

Media Release

The Hon Natalie Suleyman MP

Minister for Veterans
Minister for Small Business
Minister for Youth



Monday, 12 February 2024

NORTHCOTE READY TO RISE FOR RETURN OF STREET FESTIVAL

The Allan Labor Government is backing the return of the Northcote Rise Festival, which is set to bring a welcome boost to local small businesses and the community this weekend.

Minister for Small Business Natalie Suleyman today celebrated the return of the family-friendly festival on Sunday, 18 February after 13 years – bringing locals, visitors and business owners together to shine a light on the vibrant area.

The area known to locals as Northcote Rise encompasses a strip of shops, cafes, bars, and businesses on High Street in Northcote and is the perfect spot for a street festival to bring the local community together and welcome visitors from all across Victoria.

With support from the Allan Labor Government, the Festival is coming back with a bang and will feature local artists, outdoor dining, a range of family friendly activities and stalls from the Northcote Rise local traders.

Iconic Northcote businesses such as the crafty Woolarium, the classic Rathdowne Records and mouth-watering Pizza Meine Liebe and the rest of Northcote's renowned retail, service and hospitality strip will have shopfronts and stalls open along High Street, bringing the best of the area to locals and visitors from right across Melbourne.

The Government supported Northcote Business Association with a grant of \$450,000 for the Festival in recognition of the vital benefit street festivals have for jobs, businesses and the local economy.

To further support business, the *Victorian Budget 2023/24* is investing \$17 million in multicultural traders and precincts, recognising their unique role in delivering for their businesses and communities.

This includes funding to upgrade and revitalise business and cultural hubs across our multicultural precincts and grants to peak multicultural traders' associations to ensure their members have access to the services they need.

For more information about the Northcote Rise Festival, visit northcoterise.com.au/festival.

Quotes attributable to Minister for Small Business Natalie Suleyman

"The Northcote Rise Festival is set to be an incredible celebration of the people and the businesses that make Northcote such a unique area of Melbourne."

"Street festivals are not only a great way to celebrate community, they also empower businesses by revitalising local shopping precincts."

Quote attributable Member for Northcote Kat Theophanous

"With its iconic shops, superb hospitality, creativity and culture, Northcote is a jewel in Melbourne's inner north. We are so proud to deliver the Northcote Rise Festival with our vibrant community – supporting jobs, small businesses, and our local economy."

Quote attributable to Northcote Business Association President Andrew Mansfield

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“The small business operators who make up our High Street are the custodians and promoters of our vibrant local culture, which will be showcased at this fantastic festival – we thank the Victorian Government for their support in making this possible.”