

# Media Release

**The Hon Colin Brooks MP**

Minister for Industry and Advanced Manufacturing

Minister for Creative Industries



Wednesday, 23 July 2025

## INVESTING IN VICTORIA'S CREATIVE ORGANISATIONS

The Allan Labor Government is investing in Victoria's creative organisations to support jobs and local talent and strengthen our creative industries across the state.

Minister for Creative Industries Colin Brooks today launched the next round of the Creative Enterprises Program (CEP) – offering four years of funding to help creative organisations expand their work, support jobs, and deliver benefits for communities right across Victoria.

From 23 July, eligible organisations can apply for long-term funding to build their workforce, grow their reach, and create more opportunities for Victorians to get involved in the creative sector.

The program has three investment streams - First Peoples Organisations, Industry Service Organisations and Creative Organisations. It also reflects the Labor Government's effort to increase opportunities for Victorians in outer-metropolitan and regional areas, and children and young people.

Organisations that receive funding will be expected to deliver benefits to the wider creative economy – by creating jobs, nurturing new talent, reaching new audiences, and helping Victoria remain the creative capital of Australia.

The program also supports creative organisations to diversify their income and strengthen their businesses, so they can continue to grow and adapt in a changing environment.

A First Peoples self-determined approach will ensure the program enhances the connection between Victoria's creative industries, Community and Country, increases First Peoples employment and participation, and enables Victorian Traditional Owner Custodians to work on their ancestral Country.

The program will invest in organisations that demonstrate a strong plan to support creative jobs, expand their reach and deliver real benefits for their communities.

Victoria's creative economy provides employment to more than 327,000 workers – from performers and producers to designers, editors, technicians and beyond. Behind every worker is a family – and that's why we're backing the people who power our creative state.

Funding will be provided for a four-year period from 2026. For more information, including program guidelines, eligibility and how to apply, visit [creative.vic.gov.au](https://creative.vic.gov.au).

### Quotes attributable to Minister for Creative Industries Colin Brooks

*"Victoria's creative organisations play an integral role in our economy, the vibrancy and livability of our communities, and in what makes Victoria an incredible place to live, work, invest and visit."*

*"Creative Enterprises is about investing in the people and organisations that make our state the creative leader of the nation – and ensuring they have the tools and support they need to thrive."*

*"We want to work with organisations across the state that are committed to increasing access, representation and participation in the creative industries – that includes First Peoples, people living in regional and outer metro areas, and children and young people."*

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