

# Media Release

**The Hon Colin Brooks MP**

Minister for Industry and Advanced Manufacturing  
Minister for Creative Industries



Thursday, 13 February 2024

## NEW GRANTS TO POWER VICTORIA'S MUSIC FESTIVALS

The Allan Labor Government is continuing to back the state's music industry with new grants to support local live music festivals.

Minister for Creative Industries Colin Brooks visited Odessa at Leaver's Hotel in Creswick today to announce a new round of the Labor Government's Live Music Festivals Fund, which will provide grants to established Victorian festival organisers to expand much-loved music events and bring more festivals to music lovers statewide.

Delivered by Music Victoria on behalf of the Victorian Government, Live Music Festivals Fund applications will open on February 25 and operators of festivals with more than 1,000 attendees are eligible to apply for grants of up to \$50,000.

The first round of the Live Music Festivals Fund in 2024 awarded grants to 22 festivals, with almost two-thirds from regional Victoria.

Previously supported festivals included roots and folk music festival CresFest, which will be held on 4-6 April and Echuca-Moama's Riverboats Festival, which kicks off this weekend and will see thousands of people enjoying live music on the banks of the Murray.

At a time when the industry is facing a challenging operating environment, the grants will help organisers stage their events, creating local jobs for people on and off the stage, and attract music lovers to towns, suburbs and cities across Victoria.

Live Music Festivals Fund is just one of the ways the Labor Government is backing the state's music industry, complementing programs like 10,000 Gigs: The Victorian Gig Fund, which is now open for applications from music venues, Music Works grants for musicians and music workers, and the newly established Victorian Music Industry Advisory Council.

Applications for the Live Music Festivals Fund open on Tuesday, 25 February at 10am and close on Tuesday, 25 March at 2pm. An online information session will be held on Tuesday, 4 March to help people with their applications.

To find out more about the Live Music Festivals Fund visit [musicvictoria.com.au](https://musicvictoria.com.au). For information on other Victorian Government support for the music industry, including Music Works and 10,000 Gigs: The Victorian Gig Fund, visit [creative.vic.gov.au](https://creative.vic.gov.au).

### Quotes attributable to Minister for Creative Industries Colin Brooks

*"Victoria's music festivals are the lifeblood of communities across our state. They provide jobs for event workers, they're a rite of passage for young music lovers, and they provide real opportunity for artists to build their careers."*

*"Music festivals across the country have faced a challenging time, and we are proud to back our much-loved local festivals and the communities that host them."*

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**Quote attributable to Member for Ripon Martha Haylett**

*“Our community is a proud hub for live music, with incredible venues and festivals like CresFest showcasing local talent and attracting artists, visitors, and opportunities to our region – this support will help keep our live music industry strong and thriving.”*

**Quotes attributable to Acting Music Victoria CEO Kirsty Rivers**

*“Music Victoria is proud to support the Victorian Government’s vital ongoing investment in Victoria’s live music festival sector. Our festivals are an essential part of Victoria’s cultural life and bring connections, opportunity and employment to artists, creative workers, and local communities.”*

**Quotes attributable to CresFest Co-Director Judy Turner**

*“The grant through the Live Music Festivals Fund has been a game changer for CresFest in 2025! It means we can finally stop worrying about the last-minute nature of ticket sales, and in another brilliant thing for our town, this funding has enabled CresFest to contribute to making events at the Creswick Courthouse accessible to all.”*