

Media Release

The Hon John Eren MP

Minister for Tourism and Major Events

Minister for Sport

Minister for Veterans



**DELIVERING
FOR ALL VICTORIANS**

Sunday, 3 June, 2018

MELBOURNE TO BE AUSTRALIA'S HOME OF ESPORT

Victoria will be home to the biggest esports event in the country when it hosts the inaugural Melbourne Esports Open in September.

Minister for Tourism and Major Events John Eren announced the deal today, which will attract the world's best gamers and thousands of visitors from interstate and overseas to our state.

The Melbourne Esports Open is set to become Australia's biggest celebration of esports, with 10,000 people tipped to attend each day on top of a suite of top professional teams in action.

The Open will see a packed weekend schedule of top-level professional esports competition in arenas complete with giant video screens, full concert lighting and concert-level audio production.

The precinct will feature interactive gamer experiences and a huge showcase of the latest esports technology – great news for the 560,000 esports fanatics across Victoria.

The Open will strengthen Victoria's credentials in the digital games industry and tap into one of the world's fastest growing and lucrative markets, with an audience of over 385 million people.

This year's event will be staged at Melbourne & Olympic Park, filling the likes of Rod Laver Arena, Margaret Court Arena and the Melbourne Park Function Centre.

It's expected to generate up to \$25 million for the Victorian economy over five years, supporting jobs and boosting local businesses.

The Andrews Labor Government secured the inaugural Melbourne Esports Open thanks to funding from the *Major Events Fund*, which was boosted by \$4.5 million in the *Victorian Budget 2018/19*.

Visit Victoria has partnered up with TEG Live and ESL, the world's largest independent esports company, to deliver the event in Melbourne until 2022.

Since *Visit Victoria* was established, the Labor Government has already secured more than 60 major events, 320 business events and supported more than 160 events across our regions – helping to create more than 15,000 new Victorian tourism jobs.

The Melbourne Esports Open will take place on the first weekend of September 2018 – the bye weekend prior to the AFL Finals Series.

Quotes attributable to Minister for Tourism and Major Events John Eren

"The Melbourne Esports Open is a massive scalp for Victoria, tapping into one of the world's most popular sectors of the sports and entertainment industry."

"We're turning Melbourne Park into every gamers dream – giant screens, the best talent and latest technology."

"With millions of gamers both at home and abroad, it's time to bring all the action and fanfare of esports to our backyard."

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