

**Hon Steven Marshall MP**  
Premier

**Hon David Pisoni MP**  
Minister for

Tuesday 26 October 2021

## **\$7 million boost to support arts and live music jobs**

A \$7 million support package for the arts and live music sectors - industries hit hard by the COVID-19 pandemic - will help ensure they are primed to operate when restrictions ease and borders re-open.

The arts sector will be supported with a targeted \$4 million Arts Recovery Fund for South Australian artists, and arts and cultural organisations to provide short term relief, as well as support for long-term recovery in the sector.

The live music sector will benefit from a \$3 million support package to ensure live venues, professional touring artists and their crew, and event promoters can resume operating as soon as restrictions are eased.

Premier Steven Marshall said the support packages will provide the necessary funding to ensure operators and artists are ready for when restrictions ease.

“Both the arts and live music sectors have been some of the hardest hit industries by the COVID-19 pandemic and the associated restrictions that were necessary to ensure South Australians stayed safe,” Premier Marshall said.

“As we get closer to the re-opening of our borders to interstate and international travellers, it is imperative that our arts and cultural organisations, live music venues, artists and promoters are in a position to resume operating as soon as the restrictions lift.

“The Marshall Government is committed to the arts and music sector and creating and supporting as many jobs in the industry as possible - and this package shows our support.

“The Arts Recovery Fund will be distributed through a series of initiatives prioritising jobs in the sector, resilience and recovery pathways for arts organisations, and risk mitigation for presenters.”

Minister for Innovation and Skills, David Pisoni, said the arts and live music sectors contribute significantly to the local economy and South Australia’s standing as the third most liveable city in the world.

“South Australian businesses in the music and performing arts sector directly contributed more than \$183 million to the local economy in 2018-19 prior to COVID-19 and we are all looking forward to seeing the industry flourish again,” Minister Pisoni said.

“The arts and live music industries play vital roles in helping people to connect, which is now more important than ever.”

CEO and Artistic Director of the Adelaide Fringe Festival, Heather Croall said the funding will support job creation as well as helping high-spend venues on their build, all enabling earnings across the industry in South Australia.

“This funding will deliver vital stimulus, which is so important to support a sector that has been hugely impacted over the last 18 months and increase confidence for presenters to commit to putting on a season in Fringe,” Ms Croall said.

“The State Government also invested additional funding into the 2021 Fringe, and we saw what a magical event that was. Without that funding we couldn’t have had the Fringe we had in 2021. It made all the difference and it will again in 2022

“As an open access Festival the Fringe relies on the creative entrepreneurship and personal investment of many promoters, artists and venues - this funding will be dispersed across many Fringe participants, with priority given to those that have huge up-front build costs and these funds will also deliver new innovations in order to keep audiences safe.”

#### **Initiatives in the Arts Recovery Fund will include:**

- new grant funding worth \$2.4 million for activity which directly employs South Australian professional practicing artists and arts workers, and to allow artists to focus on artform development and maintain connection to their practice in a ‘living with COVID’ context.
- Building on the success and broad employment impacts of Arts South Australia’s Collaboration Grants, this includes \$1 million to support Collaboration Grants for activity taking place from 2022.

#### **The Adelaide Fringe will receive \$1.45 million to disperse to cover:**

- \$500,000 in grants for direct support of independent South Australian artists presenting at the 2022 Adelaide Fringe
- \$600,000 to Fringe Hubs to support COVID-Safe operations.
- \$350,000 towards a spectacular new drone show called Sky Song running for the whole month of Fringe. This is a world-first show - never has there been a huge drone show that ran for a whole month anywhere in the world. Details of Sky Song will be released in November.

In support of long-term recovery, up to \$500,000 in Sector Resilience and Redirection funding will be delivered through strategic investment and will support planning and programs that enable recovery and organisational development in the living with COVID-19 environment.

#### **The Live Music Support Package will:**

- Provide up to \$300,000 for eligible dedicated live music venues and music industry event promoters if they can demonstrate a decline in income compared to pre-COVID-19
- Provide up to \$50,000 for eligible South Australian based professional touring contemporary music artists and their local crew if they can demonstrate a decline in income compared to pre-COVID-19.

More details on the support packages will be available on the Arts South Australia and Music Development Office websites soon.