

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events  
Minister for Creative Industries



Sunday, 3 September 2023

## **BREATHTAKING BBC EARTH EXPERIENCE BOUND FOR MELBOURNE**

Melbourne will be the second city in the world to host the BBC Earth Experience when the immersive experience with narration by Sir David Attenborough opens from 27 October, made possible by the Andrews Labor Government.

The Australian exclusive experience will feature awe-inspiring footage from the BBC Studios Natural History television series, 'Seven Worlds, One Planet', hosted at the Melbourne Convention and Exhibition Centre.

Using the latest digital projection technology, visitors will take an immersive 360-degree audio-visual journey through the seven continents of the world brought to life by the BBC's captivating natural history footage and the world's preeminent nature presenter, David Attenborough.

From fireflies putting on a spectacular light show in North America, to snub nosed monkeys huddling together to stay warm in Asia, and cassowary fathers protecting their tiny chicks in Australia, visitors will get to experience the seven continents like never before.

A dedicated classroom space and curated resources for teachers will help bring the experience to life for school groups from around Victoria and interstate, helping to drive visitation to Melbourne.

Direct from its world premiere in London, the BBC Earth Experience will bring a unique nature-focused experience into the heart of Melbourne, offering the taste of the natural world surrounded by the city's impeccable visitor experiences such as great restaurants, bars, and cultural institutions.

For more information and to purchase tickets, visit [bbcearthexperience.com](http://bbcearthexperience.com).

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

*"Melbourne is the only city in Australia that will host the incredible BBC Earth Experience, which will attract thousands of visitors to enjoy everything on offer in our city while supporting jobs across the tourism and events sector."*

*"Nowhere does epic events like Melbourne and we're so excited to welcome this immersive and inspiring experience featuring narration from the master story-teller, Sir David Attenborough."*

### **Quotes attributable to Live Nation Australia Vice President of Touring Luke Hede**

*"This collaboration with Visit Victoria, BBC Studios and Moon Eye Productions will deliver a spectacular and educational experience unlike any other."*

*"Sir David Attenborough is a global treasure, and the BBC Earth Experience marries his message about the challenges nature faces in today's world alongside the world's most incredible footage. Victorians and visitors to the state are in for a real treat."*