

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Friday, 25 March 2022

WHITE NIGHT TO SHINE BRIGHT IN GEELONG IN 2022

White Night will return to Geelong on 8 October this year, with tens of thousands of locals and visitors expected to attend the event and provide a significant boost to tourism businesses.

In 2018, White Night Geelong attracted 70,000 attendees and injected \$6.1 million into the region.

Supported through the Andrews Labor Government's Major Events Fund, Geelong will come alive for an extra special event this year after the global pandemic forced the local event to be postponed in 2021.

The program, directed by Joseph O'Farrell, will feature artists from the categories of installation, visual art, lighting, audio-visual, projection, film, music and performance. The theme will be 'everything on the land is reflected in the sky'.

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

This year, thousands of visitors are once again expected to visit Geelong to see the city transformed through illumination with a program that celebrates the city's reputation for design and its rich music scene.

The Surf Coast also welcomes the return of Rip Curl Pro at Bells Beach this year, joining White Night and a long list of blockbuster events scheduled for Victoria in 2022.

The Labor Government is committed to supporting regional events because they support local jobs and businesses, and further strengthen the state's reputation as Australia's home of events.

The Geelong event will be in addition to White Night Bendigo on 3 September and White Night Shepparton on a date to be confirmed.

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

"White Night will draw tens of thousands of locals and visitors into Geelong to experience the city as an illuminated art exhibition, showcasing the region's attractions and supporting local jobs."

Quote attributable to Member for Geelong Christine Couzens

"We're excited to stage White Night in Geelong again and proud of the energy it brings to the community and the major benefits it provides to hospitality businesses, hotels and retailers in the city."

Quote attributable to Member for South Barwon Darren Cheeseman

"Regional major events are back in a big way with Geelong and the Surf Coast welcoming White Night and the Rip Curl Pro back to the calendar this year, which will draw thousands of visitors into the region."

Quote attributable to Member for Bellarine Lisa Neville

"White Night returning to Geelong provides an opportunity to showcase everything our city has to offer and provides a boost to many local businesses."

Media contact: Anthony Templeton 0475 256 383 | email: Anthony.Templeton@minstaff.vic.gov.au

Quote attributable to Member for Lara John Eren

“The last White Night in 2018 delivered more than \$6 million into our local economy and we are expecting a similar boost for Geelong businesses when the event returns in October.”