

# Media Release

**Martin Foley MP**

Minister for Housing, Disability & Ageing

Minister for Mental Health

Minister for Creative Industries

Minister for Equality



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## AUSTRALIAN-FIRST PROGRAM TO DRUM UP OPPORTUNITIES FOR REGIONAL MUSIC

A tour bus of a different kind hits the road today as part of the Victorian Music Crawl, a new Andrews Labor Government initiative to build connections between Melbourne and regionally-based music industry leaders.

The first tour will see more than 20 Melbourne-based music managers, venue bookers, promoters, artists and music media undertake a three day tour to Ballarat, Castlemaine, Bendigo and Echuca.

Managed by Music Victoria, the Victorian Music Crawl is the first program of its kind in Australia. Three tours will take place across 2017-18, with a tour to the Mornington Peninsula and Gippsland planned for the second half of 2017 and a tour to Geelong, the Surf Coast and Warrnambool scheduled for next summer.

Supported as part of the Labor Government's landmark \$22.2 million Music Works program, each trip will include visits to leading regional music venues and events, showcase performances by local artists and meetings with regionally-based music organisations and music media representatives.

The tour's aims are two-fold:

- to help regionally-based artists to build their networks and create opportunities to play in the city
- to showcase the regional touring opportunities on offer to artists based in Melbourne, and elsewhere

A 2011 report by Deloitte indicated that Victoria's live music sector contributes more than \$500 million to the state's economy and employs more than 17,500 people.

The research also showed that the majority of music activity takes place in Melbourne and there are untapped opportunities across regional Victoria.

The Victorian Music Crawl is one of a suite of government initiatives to support the regional music sector. A new Music Works Regional Quick Response Grant category has been introduced to support regional activities and opportunities. The program is open for applications until 20 February 2017.

For more information on the Victorian Music Crawl, visit [www.musicvictoria.com.au](http://www.musicvictoria.com.au) or follow the tour on twitter at #vicmusiccrawl.

### Quotes attributable to Minister for Creative Industries Martin Foley

*"Victoria is the creative state and our live music scene is one of our great strengths."*

*"With Melbourne already internationally recognised as Australia's live music capital, the Victorian Music Crawl will showcase the music opportunities on offer outside our city limits."*

*"We are proud to support this program which will strengthen local job opportunities, help fill venues, drive regional tourism and ensure that our contemporary music credentials spread across the state."*

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