

## Music industry press release

### FOR IMMEDIATE RELEASE

#### **SAVE ELIXIR MUSIC HOUSE – CAIRNS/GIMUY’S HOME FOR LIVE MUSIC AND ORIGINAL ARTISTS**

[Cairns, QLD] – For eight years Elixir Music House has been the beating heart of Cairns’ live music scene, a grassroots incubator nurturing emerging artists and fostering a thriving creative community.

But now, this beloved venue is at risk.

The COVID-19 pandemic and resulting lockdowns hit Cairns’ and the world’s live music scene hard. Venues that once pulsed with energy were forced to close, music festivals — cornerstones of culture — were cancelled, leaving a void that has had a meteoric impact on musicians and music lovers alike. And now, inflation and rising living costs mean bouncing back from the crippling effects of the pandemic is a constant uphill battle, with many events and venues struggling to find the necessary funding and support, and musicians facing financial pressures that make it tough to get back on stage. Australia alone has had our live music scene decimated with the closure of over 1,300 live music venues officially documented at 2023. The Zoo, with 32 years behind them shut shop mid 2024, The Bearded Lady has put their hand up for funding assistance, and most recent is It’s Still a Secret announcing it will be closing up end this coming August.

The current owners and landlords of 92 Abbott St, where Elixir and Cairns Melting Pot call home, want to sell and they’ve given Elixir’s team first dibs. A new community creatives organisation has been formed, 4 Hearts Creative Collective {4HCC}, and this new team has launched a campaign to raise \$1.5 million to purchase the space and secure its future. 4HCC is spearheading the fundraising effort to secure the venue’s long-term future as a hub for live performance and artistic collaboration.

Elixir has been a launchpad for countless artists across all genres, from indie and rock to jazz and electronic, including R.3.B, Grace Jones, Tinderbox, Rob Howe & The Guillotines, Phat Love and Driftwood. It has provided a critical platform for homegrown talent to hone their craft, connect with audiences and build careers in an increasingly challenging live music landscape. Beyond music, Elixir has supported the broader creative arts, hosting album launches, comedy nights, poetry slams, fashion shows, Fringe events and film screenings, making it an irreplaceable part of Far North Queensland’s cultural fabric.

**Without a dedicated venue like Elixir in regional FNQ, local artists lose a vital stepping stone to national recognition and touring artists lose a key venue that has long supported independent, alternative, original and experimental music.**

“We’ve seen firsthand how Elixir changes lives – giving artists a safe space to take creative risks, refine their skills and build lasting careers,” says Sky Rixon, co-owner of Elixir Music House. “Elixir is more than a venue – it’s a portal to unforgettable live music moments. It invites tourists, domestic and international, to immerse themselves in the magic of small local and independent touring artists. Nights like these create emotional connections that linger long after, and become the source of everlasting, amazing memories.”

“We’re calling on artists, industry professionals and all music lovers to contribute to the campaign in any way possible and share Elixir’s and Melting Pot’s story. Every dollar raised brings us closer to securing a permanent home for live music in Cairns.”

Donors contributing \$200, or PER \$200, will receive a personalised wooden tile, etched with their own design, which will be displayed in the venue as a tribute to their support.

### **Support the campaign in 2 locations**

**Tax Deductable:** [ACF/saveelixir](https://www.acf.gov.au/programs-and-services/arts-and-culture/saveelixir)

**GoFundMe:** [GFM/saveelixir](https://www.gofundme.com/saveelixir)

For more information, collaborations, fundraising events or media opportunities, contact:

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