

# Media Release

**The Hon Natalie Suleyman MP**

Minister for Veterans

Minister for Small Business and Employment

Minister for Youth



Wednesday, 6 August 2025

## VICTORIA STREET PROJECT CELEBRATES MULTICULTURAL BUSINESS

The Allan Labor Government is backing small and family businesses in Richmond – with the launch of the Victoria Street Revitalisation Project, designed to support local businesses and attract more visitors to the area.

Minister for Small Business and Employment Natalie Suleyman today visited Victoria Street to launch the project which will showcase Victoria Street as a vibrant business precinct by promoting multicultural businesses, enhancing trader collaboration and improving the street's aesthetics.

Run by the Victoria Street Business Association and backed by the Labor Government – the Association will promote local businesses and host networking events and workshops to bring traders together to share insights, collaborate and grow.

The Association will also showcase the traders along Victoria Street through events, activities and marketing campaigns that promote and celebrate the area's cultural heritage and honour the people and business owners who have shaped it.

The project will work with local traders and other partners to explore and pilot shopfront cleaning and greening activities, to encourage more businesses to set up on the street, attract more customers and elevate this multicultural hub.

With almost 300 Richmond businesses in its membership, the Victoria Street Business Association champions the local business community, which includes more than 100 multicultural businesses.

The project is being delivered through the Labor Government's \$17 million *Supporting our Multicultural Traders and Precincts* initiative – helping multicultural traders and precincts access the services they need to grow and thrive.

As part of this investment, \$1.6 million has been provided to multicultural traders' associations to host activities and events that support and promote local businesses.

For more information about the Labor Government's ongoing support for small businesses, visit [business.vic.gov.au](https://business.vic.gov.au)

### Quotes attributable to Minister for Small Business and Employment Natalie Suleyman

*"Victoria Street has always been a symbol of our rich multicultural community and we're proud to back local traders to keep it vibrant for generations to come."*

*"By investing in projects like this, we're supporting small and family businesses to grow, attract visitors and celebrate the cultural heritage that makes Victoria such a great state."*

### Quotes attributable to Victoria Street Business Association President Ha Nguyen

*"This support from the Victorian Government is a game-changer for our traders. It enables us to invest in the precinct, strengthen our business community, and showcase the unique stories that make Victoria Street so special."*

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