

# Media Release

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



Sunday, 19 June 2022

## ROCK ON: NEW SUPPORT FOR BELOVED COMMUNITY CUP

The Andrews Labor Government is ensuring Melbourne’s iconic Reclink Community Cup continues to showcase the best of Victoria’s live music scene, while supporting the work Reclink does for Australia’s most disadvantaged.

After a two-year hiatus, Sunday will see the return of the beloved community fundraising event to Victoria Park, with a landmark \$100,000 funding boost from the Labor Government supporting the event’s live music line-up and production costs.

This year’s Community Cup performers include Ausecuma Beats and Cash Savage and The Last Drinks, with funds raised going to Reclink Australia to support sport, recreation and arts programs for people experiencing disadvantage.

A fixture on the Melbourne music community’s calendar, the Reclink Community Cup pits the Rockdogs against the Megahertz – Aussie rules football teams made up of local radio and music identities – all for a good cause.

From humble beginnings in 1993, the event now attracts more than 12,000 people and has been replicated across the nation with events in Sydney, Adelaide, Fremantle, Hobart, Brisbane and Canberra.

The Labor Government is supporting Reclink with more than \$8.5 million for programs including ActiVIC, which offers opportunities to people experiencing barriers to participating in sport and recreation, Move the Dial with a focus on engaging young people, and AAA Play, which promotes activities for people with a disability.

The latest grant ensures funds raised through the Community Cup can be directed to Reclink’s important work, while delivering continued support to the state’s live music industry.

It comes on top of the \$9 million *On The Road Again* program, which is bringing a wide range of live music gigs, festivals and events to audiences across Victoria.

Reclink Community Cup returns to Abbotsford’s Victoria Park on Sunday, 19 June. For more information or to purchase tickets visit [communitycup.com.au](https://communitycup.com.au).

### Quotes attributable to Minister for Creative Industries Danny Pearson

*“The Reclink Community Cup showcases the best of Victoria’s community spirit with music and footy coming together to raise money for a great cause.”*

*“This new funding ensures that support from Victorians will go to those who need it most, while backing our amazing live music industry.”*

### Quote attributable to Reclink Australia CEO Dave Wells

*“It’s great to be back at Victoria Park for the Reclink Community Cup and re-connect with our fabulous community music and sport family. Days like today are vital for our souls, hearts, health, and minds – and for the work Reclink does with some of the most disadvantaged Victorians.”*

**Media contact:** Corey Croft 0468 897 764 | [corey.croft@minstaff.vic.gov.au](mailto:corey.croft@minstaff.vic.gov.au)