

Media Release

Steve Dimopoulos MP

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



Friday, 27 January 2023

\$1 MILLION MUSIC EVENTS PROGRAM TO BOOST FLOOD RECOVERY

The Andrews Labor Government will deliver a series of live music events across flood-affected regions to reignite tourism and reunite communities – and is seeking communities’ ideas for exciting events that will celebrate and support their towns.

Celebrating Victoria’s live music talent while attracting visitors back to the regions, the initiative will feature events large and small, offering regional and rural communities another opportunity to reconnect while delivering a much-needed boost to local businesses.

The state’s peak music industry body, Music Victoria, will help deliver the program - putting the call out to affected communities seeking their ideas and proposals for events in their area.

Focusing on providing job opportunities for local musicians and industry workers, Music Victoria will work with local partners to deliver a series of events to support live music venues get back on their feet.

The initiative will attract more visitors to boost tourism, hospitality and accommodation businesses throughout flood affected communities – building on the Labor Government-backed Emerge concert held in Shepparton last December, in partnership with GoTAFE.

Headlined by The Cat Empire and featuring local acts DRMNGNOW, JB and Me, BrickY B and Tanielle McKenzie, the free event attracted people of all ages and boosted local businesses in hospitality, retail and more.

Confirmed locations, events and more details will be announced in coming months – with venues, event presenters and artists in flood-affected regions encouraged to contact Music Victoria at info@musicvictoria.com.au to discuss being part of the program.

Quotes attributable to Minister for Creative Industries Steve Dimopoulos

“We know recovery is about more than just bricks and mortar, it’s about supporting local communities to come together – this live music program will provide Victorians who have done it tough an opportunity to do just that.”

“Regional communities are the backbone of Victoria – these music events will help bring people together after such a difficult time, and we’re proud to back flood-affected communities to stage events with some of Victoria’s top talent.”

Quote attributable to Music Victoria CEO Simone Schinkel

“Music can provide relief and inspiration – we look forward to working with those impacted, enabling them to create gigs at a scale and timeline that works best for their community.”