

# Media Release

**The Hon Natalie Suleyman MP**

Minister for Veterans

Minister for Small Business and Employment

Minister for Youth



Monday, 1 September 2025

## BOOSTING MULTICULTURAL BUSINESSES

The Allan Labor Government is supporting multicultural businesses to grow, with the launch of a new grant program and the first guide of its kind in Australia.

Minister for Small Business and Employment Natalie Suleyman today announced the Multicultural Business Precinct Revitalisation Program and the Good Practice Guide will help local councils to unlock the potential of multicultural business precincts across the state.

The guide will include practical ideas, from promotional campaigns and pop-up activations to cultural festivals and infrastructure improvements, to help to attract visitors and deliver more benefits for businesses, the broader community and the economy.

Local councils are encouraged to apply for grants through the \$4 million Multicultural Business Precinct Revitalisation Program.

Up to \$250,000 is available per precinct, for projects such as improved visitor spaces, public infrastructure, signage, public art installations and improved shopfront exteriors.

It's part of the Labor Government's \$17 million investment in multicultural precincts and traders, to support and promote businesses operating in their precincts.

Multicultural business precincts are the cornerstone of local economies and communities, providing unique places where people gather, shop, work and build cultural connections and friendships.

Victoria is proudly home to more than 718,000 small businesses. Around 56 per cent of all small businesses are owned by people with at least one parent born overseas. Multicultural businesses are vital to Victoria's economy, enhancing global connections, creating local jobs and enriching the state's cultural diversity.

To learn more about the Multicultural Business Precinct Revitalisation Program, or to download the Good Practice Guide, visit [business.vic.gov.au](https://business.vic.gov.au)

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

*"From Box Hill to Springvale, Oakleigh to Footscray, St Albans and Richmond, our state's multicultural businesses power our economy, creating jobs, trade and opportunities for generations to come."*

*"With this investment, we're ensuring that the multicultural precincts Victorians love today will continue to flourish."*

### Quotes attributable to Minister for Multicultural Affairs Ingrid Stitt

*"Multicultural businesses are at the heart of our state's vibrant diversity – which is why we are backing them to grow for decades to come."*

*"This program recognises the vital contribution multicultural businesses make to our economy and community, and ensures they continue to celebrate Victoria's rich diversity."*

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