

Media Release

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



Sunday, 14 April 2024

NEW GRANTS TO AMP UP OUR LIVE MUSIC VENUES AND FESTIVALS

The Allan Labor Government is making sure Victoria has a strong live music scene – supporting Victorian musicians, music venues and festivals, with new grants backing local jobs for musicians and helping our treasured venues and festivals.

Minister for Creative Industries Colin Brooks today launched the Labor Government’s *Live Music Festivals* and *10,000 Gigs: The Victorian Gig Fund* programs – which will give the industry a much-needed boost during this period of change.

Victoria’s music venues and festivals are the lifeblood of so many communities across our state. That’s why we’re investing \$10 million to deliver a steady pipeline of gigs at live music venues, to support more local music festivals expand and grow and to ensure more artists have paid opportunities.

The Government’s *Live Music Festivals Fund* will provide grants of up to \$50,000 to established Victorian festival organisers to help them stage new or existing events – creating more local jobs for people on and off the stage and attracting thousands of fans to cities and towns so they can see their favourite local artists up close.

We’re also creating 10,000 gigs across Victoria through the Labor Government’s *Victorian Gig Fund* – with live music venues across Victoria eligible to apply for a grant of up to \$10,000 to go towards Victorian artists’ fees for gigs at their venue.

This targeted support for our vital live music sector will create more paid opportunities for local artists - from those just starting out to established acts. It will also make it easier for venues across the state to host great local gigs while giving Victorian music lovers the chance to see their favourite acts close to where they live.

Our festivals and venues are the lifeblood of Victoria’s live music sector, providing opportunities for artists to play shows, earn an income and grow their audiences whilst supporting local businesses, economies and community connection.

Applications for the *Live Music Festivals Fund* and *The Victorian Gig Fund* open on Monday, 22 April at 10am and close on Friday, 17 May at 2pm. To find out more or apply visit musicvictoria.com.au.

Quote attributable to Minister for Creative Industries Colin Brooks

“During a period of change for Australia’s live music industry, we are backing Victorian festivals and venues through these new programs - supporting the businesses that are the backbone of Australia’s live music heartland.”

Quote attributable to Member for Northcote Kat Theophanous

“This investment means more paid gigs for Victorian artists and more opportunities for Victorians to enjoy great live music in venues across our iconic music scene – including right here on High Street in Preston, Thornbury and Northcote.”

Quotes attributable to Music Victoria CEO Simone Schinkel

“With pressure continuing to mount on all sides, these initiatives are so desperately needed. Music Victoria is delighted to be the delivery partner, ensuring that even more dollars can make it directly into the industry and quickly, for the benefit of all Victorians.”

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