

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
Minister for Outdoor Recreation



Friday, 6 March 2026

TONES AND I SHOW TO BOOST BUSHFIRE RECOVERY EFFORTS

Labor is backing a bushfire recovery concert in Longwood this weekend to help attract visitors and provide a much needed boost for local businesses.

Minister Dimopoulos today announced the Government will help cover the costs of delivering the concert.

The sold-out *Tones and I Goes to Longwood* concert will support communities and emergency services affected by recent bushfires, with \$5 from each ticket sold donated to the Strathbogie Disaster Relief Fund.

The performance will take place on Saturday, 7 March at the Longwood Reserve.

The Government is providing support under its Regional Events Fund. The initiative backs festivals, sporting events and art exhibitions that create local jobs, boost tourism and showcase Victoria's regional communities.

In the past year, regional events across the state have attracted more than a million attendees and led to more than 300,000 hotel nights being booked.

Other recent events across regional Victoria include Good Charlotte in Bendigo, *Ballet Under the Stars* in Horsham and Lenny Kravitz in Mildura.

The Allan Labor Government has supported more than 450 events across regional Victoria, with upcoming events including the Lost Trades Fair in Woodend, Grampians Grape Escape and Nightide in Queenscliff.

Quotes attributable to Minister for Tourism, Sport and Major Events Steve Dimopoulos

"We are proud to support this event which will provide a much-needed boost for a community that has had a really tough summer."

"The Regional Events Fund brings thousands of visitors to regional Victoria, providing a huge boost for businesses and showcasing some of our state's most incredible destinations."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"I'm pleased this event can be delivered because of the support from the Labor Government. It's a great example of community-led recovery efforts that will help the community bounce back and attract thousands of visitors to the region."

"This event is one of the ways the Government will continue to work to drive visitation back to the region, along with marketing, public relations and social media initiatives."

Quote attributable to local resident and Bushfire Relief Concert Organising Committee Member Rennee Vercoe

"Longwood might be a small town, but it's full of heart. Being able to host Tones and I at the Longwood Recreation Reserve is a huge moment for our town – it'll bring people into the region, showcase our community, and give those touched by the bushfires a positive night to share."

"This funding will make an incredible difference to the success of the event, allowing us to deliver it safely and maximise the funds raised on the night for the broader fire-impacted community."

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