

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



Tuesday, 15 June 2021

ORGANISERS, VENUES, CINEMAS, SINGERS – BACKING OUR EVENTS SECTOR

Event organisers, hosts, suppliers, producers and cinema businesses will benefit from a new support package of grants announced by the Victorian Government today.

The \$20 million *Victorian Events Support Package* has been designed to support the events industry, acknowledging the heavy and ongoing impact of the May-June restrictions on the sector.

Part of the more than \$500 million allocated by the Victorian Government to bolster businesses in the past two weeks, the package delivers grants in five areas.

The *Sustainable Events Business Program* provides payments of up to \$250,000 to major event organisers, hosts and suppliers who have had the ongoing viability of their event or business significantly affected during the restrictions that began in late May.

Successful applicants must have most of their operations in Victoria, and have experienced a minimum 50 per cent decline in annual turnover in the three months prior to 27 May 2021 compared with the same period in 2019.

They will also have a payroll of more than \$3 million in metropolitan Melbourne or \$500,000 in regional Victoria.

The *Impacted Public Events Support Program* will deliver grants of \$25,000 to event organisers and \$10,000 to suppliers of Tier 1 and Tier 2 events – events with crowds above 1,001 people – that have incurred costs as a direct result of the recent necessary public health restrictions.

Victoria's cinemas will benefit from the *Independent Cinemas Support Program*, which provides eligible independent operators required to close due to restrictions with a payment of \$12,000 per cinema venue.

Producers of live performance events are eligible for up to \$7,000 under the *Live Performance Support Program – Presenters*. Suppliers to live performance events are eligible for up to \$500 per event, with a maximum of four events, under the *Live Performance Support Program – Suppliers*.

Promoters, venues, producers and artists who promote their own shows are eligible to apply for the *Live Performance Support Programs*, along with contracted suppliers such as artists, performers, technicians and other crew members.

Since 30 May 2021, the Government has also launched the *Business Costs Assistance Program*, the *Licensed Hospitality Venues Fund* and the *Regional Tourism Support Package* to back businesses and their workers.

The Government has provided more than \$6 billion in direct economic support for businesses over the course of the pandemic.

Applications for the *Sustainable Events Business Program*, the *Independent Cinemas Support Program* and the *Live Performance Support Programs* will open shortly.

To register interest and apply when the programs open, go to business.vic.gov.au/events-support. Businesses eligible for the *Impacted Public Events Support Program* will be contacted directly and invited to apply.

Media contact: Stephanie Hobbs 0429 275 437 | stephanie.hobbs@minstaff.vic.gov.au

For more information on these programs, contact the Business Victoria hotline on [13 22 15](tel:132215).

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

"Event organisers have done it tough and they deserve this across-the-board support – from big companies with dozens of workers to individual contractors it will provide critical cash injections when they are needed most."

"Victorians love turning out to events and we are backing the sector and its workers to recover stronger than ever."

Quotes attributable to Minister for Creative Industries Danny Pearson

"From performers and technical crew to promoters and venues, it takes many hands to stage a live performance event and many have lost business and work because of this pandemic."

"This package provides vital support to our arts and entertainment industry, but in particular our cinema businesses – these grants will be critical to a sector we know has been hit hard throughout the pandemic."

Quotes attributable to Minister for Small Business Jaala Pulford

"Events businesses and workers have shown amazing resilience during a period of unprecedented challenge."

"The contribution of businesses to the statewide effort to combat the virus is understood and greatly appreciated, and this support will help organisations and individuals plan for a strong second half of the year."