

Media Release

The Hon Martin Pakula MP

Minister for Industry Support and Recovery

Minister for Trade

Minister for Business Precincts

Minister for Tourism, Sport and Major Events

Minister for Racing



Monday, 18 January 2021

CONCERT SERIES TO SUPPORT TOURISM AND JOBS IN THE MUSIC STATE

The country's biggest and brightest musicians are set to take centre stage across iconic destinations as part of a new concert series supported by the Andrews Labor Government.

Minister for Tourism, Sport and Major Events Martin Pakula today announced Visit Victoria is partnering with Mushroom Group to stage the concert series '2021 Sounds Better Together' from Saturday 23 January to Saturday 30 January.

The COVIDSafe concerts will be held across the state including in Melbourne, Mallacoota, Rutherglen, Yarra Valley and Geelong, with further to be added.

Headline acts include Tones and I, Missy Higgins, Gordi and Didirri at Mt Duneed Estate on the Surf Coast on Saturday 23 January, Jimmy Barnes, the Teskey Brothers, and Vika & Kinda at Rochford Wines in the Yarra Valley on Saturday 23 January, Something for Kate at the Prince Bandroom in St Kilda on Sunday 24 January and, Jimmy Barnes, Daryl Braithwaite, and Deborah Conway at All State Estate in Rutherglen on Monday 25 January.

The series will culminate in a concert at Mallacoota Oval on Saturday 30 January, featuring James Reyne, Daryl Braithwaite, Vika & Linda, and Mia Wray.

As well as supporting the Victorian live music industry in Victoria, the concerts will help to attract visitors to regional communities hit hard by the coronavirus pandemic.

All concerts will be COVIDSafe events, with measures including reduced capacity, social distancing ticketing allocation, zoned areas, extensive cleaning, additional facilities to reduce crowding, hand sanitizer stations throughout venues, and an onsite COVIDSafe officer.

The 2021 Sounds Better Together concert series complements the Labor Government's *Stay close, go further* intrastate tourism campaign and the Victorian Music Industry Recovery Program.

The Labor Government has invested almost \$25 million in support for the Victorian music industry since the start of the pandemic.

Tickets are available from noon AEDT Tuesday 19 January. For more information about the initiative, visit soundsbettertogether.com.

Quotes attributable to Minister for Tourism, Sport and Major Events Martin Pakula

"The 2021 Sound's Better Together series will get musicians back on stage and help people enjoy a great night out, supporting communities across the state."

"It's another part of the extensive support we've provided to the tourism, creative and major events industries, which had a very challenging year last year."

"Our music industry supports thousands of jobs and injects millions into our economy, and we're helping the sector get back on track."

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