

GEELONG ARTS CENTRE  
MEDIA RELEASE

EMBARGOED UNTIL 1:00PM TUES 6 SEP

# \$460K BOOST FOR G21 CREATIVE INDUSTRIES

Today, the Victorian Government, Geelong Arts Centre and their G21 Creative Industries partners announced \$460,000 in Victorian Government funding for the delivery of the Creative Industries Strategy for the G21 Region.

Funded via Regional Development Australia-Barwon South-West, the G21 region's first Creative Industries Strategy, 'Making Change', launched in October 2021 and was developed in a unique collaboration of local arts and member organisations.

Financial and in-kind contributions were made from project members Committee for Geelong, G21 Geelong Region Alliance, Geelong Arts Centre, Geelong Gallery, Creative Geelong Inc, Platform Arts, Back to Back Theatre and Geelong Regional Library Corporation.

Having been part of the leadership team for development of the plan from inception to project, the Victorian Government has now committed \$460,000 funding for Geelong Arts Centre to come on board as an 'Auspicing Partner' to support the delivery phase of the strategy.

Geelong Arts Centre will work with the creative sector in the G21 region to deliver priority actions, including a digital directory of regional creative hubs, skills development, creative networking and connecting, as well as a First Nations engagement plan and stakeholder management.

Creating jobs within the region's creative sector, Geelong Arts Centre's Creative Engine co-working space will house the project delivery office and employ a 'Delivering Change' Strategy manager.

## QUOTES ATTRIBUTABLE

*"We're putting Victorian businesses first, ensuring major projects support local communities and deliver more jobs to regions across the state."*

*"The Geelong Arts Centre redevelopment is supporting Geelong businesses, showcasing local craftsmanship and creating local jobs, while delivering new major drawcard that will bring thousands more visitors to the region."*

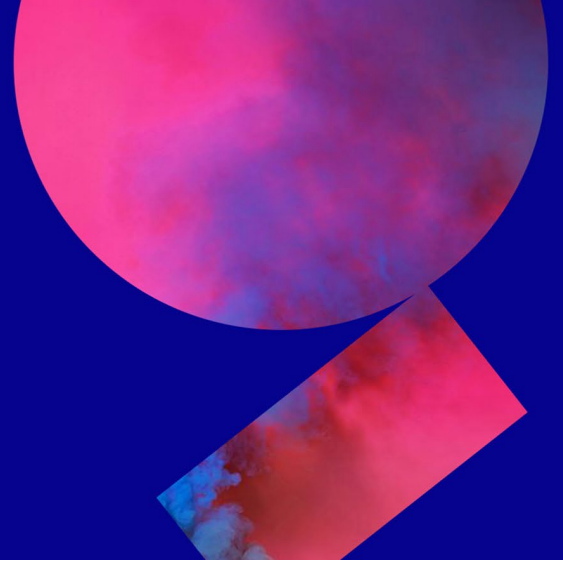
Quotes attributable to Minister for Creative Industries,  
Steve Dimopoulos

*"We are so thankful to the Victorian Government for their belief in our region's creative sector."*

*We look forward to working alongside the creative industry in G21 to ensure diversity of voice, connect creatives and support industry skill development."*

Quotes attributable to CEO & Creative Director,  
Joel McGuinness

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*“Creative industries are blossoming in the G21 region. The Surf Coast in particular is home to more than 500 artists and cited as a national “hotspot” for design, thanks to the local surf industry. This generous funding will support all G21 artists and strengthen an exciting, emerging sector.”*

Quote attributable to G21 Geelong Region Alliance CEO,  
Giulia Baggio

*“The creative industries sector is a vital part of our region’s economy. The ‘Making Change’ Strategy provides clear direction for action to ensure we can deliver on our UNESCO Creative City of Design status. This significant funding from the Victorian Government is testament to the local commitment to drive awareness and growth of the creative sector.”*

Quote attributable to Committee for Geelong CEO,  
Jennifer Cromarty

*“Geelong Gallery supports the growth of collaborative and interdisciplinary creative thinking and practices, and we look forward to helping lead the implementation of this timely strategy. We thank the Victorian Government for its steadfast support of creative industries in regional Victoria.”*

Quote attributable to Geelong Gallery Director & CEO,  
Jason Smith

*“This is a fantastic boost for our creative industries and will help to further unlock our region’s creative talent.*

*Investing in in our arts and creative sector means more people ultimately experience Greater Geelong’s creative spirit, filling our venues, booking out hotels and accelerating our city’s momentum.”*

Quote attributable to Geelong Mayor,  
Peter Murrhiy