

Media Release

The Hon Natalie Suleyman MP

Minister for Veterans

Minister for Small Business and Employment

Minister for Youth



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YOUTH MUSIC AND EVENTS PROGRAM ENTERS NEW ERA

Victoria's decades-long youth music and events program FReeZA is entering a new era known as Amplify – delivering a fresh, modern approach for the state's key youth live events initiative, thanks to the Allan Labor Government.

Minister for Youth Natalie Suleyman met with hundreds of young people and youth workers at the Melbourne Recital Centre for The Push's Amplify Summit.

Building on the long-standing success of FReeZA, Amplify now ensures Victoria remains at the forefront of youth music, creating new opportunities for young people aspiring to work in the industry.

Amplify funding will support a wider range of activities such as transport costs for young people engaging in events and activities and encourages the remuneration for young people who spend their time designing and delivering activities, recognising their contributions.

The Amplify Summit, formerly known as the FReeZA Summit, is an opportunity for organisations funded through the Government program to come together, learn from music industry professionals and share innovative ideas.

For nearly three decades, the Labor Government's FReeZA program has provided young people with access to live music and events without the hefty price tag, delivering thousands of affordable, alcohol, drug and smoke-free events across the state.

FReeZA has helped more than 800 grant recipients deliver more than 8,200 events to an audience of 2.3 million young people over the past decade.

The program has given young people a creative platform to plan and execute events, and build experience in the creative arts, acting as a launching pad for those wanting to pursue a career in the music industry.

Recipients in the latest round of funding through the reinvented Amplify program included 61 community organisations, local councils and social enterprises. Each group is receiving between \$45,000 to \$120,000 over the next three years to deliver community-based events and programs.

Banyule City Council will run the Jets Events & Productions and Creative Pathways program to support self-expression, employment and connections within the community, through events such as Battle of the Bands and a Youth Festival.

Mildura Rural City Council will provide young people with opportunities to engage in event planning, live music performances, a youth radio program and creative showcases across Mildura, Merbein, Red Cliffs and Ouyen.

Amplify will continue to partner with The Push, Australia's leading youth music organisation and charity, to provide expert guidance and support for Victoria's young creatives. The Push has a long history of cultivating Australian music talent – including Killing Heidi, Something for Kate, Silverchair, Baker Boy and Mallrat.

Quotes attributable to Minister for Youth Natalie Suleyman

"The transition from FReeZA to Amplify marks an exciting chapter, ensuring this program continues to empower young people to organise and deliver live music and cultural events in their local communities."

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“Victoria has long been the heart of Australia’s live music scene – and with Amplify, we’re ensuring the next generation of talent has hands on industry experience and opportunities to shape their own creative futures.”

Quote attributable to Minister for Creative Industries Colin Brooks

“By investing in young people and their creativity, we’re not only supporting the next wave of musicians, producers and leaders – we’re also building stronger, more connected communities.”

Quote attributable to The Push Chief Executive Officer Kate Duncan

“Now more than ever, we need programs like Amplify to give every young Victorian the opportunity to access live music experiences and build connections with their local communities.”