

MEDIA RELEASE

For immediate release

MILDURA SEEKS SUPPORT TO DELIVER GLOBAL TOURISM PHENOMENON

The Mildura-Wentworth region will shine when ***Light/State***, two large-scale immersive light installations from famed global artist Bruce Munro, light up the border community from 2023.

With ***Light/State*** predicted to draw visitors from across Australia and generate significant economic returns, Mildura Regional Development, in partnership with Pico Play, a global leader in leisure and entertainment experiences, invite Expressions of Interest (EOI) across three key areas – investors, operators and stakeholders – to help deliver this illuminating experience.

Light/State comprises two site-specific installations – one in Mildura, Victoria and one in Wentworth, New South Wales – reflecting the region’s unique landscape, culture and stories.

Opening in the second half of 2023 and expected to operate for at least two years, ***Light/State*** has the potential to increase new overnight visitation to the region by more than 20 per cent and grow its visitor economy by up to \$130M annually.

Mildura Regional Development CEO **Brett Millington** said a once-in-a-generation opportunity exists for investors, operators and stakeholders to partner on this exciting project.

“This is a visionary project and we are seeking partners of scale who can help us deliver this incredible attraction and bring more visitors to the Mildura-Wentworth region,” Mr Millington said.

“***Light/State*** is born from the spirit of co-operation; we have two great states working together to create this wonderful experience for people to visit and enjoy.

“Mildura, Wentworth and the surrounding region has always been a popular tourist destination – its expansive agricultural industry is known as Australia’s food bowl, it has a unique arts scene, is located on the mighty Murray River system and has a cosmopolitan city lifestyle – so ***Light/State*** would be the jewel in the crown of this beautiful region.”

Pico Play, a global expert in delivering outstanding guest experiences across attractions and activations, is engaged to conduct business feasibility on the ***Light/State*** project.

Noel Dempsey, Pico Play Director of Business Delivery said Mildura was a magical destination in its own right, a place where the iconic Murray River meets Australia’s Red Centre, where thousands of years of history meet contemporary urban culture.

Mr Dempsey said Mr Munro’s two installations encapsulated the region’s distinction and offered visitors a unique point of difference that complemented its stunning natural assets.

“Mildura is a thriving town that sits at the intersection of three states and is easily accessible from Sydney, Melbourne and Adelaide,” Mr Dempsey said.

“There is a groundswell of support among the border community for this world-class attraction by an internationally renowned artist.

“**Light/State** is accessible, appeals to every demographic, will draw visitors from across Australia and the world and offers yet another invitation for people to stay, play and explore this vibrant region.”

Light/State comprises two contrasting installations to be experienced over two separate evenings.

One is a fusion of new technology, light and sound that emulates a desert symphony, set among a natural amphitheatre. Visitors view the scale and grandeur of the work from an elevated escarpment before descending and walking through the installation to become part of the experience.

The second provides an opportunity for quiet contemplation, a gentle massed light installation that amplifies the natural beauty of the region’s waterways and encourages meditation and reflection.

Mr Munro, who also created Uluru’s highly successful and globally acclaimed *Field of Light* installation, was inspired by Mildura’s distinctive natural environment.

“I like to explore how everything is linked and how it interacts with everyone. How people feel when they see my work is very important to me,” he said.

“I really want people to leave with a lighter heart and sense of positivity. We need good experiences, ones that make us realise we are not the most important thing in the world but part of the world.”

Mr Millington said momentum was building and partners were needed to capitalise on this emerging opportunity to establish, deliver and operate a world-class attraction.

He said EOIs were invited from:

- Public and private investors seeking an opportunity that will deliver strong financial returns on their investment as well as economic benefits to the region.
- Operators across the events, tourism and attractions industry including, but not limited to, event and show operations, food and beverage, transport and logistics, technology and support services and accommodation providers.
- Members of the tourism, government and attractions sectors who can provide input, expertise and advocacy for the project and the region.

Qualified parties can register their interest at lightstate.com.au. They must complete and lodge all necessary EOI documentation by **Friday 19 November 2021** with shortlisted parties notified in December 2021.

ENDS

Photo Credit: Mark Pickthall, Uluru, Field of Lights Bruce Munro

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