

Media Release

The Hon Danny Pearson MP
Assistant Treasurer
Minister for Regulatory Reform
Minister for Government Services
Minister for Creative Industries



Friday, 5 November 2021

FUND TO SUPPORT NEW CREATIVE TOURIST ATTRACTIONS

The Andrews Labor Government will help bring community spaces to life with ambitious new creative projects, providing new tourism drawcards through sculptures, murals and interactive art.

Minister for Creative Industries Danny Pearson today opened applications for the latest round of the *Creative Activation Fund* grants, which offers grants of between \$40,000 and \$300,000 to develop new artistic attractions across Victoria.

The fund invites artists, communities and organisations to transform local buildings and spaces, celebrating local culture in new and creative ways. This could include large-scale murals, sculptures, digital activations or public art that breathes new life into locations identified for revitalisation.

Past grant recipients have included silo art projects in St Arnaud and Picola, open-air murals in Wedderburn and an augmented reality tour exploring sites of cultural and historical significance to First Peoples in Fitzroy.

Another previously funded project, *Djaara Lights*, will soon transform Bendigo's Telstra Exchange building and neighbouring Bendigo Creek with a spectacular night-time display of neon artworks, street art and digital experiences telling stories from Dja Dja Wurrung People. The project will be launched on 6 November.

Bushfire-affected local government areas of East Gippsland, Towong and Alpine will be prioritised in this latest round of funding, acknowledging the impact that fires and the pandemic have had on local tourism.

Priority will also be given to projects that are led by Victorian First Peoples creative practitioners or organisations.

Applications open today and close at 3:00pm on Thursday, 2 December 2021. For further information visit creative.vic.gov.au/grants-and-support.

Quotes attributable to Minister for Creative Industries Danny Pearson

"These grants are all about showcasing our local creativity, stories and culture in exciting ways that will help attract visitors to local communities."

"As we rebuild our tourist economy across the state, unique creative attractions and experiences will play an important role in encouraging people to hit the road and explore the best Victoria has to offer."

Quote attributable to Minister for Regional Development Mary-Anne Thomas

"Our state's artistic destinations have long been a drawcard for visitors to regional Victoria. These grants will enable local artists and businesses to offer more iconic attractions, delivering ongoing benefits to communities across Victoria."