

Media Release

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



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DIAMONDS SHINE IN 'EVERY BIT DIFFERENT' CAMPAIGN

The Allan Labor Government has announced superstars from the Australian Diamonds will spearhead a new tourism push to help drive more visitors to the state, as part of our partnership with Netball Australia.

Players including Jo Weston, Liz Watson, Hannah Mundy, Sophie Garbin, Kate Moloney, Sunday Aryang, Amy Parmenter and Rudi Ellis will feature in the state's tourism campaign – *Every bit different*.

Kicking off this week, new advertising will be rolled out across television, out-of-home spots such as billboards, and digital media channels across the country and New Zealand.

The campaign is designed to showcase the state and support netball ahead of upcoming events including the first match of the South Africa Series at Bendigo Stadium on 4 October, and game one of the Constellation Cup at Rod Laver Arena on 17 October.

The campaign playfully uses netball terminology together with the players at iconic Victorian experiences such as:

- The '[Wing Attack Bit](#)' – featuring players enjoying Melbourne's outstanding dining and culinary scene at Leonard's House of Love in South Yarra.
- The '[Tactical Timeout Bit](#)' – promoting the state's spa and wellbeing offering at About Time Bathhouse in Torquay.
- The '[Perfect Shot Bit](#)' – showcasing Victoria's world-class coffee at Good Measure in Carlton.
- The '[Team Huddle Bit](#)' – highlighting the state's vibrant late-night culture at Music Room HER in Melbourne.

This latest announcement comes off the back of the Premier launching the *Every bit different* campaign in China last week, and follows the sell-out Super Netball Grand Final in August which attracted a record 15,013 fans to Rod Laver Arena.

As the number one ranked national netball team in the world, the Labor Government is proud to support the Diamonds, who are an inspiration for young people across all levels of the sport. Netball boasts the highest level of participation among young women for any sport in Australia.

Off the court, this sponsorship is delivering community benefits through ambassadorships, school clinics, community engagement initiatives and training camps – including a high-performance camp for the Diamonds and community clinic taking place in Bendigo from 1 October.

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

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“The Diamonds are iconic on and off the court – and these new tourism ads will help Victoria sparkle on the national stage while supporting a hugely popular sport here in the state.”

Quote attributable to Visit Victoria CEO Brendan McClements

“We’re really proud to be working with the Diamonds to create these ads – they are inspiring, different, and help showcase our State to audiences around Australia and New Zealand.”

Quote attributable to Netball Australia CEO Stacey West

“This campaign is fresh, creative and bold - just like our Diamonds. It gives people a new way to see our athletes, harnesses netball’s momentum, and helps spark new fans to grow the game.”

Quote attributable to Diamonds player Jo Weston

“It’s not often we get to step off court and show a different side of ourselves, so this campaign was a really fun change of pace.”

“I loved working with Visit Victoria to shoot this campaign - the team had so much fun and we enjoyed doing something ‘different’ to reach new audiences across Australia.”