

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Wednesday, 21 January 2026

SOCCEROOS WORLD CUP FAREWELL TO BOOST VISITOR ECONOMY

Victoria's visitor economy is set for another boost – as Melbourne secures a major soccer event that will bring four nations together for the Socceroos' farewell ahead of the *FIFA World Cup 2026™*.

Minister for Tourism, Sport and Major Events Steve Dimopoulos welcomed the announcement of the FIFA Series, a double-header event in March that will deliver strong visitation and economic benefits to the state.

The event will feature four nations, with China to take on Cameroon at 5.00pm, followed by the Socceroos facing off against Curacao at 8.10pm on 31 March at AAMI Park.

The matches provide local fans with yet another opportunity to watch world-class sporting events close to home.

The games will be broadcast to the rest of the nation, showcasing the state and helping create future demand for Victoria's incredible visitor experiences.

The FIFA Series 2026™ in Melbourne adds to a huge pipeline of activity in 2026, including the Australian Open, Festival of Sails, the NGV's Westwood | Kawakubo exhibition, Cadel Evans Great Ocean Road Race, Melbourne Fashion Festival and Melbourne Food & Wine Festival.

For more information and tickets, visit Ticketek. Presale for FA+ members begins at 10am and Football Family members at 12pm AEDT on Thursday, 22 January. General Public tickets on sale from 4pm on Friday, 23 January.

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

"This is yet another blockbuster major event in the heart of Melbourne, providing an opportunity for all football fans from across Australia and the region to fill AAMI Park and send off the Socceroos in style."

"Victorians are massive supporters of the Socceroos and we look forward to creating the incredible atmosphere our fans are renowned for."

"Our major events calendar helps to attract even more visitors to Victoria – driving our record \$46 billion visitor economy and supporting thousands of jobs."

Quotes attributable to Football Australia Interim Chief Executive Officer Heather Garriock

*"The tournament represents a significant moment for Australian football, providing the CommBank Socceroos with invaluable preparation ahead of their *FIFA World Cup 2026™* campaign as well as attracting teams beyond the traditional confederations to Australia which is a major drawcard for football fans."*

*"The FIFA Series 2026™ will be the CommBank Socceroos final appearance on home soil before departing for the *FIFA World Cup 2026™* and the last chance for all Australian's cheer on the men's national team on home soil."*

Quote attributable to Visit Victoria CEO Brendan McClements

"It is terrific to host these games in Melbourne as they provide another building block to help grow Victoria's visitor economy to \$53.4 billion by 2030."

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