

Media Release

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A BOLD NEW VISION FOR CREATIVES IN VICTORIA UNVEILED

The Andrews Labor Government has unveiled a bold new four-year creative industries strategy – *Creative State 2025* – with a vision to grow jobs and skills and secure Victoria’s reputation as a leading cultural destination and creative leader.

At a time when the global creative community continues to face uncertainty, *Creative State 2025* aims to engender stability, create opportunity and stimulate growth for Victoria’s creative workers, businesses and industries.

Importantly, the new strategy – backed by an unprecedented \$288 million investment in the *Victorian Budget 2021/22* – positions Victoria’s \$31.6 billion creative sector as a catalyst for the state’s future economic prosperity and social wellbeing.

Creative State 2025 builds on the achievements of the Labor Government’s landmark *Creative State (2016-20)* strategy, while tackling issues that have emerged from, or been exacerbated by the coronavirus pandemic – issues such as unstable, project-based work and limited access to training and business development support.

The new strategy will underpin the creation of 60,000 new jobs, including jobs of the future, upskilling and diversifying the workforce, all while ensuring Victorians can access and benefit from Victoria’s rich creative offerings.

Developed in consultation with Victoria’s creative community, the strategy comprises 25 actions that aim to; grow jobs and open up career pathways, support innovative creative products and experiences, build industry stability and foster growth, ensure equitable access to creative jobs and experiences, and open new markets.

The strategy includes actions to develop and promote First Peoples leadership in the creative industries and actions to strengthen regional and outer-metropolitan touring. It supports Victoria’s film, TV and digital games sectors, as well as the state’s contemporary music sector, and includes actions to assist the growth of creative hubs.

The strategy will be delivered in collaboration with Creative Victoria’s First Peoples Directions Circle, a group established in 2019 that embeds for the first time First Peoples self-determination in Victoria’s creative industries policy and program development.

The strategy rollout begins this week with the launch of new programs that invest in Victoria’s extensive network of creative organisations, small businesses and collectives. To download a copy of the strategy please visit creative.vic.gov.au

Quotes attributable to Minister for Creative Industries Danny Pearson

“A strong creative sector benefits all Victorians and this investment will create jobs and deliver economic, social and cultural dividends to our state, as well as supporting the creative industries as they recover from the pandemic.”

“The past year highlighted the central role that creativity plays in the lives of all Victorians - Creative State 2025 reflects that reality, placing creativity at the heart of Victoria’s future prosperity.”

“Victoria is the creative state for a reason, rich with talent and cultural offerings – this is all about growing a proud, resilient and world-class industry.”