

Media Release

The Hon Natalie Suleyman MP

Minister for Veterans

Minister for Small Business and Employment

Minister for Youth



Thursday, 11 December 2025

IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS

Festive celebrations have arrived in the heart of Melbourne with the newly reopened City Square transformed into a Christmas wonderland, thanks to a partnership between the Labor Government and the City of Melbourne.

Minister for Small Business and Employment Natalie Suleyman this week joined Lord Mayor Nicholas Reece to officially open Melbourne's new vibrant Christmas display, showcased by a spectacular six metre Christmas tree and jumbo-sized Santa chair.

In addition to the Christmas display, the partnership will also deliver a month-long community choir, creating a unique festive atmosphere.

The opening weekend of the Christmas Festival – combined with Black Friday sales – saw foot traffic soar to 36 per cent above 2024 levels, showing Melbourne's CBD is open and thriving.

As part of the Labor Government's transformational Metro Tunnel Project, City Square has received a major facelift – and now, we're turning City Square into a dazzling Christmas destination for locals, visitors and families.

At the Collins Street end of the square, five escalators lead down into a two-tiered concourse – a grand 'square beneath a square' – set to host new retail offerings when it opens next year.

The Christmas festivities are in addition to the Labor Government's new ALWAYS LIVE Melbourne Vibes program – a series of free, pop-up live music events running in the city this Summer, activating key CBD precincts and laneways.

The program adds to the blockbuster 2026 major events calendar, with highlights including the Cadel Evans Great Ocean Road Race, Formula 1 Australian Grand Prix, Melbourne Fashion Festival, NRL State of Origin and NFL Regular Season Game.

Melbourne's Christmas festivities attract over 2.5 million visitors each year, generating more than \$144 million for the local CBD economy – supporting our shops, cafés, bars, hotels and restaurants.

Whether you're grabbing last-minute gifts, enjoying a meal with family or simply soaking up the festive atmosphere, there's never been a better time to visit the CBD and support our local traders.

Quotes attributable to Minister for Small Business and Employment Natalie Suleyman

"We're encouraging Victorians and their families to come into the city and experience the Christmas spirit at the brand-new City Square to support our local cafes, restaurants, and shops."

"We know the Christmas season is the highest retail trading periods of the year, and we're proud to support Christmas celebrations in Melbourne's iconic new City Square."

"Let's spread the Christmas magic and support local this holiday season."

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

“We are encouraging all Victorians to experience Melbourne this Christmas, with the CBD open and buzzing with festive cheer.”

Quote attributable to Minister for Transport Infrastructure Gabrielle Williams

“City Square’s just had a major facelift thanks to the transformational Metro Tunnel, and now it’s set to host a Christmas celebration right in the heart of the city”

Quotes attributable to Lord Mayor of Melbourne Nicholas Reece

“We’re celebrating one of the best Christmas gifts Melbourne has ever received: the opening of the Metro Tunnel and the reopening of City Square.”

“We’re festooning the Square with festive cheer, with a traditional Christmas tree, Australiana decorations and after-dark neons.”