

Media Release

Steve Dimopoulos MP
Minister for Environment
Minister for Tourism, Sport and Major Events
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ALWAYS LIVE AMPLIFIES LINEUP WITH NEW ACTS ANNOUNCED

Thousands more concert goers are set to pack out live music venues across the state, with the Allan Labor Government today announcing dozens of new acts have been added to ALWAYS LIVE 2024.

Among the exciting new wave of performances is a show from Indian folk sensation Maithili Thakur, who will perform her first-ever Australian concert at Margaret Court Arena on 1 December 2024.

Cementing the state's strong ties with India, this quarter's tourism data showed Victoria is the top pick in Australia for visits, nights and expenditure coming from India. The record visitation highlights the Labor Government's success in growing the tourism, trade and education partnership with India.

American alt-pop marvel BANKS will also play a single Australian exclusive at Northcote Theatre, marking the 10th anniversary of her hit album 'Goddess'.

Overwhelming demand for ALWAYS LIVE 2024 has resulted in additional performances announced for St. Vincent, TRAMP and Italian-American DJ and producer Anyma – who recently sold out six shows at the Sphere in Las Vegas.

ALWAYS LIVE 2024 now features more than 100 events from over 400 artists – with 300 of them hailing from Victoria.

This year's line-up features a mix of music legends and rising stars and has some of the biggest names in music – such as Jack White, The Offspring, Missy Higgins and Baker Boy.

ALWAYS LIVE is part of Victoria's stellar spring and summer major events schedule, which includes the Melbourne Cup Carnival, Matildas friendlies in Melbourne and Geelong, the Boxing Day Test, the Australian Open Golf and the Yayoi Kusama exhibition at the NGV.

ALWAYS LIVE will run from 22 November to 8 December. For full details visit www.alwayslive.com.au.

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

"We're bringing artists who you don't get to see every day – giving people another reason to flock to Victoria for must-see experiences that you can only get here."

"ALWAYS LIVE gives people the chance to see their favourite acts, discover fresh new acts, and on top of that the economic impact is huge – it boosts our local economy and supports thousands of jobs."

Quote attributable to Visit Victoria CEO Brendan McClements

"ALWAYS LIVE positions Victoria as a vibrant cultural hub and creates fantastic opportunities for local businesses to thrive during the busy spring and summer events period."

Quote attributable to ALWAYS LIVE CEO Psyche Payne

"Along with ticketed shows, ALWAYS LIVE also has free, family-friendly and low-cost events giving more people the chance to go to a gig, right here in Victoria – the live music capital of Australia."

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