

Media Release



Government
of South Australia

Peter Malinauskas MP
Premier

Andrea Michaels MP
Minister for Arts

Government launches \$10 million live music support package

The Malinauskas Labor Government will invest \$10 million to deliver a suite of measures to bring live music back in South Australia, as the industry seeks to recover, and musicians strive to get back on stage and performing.

The music industry has endured a tough period that saw major job losses, the cancellation of thousands of major events, and the closure of many small businesses since the beginning of the pandemic.

The *See it LIVE* Music Package – which delivers on another Malinauskas Labor Government election commitment – includes a range of grants, a voucher scheme, mental health support programs, financing for venue upgrades, a live music advisory council, and an events cancellation fund to support the industry's recovery.

Today, applications open for:

- **Event Grants** of between \$5000 to \$50,000 for SA-based promoters, organisations and businesses, to help meet costs.
- **Venue Improvement Grants** of \$5000 each to help venues with upgrades to cater for live music performances.
- **E-vouchers** worth \$400 each for venues to host live music.

The **Live Music and Event Cancellation Fund** will be available from July and provides financial assistance of between \$10,000 and \$250,000 if an event or live music performance is cancelled or rescheduled due to the introduction of COVID-19 restrictions.

Meanwhile, \$250,000 will be provided to the **Support Act** music industry charity, which offers a free, confidential phone counselling service staffed by psychologists for those in the music industry. This grant will also ensure South Australian music workers have access to a range of industry specific prevention, education and training programs.

A \$500,000 grant will see live music return to the **Royal Adelaide Show's** program for the first time in 20 years and will feature South Australian and Indigenous artists.

The plan to revive the state's live music industry also includes the establishment of the Premier's Live Music Advisory Council.

The Council will leverage the participants' collective industry connections and expertise to revitalise live music in South Australia.

Further information regarding the *See it LIVE* Music Package can be found online at seeitlive.sa.gov.au/

Quotes attributable to Peter Malinauskas

We're determined to see this industry recover, rebuild and get our musicians back to doing what they do best.

This industry is a huge supporter of jobs and small business right across our State, to get the scene back and booming will provide more work and a greater injection into our economy.

South Australia is rebounding, and we want to do everything we can to come back better than before.

Quotes attributable to Andrea Michaels

Live music and performance venues are an important part of South Australia's economy and integral to the development and employment of our talented local artists.

Through these grants we hope to see a whole new calendar of live gigs and festivals during 2022 and 2023, offering audiences a great opportunity to get along to a music performance.

Music events in venues, laneways, and public spaces will enrich our state and attract visitors boosting local businesses.