

# Media Release

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



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## ONLY IN VICTORIA: KIDS GO FREE FOR FOOTY ROUND 21

The Allan Labor Government is focused on what matters most – delivering real help for families and making sure no kids miss out on cheering for their club in the sporting capital.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today joined AFL CEO Andrew Dillon at Marvel Stadium to announce that tickets will be free for all kids aged 14 years and under for Round 21 in Victoria.

Round 21 begins on Thursday 31 July and kicks off the final month of the home-and-away season. The round includes five blockbuster matches across Melbourne and Geelong.

Kicking off on Thursday night, the Western Bulldogs host GWS Giants at Marvel Stadium, which will also welcome Melbourne and West Coast on Saturday afternoon.

A rematch of the 2023 Grand Final takes centre stage at the MCG on Saturday night as Collingwood takes on the Brisbane Lions.

On the Sunday, the Saints and Kangaroos meet at Marvel Stadium and Geelong Cats face Port Adelaide at GMHBA Stadium.

This year's Kids Go Free round builds on the success of the initiatives debut last year. More than 6,000 kids got to see their teams play in Melbourne, Geelong and Ballarat thanks to last year's Kids Go Free round – more than a quarter of the total general admission tickets for that round.

The initiative is part of the Labor Government's AFL Events Package which includes support for the 2025 Toyota AFL Grand Final Parade and Footy Festival. This will provide a huge boost for young Victorian footy fans and their families looking to cheer on their team before finals in our world-class stadiums.

Kids go free is just one way the Labor Government is helping families. The Government is also:

- Making public transport free for kids and teens
- Supporting families to pay for camps, sports and excursions
- Supporting kids to play the sport they love
- Making public transport free for seniors on weekends
- Boosting food relief services across the state
- Backing families who need it most with another \$100 Power Saving Bonus
- Making it easier and cheaper to get access to care – including at the chemist, for free
- Helping households install more efficient heat pumps and solar water.

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

*"Sport should be accessible to all kids, no matter their background."*

*"We are the sporting capital of Australia, and this partnership means even more people can get caught up in the excitement of footy as Victoria gears up for finals fever."*

**Media contact:** Liam Mcallister | 0488 771 334 | [liam.mcallister@minstaff.vic.gov.au](mailto:liam.mcallister@minstaff.vic.gov.au)

**Quote attributable to Australian Football League CEO Andrew Dillon**

*“Being accessible and affordable is a key pillar for the AFL, and with thanks to the Victorian Government we are able to deliver for families in Victoria in Round 21, with Kids Go Free.”*

*“We understand the challenges around cost-of-living pressures, and we hope this initiative will allow families to enjoy a day out at the footy with five blockbuster matches during Round 21.”*