

Media Release

13 June, 2017

Mildura to relish MasterChef exposure

Australia's culinary spotlight will shine on Mildura next week when audiences tune into a high-profile MasterChef episode filmed entirely within our region.

Starring centre stage will be the salt basin of iconic local producer, Murray River Salt – scene of a full scale MasterChef episode featuring several dozen local hospitality, VIP and tourism identities.

The Mildura episode of MasterChef will air nationally at 7:30pm on Tuesday, 20 June.

A range of stakeholders including Mildura Rural City Council, Mildura Tourism, Murray Regional Tourism and the then Mildura Development Corporation came together to financially assist Murray River Salt in securing this great marketing opportunity earlier in February.

Mildura Regional Development Chair Paul Gibbens said exposure through national TV shows like MasterChef was exactly the way Mildura can continue to shine and be recognised as a well-known regional food and wine destination with strong appeal to visitors.

Next week's program exposure is also being leveraged by Mildura Tourism through the newly formed Mildura Regional Development to include a modest TV campaign in Melbourne, aimed directly at Melbourne audiences and featuring a price-point 'call to action' on holiday packages aimed to stimulate Melburnians interest in travelling to Mildura.

"Victoria rates as our top domestic visitor source market, so this tailored campaign will hopefully generate a keen interest for Melburnians to want to explore Mildura further." Mr Gibbens said.

End.