourne Royal Show highlights the finest of our state, bringing premium Victorian produce and products straight to the heart of Melbourne."

"We're proud to continue supporting the Show and I look forward to joining other attendees in enjoying the best Victoria has to offer at the show."

Quote attributable to Member for Essendon Danny Pearson

"The Melbourne Royal Show is a fantastic day out for all Victorians, it has been an event celebrated by locals since the Moonee Ponds Farmers' Society held the first show in 1848 in Ascot Vale"

Quotes attributable to Melbourne Royal Chief Executive Brad Jenkins

"The Melbourne Show is a much-loved major event that brings joy and happiness to Victorians of all ages with a huge variety of unique and memorable experiences to enjoy with family and friends."

"This year's Show is truly unmissable, featuring incredible new attractions and entertainment, more animals and farm experiences and greater value with loads of free activities to see, do, taste and discover."

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