

Media Release

The Hon John Eren MP

Minister for Tourism and Major Events

Minister for Sport

Minister for Veterans



**DELIVERING
FOR ALL VICTORIANS**

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WHITE NIGHT RETURNS TO LIGHT UP BALLARAT IN 2019

The Andrews Labor Government is bringing White Night back to regional Victoria in 2019 with Ballarat to host the famous night of lights for the third time next year.

Minister for Tourism and Major Events John Eren today announced that Ballarat's historic streetscape will come alive for the third straight year, with the city promising to shine brighter than ever before.

Ballarat led the way as the first regional White Night in 2017. The event saw more than 40,000 people flock to the centre of town and generated more than \$3 million for the local economy.

In 2018 White Night Ballarat proved to be an even bigger success with more than 60,000 people attending – including more than 15,000 from beyond the region – and injecting more than \$5 million into the economy.

White Night Ballarat will take the lead as Victoria's White Night, with Melbourne's rendition moving to a three-day festival that incorporates the hugely successful White Night Melbourne with a broader program.

Events like White Night are more than just great spectacles, they are a critical driver for visitation and the economy, with over 100,000 people coming to Ballarat over the past two years – boosting local businesses and creating jobs.

Ballarat is renowned for putting on a great show with events like Plate Up Ballarat and the Ballarat Winter Festival, both of which have been supported through the Labor Government's \$20 million *Regional Events Fund*.

Since 2014, the Labor Government has secured more than 70 major events, 450 business events and supported more than 180 regional events.

White Night Ballarat is a free, family-friendly, open air event. For more information, visit whitenight.com.au/ballarats.

Quotes attributable to Minister for Tourism and Major Events John Eren

"No one does big events like regional Victoria and White Night Ballarat has been a big hit – I can't wait to see what next year's event holds."

"White Night Ballarat keeps getting bigger and better, with more people travelling from outside the city each year, boosting business for local pubs, hotels, restaurants and bars."

Quotes attributable to Mayor of Ballarat Cr Samantha McIntosh

"We're incredibly proud of our growing reputation as a leading creative city, and we know White Night has played a pivotal role in strengthening and promoting our city on a global scale."

"We're very excited to have secured White Night for another year and look forward to growing this event in 2019, bringing in significant economic benefits for Ballarat and cementing our reputation as a leader in hosting high-calibre events."

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