

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



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NEW PROGRAM FOR CREATIVE BUSINESSES AND ORGANISATIONS

The Victorian Government is backing creative organisations and businesses of all sizes with the launch of new programs that will create jobs, drive innovation and boost Victoria's reputation as the creative state.

Minister for Creative Industries Danny Pearson today announced the new Creative Enterprises and Creative Ventures programs, following the release of the Government's \$288 million *Creative State 2025* strategy.

Victoria's creative economy will be strengthened through the landmark programs which will invest more than \$20 million in creative businesses and organisations working across all creative forms.

The Creative Enterprises Program will provide four years of funding to established creative organisations and businesses with a record of achievement.

Applicants will be leaders in their field and able to demonstrate how they will grow jobs, support the creative community, and deliver creative products, activities, and services in line with the priorities set out in the Government's newly released strategy.

Recognising that most creative businesses are micro-organisations and collectives, the Creative Ventures Program will be open to entities with up to 10 staff. The new program will give creative entities a stable base to grow and plan over two years, investing in a pipeline of innovative creative content and projects.

As part of a reform of all Creative Victoria programs outlined in the *Creative State* strategy, both programs include a dedicated First Peoples stream to support First Peoples-owned and led creative businesses and organisations. In line with the principle of self-determination, applications will be assessed by First Peoples external industry panels.

Improving access to employment opportunities for creatives who are deaf and creatives with disabilities is also a key action of the new strategy, and the Creative Ventures Program will include a stream for deaf and disabled-led creative entities, to be assessed by a panel of peers with lived experience.

Applications for both programs will open on 12 August and close on 16 September 2021. For full program details, or to register for upcoming information sessions, visit creative.vic.gov.au.

Creative industries have been severely impacted by the coronavirus pandemic. The Government is providing unprecedented support to help the sector survive and rebuild, with more than \$500 million since the onset of the pandemic, including specific funding for events and live performance support.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Whether it is putting on a festival or developing a fashion line, these landmark programs will provide a boost to our creative leaders and help smaller businesses and organisations take their next step."

"Now more than ever, creative business and organisations need support so they can plan for the future, leverage more investment and generate work that connects and inspires us."

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