

# Media Release

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



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## THINKING BIG CREATES NEW ART DRAWCARDS ACROSS VICTORIA

The Victorian Government is supporting the creation of large-scale art featuring silos, app trails and open-air galleries under a program that will connect communities, boost cultural tourism and create jobs across the state.

Five projects were selected for their potential to become year-round drawcards in St Arnaud, Wedderburn, Picola and Bendigo, while a fifth initiative will render Gertrude Street in Fitzroy through the lens of First Peoples.

The first round of the Government's *Creative Activations Fund* – a 2018 election commitment – has provided grants topping \$550,000 to back the innovative and ambitious art.

Inspired by the success of the Silo Art Trail in the Wimmera Mallee, which has attracted hundreds of thousands of visitors and reinvigorated local towns, the Creative Activations Fund is about harnessing creativity for the benefit of Victorians.

Using grain silos as his canvas, artist Kyle Torney will reflect the gold mining history of St Arnaud – the town where six generations of his family has lived.

Another silo, in Picola in northern Victoria, will be transformed by Melbourne artist Jimmy Dvate, taking inspiration from the unique wildlife of nearby Barmah National Park – the largest red gum forest in the world.

Artists will create five open-air murals in Wedderburn depicting the birdlife of the surrounding conservation area, a biodiverse habitat for 180 of Australia's native bird species, 20 of which are listed as endangered.

Bendigo's old Telstra Exchange and the neighbouring creekbank will be transformed with neon artworks, street art and digital experiences telling the stories of the Dja Dja Wurrung people, the traditional owners of Bendigo.

In Fitzroy, arts organisation Storyscape will create *Yalinguth* (yesterday), an app-based augmented reality tour of Gertrude Street visiting sites of cultural and historical significance to First Peoples. The project brings together indigenous elders, musicians, poets and other artists including Archie Roach, Jack Charles and Kutcha Edwards.

Applications for round two of the Creative Activations Fund will open in August 2020 and will prioritise projects in the Wimmera Mallee region. For program guidelines, visit [creative.vic.gov.au](https://creative.vic.gov.au).

### Quotes attributable to Minister for Creative Industries Martin Foley

*"We're proud to back the world-class creative teams – and the communities – behind these bold projects."*

*"This program is all about how creativity can activate, stimulate and amplify local tourism, businesses and jobs – and this is more important than ever. I look forward to seeing this first crop of projects come to life."*

### Quotes attributable to Minister for Regional Development Jaclyn Symes

*"These exciting projects help us imagine a brighter future – and provide more reasons to explore our regions."*

*"They'll provide a critical boost to local economies and communities, kickstarting our visitor economy when it is safe to do so."*

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