

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
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VICTORIAN MUSIC LOVERS CELEBRATE A RETURN TO GIGS

Some of Victoria's most beloved venues will welcome artists back to the stage this weekend, when thousands of gig-goers celebrate the return of live music to the state.

The Sidney Myer Music Bowl will be the main attraction as part of the *Play On Victoria* concert series, with the show's 4,000 tickets sold in just two-and-a-half minutes.

The event marks a long-awaited return to the stage for top local acts King Gizzard & The Lizard Wizard, Amyl and The Sniffers, Baker Boy, Vika & Linda and Grace Cummings.

Alongside the Sidney Myer Music Bowl event, live music fans will also be able to enjoy a weekend of performances across regional Victoria with an all-star, all-regional line up of more than 20 artists. The regional gigs will be held in Geelong, Ballarat, Bendigo, Halls Gap, Warrnambool, Castlemaine, Archies Creek and Avenel.

From 6:00 pm tonight, as Victoria moves to Phase C of the *Roadmap to Deliver the National Plan*, live performances can return to venues across the state, with capacity and density limits in place.

Fans attending this weekend's events will be asked to show they're checked in and vaccinated with a COVID-19 digital certificate displayed through the Service Victoria app. They can also present a printed version of their certificate, immunisation history statement or provide evidence of a valid exemption.

Play On Victoria is presented by the Victorian Government with Arts Centre Melbourne, Frontier Touring/Mushroom Group and Live Nation.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Victorians have smashed our vaccination targets, allowing us to open up early and bring live music back to stages across the state."

"This summer will be an epic celebration of live performance, cementing Victoria's status as a world-renowned cultural and events hub."

Quote attributable to Arts Centre Melbourne CEO Claire Spencer

"COVID has kept us apart from the things we love - artists from stages, audiences from venues. We are excited to be welcoming both back to the iconic Sidney Myer Music Bowl, kick-starting the return of live performance."

Quote attributable to Mushroom Group Chief Executive Matt Gudinski

"This concert at the Sidney Myer Music Bowl, which Mushroom is proud to be a part of, is an important step in getting large scale music live events back up and running in Victoria – the music capital of Australia."

Quote attributable to Live Nation President Asia Pacific Roger Field

"This is just the very start and we can't wait to deliver more live experiences to meet the huge pent up demand from fans, and the thousands of artists who can't wait to get back on stage – let's play on Victoria!"

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