

# Media Release

**The Hon Danny Pearson MP**  
Assistant Treasurer  
Minister for Regulatory Reform  
Minister for Government Services  
Minister for Creative Industries



Monday, 9 November 2020

## VICTORIA TO BOWL UP A CREATIVE SEASON LIKE NO OTHER

The Andrews Labor Government is reactivating the creative state, with an impressive season of art, music and entertainment this summer and beyond to support our creative industries and take experiences outdoors.

Minister for Creative Industries Danny Pearson today announced a \$17.2 million package which will enable Victorians to reconnect with the cultural experiences they love in new and unique ways, while creating jobs for thousands of Victorians across the creative and event industries.

Included in the package is \$7.9 million to enable Victoria's public cultural institutions to bring their experiences outdoors on a scale we've never seen before.

Arts Centre Melbourne will transform the Sidney Myer Music Bowl into a COVIDsafe venue that will host the *Live at the Bowl* summer festival – to run from January to March – featuring more than 40 performances. It is expected to create close to 2,000 job opportunities in the creative and event industries.

Museums Victoria will present the *Melbourne Museum Summer Plaza* series, offering a range of open-air experiences, including performances, movies curated by IMAX Melbourne, food and beverage offerings and entertaining programs for all ages.

Coinciding with the free *NGV Triennial* exhibition of contemporary art and design, the NGV Garden will take centre stage from December to April for a long summer of relaxed dining and music. *NGV Triennial EXTRA* festival also returns for weeks of late nights in January and February with free performances, dance and community programs.

State Library Victoria, Melbourne Recital Centre, ACMI and Federation Square will activate their outdoor spaces with creative experiences ranging from live music to storytelling. The Geelong Arts Centre will team with Deakin University to present a month-long summer season of events under a big top.

Almost \$4.3 million will enable 16 leading Victorian arts companies and festivals to present summer and autumn programs outdoors, including Melbourne International Comedy Festival, Midsumma, Shepparton Arts Festival and Creative Clunes.

A further \$5 million will deliver a new series of live music events across regional and peri-urban communities to bring Victorians back together and help our music industry and its thousands of businesses and workers get back on their feet.

All activities and events will be presented in accordance with public health requirements and institutions will continue to present a diverse program of virtual creative experiences.

### Quotes attributable to Minister for Creative Industries Danny Pearson

*"This extensive program will showcase Victoria's incredible creative talent, deliver thousands of jobs and reinvigorate our creative, hospitality and events sectors."*

*"It will be a celebration of all we've achieved together to get through this year, and will bring people back to the experiences we love in new, exciting and COVIDsafe ways."*