

Media Release

The Hon Danny Pearson MP

Assistant Treasurer

Minister for Regulatory Reform

Minister for Government Services

Minister for Creative Industries



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TARGETED SUPPORT FOR CREATIVE WORKERS AND ORGANISATIONS

The Victorian Government will back creative workers and organisations with a new funding package to support them through the challenges of the pandemic and help them plan for future reopening.

Minister for Creative Industries Danny Pearson today announced a \$15 million package to support some of the hardest hit parts of the state's creative sector.

Individual creative workers and micro-businesses can apply for funding to develop new work, undertake professional development and reach new audiences through a new \$5 million round of the *Sustaining Creative Workers* initiative.

One-off grants of \$5,000 will be available for creative practitioners, including sole traders and freelancers, and grants of up to \$10,000 are available for collectives, micro-organisations and businesses. This round of the program will be delivered in partnership with creative industry bodies.

Last year, the Sustaining Creative Workers initiative delivered 771 grants totaling \$4.7 million to enable creatives to continue to work during the extended lockdown. Recipients ranged from contemporary musicians and performing artists, to filmmakers and fashion designers.

Up to \$10 million will target heavily affected creative organisations of state significance including those identified through Creative Victoria's current Creative Enterprises Program and Creative Ventures Program rounds, and organisations within the National Performing Arts Partnership Framework.

This will include key festivals, performing arts companies and others, ensuring they can continue to operate and employ workers and plan a pathway to recovery as restrictions ease and commercial operating conditions resume.

The Government also announced the latest grant recipients through three Creative Victoria programs. Funding of \$3.1 million is supporting hundreds of artists, creative workers and organisations to continue generating new work, developing their skills and building their businesses in COVIDSafe ways.

Victoria's renowned creative sector continues to be challenged by restrictions, which have resulted in venue closures, the cancellation of performances, festivals and touring activity. The new \$15 million package is in addition to Creative Victoria's regular suite of grant programs.

Program guidelines, eligibility and closing dates for the Sustaining Creative Workers Initiative will be available soon at creative.vic.gov.au/grants-and-support.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Victoria has a well-earned reputation as the creative state because of our hard-working, talented workforce of artists and creative professionals."

"Our creatives have shown incredible resilience in the face of adversity, still keeping Victorians inspired and entertained, despite the challenges of venue closures, cancellations and lost work."

"This funding package will provide vital assistance to creatives as they prepare to return to work through the roadmap to reopening."

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