

# Focused On What Matters Most

Victorian Budget 2025/26

## The Hon Colin Brooks MP

Minister for Creative Industries  
Minister for Industry and Advanced Manufacturing

## Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events  
Minister for Outdoor Recreation

## The Hon Ros Spence MP

Minister for Community Sport

Tuesday, 20 May 2025

## BACKING JOBS IN THE EVENTS, SPORTS & CULTURAL CAPITAL

The Allan Labor Government is focused on what matters most: backing Victoria as the major events, sports and creative capital of the nation – and the thousands of Victorian jobs that go with it.

Employing almost nine per cent of Victoria's workforce, the *Victorian Budget 2025/26* invests \$589 million in our tourism, events, and creative industries – ensuring they continue to grow and provide secure jobs for working people and their families.

### Investing in grassroots sport

Victoria is the sporting capital of the nation, and that reputation is built on the strength of local clubs and athletes.

It's why this Budget invests \$40.3 million in local clubs and community facilities, while delivering real help with the cost of living, and supporting more young Victorians to get involved.

We know families are doing it tough – and the cost of uniforms, equipment, memberships can really add up.

That's why we're providing another \$15 million to deliver more than 65,000 more Get Active Kids Vouchers, building on the almost 190,000 vouchers provided to date.

These \$200 vouchers cover the cost of memberships, registration fees and equipment and uniforms – providing relief for families and making sure every child has the chance to play the sport they love.

We are also backing Reclink Australia's ActiVIC Program and Future Active Program, with a new investment to help more vulnerable young people find connection through sport.

We'll also continue to back our state's grassroots sporting clubs to have the facilities they need, with \$20 million to deliver key projects, including an increased investment in the *Local Sports Infrastructure Fund*.

And with recreational fishing one of the state's most popular outdoor activities, we're extending the Go Fishing Victoria program with \$5.2 million to continue stocking 10 million fish in our waterways in 2025-26, as well as supporting the expanded Arcadia and Snobs Creek hatcheries.

### Growing our visitor economy

Tourism is a key driver of our economy – reaching a record \$40 billion in visitor spending last year, a 23 per cent increase in five years. This industry keeps Victorian hotels and restaurants full, keeps local businesses busy and keeps Victorians in work.

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We've seen record crowds this year at the Australian Open, Formula One Grand Prix, and the Kusama exhibition at the NGV, with more people taking advantage of our natural wonders, iconic food and wine scene and world-class accommodation.

Victoria will remain the major events capital, bringing the first ever NFL and NBA matches to Australia, the British and Irish Lions Tour and locking in the Men's Australian Open for the next two years with Rory McIlroy headlining.

We're also expanding the state's major conference and events capacity, with \$11 million for the Nyaal Banyul Geelong Convention and Event Centre opening its doors next year, and \$7.5 million to ensure the Melbourne Convention Bureau continues to attract events and visitors to our state.

Spending by international travellers in regional Victoria is at record levels. We're backing our regional tourism sector with \$11 million for regional tourism to support Visitor Economy Partnerships to drive visitation to our regions.

In the last financial year, institutions such as the National Gallery of Victoria, State Library Victoria, Melbourne Recital Centre, ACMI, Arts Centre Melbourne, Geelong Arts Centre and Museums Victoria welcomed more than 11.2 million visitors from across the state, country and globe – up from 10.8 million the previous year.

This Budget invests \$475 million in our world-renowned creative agencies – delivering even more world-class experiences for families and visitors.

A further \$15 million will back Victorian creative organisations, invest in First Nations creative careers, events and festivals, and support shows to tour regional and outer suburban communities so every Victorian – no matter where they live – can be inspired by our world-class artists.

We're also continuing to support new locally driven film, television and games projects, screen events and career pathways – while also attracting high-profile Australian and international productions to our state – creating jobs for Victorian crews and boosting local businesses.

That includes \$50.1 million to continue to develop Victoria's screen industry, which generates millions for the economy and employs thousands of Victorian workers.

Recognising the worldwide growth of the digital games market and backing Victoria's strengths, we are also investing \$2 million to support the delivery of Melbourne International Games Week, the biggest games celebration and industry development event in the Southern Hemisphere.

And with the Royal Exhibition Building's new rooftop promenade proving a hit with visitors since opening in 2022, we're investing \$9.6 million to protect and conserve this UNESCO World Heritage-listed icon.

This is a Budget focused on what matters most – delivering cost of living relief to help more kids get involved, and growing the industries that keep our state strong and keep Victorians in work.

#### **Quotes attributable to Minister for Creative Industries Colin Brooks**

*"Victoria is Australia's cultural capital, and by investing in our creative industries, we're supporting local talent and driving economic growth across the state."*

*"Our cultural calendar is packed with performances, festivals and exhibitions that Victorians love – just as importantly, it keeps thousands of people in work, from artists to technicians to ticket-sellers."*

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

*"We're the major events capital, the sporting capital, the live music capital and the food and wine capital of Australia. We're supporting thousands of jobs and showcasing our regions, landmarks and produce to the world."*

*"It's no wonder people are flocking to Victoria to live, work, stay or play – whether they come for a major event, a conference or a weekend away with friends enjoying our great outdoors, Victoria does it better than anywhere."*

**Quotes attributable to Minister for Community Sport Ros Spence**

*"Cost shouldn't keep kids on the sidelines."*

*"We're making sure it doesn't – delivering more Get Active Kids Vouchers and investing in the local clubs and facilities families rely on."*