

Media Release

Martin Foley MP
Minister for Creative Industries



Wednesday, 20 April, 2016

CREATIVE STATE TO SPARK INNOVATION AT GALLERY KAIELA

Minister for Creative Industries, Martin Foley today visited Shepparton's Gallery Kaiela to announce a \$20,000 Marketing Innovation grant.

Last night, Mr Foley unveiled *Creative State*, Victoria's first creative industries strategy and the centrepiece of a \$152 million funding package to be included in the *2016-17 Victorian Budget* next week.

Designed to grow the state's \$23 billion creative and cultural economy, *Creative State* includes 40 actions to turbocharge the state's creative enterprises, create new jobs and develop creative hubs across regional Victoria.

The Andrews Labor Government's \$10 million boost to a new Art Museum for Shepparton features as a key project of the strategy, as does a significant new suite of support for Aboriginal arts and culture.

The Marketing Innovation Fund, a program to help small creative organisations grow their audiences or markets in new ways, has been expanded as part of *Creative State*.

Gallery Kaiela will use its grant to take an unusual approach to attracting more visitors and business to the gallery and to further to promote the work of Aboriginal artists in the region.

Its innovative project *Kaiela Dungula Woka Bro* will employ two Aboriginal comedians to work with the Gallery Kaiela community to develop comedy performances to promote the gallery to a wider audience.

The project was selected by an expert panel in a highly competitive funding round that included proposals from across different creative sectors, including film, performing and visual arts, festivals and fashion.

More information about *Creative State: Victoria's first creative industries strategy* is available at creative.vic.gov.au

Quotes attributable to Minister for Creative Industries Martin Foley

"Creative State is an unprecedented investment that will deliver economic, social and cultural dividends to this state, and will benefit all Victorians."

"This Marketing Innovation grant to Gallery Kaiela is an example of the government's support for creative talent, ideas and business, and how we are helping them to thrive."

Quote attributable to Member for Northern Victoria Jaclyn Symes

"Gallery Kaiela makes a significant contribution to local cultural life and tourism in Shepparton and particularly locally produced Aboriginal art."

"I hope many more people engage with what it has to offer as a result of this innovative marketing campaign. "