

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



Thursday, 10 March 2022

WHITE NIGHT TO SHINE BRIGHT IN BENDIGO IN 2022

White Night will return to Bendigo on 3 September this year, with tens of thousands of locals and visitors expected to attend the event and provide a significant boost to tourism businesses.

Supported through the Andrews Labor Government's Major Events Fund, the city will come alive for an extra special event this year after the pandemic forced White Night Bendigo to be postponed in 2020 and 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'.

In 2018, White Night Bendigo attracted more than 60,000 people and delivered a \$5.5 million boost to the local economy.

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, tens of thousands of visitors are once again expected to visit Bendigo to see the city transformed through illumination. The program will capitalise on the best of Bendigo and elevate the city's cultural and gastronomic credentials.

White Night adds to Bendigo's strong cultural events offering with the city hosting an Australian exclusive exhibition, *Elvis: Direct from Graceland*, from 19 March to 17 July.

The Labor Government supports a wide range of activities that strengthen the state's reputation as Australia's home of events.

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

"Welcoming back White Night to Bendigo is great news for locals, visitors and the region's tourism and hospitality businesses that are set to benefit from this spectacular event."

Quotes attributable to Member for Bendigo East Jacinta Allan

"Bendigo is one of Victoria's premier regional events destinations and White Night will again showcase the best our city has to offer."

Quotes attributable to Member for Bendigo West Maree Edwards

"White Night Bendigo will delight locals and visitors with an illuminated celebration of arts, culture and community."