



The Hon Danny Pearson MP

Minister for Creative Industries

Thursday, 20 May 2021

CREATIVE STATE FUTURE TO BE BOLDER AND BRIGHTER

Victoria's multi-billion-dollar creative economy will be reinvigorated thanks to an unprecedented \$288 million investment by the Andrews Labor Government in the *Victorian Budget 2021/22*.

Designed to secure jobs and reassert Victoria's position as the creative state, the funding package will support the sector as it bounces back after a challenging year – putting creativity at the heart of Victoria's recovery and supercharging the sector.

As well as cementing our reputation as the nation's creative capital, this investment is expected to underpin the creation of more than 20,000 new jobs with the commissioning of new works and collaborations across the state.

A record \$120.7 million will be injected into the state's screen industry through our new *VICSCREEN* strategy, which will put Victoria at the front of the pack in attracting a pipeline of local and international projects like *The Dry* filmed in Victoria's Wimmera and Mallee regions.

From high-end film and television productions to growth areas like digital games, *VICSCREEN* will bring Victorian content to screens worldwide, while also fostering Victorian talent and storytelling.

This investment will seize on Victoria's construction of one of the biggest sound stages in the southern hemisphere, Stage 6 at Docklands Studio Melbourne – building on previous film credits for the Studio including *Where the Wild Things Are*, *The Pacific*, *Preacher*, *Jack Irish* and *Ride Like A Girl*.

A new approach to multi-year investment will help Victoria's creative sector to grow with an extra \$23.9 million to support a diverse selection of creative enterprises, venues, and festivals – both big and small.

From artist run spaces to regional theatre companies, this will give Victoria's creative organisations greater security, allowing them to grow their audiences and create new jobs.

A \$79 million creative industries support and recovery package will secure thousands of jobs in the industry, providing a timely boost to Victoria's iconic state-owned cultural institutions and others – giving locals and visitors more opportunities to experience world-class events and programs.

Victoria is proudly the live music capital of Australia. The Budget reinforces the important role Music Victoria and the Victorian Music Development Office play in supporting homegrown musicians – from promoting work on a global scale to supporting up and coming artists.

Victoria's landmark Music Works industry development initiative will be extended with \$10.8 million to help our hard-hit music industry reactivate, with specific support to nurture young emerging talent and help tours get back on the road.

Funding of \$4.5 million will deliver our new Creative Neighbourhoods program, providing creative workers and businesses with greater access to affordable workspaces and fostering creative hubs, including the Emporium Creative Hub Bendigo and the Brunswick Design District.

Families can look forward to new immersive exhibitions with \$33.5 million for Museums Victoria to deliver a new Gondwana Garden palaeontological adventure and a Triceratops gallery – housing a 67 million year old Triceratops, the world’s most complete and best-preserved fossil.

This funding will also be used to safeguard our museum collections, and more.

There will be a strong focus on leadership and opportunities for First Peoples with the creation of a new annual First Peoples Creative Industries forum and a First Peoples Art and Design Fair.

The Government is doing more to support talent that reflects the rich diversity of Victoria, with \$4 million in dedicated funding for First Peoples, young people and those from diverse backgrounds.

This includes support for First Nation festivals and platforms such as Yirramboi, Blak & Bright Literature Festival and the Koorie Art Show.

The Budget backs ground-breaking festivals to showcase Victoria’s strengths to the world, including Asia TOPA, Melbourne Fringe and Melbourne International Games.

Victoria’s UNESCO Creative Cities designation will also be supported, which recognises Geelong as a City of Design and Ballarat as a City of Craft and Folk Art.

This funding takes our total investment in Victoria’s creative life and recovery to a record \$508 million since the start of the pandemic.

In last year’s Budget, the Labor Government invested in an ambitious \$1.46 billion transformation of Melbourne’s Art Precinct – Australia’s biggest ever cultural infrastructure project, including NGV Contemporary which will be the country’s largest gallery for contemporary art and design.

Quotes attributable to Minister for Creative Industries Danny Pearson

“So much of what we love about our state comes back to our creative identity – to our music, our galleries, our festivals, our comedy and so much more.”

“It’s why this Budget backs the recovery of our creative sector, while also investing in its future – driving the creation of thousands of new Victorian jobs.”

“The reputation of our screen industry is world-class and through VICSCREEN we will grow jobs, foster local talent and put Victorian projects on the map.”