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Creative Industries Portfolio

Public Accounts and Estimates Committee

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Jobs, Skills,
Industry
and Regions

The creative sector contributes strongly to Victoria's economic, social and cultural fabric, and the creative economy is growing

State of the Sector

Victoria's creative economy employs **1 in 11** workers and is the **5th** largest contributor to the State's economy (GVA).



8.6% State
employment

306,000 jobs
(2023)



7.2% State
economy

\$34.1 billion
contribution
(2020-21)

Victoria has the highest proportion of Australia's digital games workforce and studios.

Victoria's screen sector is booming, contributing over **\$742 million** in spending since the start of 2021-22.



The Melbourne Arts Precinct Transformation is Australia's largest ever cultural infrastructure project

- We are creating a continuous arts, civic, and cultural precinct connecting and enhancing our iconic creative attractions.
- Work commencing to create the foundations for the new 18,000 square metre public urban garden.
- Upgrade and refurbishment of Arts Centre Melbourne's iconic Theatres Building and heritage State Theatre has commenced.
- Activity set to ramp up to prepare the site for The Fox: NGV Contemporary.
- And in regional Victoria - we have the **\$140 million** Geelong Arts Centre Little Malop Street Redevelopment on track to open to the public on 19 August 2023.



The Fox: NGV Contemporary – render upon project completion

OUR
ACHIEVEMENTS

Victoria's globally recognised music industry continues to grow, innovate and support recovery in flood impacted regions

- 11 music festivals and events supported through the **\$8 million** Live Music Restart Festivals and Events Program, including the Meredith Music Festival, and Port Fairy Folk Festival.
- The Art Centre Melbourne's Live at the Bowl, which broke box office records.
- 64 projects shared in a **\$1.46 million** investment through Music Works, involving almost 1600 music industry professionals across Victoria.
- 10 events delivered through the **\$1 million** Flood Impacted Live Music commitment.



*Golden Plains Festival 2023
Photographer: Benjamin Fletcher*

OUR
ACHIEVEMENTS

Victoria's position as a global screen industry hub has delivered significant import and export opportunities and boosted the local workforce talent pipeline



Melbourne International Games Week 2022
Photographer: Gazi Photography

- Invested in 22 screen projects through the Victorian Screen Incentive – generating **\$141.4 million** expenditure and almost 2,900 Victorian project jobs.
- Supported 49 film, television and digital games projects through the Victorian Production Fund - generating **\$162 million** expenditure and almost 4,500 project jobs.
- A record 85,000 attendees at Melbourne International Games Week 2022.
- New educational pathways to careers in the digital screen sector in Victoria are being established.

OUR
ACHIEVEMENTS

Victoria is putting First Peoples creatives first and investing in the individuals and small to medium organisations that power the creative industries

- Record 17 First Peoples organisations are receiving funding through Creative Victoria.
- Additional investment in 4 First Peoples platform events – Yirramboi, Koorie Art Show, Birrarangga Film Festival and Blak and Bright Literary Festival.
- Melbourne Museum delivered the cutting-edge *Tyama: A deeper sense of knowing exhibition*.
- Invested over **\$10.6 million** in creative individuals, micro-businesses and projects through targeted programs.



Auntie Louise Moore, Melbourne Art Tram 2022
Photographer: James Morgan

The 2023-24 Victorian budget includes a range of initiatives backing the state's creative industries, with a strong focus on live music, screen, digital games and small and large creative attractions

- More than **\$35m** for the Victorian Music and Community Broadcasting package
 - **\$20m** for Always Live
 - **\$7.5m** Live Music Performers Fund
 - **\$2.5m** Live Music Major Events Fund
 - **\$2m** for Support Act
 - **\$2m** for student mentoring opportunities
 - Support for community TV and radio stations, Bakehouse Studios, new planning controls to safeguard live music venues, and the establishment of a new Music Industry Advisory Council
- **\$10m** digital games and visual effects rebate
- **\$2.1m** for the Victorian Music Development Office and Music Market
- **\$21.7m** for cultural and creative agencies operations
- **\$0.405m** to boost creative offerings in regional and outer-metropolitan areas