

Media Release

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BLOCKBUSTER YEAR FOR VICTORIA'S MAJOR EVENTS

The Andrews Labor Government has boosted tourism across the state, delivering a blockbuster calendar of major events that have supported businesses and powered the state's economic recovery.

Record investment in major events has attracted more than 4.5 million attendees to events across sport, art, theatre, food and fashion – bringing Victoria to life and delivering a huge number of visitors to the state.

The year started with an electric return of the Australian Open, followed by record crowds at the Formula 1 Australian Grand Prix which showcased Victoria to the world as the home for major events and sports in Australia.

Boxing fans flocked to Marvel Stadium when George Kambosos Jr took on Devin Haney for the undisputed lightweight world title, a sea of red turned out to see Manchester United at the MCG and AFL is back with droves of supporters cheering on their teams.

Melbourne's renowned theatre district was one of only three places globally staging *Harry Potter and the Cursed Child*, *Moulin Rouge! The Musical* and *Hamilton* all at once, delivering venues a steady stream of theatre goers.

Gabrielle Chanel: Fashion Manifesto, *The Picasso Century* and *Light: Works From Tate's Collection* have illuminated our cultural institutions, while new initiatives Art After Dark and RISING delivered even more reasons for Victorians to reignite their love affair with Melbourne's CBD.

A record number of visitors travelled to Bendigo Art Gallery to see *Elvis: Direct from Graceland*, while the Rip Curl Pro Bells Beach, Foo Fighters in Geelong for ALWAYS LIVE, the Ballarat International Foto Biennale and White Night Shepparton bring world renowned talent and entertainment to our regional communities.

Nigella Lawson helped celebrate the 30th anniversary of the Melbourne Food and Wine Festival, the Melbourne International Comedy Festival expanded into more venues around the state, and our best designers were on show at the Melbourne Fashion Festival.

In 2019, Victoria's calendar of major events delivered \$2.5 billion in economic value for the state. Major events drive interstate and international visitation and put Melbourne and Victoria on the global stage.

The events will keep rolling out for the rest of 2022, with the ICC Men's T20 World Cup, Victoria's largest celebration of live music ALWAYS LIVE, the Bledisloe Cup, and the Australian Open golf just to name a few.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"These results cement our reputation as Australia's sporting, major events and cultural capital, while showcasing Victoria as the ultimate destination for audiences and visitors from across the world."

"We're investing in making Victoria's calendar of major events bigger and better, which is delivering more jobs, boosting businesses and attracting more visitors across the state."