

Media Release

The Hon Colin Brooks MP
Minister for Development Victoria
Minister for Precincts
Minister for Creative Industries



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EIGHTY-SIX FESTIVAL LAYS TRACKS AND BACKS LOCAL BUSINESS

With two weeks until Melbourne's newest music festival The Eighty-Six makes its debut, local businesses across Melbourne's northern suburbs are preparing for a major economic boost, thanks to the Allan Labor Government.

Minister for Creative Industries Colin Brooks today joined The Eighty-Six organisers and local businesses to announce the festival's full schedule and the countdown to opening day on 23 October.

The Eighty-Six celebrates the live music culture of Northcote, Thornbury, Preston and Reservoir, along the iconic 86 tram route, with this stretch of High Street home to one of the highest concentrations of music venues in the world.

The festival has teamed up with the wider music industry and a diverse mix of more than 200 small businesses to deliver the inaugural event, including the massive free Super Saturday program all day and night on 28 October, where more than 220 artists will perform in restaurants, bocce and bowls clubs, cafes, record stores, and more.

Super Saturday offers something for all music lovers, from family-friendly gigs in cafes to events showcasing Victorian acts from Kaiit, Clamm, Briggs, and Batts to Normie Rowe, who started his career in Preston.

The music extravaganza will also feature the 1800 Street Party, a celebration of local music, food and beverage traders, curated by Thornbury restaurant 1800 Lasagne. The festival's closing weekend from 28-29 October also features the Independent Music Exchange, a free expo showcasing Australia's independent record labels.

Thornbury's Program Records – one of only a handful of vinyl pressing plants in Australia – has already benefited from The Eighty-Six, with the plant pressing more than 10,000 records in readiness for the expo.

The Eighty-Six is backed by the Labor Government and delivered in partnership with Darebin City Council, Creative Victoria and Yarra Trams. It is part of Creative October, a bigger-than-ever month of creative events that will boost the economy, support jobs and bringing to life Victoria's reputation as the creative state.

The Eighty-Six will run from 23 to 31 October 2023. For more information visit theeightysix.com.

Quote attributable to Minister for Creative Industries Colin Brooks

"From a vinyl pressing plant that has been working overtime to meet demand, to restaurants and retailers preparing for a bumper weekend, we're already seeing the impact creative festivals can have on local businesses. The Eighty-Six is going to be an event like no other and it could only happen here in Melbourne, Australia's live music heartland."

Quote attributable to Minister for Public and Active Transport Gabrielle Williams

"With its iconic route through Melbourne's north, the 86 tram route is home to vibrant and diverse local businesses and I can't wait to see this route come to life with crowds from across Melbourne."

Quote attributable to Minister for Small Business Natalie Suleyman

"With more than 200 local businesses involved in the festivities of the Eighty-Six Festival, this will be a fantastic boost to the local economy as small business owners open their doors to hundreds of people."

Quote attributable to Member for Northcote Kat Theophanous

"The countdown is on for the Eighty-Six festival with hundreds of local businesses along our tram route ready to celebrate the creativity, culture and iconic live music soul of the inner north."

Media contact: Bodil Droga 0413 701 929 | bodil.droga@minstaff.vic.gov.au

Quotes attributable to The Eighty-Six co-Founder & Artistic Director, Woody McDonald

“The Eighty-Six is a great snapshot of the Victorian music scene right now. We have enjoyed working alongside so many curatorial voices in piecing together a top shelf display of Melbourne music culture. Get on board. Ding Ding!”