

# Media Release

**The Hon Jaala Pulford MLC**

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business



Friday, 27 November 2020

## BRINGING MELBOURNE'S LANEWAYS AND BUSINESSES BACK

The Victorian Government is starting work on the largest revitalisation of CBD laneways in Melbourne's history, helping jobseekers to get back to work and supporting the reopening of the city's businesses.

Minister for Employment Jaala Pulford and City of Melbourne Lord Mayor Sally Capp today announced more than 160 jobseekers will be employed through *Working for Victoria* to support the economic recovery of businesses in Melbourne's CBD.

The program will provide targeted support to businesses in the CBD to help them open or reopen and assist with maintaining new outdoor dining areas, allowing traders to focus on their customers and business reactivation.

The new roles will provide support material, contacts and COVID safe advice, distribute face masks, promote safety information and ensure dining areas are safe and clean.

This investment will also boost support for on street dining by ensuring partitions, rubbish deposit facilities and temporary seating areas are clean for patrons and businesses.

Melbourne's CBD is also set to be reinvigorated as work begins on the first of the city's iconic laneways to receive a makeover. Russell Place will have a street art piece by renowned local artist Kaff-eine alongside an audio element from local band Screensaver.

The City of Melbourne's Creative Laneways project is providing a boost for workers in the creative industries who have been among the hardest hit by the pandemic and injecting our city's creative culture into the streets.

More than 150 creatives – from designers and music producers to light specialists and technicians – are being recruited with works to begin soon on creative revivals of Barry Place, Bright's Place, Park Street, Finlay Alley, Hughs Alley, Smythe Lane, Kirks Lane, Crombie Lane, Goldie Place and Westwood Place.

The works will increase foot traffic and stimulate the retail and hospitality sectors, drawing residents, workers and visitors back into the city and supporting the state's economic recovery.

Since launching in April, the \$500 million *Working for Victoria* initiative has created more than 11,000 jobs. For more information or to register for *Working for Victoria*, go to [vic.gov.au/workingforvictoria](https://vic.gov.au/workingforvictoria)

### Quote attributable to Minister for Employment Jaala Pulford

*"The CBD is the heart of our great city – that's why we're making sure that local business get the support they need and our laneways get the attention they deserve."*

### Quote attributable to Minister for Creative Industries Danny Pearson

*"We're re-energising the city, getting creative workers and artists back to work and supporting our thriving laneway culture for the years to come."*

### Quote attributable to City of Melbourne Lord Mayor Sally Capp

*"Melbourne is famous for its laneways – we have more than 200 of them – and for our creative culture. This project will get our cultural life buzzing again and create more than 150 jobs."*

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