

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing

Minister for Creative Industries



Wednesday, 5 November 2025

TAKING VICTORIAN CREATIVITY ON TOUR ACROSS VICTORIA

The Allan Labor Government is supporting exhibitions and creative events to hit the road, with applications open for the Touring Victoria program.

Minister for Creative Industries Colin Brooks announced the opening of applications for the grant program which provides between \$10,000 and \$150,000 for Victorian artists and creative organisations to take their events to regional and outer-metropolitan Victoria.

Touring Victoria also supports regional producers and artists to tour to metropolitan Melbourne, reaching new audiences and building professional networks.

As well as providing Victorians with access to arts and cultural experiences at their doorstep, the program supports Victorian artists and creative companies to build their profile and audience across the state, while providing a boost to the local economy.

The previous round of the program supported six companies to perform 224 times at more than 118 destinations across the state.

Performances included *MEERTA – Rise Up! The Ballad of James Arden*, a new First Nations musical performance by Gunditjmara singer-songwriter David Arden, exploring Aboriginal identity, resilience and celebration which performed across 10 different locations.

Another recipient included Orchestra Victoria which toured 12 locations for a series of concerts and workshops at regional performance venues, aged care homes, schools and libraries; and a musical circus production for families with a cast of 12 young acrobats from the National Youth Circus.

Applications for the 2025 round of the Touring Victoria program open Wednesday 5 November 2025 and close Thursday 4 December 2025.

For more information, including how to apply, visit creative.vic.gov.au.

Quotes attributable to Minister for Creative Industries Colin Brooks

"Victoria is the creative state, and we're making sure that wherever people live they can experience all the fantastic events on offer."

"This program is also making sure that Victorian artists, companies and venues can grow their audiences, build their businesses, and deliver an economic boost to their local communities."