

Media Release

The Hon Daniel Andrews MP
Premier



Friday, 11 February 2022

WHITE NIGHT TO SHINE BRIGHT IN SHEPPARTON IN 2022

Tens of thousands of visitors are expected to flock to Shepparton later in the year, when White Night lights up the city for the first time – thanks to support from the Andrews Labor Government.

Premier Daniel Andrews today announced the Labor Government would bring White Night to Shepparton as the region celebrates the recent reopening of the Shepparton Art Museum.

White Night will transform Shepparton through illuminations, projections, music and interactive works from talented local and national artists.

Up to 40,000 people are expected to attend the inaugural Shepparton White Night, which is expected to deliver a \$3 million boost to the local economy, on a date to be confirmed in the middle of the year.

Artistic Director Andrew Walsh AM, will take the reins for White Night Shepparton, bringing a wealth of experience to deliver a spectacular event in a regional setting.

Walsh is highly regarded for his work as a Creative Director of Olympic and Commonwealth Games Opening Ceremonies and was the founding Artistic Director of White Night Melbourne.

White Night attracts a broad audience of locals and visitors of all ages, bringing tens of thousands of people into the regional centres of Geelong, Ballarat and Bendigo and driving millions of dollars into regional economies, supporting creative industries and local businesses.

Visitors to the event can also explore the new Shepparton Art Museum, which opened its doors in November 2021 after a major redevelopment, backed by a \$12.5 million investment from the Government.

Since the first White Night in Melbourne in 2013, it has built a strong reputation as a vibrant and inclusive celebration of immersive art and community participation.

The Government is committed to supporting a wide range of events that strengthen our state's reputation as the cultural centre of Australia.

Quotes attributable to Premier Daniel Andrews

"White Night Shepparton promises to be a spectacular event that celebrates the arts and community resilience."

"White Night is a proven hit and we're looking forward to staging this event in Shepparton for the first time."

Quote attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"We're investing in bringing White Night to Shepparton because the festival will support local jobs and deliver major benefits to hospitality businesses, hotels and retailers in the city."