



MILDURA  
REGIONAL  
DEVELOPMENT

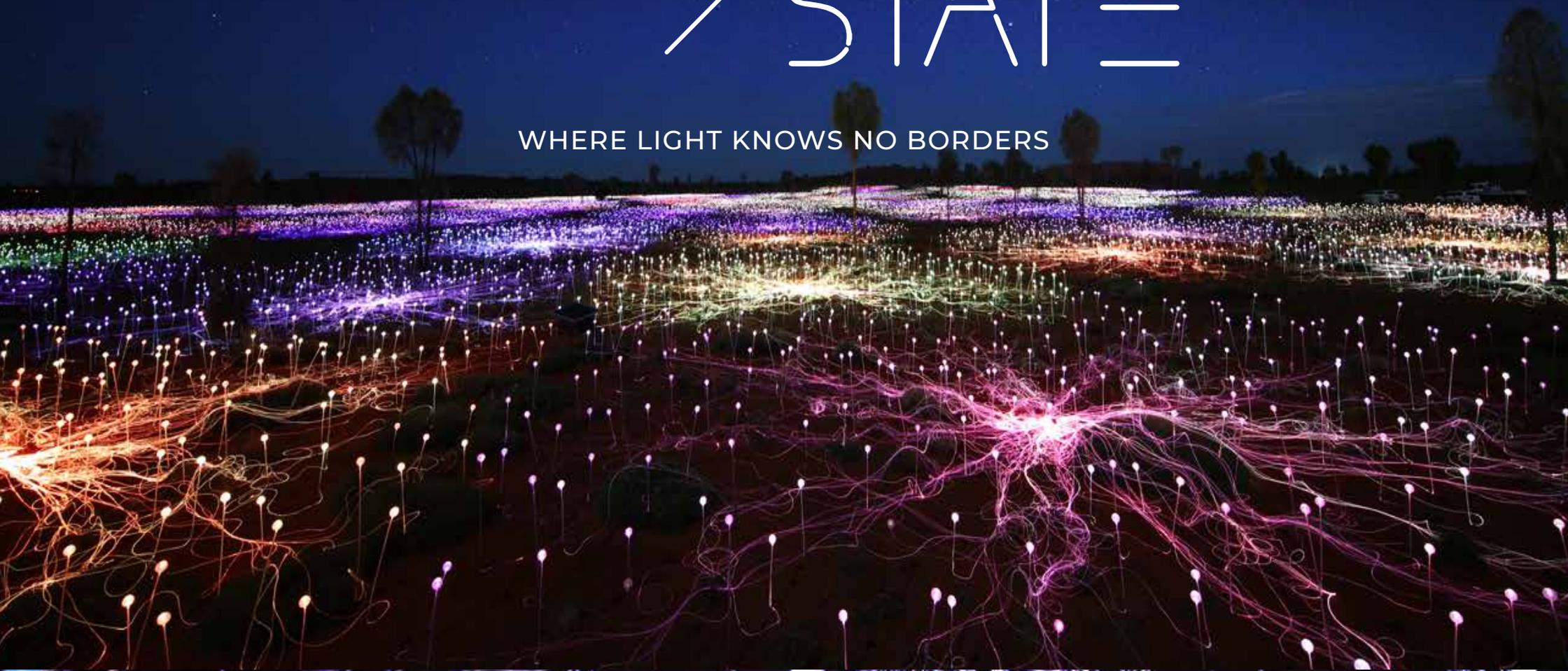
AND

picoPLAY

PRESENT

# LIGHT/STATE

WHERE LIGHT KNOWS NO BORDERS





## The Mildura region is ready to shine.

Internationally renowned artist Bruce Munro is creating two epic light installations across two states that will draw visitors nationally and from across the world and generate significant economic returns.

Mildura Regional Development (MRD) is seeking Expressions of Interest (EOI) from stakeholders, investors and operators to help deliver this illuminating experience.

## THE OPPORTUNITY



Mildura (Victoria) and Wentworth (NSW) will become home to **Light/State**: two new bespoke light installations by world-renowned artist **Bruce Munro** from Spring 2023.



Drawing on the success and appeal of similar works of scale by Bruce Munro, new overnight visitation to the region is predicted to **grow by more than 20%**, attracting more than **800,000 visitors** over the installations' initial two-year period.



Mildura and Wentworth sit at the intersection of three of Australia's most populous states with this attraction poised to further elevate the border towns' regional tourism appeal.



The region's visitor economy is projected to **grow by more than \$100-130M** annually with significant flow-on benefits to local employment, development, accommodation, and hospitality and retail sectors.



The project will also significantly lift Mildura's profile as a region to live, work and invest.



## THE OBJECTIVE

**Mildura Regional Development invites EOIs from suitably qualified operators, investors and stakeholders to aid the delivery and share the success of this world-class experience.**

This regional tourism project aims to grow and enhance the visitor economy by encouraging new visitors and extending their length of stay.

Presenting two bespoke Bruce Munro light installations represents an important element in Mildura Regional Development's strategic objective to:

- Attract more visitors to the Mildura-Wentworth region from the local catchment area and key capital city markets including Sydney, Melbourne and Adelaide
- Extend the length of stay and number of visitor nights for new and returning visitors
- Invest in infrastructure and attractions that appeal to tourists, visitors and business travellers
- Improve the overall appeal of Mildura-Wentworth as a destination to visit, live and invest and enhance its livability for the local community

This ambitious Light/State project has the potential to deliver significant commercial returns for investors, partners and stakeholders.

Mildura Regional Development encourages EOIs from:

- Public and private investors seeking an exciting opportunity that will deliver strong financial return on investment
- Operators across the events, tourism and attractions industry to help deliver the light installations
- Key stakeholders across the tourism, government and attractions sectors who can advocate for the project and are committed to securing economic benefits for the region

## ABOUT MILDURA

**Mildura is a bustling regional city set amid a stunning natural environment that spans fertile agricultural plains to pre-historic desert landscapes; lakes and rivers to endless expanses of red dirt.**

The border city is well noted for its warm and stable weather and offers an attractive lifestyle to live, visit and invest in.

It features wide, tree-lined streets and is surrounded by vast numbers of wineries and fruit growing farms. Mildura's famous natural attraction is the Murray River.

It has a thriving regional economy anchored in agriculture, farming, manufacturing and tourism. Mildura sits at the intersection of three states – New South Wales, Victoria and South Australia – with air and road connections to the major capital cities of Melbourne, Sydney and Adelaide.

It is the perfect base for exploring this vast and vibrant region. Drive one hour west and experience South Australia's rich Murray Riverland region, home to Renmark and Berri. About 30km north-west of Mildura is the historic port town of Wentworth in New South Wales, where the Murray River meets the Darling River, acting as the gateway to a vast outback region and UNESCO's World Heritage-listed Mungo National Park.



## TOURISM

**Mildura-Wentworth is a popular tourist destination with 2019 figures showing 809,000 visitors spent \$329 million in the region.**

Regional Victoria enjoyed strong visitor growth rates from 2015-19 with total **visitor nights increasing 10.6%**. Total visitation to the Mildura-Wentworth region **increased by 5.8%** since 2015 and is forecast to **grow 5% annually** from 2020 to 2024.

Domestic and international visitors to Mildura stay an average of 3.5 nights and spending an average of \$145 per night.

Mildura has incredible growth potential in its business events sector. National figures show business events across Australia generated \$35.7 billion in FY19 with meetings and conventions the largest component of this sector by volume and value. Business events in Mildura have **grown by 30%** since FY14 and the light installations will add value and aid further growth across this sector.

## KEY FACTS



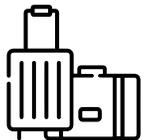
TOTAL VISITOR  
ECONOMIC IMPACT

**+\$106M**



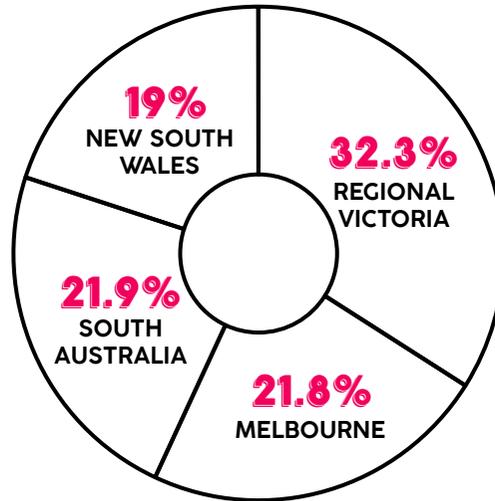
**131,233**

NEW VISITORS  
TO MILDURA



**731,418**

NEW NIGHTS IN MILDURA



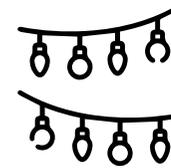
**VISITOR  
BREAKDOWN**

TO MILDURA  
IN 2019



**23.9°C**

MEAN MAX TEMPERATURE



**77%**

OF VISITORS ARE LIKELY  
TO VISIT MILDURA FOR  
THE LIGHT INSTALLATION



**99%**

OF RESIDENTS SUPPORT  
THE LIGHT INSTALLATION



**809,000**

VISITORS TO MILDURA SPENT

**\$329M**

IN 2019



**20%** HOLIDAY  
VISITATION  
GROWTH

FORECAST AS A RESULT OF A LIGHT  
INSTALLATION IN MILDURA



## ABOUT BRUCE MUNRO

**Bruce Beaton St. Clair Munro is an English-Australian artist renowned for producing large-scale immersive site-specific light installations.**

Munro is famed for his innovative and iconic installations that incorporate emotive themes matched with natural landscapes. He has produced more than 45 exhibitions globally, including in Australia, UK, the USA, Denmark, Mexico and South Korea. His Australian work includes Uluru's Field of Light and Field of Light: Avenue of Honour in Albany WA.

The foundation of his success is harnessing the grandeur and visual impact of the light installations to tell unique stories, often relating to the natural environment and the community's inhabitants.

Munro's highly successful Field of Light has welcomed visitors to Uluru for more than five years and received widespread international acclaim. Powered by solar, Field of Light captivates visitors, inviting them to engage with the land-scape and environment through an ethereal light-based and sculptural experience.

Munro is developing two individual, contrasting installations for the Mildura-Wentworth region, inspired by its diverse and distinct landscapes.

One will provide an opportunity for quiet contemplation, a gentle massed light installation that amplifies the natural beauty of the region's waterways and encourages unhurried meditation and reflection.

The second is a fusion of new technology, light and sound to emulate a desert symphony that can be observed from an elevated viewpoint before visitors are invited to walk through the installation and become part of the experience.

**"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. 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."**

*– Bruce Munro*

## THE SITES



### Field of Light, Uluru

- Extended indefinitely
- Increased tourist numbers by 20%
- Boosted flights to the region by 15%
- Almost 100,000 visitors in the first nine months
- “A global phenomenon” – The Guardian



### Field of Light & Light Towers, Paso Robles

- Exhibition extended
- Exhibition expanded to add Light Towers
- Building a hotel and conference centre
- Featured in The New York Times as #6 in “50 Places to Visit in 2020”
- “This is art you feel, rather than art you view” – The Guardian



### Field of Light: Avenue of Honour, Albany

- Limited six month exhibition
- \$17 million boost to the region
- 186,000 visitors
- Domestic nights grew over 35% due to the light installation

**Landscape and location are the foundations of Bruce Munro’s one-of-a-kind artworks. The artist designs his installations to capture natural beauty and works within the land’s original framework when planning and creating his work.**

Two stunning and geographically diverse locations within the Mildura-Wentworth region will serve as the canvases for two very different immersive light installations.

One draws inspiration from the mighty Murray River and the region’s serene waterways; the other, a homage to the brutal beauty of Australia’s arid desert plains and a reflection of the region’s modern progress.

The two proposed Light/State sites are located either side of the New South Wales and Victorian border and both are an easy 35-50-minute drive from Mildura town centre, away from light-filled urban areas, under expansive skies and amid exquisite natural beauty.

The Victorian installation will surround a recreational lake with a large peninsula and outstanding views and vistas of the surrounding landscape.

The New South Wales site is a natural amphitheatre with an outlook across wide desert plains, affording visitors a breathtaking overview of the installation and the opportunity to walk among the work.

Light/State’s two light installations operate independently of each other and are designed to be experienced and enjoyed over two separate evenings, increasing visitor nights in the region.

Both sites will be supported by nearby recreation hubs with amenities, dining, entertainment, transport and other facilities.

## THE VISION FOR LIGHT STATE

Bruce Munro's dual light installations will attract local, domestic and international visitors and appeal to all age groups. The artist's ability to transform a landmark site with thousands of lights, a resonant narrative, complementary soundscape and the enchanting opportunity to walk among the work will produce unforgettable experiences for visitors.

Light/State:

- appeals to all age groups
- is an enchanting must-do visually aesthetic experience
- is a family-friendly destination activity
- increases the region's popularity among community residents and visitors
- can be complemented with visitor add-ons, such as dinner or star-gazing packages
- encourages additional visitor nights

The proposed light installation will be individually ticketed attractions with additional revenue streams from food & beverage, retail merchandise and glamping camping accommodation (Wentworth).

## YOUR PROPOSAL

Mildura Regional Development invites investors, operators and stakeholders to submit an expression of interest for your involvement in the project.

This EOI invitation represents the first stage in a two stage process.

If suitable entities are identified during this process, Mildura Regional Development may approach shortlisted parties to provide further commercial information and submit detailed proposals including, but not limited to, business proposal and supporting business models.

EOI applications are invited across three key areas and consortium's will be allowed.

- Investor
- Operator
- Key Stakeholder

More information on these categories is available at [lightstate.com.au](https://lightstate.com.au)

## PROJECT TIMELINES

Indicative project timelines are:

EOI Invitation Open.....	26 October 2021
Market Briefing Webinar .....	9 November 2021
Target Project Opening .....	Q4 2023

## REGISTRATION

Interested parties are required to register through [lightstate.com.au](https://lightstate.com.au)

EOI documentation and additional information will be provided to registered parties that are suitably qualified.

The additional information outlines what Mildura Regional Development seeks from bidders through the EOI process and provides guidance on the evaluation criteria that will be used to assess EOI proposals.

## LODGMET OF EOI AND ENQUIRIES

EOI documentation and additional information will be provide to registered parties that meet the registration criteria.

Enquiries about the project should be addressed to [lightstate@pico.com](mailto:lightstate@pico.com)

