

Media Release

The Hon Danny Pearson MP
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SETTING THE SCENE FOR A SUMMER OF LIVE MUSIC

The Andrews Labor Government is reigniting the state's live music and festival scene, with new industry support and insurance measures to deliver a boost to shows across Victoria.

Minister for Creative Industries Danny Pearson today announced the \$20 million *Live Music Restart* package, which will support the exciting return of live music.

Beloved music venues will safely get live shows back on their stages thanks to an \$8 million program to recruit and train new staff, invest in COVIDSafe infrastructure and get more musicians and industry professionals back to work.

Music festivals will receive a leg up with \$8 million to help them recover from the uncertainty and impact of rescheduled and cancelled events due to the pandemic. A further \$4 million will bring music performances to the CBD and inner-city, complementing a previously announced \$5 million for regional and outer-suburban events.

Music events in laneways, public spaces and venues will enliven Melbourne, attracting visitors to the CBD and other inner-city areas and boosting local businesses, while towns across Victoria will see live music throughout summer.

Additionally, an Australian-first event interruption insurance product will give organisers of creative festivals, business conferences and sporting and community events the confidence to plan and stage future events.

The 12-month scheme, subsidised by the Government and delivered by the Victorian Managed Insurance Authority (VMIA), will insure up to \$230 million of events against cancellation due to public health measures, or where events have reduced capacity due to restrictions.

The insurance scheme responds to calls from the sector to address a gap in the market and provide peace of mind.

The industry support and insurance measures mean Victorians can expect a huge season of live music, with an extensive program in the city and around regional Victoria over summer.

The *Live Music Restart* package has been developed following consultation with the music industry and adds to a range of business support provided to the sector during the pandemic, through initiatives like the *Licensed Hospitality Venue Fund*, the *Sustaining Creative Workers fund* and the *Live Performance Support Program*.

Funding will be available through Creative Victoria, with application details to be announced soon.

Quotes attributable to Minister for Creative Industries Danny Pearson

"Victoria is Australia's music heartland and we're making sure the industry can return stronger than ever and people can enjoy a summer of gigs and festivals."

"This package will help our music industry get up and running quickly, giving venues the confidence to throw open their doors and get people back to work on stage and behind the scenes."