

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Tuesday, 21 November 2023

WHITE NIGHT SET TO DAZZLE BALLARAT IN 2024

More Ballarat locals and visitors from across the state are set to enjoy all the city has to offer when White Night lights up Ballarat, thanks to support from the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the popular major event would again feature on Victoria's exciting calendar of regional events, attracting visitors from across Victoria and boosting jobs, hospitality and the local economy.

White Night is set to transform Ballarat on Saturday 1 June 2024 with illuminations, projections, music, and interactive works with program details to be revealed next year.

This event is a vibrant and inclusive celebration of immersive art and community participation for everybody to enjoy. Attracting more than 40,000 visitors, White Night generated \$2.8 million in economic impact for the region in 2019.

Ballarat restaurants, businesses and accommodation will once again be buzzing as thousands of revellers will be encouraged to explore Ballarat and surrounds to enjoy everything on offer such as Sovereign Hill, Ballarat Wildlife Park, and the region's great restaurants, breweries, and cafes.

White Night has been delivered in partnership with the City of Ballarat.

White Night has attracted large crowds to regional events in Ballarat, Bendigo, Geelong and Shepparton in previous years, with White Night Geelong 2022 setting the record with 93,000 attendees. The major event acts as tourism driver and a source of civic pride for its host cities.

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

"White Night is a much-loved event with a proven track record for attracting thousands of visitors to regional cities and we look forward to seeing it return to Ballarat in 2024 – bringing a boost to local businesses, jobs and the economy."

Quote attributable to Member for Eureka Michaela Settle

"White Night is back to shine a light on every corner of our wonderful city! From the buzz on the street to the projections in the sky, this is the perfect time to visit Ballarat."

Quote attributable to Member for Wendouree Juliana Addison

"White Night is coming back to light up Ballarat in 2024. Once again, White Night will transform the heart of our city through installation, lighting, exhibitions, street performances, film, music, dance and interactive events. I'm delighted!"

Quotes attributable to City of Ballarat Mayor Cr Des Hudson

"We are thrilled to welcome White Night back to Ballarat for the first time in five years. Ballarat absolutely comes to life for this brilliant event, which will showcase our fantastic city in awe-inspiring fashion."

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“I encourage people to put the date in their calendars now and get ready for what promises to be a magical evening.”