

# Media Release

**The Hon Colin Brooks MP**

Minister for Industry and Advanced Manufacturing  
Minister for Creative Industries



Monday, 1 December 2025

## POWERING VICTORIA'S FUTURE THROUGH CREATIVITY

The Allan Labor Government is putting creativity at the heart of Victoria's future, with a new strategy to strengthen the state's creative industries, support local talent, and increase access to culture, creative careers and experiences for the next generation.

Minister for Creative Industries Colin Brooks today released *Creative State 2028*, a new strategy to support and strengthen Victoria's \$41.2 billion creative economy – creating jobs, helping businesses thrive, and ensuring Victorians across the state reap the social, cultural and economic benefits our creative industries bring.

Since the Labor Government launched Australia's first *Creative State* strategy in 2016, creative industries jobs in Victoria have grown by 41%, and Victoria's creative economy has increased from almost \$31 billion to \$41.2 billion. *Creative State 2028*, positions Victoria's creative sector for continued growth in the years ahead.

In the first year of the new strategy, the Labor Government will work with a range of creative partners to:

- Boost support for regional and outer metropolitan creative activity by piloting a dedicated Regional and Outer-Metropolitan Creative Projects Fund to support independent artists, in addition to the longstanding statewide program
- Strengthen Victoria's position as Australia's digital games hub through new initiatives to support industry networking, career development and knowledge sharing, and seed new Victorian games projects
- Develop dedicated literature and contemporary music sector strategies to harness opportunities and tackle the unique challenges facing these industries, and
- Increase the opportunities for young people to participate in creative activity as audiences, creators and leaders, including through a new Creative Industries Children and Young People Advisory Council, and boosting representation of young people on creative industries boards.

Informed by statewide consultation with more than 1,500 Victorians, including 200 First Peoples, the strategy will support artists, creators and businesses to turn ideas into opportunities and build resilience for the future.

*Creative State 2028* strongly focuses on First Peoples creative and cultural practice and economic development. Key initiatives include a new First Peoples-designed fund for First Peoples creative organisations, and grants for First Peoples creatives to practice, connect and tell their stories on Country.

The strategy also continues VicScreen's work to grow the state's screen industry, builds on successful dedicated music industry programs and support for small to medium organisations and independent creatives, and will redesign regional investment and touring programs to strengthen creative opportunities across the state.

Download the full *Creative State* strategy at [creative.vic.gov.au](https://creative.vic.gov.au)

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

*"Victoria's creative industries inspire us, bring people together and strengthen our economy – from the stories and songs that shape how we see the world to the innovations that transform how we live and work."*

*"This strategy backs our creators and creative businesses to grow, lead and seize new opportunities, ensuring Victoria remains the creative state and a global powerhouse for talent, ideas and innovation."*

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