

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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BENDIGO PLATED UP FOR MASTERCHEF AUSTRALIA FILMING

Hit television show MasterChef Australia will be filming in Bendigo this week, giving contestants and judges a taste of the official City of Gastronomy and inspiring viewers to visit for themselves in future, thanks to support from the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos announced two episodes will be filmed in Goldfields region and showcase the vibrant produce, experiences and scenery on offer. With MasterChef Australia's huge national and international audience, these episodes will boost visitation, businesses and jobs across the region.

The contestants will be cooking up a storm at Bendigo Art Gallery and Bendigo Town Hall with a range of ingredients provided by local producers, set to be revealed when the episodes air on 10 and 10 Play next year.

The diversity and excellence of regional Victoria's produce and local businesses continues to be showcased by MasterChef Australia with support from Visit Victoria.

In 2021, more than 2.6 million viewers watched the three episodes MasterChef Australia filmed in Apollo Bay, Daylesford and Melbourne across live and catch-up broadcasts, while this year episodes were filmed at Cactus Country in Strathmerton and All Saints Estate in Rutherglen, together reaching more than 2.1 million viewers.

MasterChef Australia is one of the most watched shows on television in India, which is Victoria's second most valuable international tourism market with visitors from the region generating \$566 million in economic value.

Season 16 of MasterChef Australia will see judge Andy Allen mentoring contestants alongside three new judges: MasterChef alumnus Poh Ling Yeow, food critic and journalist Sofia Levin, and multi-Michelin Star award-winning chef, Jean-Christophe Novelli.

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

"As one of Australia's most iconic television shows, MasterChef Australia will promote the Goldfields region as a delicious and beautiful visitor destination to a huge national audience."

Quote attributable to Member for Bendigo East Jacinta Allan

"MasterChef Australia will show off our region's quality produce against the beautiful backdrop of Bendigo, inspiring visitors from right around the country to visit here when the show airs next year."

Quote attributable to Member for Bendigo West Maree Edwards

"The judges and contestants will have the opportunity to taste local ingredients in our heritage gold rush city – something that attracts visitors to Bendigo year-round."