

# Media Release

**The Hon Danny Pearson MP**

Assistant Treasurer

Minister for Regulatory Reform

Minister for Government Services

Minister for Creative Industries

Acting Minister for Police and Emergency Services



Wednesday, 21 April 2021

## ARTISTS CREATE A BIRDS EYE VIEW IN WEDDERBURN

Victorians have a new reason to hit the road with the final touches being made to a spectacular series of largescale murals in the rural town of Wedderburn.

Minister for the Creative Industries Danny Pearson today visited Wedderburn to have a preview of the Bird Eye View project and meet with the artists and locals involved in bringing it project to life.

The series features five largescale murals by acclaimed mural artists Andrew J Bourke, Jimmy Dvate and Bryan Itch on the main street as well as the façade of the local church.

The murals celebrate the unique birdlife of the surrounding conservation area – a biodiverse habitat for 180 of Australia’s indigenous bird species, twenty of which are listed as endangered.

Forming an ‘open-air gallery’, Wedderburn’s new mural series aims to attract visitors from across Victoria and highlight the important work being undertaken to preserve of the birdlife.

Wedderburn is located between the Wimmera Mallee Silo Art Trail and the North East Victorian Silo Art Trail, making it the perfect stopover for visitors to add to their itinerary and see all three.

Birds Eye View is supported through the Andrews Labor Government’s Creative Activation Fund, a program that supports the development and delivery of ambitious creative projects that aim to increase visitation and become cultural tourist attractions.

Other regional projects include neon artworks to light up the streets of Bendigo and tell dreaming stories of the Dja Dja Wurrung people; a seventh addition to the lauded Wimmera Mallee Silo Art Trail in St Arnaud; and a mural inspired by flora and fauna of Barmah National Park.

Seven projects have been supported through this program so far, with funding totalling over \$900,000.

For more on the Creative Activations Fund visit [creative.vic.gov.au](https://creative.vic.gov.au).

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

*“This artwork captures the heart and soul of Wedderburn – showcasing artistic talent for locals and visitors to soak up and enjoy.”*

*“As Victoria’s economy continues to bounce back, we are making cultural tourism a top priority – not only to support our creative sector but to see local towns and communities thrive.”*

### Quote attributable to Member for Western Victoria Jaala Pulford

*“This latest addition to our outstanding silo art is a major drawcard for Wedderburn – I encourage people to book a room and a meal and see what the excitement is about.”*

**Media contact:** Julia Donovan 0466 898 777 | [julia.donovan@minstaff.vic.gov.au](mailto:julia.donovan@minstaff.vic.gov.au)