

Media Release

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



Thursday, 3 February 2022

BACKING CREATIVES TO BREAK NEW GROUND, BUILD CAREERS

The Andrews Labor Government is providing practical support to Victorian artists and creatives to undertake career-defining work and deliver exciting projects through the *2022 Creators Fund*.

Now open for applications, the fund provides grants of between \$20,000 and \$50,000 to individuals and collectives, creating the opportunity to work intensively on projects for up to six months.

Modelled on initiatives in the science, medical and technology sectors, the fund supports undertakings of intensive research and development, the kind that sit behind major new projects, products and innovations. It helps creatives to explore new opportunities, develop new skills and deliver cutting edge and career-making work.

Since its launch in 2017, the *Creators Fund* has supported almost 90 Victorian creatives including artists, designers, writers, directors, performers, game developers, filmmakers and musicians.

Past recipients include fashion designer Courtney Holm who undertook research into zero waste, robotics and compostable materials to help take her circular fashion label A.BCH to the next level; and virtual-reality filmmakers Studio Bento who are breaking new ground at the intersection of social media and virtual reality technologies.

Open to professional creatives at all career stages, the fund includes dedicated streams for First Peoples creatives and deaf and disabled creatives.

The Labor Government is providing unprecedented investment to support creative jobs and bring social and cultural benefits to Victorians.

Last month, the Government announced \$85 million in multi-year funding for 113 Victorian creative entities – from icons like Melbourne International Comedy Festival to ground-breaking collectives including fashion label The Social Studio. Some 25 of the recipients are receiving multi-year government support for the first time.

Applications for the *2022 Creators Fund* close on Thursday, 3 March. For more information, visit the Creative Victoria website at creative.vic.gov.au/creatorsfund.

Quotes attributable to Minister for Creative Industries Danny Pearson

"We're backing the creative sector with crucial funding for industry professionals, ensuring cutting edge research and development can continue the success and growth of our creative industries."

"Through the Creators Fund we are supporting the careers of Victoria's artists and creatives, giving them the opportunity to develop ground-breaking ideas, and putting Victoria at the forefront of creative innovation."

Lester Francois Producer and Director Studio Bento

"With the Creators Fund we were able to research and study how social VR was rapidly embraced during the first year of COVID-19 in 2020, this allowed us to pivot our business and to capitalise on these new opportunities."