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Media Release

Gold Coast Set to Host Australia's Largest Junior Football Tournament as the Premier Invitational prepares to kick off.

The 2025 Premier Invitational, Australia's largest junior football tournament, is set to kick off on the Gold Coast from the 26th September to the 5th of October, drawing teams from across Australasia and Japan. The prestigious annual event will see over 670 teams, 8,170 players, and 2,010 coaches, managers, and assistants descend upon the Gold Coast for an action-packed nine days of football.

The standard of competing teams improves each season with A-League side Adelaide United, Melbourne Victory and Central Coast confirming that they will be sending teams to the Gold Coast, highlighting the calibre of talent that will be on display. With the tournament growing in size and prestige each year, the 2025 event will be the biggest yet.

The 2024 tournament saw 500 teams participate, drawing a total attendance of 105,598 and generating an economic benefit of \$20,086,869 to Queensland. With this year's tournament set to welcome 670 teams, the projected attendance is expected to exceed 120,000, while the economic impact is on track to surpass \$27 million.

The Premier Invitational continues to align with the Magic Groups ambitious 5-Year Strategic Plan for the event (2024-2028), which aims to expand to 1,000 teams. Ongoing discussions with key stakeholders are also in place to secure venue expansions, including the potential use of major stadiums and infrastructure across the Gold Coast.

Minister for Environment and Tourism Andrew Powell MP praises the event:

The tournament has received backing from the Queensland Government, with the Honourable Andrew Powell MP, Minister for Environment and Tourism, praising its role in connecting communities and boosting tourism. Supported by Tourism and Events Queensland through the Destination Events Program, the Premier Invitational is seen as a hallmark of Queensland's ability to deliver world-class events that also celebrate local culture.

As thousands of players take the field, the Gold Coast will not only host an extraordinary football spectacle but also invite visitors to enjoy the city's world-famous beaches, theme parks, and hinterland adventures. The Premier Invitational is set to deliver unforgettable sporting memories while fuelling community pride and economic growth.

Gold Coast Mayor Tom Tate expressed his enthusiasm for the event:

Gold Coast Mayor Tom Tate said the tournament is much more than football—it's a showcase of the city itself. "When it comes to junior football tournaments, nothing beats the Premier Invitational. This 10-day tournament is the breeding ground of Australia's future Socceroos and Matildas and a chance for our city to showcase its facilities and support services to thousands of football supporters," he said. The Mayor also highlighted the significant economic benefits for the region, with more than 23,000 supporters and 1600 coaches expected to attend. The event is proudly supported by Experience Gold Coast.

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Magic Group Founder and Premier Invitational Director Adem Poric echoed the Mayors sentiments.

“Each year, as a team, we set out to deliver the best junior football tournament in Australia, attracting as many teams from across Australasia as possible to the Gold Coast. Pleasingly, the 2025 event is on track to be our biggest and most successful to date, and preparations are well underway to ensure we deliver a tournament that promotes fair play, equality, and competitive opportunities for male and female players across all age groups.”

The 2025 Premier Invitational has attracted substantial backing from both local and state governments, along with a host of premium national and local partners, showcasing the event’s significance and impact on the region.

The Premier Invitational is proud to partner with the following businesses:

Platinum Sponsor:

The Magic Group

Gold Sponsors:

Tourism and Events Queensland
Experience Gold Coast
Coastal Dental Care
GIOCA

Silver Sponsors:

Somersault Productions

Bronze Sponsors:

TFH
Grand Motors Toyota
Green Skips
Zambrero

Partners

Village Roadshow

Accommodation Partners:

Elite
Dorsett
RACV Royal Pines

This impressive lineup of partners ensures that participants and attendees alike will experience a top-tier event, with the Gold Coast region benefitting from the increased exposure and economic activity generated by the tournament.

For more information on the 2025 Premier Invitational, please contact:
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