

Media Release

The Hon Colin Brooks MP

Minister for Industry and Advanced Manufacturing
Minister for Creative Industries



Wednesday, 29 January 2024

LATEST INITIATIVES TO POWER VICTORIA'S MUSIC INDUSTRY

The Allan Labor Government is backing Victoria's music industry with more gigs and more support for artists to build their music careers locally.

Minister for Creative Industries Colin Brooks launched the new Victorian Music Industry Advisory Council and announced the latest rounds of the Music Works and Victorian Gig Fund grants at Kindred Studios in Yarraville today.

Victorian musicians, bands, music workers and venues will receive a boost with the latest round of the Music Works grants program now open for applications, and the 10,000 Gigs: Victorian Gig Fund opening on 30 January.

The Music Works program provides grants to artists and music workers to support career building projects ranging from writing and recording new music to professional development, touring, marketing and more.

Since 2015, Music Works has invested almost \$13 million in more than 850 projects, kickstarting and progressing the careers of local acts such as Amyl and the Sniffers, Alice Ivy, Alex Lahey and KAIIT.

The 10,000 Gigs: Victorian Gig Fund provides grants to venues to stage paid gigs by Victorian artists. Applications will open next week to licensed live music venues or venues that can host live performances in outer-metropolitan or regional Victoria. Venues can apply for up to \$11,000 to stage up to 20 gigs.

Almost 1,000 gigs by local artists have already been staged as part of the first round of 10,000 Gigs: The Victorian Gig Fund with more to come, while the previous round of Music Works grants totalling \$1 million supported 92 music projects involving more than 600 music industry professionals.

The Labor Government has also appointed a 14-member Victorian Music Industry Advisory Council, who will provide expert advice on the challenges and opportunities facing the industry and future proofing Victoria's globally recognised music industry.

Chaired by Managing Director of independent music publisher Concord Australia and APRA AMCOS board member Jaime Gough, the group is made up of artists, venue operators, promoters, publishers, managers and other industry leaders.

To find out more about the Labor Government's latest initiatives to back Victoria's music industry, including the full list of Victorian Music Industry Advisory Council members, visit creative.vic.gov.au/news.

Quotes attributable to Minister for Creative Industries Colin Brooks

"We're supporting Victorian artists and venues to thrive, creating more opportunities for creative projects, live gigs, and local jobs while strengthening our state's renowned music industry."

"As well as backing local artists, venues and events, I look forward to working with the new Victorian Music Industry Advisory Council to ensure that Victoria remains the beating heart of Australian music."

Quote attributable to Member for Footscray Katie Hall

"Iconic venues like Kindred Studios are at the centre of our creative communities. The 10,000 gigs initiative showcases Victoria's vibrant music scene, supporting local artists and venues – bringing more jobs, more gigs, and more fun to communities across the state."

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Quote attributable to Victorian Music Industry Advisory Council Chair Jaime Gough

“I’m honoured to be selected to Chair the Victorian Music Industry Advisory Council. I look forward to working with fellow council members to provide sound advice to government at a pivotal time for the Victorian music industry.”