

Media Release

Steve Dimopoulos MP

Minister for Environment

Minister for Tourism, Sport and Major Events

Minister for Outdoor Recreation



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MELBOURNE WINTER MASTERPIECES HITS 8 MILLION MARK

The world-renowned *Melbourne Winter Masterpieces*® (MWM) backed by the Allan Labor Government has welcomed 8 million visitors since the exhibition series started – supporting thousands of Victorian jobs and businesses.

Minister for Tourism, Sport and Major Events Steve Dimopoulos today announced the milestone, which has generated more than \$700 million in economic impact for Victoria and helped elevate Melbourne as Australia's cultural capital.

Beginning in 2004, MWM has showcased works at the National Gallery of Victoria (NGV), ACMI and the Melbourne Museum.

The series has driven huge winter visitation – with a record 796,277 people seeing *Tutankhamun and the Golden Age of the Pharaohs* at Melbourne Museum in 2011, while more than 462,000 visited *Van Gogh and the Seasons* in 2017 and 404,000 enjoyed *MoMA at NGV: 130 Years of Modern and Contemporary Art* in 2018.

Other popular editions to captivate audiences were the *Terracotta Warriors & Cai Guo-Qiang* exhibition at the NGV in 2019, *Tim Burton – The Exhibition* at ACMI in 2010 and last year's *Pharaoh*.

The 2025 MWM exhibition, *French Impressionism from the Museum of Fine Arts, Boston*, features one of the largest and most iconic collections of Impressionism to ever visit Australia, showcasing iconic works by legendary artists Monet, Renoir and Degas.

Backed by the Labor Government the series has driven visitation and given Victorians the chance to see globally renowned exhibitions without leaving the state.

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

"Melbourne Winter Masterpieces has transformed our city into a global stage for art and culture, drawing millions of visitors over two decades."

"These record crowds show why we continue to back events that bring people into our restaurants, hotels and shops – boosting jobs and supporting local businesses."

Quote attributable to Minister for Creative Industries Colin Brooks

"Leading the way for two decades, Melbourne Winter Masterpieces exhibitions have become a must-see fixture of our creative calendar."

Quote attributable to Visit Victoria CEO Brendan McClements

"This series has been a game-changer for tourism in Victoria and proves our cultural calendar is every bit as powerful as our sporting calendar in attracting visitors and driving economic impact."

Quote attributable NGV Director Tony Ellwood AM

"The Victorian Government's visionary Melbourne Winter Masterpieces series brings world-leading art and culture to local audiences, and here at the NGV we are proud to have played a role in the legacy of this important government initiative reaching an incredible 8 million visitors."

Quote attributable to Museums Victoria CEO & Director Lynley Crosswell

"This remarkable 8 million visitor milestone is a testament to what can be achieved through innovative state government investment and collaboration between cultural institutions. Museums Victoria is honoured to be part of this collaborative journey, and we look forward to continuing these vital partnerships with our peer institutions to bring world-class experiences to all Victorians."