

Media Release

Steve Dimopoulos MP

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



Friday, 1 September 2023

DEVELOPMENT PROGRAM TO LEVEL UP YOUR MUSIC CAREER

Musicians from the Geelong region are encouraged to apply for the GRID Series, an intensive artist development and mentoring program focused on building the creative and business skills needed to make it in music.

Minister for Creative Industries Steve Dimopoulos today invited applications for the Geelong debut of the GRID (Grass Roots Indie Development) program, a national initiative that focuses on upskilling emerging artists who live in regional or outer metropolitan areas.

Backed by the Andrews Labor Government and the City of Greater Geelong, this innovative program provides one-on-one mentoring with an industry mentor, collaboration with a producer to create a new track, recording sessions, live performance opportunities and the creation of an artist documentary.

Participants will have the opportunity to work with, and learn from, award-winning songwriter and producer Joel Ma (Haiku Hands, Moju), ARIA nominated engineer, songwriter and producer Becki Whitton and acclaimed producer Ariel Blum (NIASHA, St.Ives).

Artists will also gain vital insights about operating a music business with mentorships from music festival programmer Rich Moffat (Groovin' the Moo, Falls Festival, Splendour in the Grass), and Monique Matosic, director of music-focused PR agency Broken Leg PR.

Victorian artists who have been mentored through previous GRID Series programs include hip hop artist Srirachi, singer and songwriter Angie McMahon, and indie rock band Franjapan.

Four solo artists or bands from the Geelong region will be selected for this year's program, running from 25 October until March 2024. To be eligible, musicians must be aged 17 years and over, write their own music and be available on all key dates listed on the application.

Applications close Monday 2 October 2023. For more information and application details, visit gridseries.com.au.

Quote attributable to Minister for Creative Industries Steve Dimopoulos

"We're proud to back GRID Series' Geelong debut as part of investment in the state's music industry and workforce, helping artists and industry workers to build strong, sustainable careers."

Quote attributable to Member for Geelong Christine Couzens

"Music is part of Geelong's DNA and our region is home to an incredible community of artists, drawcard music venues and festivals."

Quote attributable to Member for Lara Ella George

"We want to encourage local musicians to take part in the GRID Series because it will help them develop their careers and enrich our creative scene."

Media contact: Anthony Templeton 0475 256 383 | anthony.templeton@minstaff.vic.gov.au

Quote attributable to Member for Bellarine Alison Marchant

“The Geelong region punches above its weight for music and the arts and that’s why we are backing local creatives to boost their skills.”

Quote attributable to Member for South Barwon Darren Cheeseman

“Every local musician who is interested in advancing their careers and learning new skills should take the opportunity to be part of the Grid Series.”

Quote attributable to City of Greater Geelong Mayor Trent Sullivan

“GRID Series is a chance to grow and come alive with support from experienced industry professionals who know the ins and outs of song development, performing and how to break into a tough industry.”