

**The Hon Danny Pearson MP**  
Minister for Creative Industries  
**Creative Industries**

Public Accounts and Estimates Committee

16 June 2021



Eric Bana in *The Dry*

## State of the sector

- Prior to pandemic, Creative Industries were:
  - Eight per cent of state economy - \$33.9 billion
  - Major employer - 292,000 Victorians
- Public health measures impacted live events and closed venues
- Government investment has supported reopening, renewal and innovation

## Our achievements

- \$265 million investment in survival, recovery and activation
- NGV Triennial – over 550,000 attendees
- Live at the Bowl – 100,000 attendees
  - four months of shows
  - 3,250 jobs including 1,357 local artists
  - ROI \$27.26 million to economy.
- \$1.46 billion Melbourne Arts Precinct Transformation underway
- \$46 million expansion of Docklands Studios Melbourne's sixth sound stage
- \$40 million ACMI transformation complete



Live shows are back in action in Victoria





Victorian artist Pookie

## This Budget – key initiatives

**\$288 million** investment in two key strategies:

- **\$120.7 million** VICSCREEN Strategy (\$191.5 million total)
  - 40,000 new project jobs
  - \$1.2 billion return on investment
- **\$167.3 million** Creative State 2025
  - 20,000 new project jobs
  - \$23.9 million for multi-year investment in creative enterprises of all sizes
  - \$79 million for creative industries recovery and support
  - \$33.5 million for new museum exhibitions and safeguarding collections
  - \$10.8 million to extend Music Works

This is in addition to the **\$223 million** in last year's Budget, for a record **\$511 million** since the start of the pandemic.

In addition - recent announcement of further **\$20 million** Victorian Events Support Package, supporting providers and suppliers.

## Regional Investment

- More than \$50 million investment in the regions across the last two budgets, through dedicated funding and access to sector-wide investment programs.
  - \$6.3 million for Geelong Arts Centre to stay active during its \$140 million redevelopment
  - \$4.6 million for touring performances and exhibitions across Victoria
  - \$4.5 million to support creative neighbourhoods across the the State, including the Bendigo Emporium
  - \$34.7 million provided last budget for a range of regional infrastructure projects
  - \$24 million for multi-year funding for creative organisations in both regional and metro areas
  - Support for Victoria's three UNESCO Creative Cities, Ballarat, Bendigo and Geelong



Bendigo Emporium