

## Hon David Pisoni MP Minister for Innovation and Skills

Saturday 16 May 2020

### **Marshall Government amps up support for live music**

Supporting South Australia's live music industry through the current COVID-19 economic emergency will be the focus of a \$1 million package announced by the Marshall Liberal Government today.

A new grant program – the Music Development Office (MDO) Project Support Grants – will see many artists, bands and live music venues who have been hit hard by COVID-19 receive funding support to continue their artistic development and help sustain businesses in the local music sector.

“This is the greatest economic challenge of our time, and our live music sector has been hit particularly hard, and that’s why the State Government is responding with this assistance for the sector,” Minister for Innovation and Skills David Pisoni said.

“There was a huge response to this funding round from artists, venues, promoters, managers, recording studios, record labels and others – with applications assessed by an experienced industry panel.

“The live music industry and the creative industries more broadly are an important sector of South Australia’s economy, as well as our social and cultural fabric.

“The MDO Project Support Grants will aid South Australian musicians who write and perform their own music as well as local music businesses who support these artists in the development, delivery or production of original music.

“We recognise the enormous economic challenges facing the live music industry, and we’re doing everything we can to ensure our talented acts and wonderful venues get through this period and emerge stronger and more resilient.”

- Grants of up to \$5,000 will be delivered to artists focussed on creative development
- Music businesses were able to apply for up to \$20,000 for new strategies that aid their business through COVID-19, and applicants putting forward industry-wide initiatives were able to apply for up to \$20,000
- Funding for this round is \$700,000

“Recognising the unique place that The Gov has in Adelaide’s live music ecosystem, we’re also announcing targeted support for the venue as part of the \$1 million package.

“The Gov is an iconic live music venue which hosts international touring acts, national touring acts and is obviously a great supporter of local acts too – but COVID-19 has seen a huge number of shows cancelled or postponed which has had a huge impact on their business.

“With border closures in place, The Gov’s ability to put on these shows by international bands just isn’t there and yet many of their fixed costs remain, which is why we are providing funding of \$300,000 in stages, along with case management to assist The Gov survive this extraordinary time.

“SA’s music industry contributes \$170 million to the South Australian economy and employs more than 2,300 people – this investment in the sustainability of The Gov is an investment in the broader live music ecosystem.”

The Gov hosted more than 600 acts last year, with over 200,000 passionate music fans in attendance.

The Gov’s Melissa Tonkin said: “This announcement by the State Government is the most exciting thing to happen in the Adelaide music scene for a very long time.

“A financial acknowledgement of this size reflects the real value of what music means to the state, not just in monetary terms but to the wellbeing of our community.

“Live music makes life worth living. It creates shared experiences that bring our community together. Keeping venues and music organisations alive through these difficult times guarantees musicians a place to play into the future.

“It is so heartening for us, the musicians, the music lovers, the venues and all those intrinsically involved in the live music scene, to know that our contribution is valued. We are very appreciative of all who have supported us along the way to help make this happen.”

The Australian Hotels Association’s CEO Ian Horne backed this investment in the state’s live music industry.

“It is The Gov’s unique business model that has created one of Australia’s premier live music venues recognised by the multitude of state and national awards.

“This financial support from the State Government adds new meaning to the popular chant “long live The Gov!,” Mr Horne said.

The annual music census continues to confirm that SA Pubs generate in excess of 80% of all live music gigs across the year. There is a natural synergy and interdependence between live music and South Australian Hotels. A thriving live music scene is dependent on a viable hotel sector and hotels large and small recognise the importance of live music to the industry’s social and economic wellbeing.