

Media Release

The Hon Jaclyn Symes MLC

Leader of the Government in the Legislative Council

Minister for Regional Development

Minister for Agriculture

Minister for Resources



Saturday, 16 May 2020

VIRTUAL COUNTRY MARKET TO SHOWCASE REGIONAL VICTORIA

The Victorian Government is supporting our regional producers, makers and entertainers with the launch of the Victorian Country Market – bringing an online market direct to homes across the state.

Minister for Regional Development Jaclyn Symes today announced the new e-commerce platform will launch at the Recharge 2020 Festival, hosting a range of small businesses and producers through virtual stalls.

The Recharge 2020 Festival is a one-day live streaming event hosted by Myf Warhurst and Henry Wagons that will recreate the energy of a regional music festival and farmers market while many are unable to operate due to coronavirus restrictions.

The site aims to complement the many food networks and farmers markets already operating in Victoria.

More than 150 regional businesses and producers from across Victoria are on board, with the market to continue its online presence beyond the festival.

The festival itself will include prominent music acts such as Tones & I, Missy Higgins, Archie Roach and The Black Sorrows, along with regional talent like Ainslie Wills and Dallas Frasca. A second stage will also run live from the Theatre Royal in Castlemaine featuring regional artists.

The festival will also feature an art and cultural showcase, cooking demonstrations, and a ‘meet the makers’ segment.

The concept has been designed to support those regional communities doing it tough, those impacted by bushfires and people facing the challenges of coronavirus.

The Recharge 2020 Festival follows the success of the Delivered Live online music festival, launched in April for 13 weekly shows. Both festivals have been developed by HandShake Live Entertainment in partnership with the Victorian Government and with support from the Royal Agricultural Society of Victoria.

The event is free but viewers are encouraged to buy a ticket at deliveredlive.com.au, with funds raised to go towards the performing artists and crew supporting the event.

The festival and farmers market will go live at 12pm this Sunday at rechargevic.com.au and on [Victoria Together](#) – the Victorian Government’s online hub supporting people to stay connected through the coronavirus pandemic.

Quotes attributable to Minister for Regional Development Jaclyn Symes

“The Recharge Festival and Victorian Country Market is a true celebration of Victoria’s regions and showcases the best of what they have to offer whilst supporting many communities doing it tough from the impacts of coronavirus and bushfires.”

“I know many are missing their local markets and the interaction with farmers and the community – this online event will hopefully go some way to bring back that feeling of connection whilst supporting our world-class producers and makers.”

Media contact: Casey Lodge 0410 964 928 | casey.lodge@minstaff.vic.gov.au