

Media Release

The Hon Jaala Pulford MLC

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



Tuesday, 7 June 2022

FAMILY FRIENDLY FESTIVAL TO LIVEN UP NORTHCOTE'S HIGH STREET

Northcote's High Street will be a hive of activity, celebrating all the inner north has to offer, with the Andrews Labor Government backing a street festival to boost the local economy.

Minister for Small Business Jaala Pulford today announced \$300,000 towards the return of a family-friendly festival to support the revitalisation of the shopping strip and connect the community to local vendors.

Local traders association Northcote Rise will build on the success of popular past events in the area like the High Noon and High Vibes festivals to create a new offering for all ages.

The Northcote festival will feature local artists, outdoor dining and bars, mini stages and stalls from local traders, with early planning underway.

Funding from the Labor Government will help Northcote Rise cover the costs of running the large-scale event, including equipment hire, health and safety officers, permits, traffic management and other related fees.

The Government is helping revive street festivals in some of Melbourne's key suburban retail precincts to celebrate communities, give businesses a boost and stimulate local economies, with details for other festivals across key Melbourne precincts to be announced soon.

Businesses or groups planning to hold an event or festival can access Business Victoria's new Event Planning Tool that connects them with all the permits and resources needed to plan a safe and successful festival at business.vic.gov.au.

Quotes attributable to Minister for Small Business Jaala Pulford

"This event will bring life into High Street and showcase everything it has to offer, giving people the opportunity to celebrate local businesses while also discovering new ones."

"The foot traffic street festivals bring helps local economies from hospitality, arts and retailers, and supports community wellbeing by bringing a sense of excitement."

Quotes attributable to Member for Northcote Kat Theophanous

"Northcote is an iconic destination precinct with so much to offer. This festival will showcase our unique small businesses, hospitality, music and arts industries and bring families together in an exciting celebration of all things High Street."

"I'm proud to have worked with our passionate and creative traders in Northcote to get this idea off the ground. It will be a fantastic boost to our local economy."

Quote attributable to Northcote Rise President Zowie Minchin

"Northcote traders and small businesses have been doing it really tough over these last couple of years, and it is just so fantastic to have this event to look forward to, to boost the spirits of the community and bring some energy and excitement back to the High Street strip."

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