

Porsche officially presents South Melbourne Porsche and Coffee Festival

17/02/2026 Porsche is proud to announce its role as Official Naming Partner of the 2026 South Melbourne Porsche & Coffee Festival, taking place on Sun day 1 March 2026.

This year's festival is shaping up to be the biggest yet, with more than 300 Porsches expected to roll into South Melbourne and thousands of attendees set to fill the precinct for an unforgettable morning of automotive passion.

The partnership marks a powerful full-circle moment for Porsche in Australia. Seventy five years after the first Porsche ever delivered in Australia was officially handed over at the South Melbourne Town Hall in 1951, the brand now returns to the precinct to champion one of Melbourne's fastest-growing community automotive events.

Now officially titled the South Melbourne Porsche & Coffee Festival – Presented by Porsche, the event

celebrates Porsche's deep-rooted connection to the area and its longstanding Australian community.

A Tribute to Heritage: Porsche Curates a Centrepiece Showcase

As part of its partnership, Porsche will showcase a curated display of rare, iconic and historically significant Porsche models within the heart of the festival. This display will highlight both the marque's global heritage and its uniquely Australian story. The show case is expected to be a major drawcard, attracting passionate Porsche owners, long time enthusiasts, and visitors eager to experience the brand's legacy up close.

“The South Melbourne Porsche & Coffee Festival has become a much-loved gathering for Porsche owners and the broader community,” said Daniel Schmollinger, CEO and Managing Director of Porsche Cars Australia. “Returning to South Melbourne as the event’s Naming Partner holds special significance for us. Supporting this festival allows us to honour that history while celebrating our customers, our heritage, and the enduring connection we share with this vibrant community.

"I'm delighted that Porsche Centres Brighton, Doncaster and Melbourne have united to bring to life this special fesitival during our marque's 75th year in Australia."

Event Details

South Melbourne Porsche & Coffee Festival – Presented by Porsche.

Sunday 1 March 2026

7:30 AM – 11:00 AM

Clarendon & Bank Streets, South Melbourne

Admission: Complimentary

Link Collection

Link to this article
https://newsroom.porsche.com/en_AU/2026/lifestyle/porsche-officially-presents-south-melbourne-porsche-and-coffee-festival-41739.html

Media Package
https://pmdb.porsche.de/newsroomzips/8c9f492a-582e-4759-ba0d-8081282c84ec.zip