

Media Release

Mr Tim Pallas MP
Treasurer
Minister for Industrial Relations
Minister for Economic Growth



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MORE EXHIBITIONS AND EVENTS FOR THE NATION'S CULTURAL CAPITAL

Victorians can look forward to experiencing more world-class exhibitions and events with a leading global live-entertainment company expanding its footprint in the state – thanks to support from the Allan Labor Government

Following a productive visit to Fever's Madrid office in October to strengthen Victoria's trade and investment relationships, Minister for Economic Growth Tim Pallas today announced Fever Australia will establish its ANZ headquarters in Melbourne, creating 20 new local jobs, with more jobs to follow as more events are secured.

Originally from Spain, Fever is the world's leading live entertainment platform that brings unique local experiences to cities across the world. Fever's platform helps event producers, venues and permanent attractions to better promote and commercialise their events and content to reach new audiences.

The company has been showcasing events in Australia since 2021, kicking off with its flagship *Candlelight* concerts which have drawn more than 200,000 attendees in Victoria and introduced many to live classical music for the first time.

Fever opened its permanent *Exhibition and Experience Hub* in Brunswick last year, which has hosted major global events including *Bridgerton: A Queen's Ball* and *Jurassic World: The Exhibition*.

Fever recently contributed up to \$57 million to the local economy through its *Harry Potter: A Forbidden Forest Experience* production, attracting more than 170,000 visitors to Mount Martha.

Other major events the company are delivering include *The Art of Banksy* and *The NBA Exhibition*, with Fever also extending its offerings into regional Victoria, bringing events to Bendigo, Ballarat and Geelong.

Victoria successfully attracted \$4.3 billion in overseas investment in 2022/23, creating more than 2,500 local jobs.

Spain is the second largest European foreign direct investor in Victoria, with investments totaling \$2.5 billion since 2019, creating 1,400 jobs.

Victoria's packed major events calendar is the envy of the nation, with upcoming calendar highlights including the Constellation Cup, ALWAYS LIVE, Melbourne Cup Carnival, Comedy in the Vines in Nagambie, Matildas international friendlies, Yayoi Kusama exhibition at the NGV, Boxing Day Test and the 2025 Australian Open.

Quotes attributable to Minister for Economic Growth Tim Pallas

"We welcome Fever Australia's new headquarters to Melbourne which will ensure Victorians have access to even more extraordinary experiences."

"Visiting Fever in Madrid, it was clear that they saw what a great place Victoria is to invest and operate. This expansion is a big win for Victoria's tourism and major events industry, delivering jobs and boosting our economy."

Quote attributable General Manger Fever ANZ Sean Morris

"We are excited to deepen Fever's investment in Victoria by establishing our ANZ headquarters in Melbourne, a city renowned for its vibrant culture, sports, and creative industries."

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“For us as a tech company, Victoria is the perfect setting, offering not just for its outstanding talent but also the infrastructure to help us accelerate our mission of making culture and entertainment accessible to everyone.”