

Media Release

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



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SUPPORTING OUR CREATIVE SECTOR AND WORKERS

Victoria's nation-leading creative industries will receive more support as creative workers and businesses continue to re-activate the sector with new projects and collaborations.

Minister for Creative Industries Danny Pearson today announced more than \$5.6 million in grants to boost creative careers, businesses, facilities, and experiences across the state.

Applications are now open for the following programs which are available for creative workers, collectives and small businesses working in all creative fields:

- *Creative Workers Fund*: Support for the creation or presentation of new creative projects or products, professional or skills development, community collaborations and COVIDSafe ways to connect with audiences or new markets.
- *Creators Fund*: Support for intensive research, development and experimentation across any creative discipline. Activities can include cross-industry collaborations. Thanks to a new partnership with the Sidney Myer Fund, this round of the program offers the largest funding pool to date. The Sidney Myer Fund's contribution of \$100,000 has increased the round to \$1 million, supporting up to 10 additional grants.
- *Building Audiences Fund*: Support for new marketing projects designed to build new audiences or re-establish audiences following the pandemic.

In addition, the *Music Works Grants* program is focused on reactivating the music industry, with grants available for the creation and release of new music, professional development, initiatives to connect with audiences and live music events in regional and outer-metropolitan areas.

These grants programs are part of the Andrews Labor Government's investment of more than \$220 million in the *Victorian Budget 2020/21* to support the creative sector to reactivate and rebuild.

Applications are encouraged from First Peoples, regionally-based creatives and businesses, culturally and linguistically diverse people and deaf and disabled applicants. In addition to project grants, most programs also provide additional support to cover access costs for the creatives involved and to make activities accessible for all.

Program guidelines are available on the Creative Victoria website along with application tips and Creative Victoria staff are available to answer questions from those interested in applying. Applications close from mid-February – see the website for program specific dates and information at creative.vic.gov.au.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Victoria has a proud reputation as the creative state and these programs are all about reactivating our creative economy and helping artists get back to work."

"Our creative industries are so diverse, and these grants will support everyone from individual artists to small creative businesses"

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