

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



Friday, 11 June 2021

‘THE LONG WEEKENDER’ TO BACK VICTORIAN LIVE MUSIC

The Victorian Government is backing Victoria’s live music scene with a free online festival over the long weekend featuring some never before seen footage of some of Victoria’s most iconic festivals and musicians.

Minister for Creative Industries Danny Pearson today announced that \$360,000 will go directly to artists and festival organisers to air six hours of quality footage that showcases why Victoria is the live music capital of Australia.

Hosted by music legend Myf Warhurst, the online event, “The Long Weekender”, will take viewers through specially curated sets from Victorian festivals including Falls Festival, Meredith, Queenscliff, Golden Plains, Brunswick Music Festival, SummerSalt Festival, Yirramboi Festival and A Day On The Green.

Victorian music will be celebrated with electrifying sets from local artists such as You Am I, Mo’ju, The Cat Empire, Frente!, Courtney Barnett, Magic Dirt, Teskey Brothers, The Black Sorrows.

The festival can be streamed on the Victoria Together website, an online platform that hosts a range of digital content and virtual experiences for Victorians right across the state. Viewers will have the ability to pause, rewind and fast forward the virtual festival between midday and midnight on Monday, 14 June.

More information will go live across the weekend on the Victoria Together website including information on timetabling, how to reserve a free ticket and receive a reminder before the festival goes live.

The Government has a long track record of supporting the music industry, including through Victoria’s landmark Music Works program. Almost \$11 million is being invested in the program over the next four years to help our hard-hit music industry reactivate, with specific support to nurture young emerging talent and help tours get back on the road.

Almost 50 Victorian musicians, bands and music businesses have been awarded grants totaling more than \$950,000, through the latest round of the program. The Victorian Live Music Venues Program also provided \$15 million in relief funding to more than 170 live music venues across the state.

The Victorian Music Industry Recovery program has supported more than 130 Victorian music businesses and a Regional and Peri-Urban Live Music program will deliver more local live music events with \$5 million in funding.

For more information about the festival, visit together.vic.gov.au.

Quotes attributable to Minister for Creative Industries Danny Pearson

“Our live music scene is resilient, but we know they’ve had it tough this past year and that’s why we’ve invested over \$25 million in direct support for the industry – with this online festival providing more direct relief to artists.”

“Live music is such an integral part of Victorian culture and our artists and festivals are recognised right across the globe so jump online this Monday for your chance to see our world-class performers shine.”

Media contact: Tom Whitty 0488 084 717 | tom.whitty@minstaff.vic.gov.au

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

“We’re backing venues and other music industry businesses through our current round of business support, and it’s fantastic that performers have been able to land a gig on this great platform on the long-weekend Monday.”