

# Media Release

**Steve Dimopoulos MP**

Minister for Tourism, Sport and Major Events

Minister for Creative Industries



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## ROCHELLA TO BRING THE MUSIC TO THE ROCHESTER COMMUNITY

The community of Rochester is preparing for ROCHELLA, an epic day of live music, food, family fun and more, all in the name of recovery and resilience.

Backed by the Andrews Labor Government's Live Music Flood Recovery program, the festival will be headlined by award-winning Victorian bands Cash Savage and the Last Drinks and The Black Sorrows and features musicians from the local community and around the state.

The line-up includes Bones and Jones from Geelong, dance-pop collective Empress, Echuca band Stumbling North, family-friendly act The Burnt Sausages, and Australian Idol artist Anya Alchemy.

Local students will take a star turn with the premiere of a song they wrote in collaboration with Golden Guitar winner Josh Arnold for his Small Town Culture music project.

An all-in community affair, taking place on Saturday 14 October 2023 at the Rochester Recreation Reserve, ROCHELLA has been organised Rochester Community House for the local community with support from sporting clubs and committees of the region.

The event is an opportunity for locals to come together and take some time out following the floods of 2022. Alongside live music, ROCHELLA will feature fun family activities and local food stalls.

Delivered by Music Victoria on behalf of the Labor Government, the Live Music Flood Recovery program supports flood-affected towns and villages in regional and rural Victoria to host live music events. More than 40 events are being staged throughout 2023.

On sale from Friday 25 August 2023, tickets are \$10 for residents of postcode 3561, \$30 for visitors and free for kids under 12. They can be purchased from the Rochester Newsagency or via [rochellarochester.com.au](http://rochellarochester.com.au).

Proceeds from ticket sales go to the Rochester Community Access Flood Relief Fund. For further information about ROCHELLA and the Live Music for Flood Recovery Program visit [musicvictoria.com.au](http://musicvictoria.com.au).

### **Quote attributable to Minister for Creative Industries Steve Dimopoulos**

*"As part of our support for flood impacted communities, we are proud to back ROCHELLA – a celebration of this strong, vibrant community featuring some of Victoria's outstanding music talent."*

### **Quote attributable to Member for Northern Victoria Jaclyn Symes**

*"Congratulations to the whole ROCHELLA team who have programmed a festival that reflects the incredible community spirit of Rochester and will bring all ages together for an event to remember."*

### **Quote attributable to Music Victoria CEO Simone Schinkel**

*"Recovery can take a long time. To sustain, communities like Rochester need days like this to acknowledge how far they've come and to let live music, good food and community lift spirits up."*

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