

# Media Release

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



Tuesday, 28 July 2020

## KEEPING OUR MUSIC PLAYING NOW AND INTO THE FUTURE

The Victorian Government is supporting Victoria's hard-hit music sector with funding to celebrate and share local music and keep musicians and music businesses working.

Minister for Creative Industries Martin Foley today announced \$857,000 in grants for Victorian musicians, music businesses and virtual and live events.

The latest tranche of grants through the Sustaining Creative Workers program has provided \$607,000 to 103 projects that will help Victorian musicians and music businesses produce new music, upgrade equipment, undertake skills development, livestream performances and more.

Artists including Adalita, The Merindas, Jess Ribeiro and Amos Roach have been supported to record, release and develop new music, while labels Good Manners Music, Bad Apples Music and Milk! Records are among businesses to secure funding for projects that will help to build audiences and opportunities for their artists.

Victoria's weekly online music festival Isol-Aid has received \$200,000 to support its program in the coming months, including employing six behind-the-scenes staff and covering performance fees for artists.

Isol-Aid was launched in March after a group of music industry workers banded together to find a way to keep sharing local music following the closure of venues and the cancellation of festivals and gigs. The Melbourne-made festival now features a weekly line-up of artists from across the globe and attracts thousands of viewers.

The digital festival also raises funds for music industry crisis support service Support Act.

OK Motels, which runs music events in regional towns, has received \$50,000 to plan three Victorian events in 2021. The support follows popular events held in Charlton in 2018 and 2019 which each attracted 1,500 music lovers to the region, generating hundreds of thousands of dollars for local businesses.

OK Motels collaborates with regional communities on each event to offer visitors and locals the chance to see big name acts and to experience the best the region has to offer – from local attractions to food. Attendees also receive road trip tips which add further benefits to surrounding towns.

The funding will support the OK Motels team to start working with regional communities and music leaders to plan for 2021 and to engage Victorian writers and photographers to create content for a new website which will help visitors to plan future road trips and stays.

These latest announcements follow the launch of the \$15 million Victorian Live Music Venues program which aims to support venues to survive the devastating impacts of the coronavirus pandemic. Applications for the venues program close on 6 August 2020 and can be lodged at [creative.vic.gov.au](https://creative.vic.gov.au).

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

*"Victoria's \$1.7 billion music industry is globally renowned but the pandemic has had a devastating effect. These latest grants are part of our ongoing work to protect music jobs and help local music businesses survive."*

*"We're proud to back our music industry to keep working behind the scenes now, and to plan for the future."*

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