

# Media Release

**Steve Dimopoulos MP**

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



Monday, 16 June 2025

## ROCK LEGEND LENNY KRAVITZ SET TO LIGHT UP MILDURA

One of the world's greatest rock artists, Lenny Kravitz, will take to the stage in front of thousands of fans at a headline concert in Mildura, thanks to support from the Allan Labor Government.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced that, in a huge coup for the region, the legendary rocker who has sold an impressive 40 million albums worldwide will play at the Mildura Sporting Precinct on 28 November.

Kravitz boasts a long list of hits such as *American Woman*, *Fly Away* and *Are You Gonna Go My Way* that propelled him to international stardom, winning a record four consecutive Grammy awards for Best Male Rock Vocal Performance along the way.

Most recently in London, Berlin and Paris, Kravitz' Blue Electric Light Tour will light up Mildura and is expected to attract up to 15,000 fans from across Australia, injecting millions of dollars into the local economy.

It's the second time in three years that a global headliner will play in Mildura, with Kravitz's gig following on from the highly acclaimed Kings of Leon performance in 2022 which saw accommodation in the region at capacity and drew strong tourism visitation.

The Labor Government is backing events around the state through the \$38 million Regional Events Fund – with the show adding to a huge calendar of regional events, including Comedy in the Vines, Winter Sounds and the Jayco Herald Sun Tour.

Pre-sale tickets to see Lenny Kravitz in Mildura go on sale on Tuesday 17 June, with tickets available to the general public on Friday, 20 June. For more information and tickets visit the Ticketek website.

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

*"Victoria is Australia's cultural capital and we're backing regional events which bring huge value to the local economy."*

*"Thousands of people will flock to Mildura from all over the country to see this legend of rock perform live – filling hotels, restaurants and cafes along the way."*

### Quote attributable to Member for Northern Victoria Jaclyn Symes

*"We're backing this major event in Mildura – a regional live music capital – to bring visitors, energy and investment into the community and showcase everything the region has to offer."*

### Quote attributable to Visit Victoria CEO Brendan McClements

*"This show adds to a huge array of regional events across Victoria that all contribute to our record-breaking \$40 billion visitor economy and showcase what makes our State 'Every bit different'."*

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