

Media Release

The Hon Martin Foley MP
Minister for Mental Health
Minister for Equality
Minister for Creative Industries



**DELIVERING
FOR ALL VICTORIANS**

Thursday, 30 May 2019

THE FRESH MINDS HELPING SHAPE VICTORIA'S CREATIVE FUTURE

Twenty of Australia's brightest creative minds have been announced as the new Creative Industries Advisory Group charged with shaping Victoria's cultural future from 2020.

Music powerhouse Adam Briggs, fashion designer Lisa Barron, media and marketing guru Russel Howcroft and game developer Lisy Kane are among the group formed as part of the Andrews Labor Government's strategy and investment plan for the creative industries.

Minister for Creative Industries Martin Foley announced the new group at the opening of the 2019 Creative State Summit at Melbourne Museum.

In line with the Summit's theme *What's Next?* the group will deliver invaluable insights on challenges and opportunities, and find innovative ways to strengthen and grow the impact of our creative industries.

The group will also help develop Victoria's next four-year creative industries strategy, following the landmark *Creative State* launched in 2016.

The current strategy's 40 actions and \$115 million investment has ensured Victoria's creative and cultural offering remains the strongest in Australia.

Chaired by Mr Foley with deputy chairs Katrina Sedgwick, Director and CEO of ACMI, and Nicole Beyer, Executive Director of Theatre Network Australia, the group was appointed following an expression of interest process that attracted applications from across Victoria.

Members also include dancer Rosalind Crisp and writer Alison Croggon, alongside emerging producer and community arts worker Lana Nguyen and spoken word artist and author Abraham 'Abe' Nouk, who was illiterate when he arrived in Australia in 2004.

The value of Victoria's creative industries has increased by 23 per cent in the past four years with the sector now injecting \$31 billion into the state's economy. Jobs in the creative industries have grown by 15 per cent, to 260,000, in the same time.

This year's Budget papers also show that creative industries employment has been one of our fastest growing sectors under the Labor government, as our policy and funding framework drive activity.

Among the first tasks of the Advisory Group will be to support an extensive public consultation process in July to ensure that future strategy is informed by the experiences and needs of the community.

For the full list of Creative Industries Advisory Group members, visit creative.vic.gov.au.

Quotes attributable to Minister for Creative Industries Martin Foley

"We are proudly investing in the growth of our \$31 billion creative industries, supporting new jobs and ensuring that all Victorians experience the benefits of a strong creative sector and a rich cultural life."

"I look forward to working with this extraordinary group of leaders and Victorians to build on our notable successes to date as we look ahead to what's next for our creative state."

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