

Media Release

Gabrielle Williams MP

Minister for Prevention of Family Violence
Minister for Women
Minister for Youth



**DELIVERING
FOR ALL VICTORIANS**

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HELPING WOMEN IN OUR CONTEMPORARY MUSIC SCENE

Victorian women working as managers and leaders in Victoria's world-renowned music industry will be better supported thanks to new funding from the Andrews Labor Government.

Minister for Women Gabrielle Williams today announced that Cultivate – a program supporting female leaders in Victoria's music industry – will receive an extra \$100,000 to fund new participants in 2019.

Designed to increase women's participation and leadership in the traditionally male-dominated music industry, Cultivate supports female mid-level to established managers and leaders by matching them with mentors, providing workshops, masterclasses and tailored training opportunities.

The women selected for this program are leaders within the music industry with potential to influence and empower other women, men and the wider industry. Each participant receives personalised leadership coaching and builds strong networks to take the next step in their leadership journey.

Evidence shows that media and the arts have a powerful influence over the shaping of social norms and attitudes around gender. With gendered stereotypes still dominating mainstream media and the arts, greater workforce diversity is integral to changing industry culture.

Despite higher participation rates in creative industries, women in Victoria enjoy fewer career opportunities in these industries than their male counterparts. Leaders and decision-makers are also disproportionately male.

Delivered in partnership with Music Victoria, Cultivate seeks to address this critical representation gap within the music industry. The 2018 cohort of Cultivate participants graduated this week at the Northcote Social Club.

This program delivers on the Andrews Labor Government's commitment to address gender inequality in media and the arts, identified as a key setting for change, in *Safe and Strong: a Victorian Gender Equality Strategy*.

Quotes attributable to Minister for Women Gabrielle Williams

"Our local music industry is brimming with talented, passionate women, just like this year's Cultivate graduates. It's important they have the opportunity to develop, lead and succeed."

"Cultivate has been a great success in its pilot year. I am thrilled to announce this additional funding and I hope it will play a part in supporting our music industry to make the most of its talented women."

Quotes attributable to Member for Northcote Kat Theophanous

"Here in Northcote, we know how much a thriving live music industry adds to our culture and we know that it's important women play an equal role in leadership and management."

"I would like to congratulate the inaugural graduates of the Cultivate program, with their talent, creativity and vision – I look forward to seeing where this program will take you."