

Media Release

The Hon Ben Carroll MP

Minister for Industry Support and Recovery

Minister for Business Precincts

Minister for Public Transport

Minister for Roads and Road Safety



Monday, 8 August 2022

CALL OUT FOR EVENT IDEAS TO HELP REVITALISE MELBOURNE

Melbourne's events calendar will soon be overflowing thanks to support for the events industry announced today.

Minister for Industry Support and Recovery Ben Carroll and Lord Mayor Sally Capp today announced the City Revitalisation Event Support Program (CRESP) which is calling for innovative new events to attract visitors to Melbourne.

The Andrews Labor Government in partnership with City of Melbourne has invested \$5 million in the program as part of the Melbourne City Revitalisation Fund.

CRESP will provide funding to event organisers to create unmissable, uniquely Melbourne moments in 2023 that will see people flocking back to enjoy everything the city has to offer.

Events added to Melbourne's calendar as a result of the program aim to drive visitation to the CBD and to shopping, hospitality and arts and culture precincts to support city businesses and key industries, as well as help create jobs as part of the city's economic recovery.

Priority consideration will be given to events that drive visitation to Docklands; increase the number of events in Melbourne between April and September, activate the city at night, and that can provide a much-needed boost to Melbourne's visitor economy.

The program complements the *Victorian Budget 2022/23*, which includes \$127.4 million to be shared with Victoria's iconic cultural attractions to support a strong recovery after two years of disruption – providing jobs for local creatives, securing our pipeline of cultural experiences and boosting Victoria's visitor economy.

Applications open Monday 8 August and close 5pm Monday 5 September 2022. For more information including CRESP eligibility requirements and to apply visit melbourne.vic.gov.au/cresp.

Quotes attributable to Minister for Industry Support and Recovery Ben Carroll

"Melbourne is well known for its incredible events culture and we're supporting the industry because we know how important it is for creating job opportunities for Melburnians."

"We're investing in the recovery of the CBD in partnership with the City of Melbourne to support businesses to bounce back."

Quotes attributable to Melbourne Lord Mayor Sally Capp

"Melbourne is Australia's cultural capital, and we're delighted to add to our calendar of events to fill our streets and laneways with people, colour and vibrancy."

We know events are driving Melbourne's recovery – attracting millions of people to the city to shop, dine and explore, providing our city businesses with a much-needed boost."

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