

Media Release

Steve Dimopoulos MP

Minister for Tourism, Sport and Major Events
Minister for Creative Industries



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FRINGE PARADE LEADS ANOTHER BOOST FOR CBD TOURISM

Melbourne's Fringe Festival will celebrate its 40th anniversary in October with a massive block party and the return of the historic Fringe Parade as the Andrews Labor Government backs the return of cultural tourism.

The return and reimagination of the iconic parade, funded through a \$9.8 million package will supercharge Melbourne's CBD and surrounds with thousands of visitors.

The Melbourne Fringe Parade and Lygon Street Block Party will feature music, dance, and creative floats taking over the streets of Carlton – following decades of the original Fringe Parade Brunswick Street.

Funded through the \$200 million Melbourne City Revitalisation Fund – a partnership with the City of Melbourne – this latest package includes an exciting line up of creative experiences that will roll out over the next 12 months.

A special collaboration between Fed Square, Koorie Heritage Trust, ACMI and the NGV will see the launch of *AR. Trail*, Melbourne's largest, free augmented reality art trail. Running from 18 August to 30 September, the public can roam the venues to discover 22 digital artworks including a number of commissions by Australian artists.

Literary luminaries will headline Wheeler Centre events, while Sidney Myer Music Bowl will host live performances over summer. Melbourne Museum will sparkle with DJs, dinosaurs and after-dark exhibition experiences.

Melbourne's iconic cultural venues will be alight with projections, immersive installations, screenings and audio-visual tours, while up-sized editions of Melbourne International Comedy Festival, Midsumma, Melbourne Writers Festival and more will fill the city with more laughs, tunes and fuel for the mind and soul.

To be part of the Melbourne Fringe Parade, visit melbournefringe.com.au.

Quote attributable to Minister for Creative Industries, Tourism, Sport and Major Events Steve Dimopoulos

"The return of the Fringe Festival Parade will showcase the very best Melbourne has to offer – and the flow-on effects of hundreds of festival goers each night enjoying the city and its restaurants and bars will be enormous."

Quote attributable to Minister for Industry Support and Recovery Ben Carroll

"This supercharged program of creativity adds another spectacular drawcard to Melbourne's CBD, supporting more jobs across more industries and delivering thousands of visitors to city business doorsteps."

Quote attributable to Simon Abrahams CEO and Artistic Director Melbourne Fringe

"Thanks to this support, we are thrilled to bring the Melbourne Fringe Parade back for our 40th anniversary alongside our largest Festival ever. We invite anyone who believes in the centrality of creativity in our culture to join us."

Quote attributable to Melbourne Acting Lord Mayor Nicholas Reece

"We know Melbourne's expanded events calendar is turbocharging the city's recovery, and we're delighted to partner with the Victorian Government to give Melburnians and visitors even more reason to visit our great city."

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