

Media Release

The Hon Martin Foley MP
Minister for Mental Health
Minister for Equality
Minister for Creative Industries



Wednesday, 20 May 2020

A NEW VOICE FOR VICTORIA'S HARD-HIT MUSIC INDUSTRY

The Victorian Government has created a new Music Industry Liaison role to help advise the Government on measures to support the state's music economy and culture as it deals with the devastating consequences of the coronavirus pandemic.

Sector leader Bonnie Dalton has accepted the Music Industry Liaison position. Ms Dalton is currently general manager of the Victorian Music Development Office (VMDO) and has more than 15 years' experience working across artist management, festivals, production, programming and music export.

Working day-to-day with Creative Victoria, Ms Dalton will have input into the design of the Government's music support programs, develop industry resources, work with other sectors where there is mutual benefit, and support efforts to restore public confidence in attending live music events once it is safe to do so.

The appointment follows the Government's announcement last week of a dedicated \$4 million Music Industry Support Package including:

- \$2.5 million for the development of new work which can be released now or be ready to launch or tour when restrictions are lifted.
- \$1.5 million for training, professional and business development, and mentoring for music industry workers, including the many who work behind the scenes and have been heavily impacted.

A further \$2 million was allocated to boost the \$2.2 million Sustaining Creative Workers initiative, which has seen high demand since opening on 30 April, including from many in the music industry. The support is part of \$49.1 million response by the Victorian Government to safeguard the state's creative industries and jobs.

For more information, go to creative.vic.gov.au.

Quotes attributable to Minister for Creative Industries Martin Foley

"Victorians are massive fans of live music, but the people who make our music scene the envy of the world have been hit hard by this crisis."

"We will continue to listen to, collaborate with, and support the industry to ensure it survives the shutdown, while working towards reopening and recovery. I look forward to Bonnie's contribution to this effort."

Quotes attributable to Music Industry Liaison Bonnie Dalton

"Over the past few months, we've witnessed so much resilience across the Victorian music community, navigating and adapting to this unprecedented situation."

"I really care about the music sector and look forward to working together to shape the best opportunities for artists, businesses and audiences, and create new possibilities as we emerge from this crisis."

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