

Media Release

The Hon Natalie Suleyman MP
Minister for Veterans
Minister for Small Business and Employment
Minister for Youth



Sunday, 22 February 2026

LABOR IS BACKING CHINATOWN SMALL BUSINESSES

Labor will always back Victoria's multicultural businesses.

Minister Suleyman today announced \$100,000 to support businesses in Chinatown.

This will drive visitors to the area – helping local small businesses to grow and thrive.

The grant will be provided to the Melbourne Chinatown Business Association, who will develop a website and app to promote all businesses in the area.

The app will include business profiles, interactive maps, event information and exclusive promotions.

The funding will also deliver a business awards ceremony later this year, to recognise the efforts and achievements of amazing local traders.

More than a quarter of the world celebrates this season through festivals, including Spring Festival, Tết and Seollal – and Melbourne's Chinatown proudly plays its part in these celebrations each year.

The association hosts a free public festival that showcases Chinese traditions and fosters unity, with more than 200,000 people joining the celebrations.

The festival includes a massive street party, food stalls, cultural performances, live music, lion and dragon dancing and family-friendly activities.

This funding is part of Labor's \$17 million Supporting our Multicultural Traders and Precincts initiative.

Multicultural businesses are vital to Victoria's economy – they create local jobs, strengthen global connections and enrich the state's cultural diversity – and Labor will always support them.

Quotes attributable to Minister for Small Business and Employment Natalie Suleyman

"Labor is proud to back Victoria's Chinese community – which is why we're supporting small businesses right here in Chinatown."

"Our state's multicultural businesses power our economy – creating jobs, trade and opportunities right across the state."

Quote attributable to Minister for Multicultural Affairs Ingrid Stitt

"Multicultural businesses are at the heart of our state's vibrant diversity – which is why we will always support them, including right here in Chinatown."

Quote attributable to Member for Northern Metropolitan Sheena Watt

"We will always back our local multicultural businesses – because they create jobs, bring communities together and contribute to our city's vibrant diversity."

Quotes attributable to Melbourne Chinatown Business Association President Christina Zhao

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“This grant represents a strong commitment to supporting small businesses and strengthening Melbourne’s multicultural economy.”

“Through this funding, MCBA will continue delivering programs that drive visitation, business confidence and long-term growth for Chinatown traders.”