

City of Melbourne

Chinatown Place Vision & 5-Year Plan

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Village Well acknowledges and celebrates the Traditional Custodians of the lands, waterways, seas and skies that together make up the places on which we live, work, learn and play. We recognise their role as the original placemakers of these lands, and value their ongoing deep care and knowledge of Country that continues to be passed on through generations.

As placemakers, we understand the impact that disconnecting from place can have, and acknowledge the impacts of colonisation on the oldest living culture in the world. We aim to support the continued wisdom and practices of First Nations Peoples, and strive to work collaboratively to nourish Country - our plants, animals, communities, neighbourhoods, cities and the planet - for now and future generations.

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Image 1: Chinatown art - VW

Foreward

Melbourne Chinatown holds a special place in the city's soul and evolution. It once again has the window of opportunity to reclaim its premier role as a globally iconic and locally distinctive food and cultural destination.

With its unique historical buildings, laneways, restaurants, people, new redevelopment of the Chinese Museum, and central CBD location, it has the potential to become the best Chinatown experience globally and be among the 'Top 5 things' to do in Melbourne.

Introduction

The City of Melbourne (COM) has engaged Village Well to craft a Place vision, principles, and a 5-year strategy for the Chinatown precinct. In close collaboration with the Melbourne Chinatown Business Association (MCBA), which actively promotes initiatives for the local Chinese and Asian communities, we aim to shape a visionary strategy that embraces the rich heritage, current dynamics, and future aspirations of the Chinatown committee and community.

Purpose

The Chinatown precinct has significant potential to transform into a dynamic 21st-century retail and cultural hub, offering diverse experiences through unique laneways and destinations. The primary goal of this plan is to revitalise Chinatown

by strengthening the MCBA membership, fostering a robust network of thriving small businesses, and expanding the range of services provided to its members.

This report

The report presents practical, place-based placemaking strategies aimed at enhancing vibrancy in Chinatown. It incorporates an actionable implementation plan intended to empower businesses with the tools and inspiration necessary to foster a culture of innovation and entrepreneurship.

Chinatown Place Vision & 5-Year Plan

Context

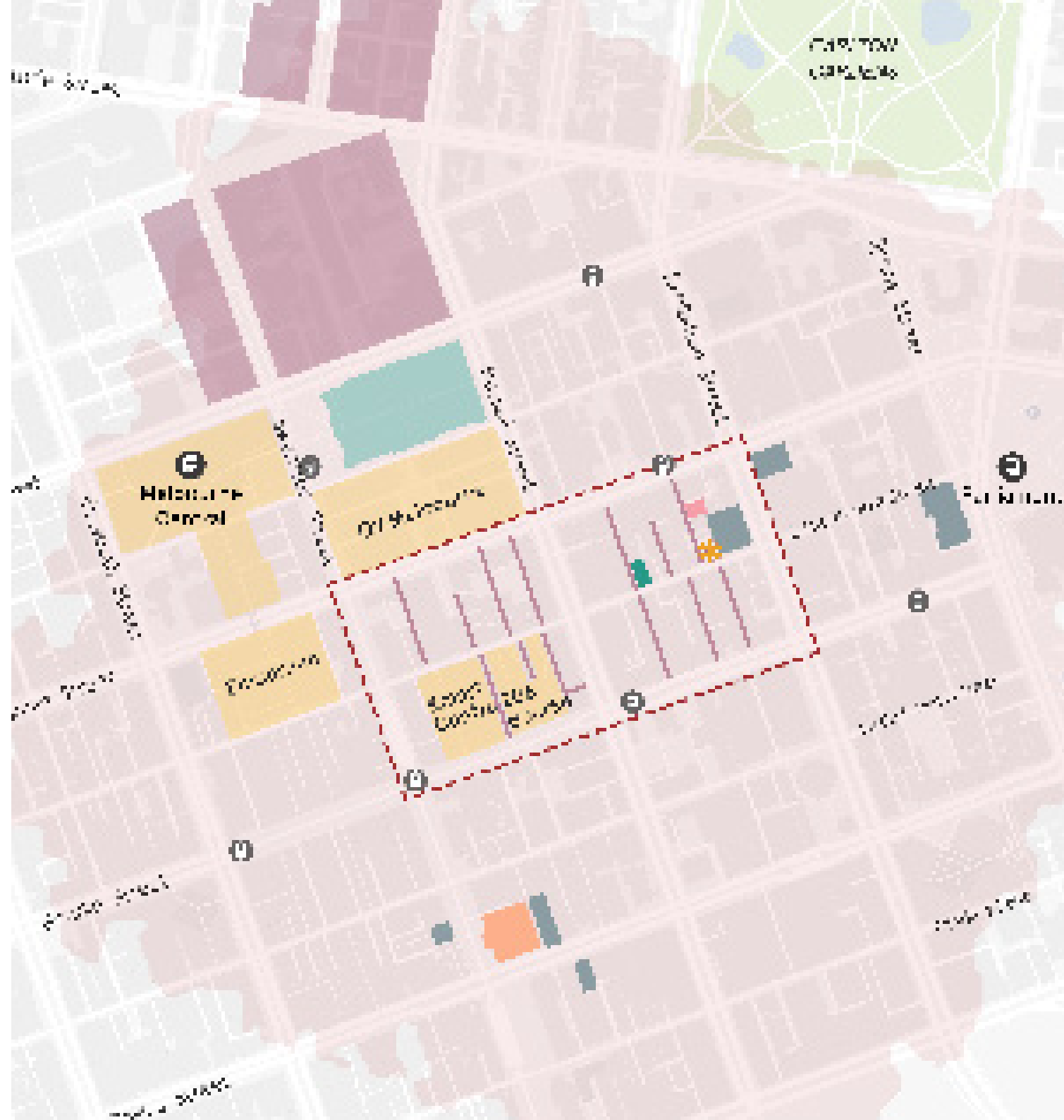


Village
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Local context

The following map highlights key amenities, retail precincts, open green space and transport links in close proximity to the Chinatown Precinct.

- Chinatown Precinct
- Significant laneways
- Significant retail
- Chinese Museum
- Cohen Square
- Outdoor pop-up space
- Theatres
- RMIT University campus
- State Library
- Melbourne Town Hall
- 🚉 Train station
- 🚊 Key tram stop



Lay of the land

People

Traditional Custodians of Country

- Wurundjeri Woi-wurrung and Bunurong / Boon Wurrung peoples of the Kulin Nation have ties to the land on which the Melbourne CBD is located. Their ancestors lived in the area for an estimated 31,000–40,000 years.
- The Birrarung (Yarra River) was a significant feature in the landscape, serving as a vital source of food and water and a site for meetings and annual events.
- In Greater Melbourne, 32,952 people identify as Aboriginal and/or Torres Strait Islander. In the SA2 area where Chinatown is situated, 38 people identified themselves as Aboriginal and/or Torres Strait Islander in the 2021 Census.

There is a large representation of Chinese residents

- International student intake shifted the population of Melbourne's CBD, with Chinese students making up 31.5% of University of Melbourne's students.
- Approximately 65% of residents have both parents born overseas. The most prominent ancestry is Chinese, accounting for 26.4% (compared to 6.6% in Victoria), followed by English at 16.9% (according to the 2021 Census).
- China is the second highest reported country of birth (10.7%) after Australia (30.7%). India follows with 7.1% (2021 Census).
- Mandarin is the most widely spoken language at home, other than English, and only 40% of residents exclusively speak English at home (2021 Census).

Chinatown demographics

Chinatown sits within the SA2 area of Melbourne CBD – East, which on the 2021 Census had 9,848 residents.

They are younger than the average Victorian

- The average age of residents is 30, which is younger than the Victoria-wide average of 38. Notably, 20% of people fall within the 25–29 age group, a significantly larger proportion than the 7.3% observed in Victoria (2021 Census).

They are single, unmarried students and professionals

- The majority of people attend a tertiary educational institution (57.7%) or are professionals (35.3%) (2021 Census).
- Most have never married, live alone (49.3%) and are highly educated (51% have a Bachelor's degree or higher) (2021 Census).
- The majority live in two-bedroom apartments, 70% rent their apartments, and 65% do not own a car (2021 Census).



Image 3: Spice Alley – Time Out

Physical environment

Chinese history

- Chinatown in Melbourne is the oldest in the southern hemisphere, and is seen as the longest continuous Chinese settlement in the western world, with a presence spanning back to the gold rush in the 1850s.
- The precinct grew and shrunk over time due to shifting political landscapes.
- In the 1970s and 1980s, Chinatown started to develop as a multicultural precinct, and as a celebration of Chinese culture. The museum is seen as the heart of the precinct.

Characteristics

- Chinatown is mainly located along Little Bourke Street between Swanston St and Spring St.
- The precinct is marked by five archways at the main entry points to the narrow street.
- Its low-rise brick buildings have been retained, but instead of the original shops of cabinet makers and lodging houses, there are now a fantastic array of food and hospitality offerings occupying most buildings.

Public space

- Apart from the bustling streets and laneways of Chinatown, Cohen Place is the only outdoor public space in the precinct. Located outside the museum, it was designed to be the central focus of Chinatown.

Laneways

- There are 24 laneways and alleys within the Chinatown precinct, with nearly 40% not mentioned in the Action Plan.
- All seven laneways running in the north-south direction are identified as pedestrian priority, whilst 12 laneways work as primarily service roads, and four are mixed-use.
- Pedestrian roads have a wider range of offerings, outdoor seating and are highly decorated. The service lanes lack these qualities.

Access

- Little Bourke Street is a narrow, one-way road. With an aim for 'congested streets' developed in the 1985 Action Plan it is debatable where the line is between desirable and undesirable busy streets.
- With the large presence of pedestrians and the large number of cars using the roads and laneways, the area can be quite dangerous.



Image 4: Chinatown - VW

Program

Laneway culture

- Melbourne has a strong laneway culture, and the laneways in Chinatown are no exception. With bright lights, Chinese-influenced signage, graffitied brick walls and hidden gems, the laneways have a lot to offer.

Festivals

- Taste of Asia Food Festival showcases the amazing cuisine, performances and cultural activities on offer.
- Mid-Autumn Festival, also known as the Moon Festival or Mooncake Festival, is a harvest festival celebrated in Chinese culture.
- RISING Festival is a winter CBD-wide festival, which at its peak saw pedestrian activity increase by 39%.

Museum

- The Chinese Museum offers a program of cultural and educational art, events and activities.
- One such event is the Next Gen Film Night, supporting Chinese Australian Filmmakers.
- The museum offers virtual tours or excursions for school groups to share experiences of history, culture and stories.

Art

- The laneways in Chinatown are well known for their graffiti and art. Lanes such as Croft Alley and Corrs Lane are dynamic urban art galleries.

Product

Food offer

- The precinct is a foodie paradise, offering grab-and-go noodle houses to luxury fine dining.
- While restaurants are predominately Chinese, there are other cuisines sprinkled throughout, such as Thai, Japanese, Vietnamese, Contemporary European and Malaysian.

Retail offer

- Amongst the dining opportunities, you'll find Asian grocery stores, bookstores, Chinese medicine and herbalists' shops, boutiques, and more.
- Arcades such as Paramount Plaza, The Target Centre, and the Village Centre provide retail experiences.

Entertainment

- The Chinatown precinct offers a variety of nighttime activities, ranging from comedy and bars to nightclubs, live music, and karaoke.

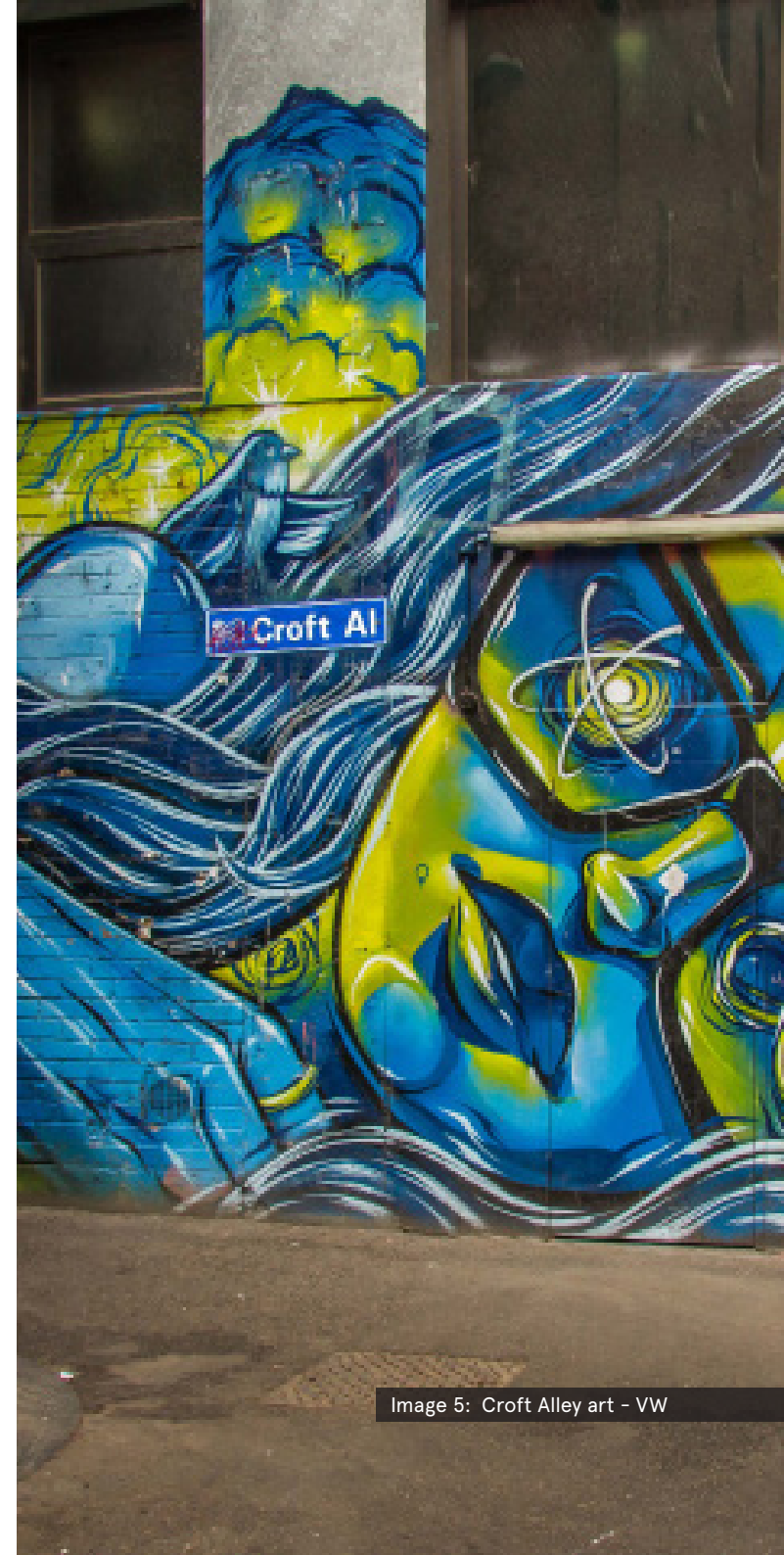


Image 5: Croft Alley art - VW

Chinatown Place Vision & 5-Year Plan

Place experience



Site observation

On 13th October, Village Well conducted a site visit to Chinatown precinct, aiming to observe the current use of spaces and identify opportunities to enhance vibrancy by assessing the precinct's current offerings, gaps, and opportunities in line with the evolving community needs.

The following are key findings drawn from the site observation:

Precinct experience

- The area benefits from good public transport connections, including tram and train stations nearby. However, the significant traffic and pedestrian flow on the main thoroughfare detract from the area's ambience.
- There is a need for consistent upkeep, including the regular cleaning of building walls and laneways. Many buildings appeared dilapidated with neglected shopfronts, outdated posters, and cluttered windows.
- Numerous large, inactive walls and mixed-use laneways were noticeable, often marked by visible bins and trolleys. However, there was a notable strong connection of the laneways to Bourke Street and Lonsdale Street marked by evidence of art and signage.
- To cultivate a more thriving hub, there is a need to maximise the potential of these laneways and their connections. Enhancing their activation and aesthetics stands as a key driver in elevating a laneway culture for the precinct's overall appeal and success.

- The closeness of Chinatown to several major theatres presents additional potential for creating an arts and cultural hub or a bustling dining spot for theatre-goers before and after shows.

Food and beverage offering

- While Chinatown provides a diverse array of dining options, the culinary scene extends beyond its borders with numerous Asian restaurants offering a broader range of choices.
- Furthermore, QV, Melbourne Central and Emporium house a concentration of contemporary Asian food and beverage operators, diverting attention from Chinatown as the exclusive hub for culinary experiences.
- To enhance the food and beverage experience, highlighting the distinctiveness of Chinese cuisine and the heritage of longstanding Chinese restaurants is essential.
- Popular bars and contemporary venues like Section 8, Maho Magic Bar, and Flower Drum are discreetly nestled in the laneways, lacking clear visibility at street level.
- An introduction of live culinary theatres within restaurants, where patrons can witness chefs crafting dishes, would further enhance the engagement and overall dining experience.

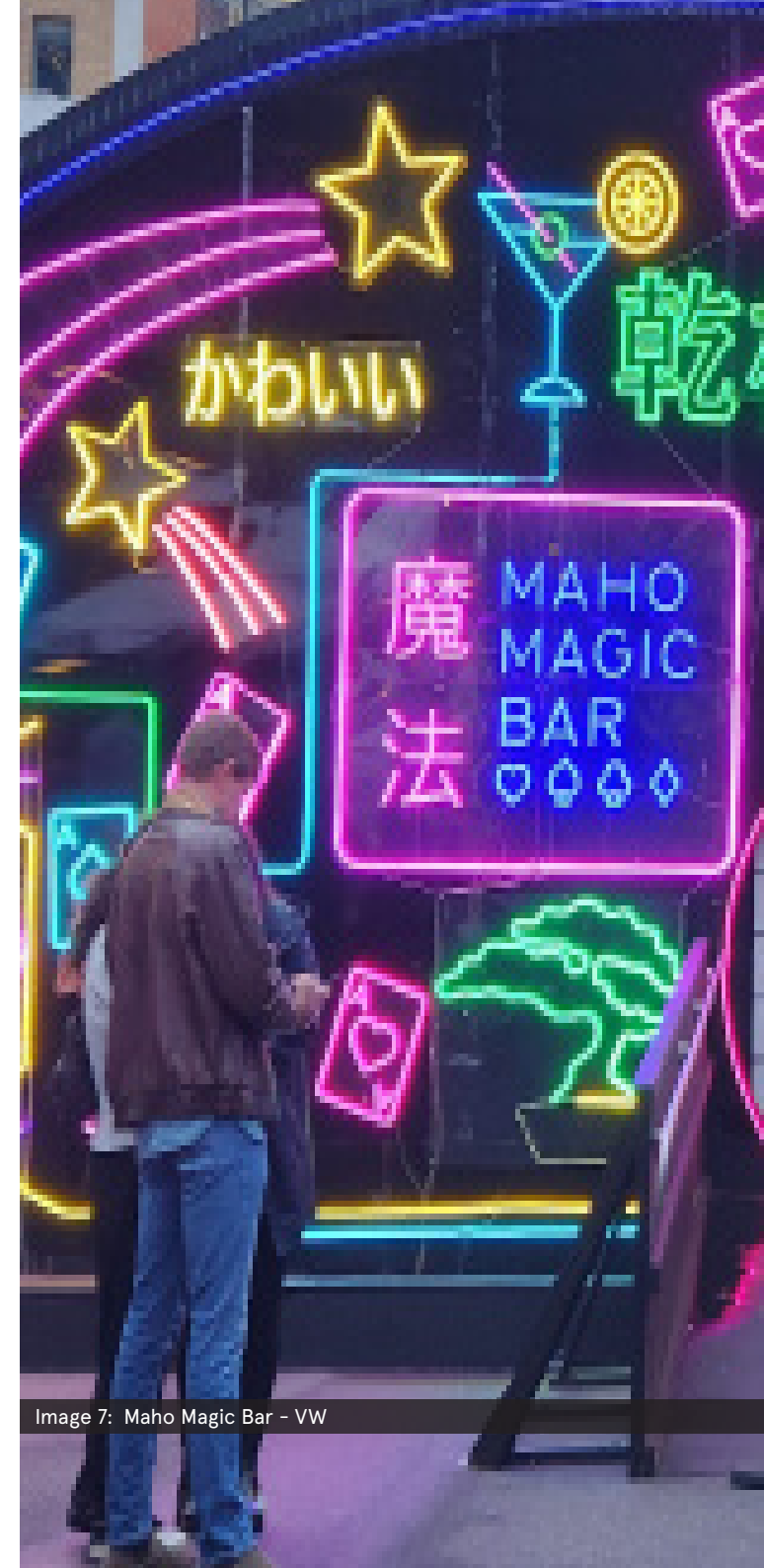


Image 7: Maho Magic Bar - VW

Transformative assets

- The precinct boasts several transformative assets that shape its identity. The four Chinese-style Gateways serve as local landmarks attracting tourists nationally and internationally.
- The precinct houses numerous heritage buildings with unique historical and cultural significance.
- The Chinese Museum serves as a focal point, showcasing diverse activities and events, extending to the street. Cohen Square, a public space, complements this cultural hub.
- There's a significant opportunity to repurpose the empty BYD automotive showroom into a vibrant popup park, transforming a currently blocked-off open air space into a lively space for community events.
- Consider developing a vibrant 'Active Heart' with lively laneways and bustling outdoor dining toward Swanston Street, while planning a serene 'Spiritual/Passive' area centred around churches and the Chinese Museum near Exhibition Street.

History, culture and vibrancy

- The Chinese-style gateways at entry points provide a warm welcome, accompanied by the presence of heritage buildings that carry a unique character.
- Despite occasional traces of historical elements, art murals, and pavement art, they appear faded or overshadowed by graffiti.
- The area lacks clear cultural markers showcasing its rich history, such as informational elements,

statues, or distinct decorative symbols representing Chinese culture.

- The current atmosphere feels somewhat transactional and lacks vibrancy, with a lack of amenities encouraging people to stay and engage.
- The laneways lack distinctive visual enhancements, often depending on sporadic eye-catching Chinese-style signage from restaurants for vibrancy.
- Enhancing the area's cultural presence through creative wayfinding, vibrant colours, and cultural symbols can make a significant difference.
- Installing additional lighting, especially in the laneways, could significantly improve the overall atmosphere.



Image 8: Poster artwork - VW

Engagement summary

On October 17th, 2023, Village Well facilitated a visioning workshop with senior team members from Melbourne Chinatown Business Association (MCBA) and representatives from City of Melbourne (CoM). The aim of the workshop was to gather aspirations and ideas to help form the vision and principles for the precinct. For more information see the workshop summary report.

The following are some of the findings from this workshop:

Aspirations and opportunities

- **Having a shared vision and direction**
- **An inclusive and uniting Chinatown**
- **Celebrating heritage**
- **Partnerships and collaboration**
- **Testing and innovating**
- **Building an essential destination**
- **Improving overall experience**

If Chinatown was a person, we would want them to be...

- **Vibrant**
- **Energetic**
- **Meaningful**
- **Depth**
- **Clean and safe**
- **Storyteller**
- **Intriguing**
- **Contemporary**
- **Authentic**

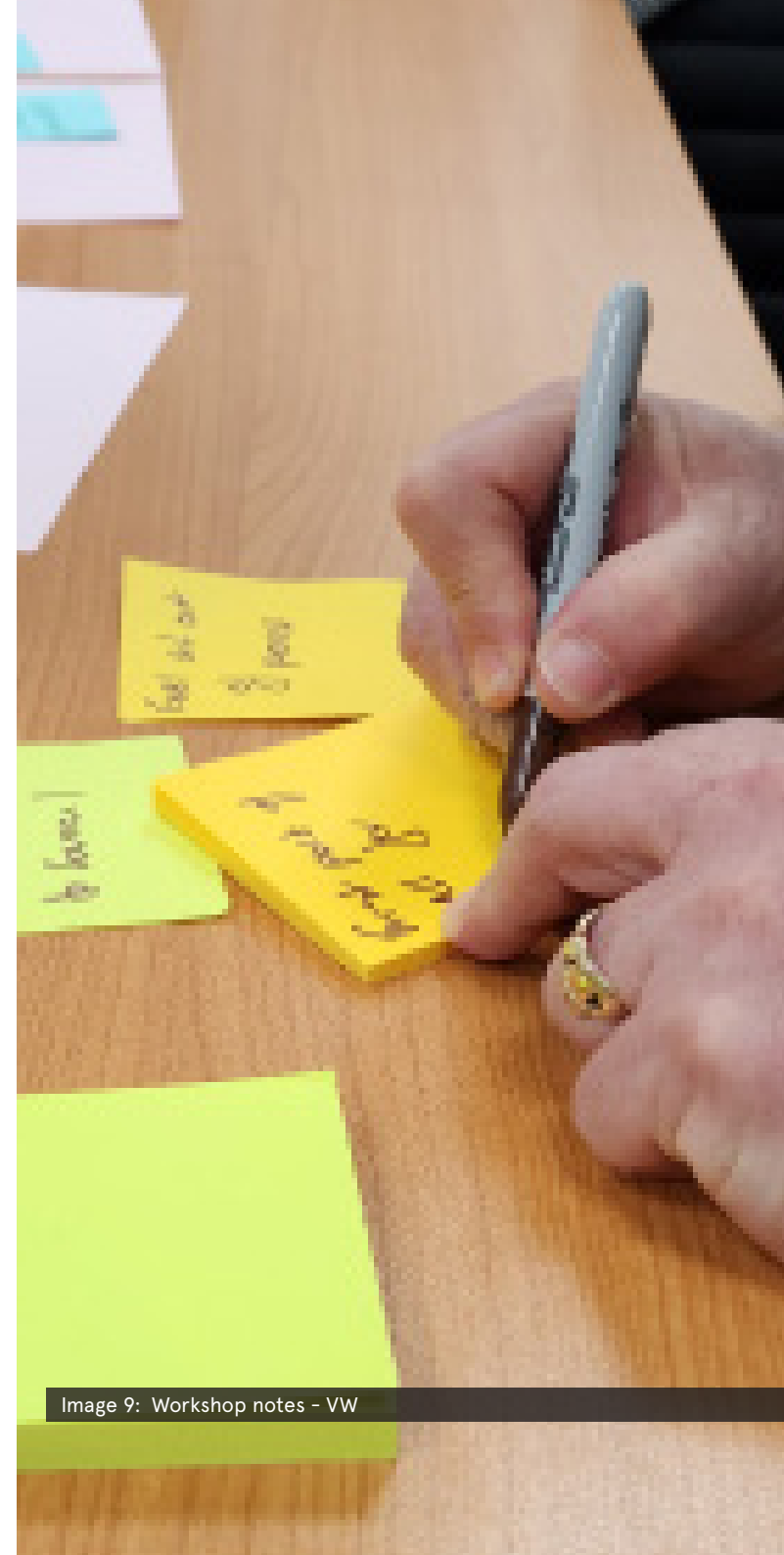


Image 9: Workshop notes - VW

Aspirational words

This word cloud represents the aspirations and opportunities that were brainstormed in the workshop. The larger the word, the more frequently it was mentioned.



Quotes

The following quotes capture the aspirational vision for the future of Chinatown, as expressed by workshop participants.

"We need to inspire with activity... to lead"

"It is a welcoming place where technology and people blend seamlessly"

"Turn the museum inside out.....the whole gallery is Chinatown"

"Blend of tradition and technology"

"The area is a 24-hour pedestrian hub filled with regional dishes from around China and Asia. Cultural celebrations carry on day and night, telling the story of migration for people who came from afar to make this place their home."

Chinatown Place Vision & 5-Year Plan

Place Vision & Principles



Place vision

The place vision statement provides an aspirational narrative to guide the future place experience for the Chinatown precinct.

The best Chinatown in the world; a living cultural destination and precinct full of surprise, discovery and delight

Renowned as one of Melbourne's top five go-to experiences, Chinatown is the ultimate destination to immerse yourself in both traditional and contemporary Asian cuisine, lifestyle and entertainment. Serving as a gateway to Chinese culture in Melbourne and the region, it is an inclusive place for everyone, encouraging visitors to appreciate and celebrate Asian hospitality.

Chinatown Melbourne proudly upholds its legacy as the oldest continuous Chinatown in the world, providing an immersive gallery of Asian culture that showcases the vibrant and sustained presence of the local community.

The precinct welcomes everyone to explore a diverse tapestry of surprises and delight; it celebrates heritage and embraces emerging new ideas and innovation. It offers curated blends of culinary and cultural experiences for an enriching experience both day and night, loved by both locals and visitors alike.



Image 11: Autumn Moon Festival, San Francisco

Place principles

A unified and empowered community

A community of unique destinational businesses and cultural experiences

An integral part of Melbourne's CBD, Chinatown is a thriving community that cherishes its unique identity and history. The community's strength lies in its shared goals, cooperative spirit, and a collective sense of purpose.

- Both younger and older generations work together fostering solidarity among its members. The collaboration ensures that the community's traditions and history remain vibrant and relevant for the future.
- Offering best-in-class businesses and lifestyle experiences, while attracting new regional cuisines and innovative entertainment.
- Everyone is welcomed, engaged, and contributes to Chinatown's success. Cultural celebrations, workshops, and shared initiatives bring people together, fostering pride and engagement among the community.
- Chinatown is a flourishing precinct, demonstrating leadership within the city, and contributing to Melbourne's long-term prosperity.

Challenges addressed

- A lack of unity and a shared vision within the community.
- A lack of trust and cooperation among community members.
- A lack of visible pride in the community's identity, heritage, and history.
- Absence of strong leadership and empowerment within the community.

Welcoming, beautiful and vibrant, day and night

A cultural experience that prioritises safety, inclusivity and vibrant activities

Beyond the iconic gateways, you're greeted by striking displays and curated events celebrating Chinese heritage, amid immaculately maintained spaces.

- Throughout the day, the tidy and diverse laneways feature creative installations by Asian artists, attracting visitors with "instagrammable" moments. Regular street performances and unique pop-up stalls foster a sense of pride, while in evenings the laneways are well-lit and transformed through digital projections and soundscape.
- Special evening events, like the Hotpot Festival, enlivens the precinct with an assortment of hotpots from various regions, creating an atmosphere of cultural exchange and enriching experiences for both locals and visitors.
- Engaging activities for families spill out from the museum into Cohen Square, where children participate in tea ceremonies, Chinese calligraphy, and storytelling sessions. A popular highlight is crafting Chinese lanterns in preparation for upcoming celebrations, where children and friends see their creations proudly on display.
- 'One Night in Chinatown' celebrates the spirit of Chinatown, inviting people from both near and far to experience this main event. The entirety of Little Bourke St, leading up to the Chinese Museum, thrives with traditional music, dance performances, and theatre, showcasing the best of Asian cultures.

Challenges addressed

- Feels unsafe, particularly in the laneways and during nighttime hours.
- Limited or no development of a night economy.
- A lack of cleanliness leading to an unwelcoming atmosphere.

Navigate with ease and flow

An interconnected precinct full of new and old discoveries

Chinatown is easily explored through its seamlessly connected and comfortable spaces. Wayfinding elements integrated with cultural overlays provide ease of navigation and interactive experiences and learning.

- Utilising digital signboards and interactive screens, Chinatown provides an engaging, educational experience by offering information on its history, performances, and dining opportunities, with QR codes for further exploration of the precinct's cultural significance.
- The spaces and businesses embrace a unique blend of playful signage featuring traditional signs, sculptures, vibrant colours, and Chinese symbolism. The cohesive layout not only guides visitors but also enhances the sense of discovery and wonder.
- The elegantly lit up heritage buildings at night provide stunning ambiance and act as landmarks and gathering spots.
- The laneway spaces feature outdoor dining and modular furniture promoting dynamic, smooth-flowing movement on the narrow footpaths and laneways. This setup showcases the bustling activity along the streets, balancing a lively and engaging atmosphere with ease of a pedestrian journey.

Challenges addressed

- Lack of comfort and accessibility.
- Inefficient navigation and wayfinding.
- Static and disconnected urban spaces.

Cultivating art and innovation; a new Chinatown Gallery

A hub of creativity inspired by a myriad of Asian influences, blending richness and immersive experiences into the everyday

Chinatown's strong community enriches the precinct by empowering each other to drive innovation and prosperity.

- The Chinese Museum stands as a cultural anchor broadening the Chinatown experience. Collaborations with local theatres enhance the connection between visual arts and dining featuring traditional and contemporary performances. These partnerships highlight the museum's array of theatre and live music, showcasing Chinatown as a thriving hub.
- The museum experience spills into the surrounding streets and laneways, offering a series of outdoor exhibits, guided walking tours, and digital experiences fostering connections with Chinatowns worldwide.
- Interactive experiences flow throughout the precinct, guiding visitors through culinary dishes, unique flavours and food traditions from different regions.
- Fresh food stalls and live demonstrations from local and guest chefs not only position Chinatown as a culinary destination but engage people seeking immersive rituals and everyday needs.
- The daily encounters transform Chinatown into an open-air gallery, establishing it as Victoria's vibrant and diverse Asian Cultural Heart.

Challenges addressed

- Lack of innovation and new opportunities.
- Limited cultural celebrations and diverse experiences.
- Lack of reasons to stay beyond the food offerings.
- Absence of nightlife and economic opportunities.

Big moves

Seeking to propel Chinatown into a vibrant 21st-century cultural hub, the outlined big moves target its untapped potential across retail, food, culture, and wellness lifestyle, while preserving the distinctive gritty atmosphere that characterises Melbourne's CBD.

Despite being a hub of heritage buildings, acclaimed restaurants, and lively laneways, these elements are currently underutilised. The proposed six 'Big Moves' aim to harness this rich cultural tapestry, leveraging its diversity and traditions to transform Chinatown into a more dynamic, engaging, and thriving destination.



Image 12: Chinatown, NYC



Image 13: Community mural

Image 14: Shopfront revamp



Image 15: Light artwork

Image 16: Immersive art

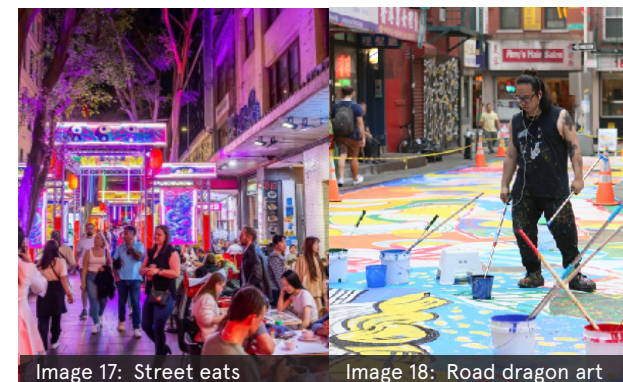


Image 17: Street eats

Image 18: Road dragon art

1. Chinatown cleaning blitz

Transformative streetscape

The 'Chinatown cleaning blitz' involves a partnership with the City of Melbourne to significantly improve the appearance and atmosphere of Chinatown. The main goals are to create a safer, cleaner, and livelier environment. This joint initiative will reveal the area's rich heritage and elevate the precinct's overall appeal and cultural importance.

- Additional ambient lighting featuring the uplighting on select heritage buildings will bring a touch of magic to the streetscape.
- Improving building appearances through repairs, fresh paint, and graffiti removal as well as a deep clean creates a unified look across Chinatown, contributing to a visually striking and cohesive atmosphere.
- Attractive shop window displays collectively contribute to creating a positive and welcoming atmosphere, improving the overall precinct experience for visitors.

2. The street as a gallery and a new Chinatown Museum

Living history and cultural hub

Positioned as a key driver, the new repositioned and future redevelopment of the Chinese Museum has the potential to place Chinatown onto the global stage. It aims to merge and revive the legacy, heritage, and the evolving narrative of the Chinese community within Australia, aspiring to become the best Chinese community museum in the country.

This provides a unique opportunity for the Chinatown precinct to become a Gallery of Chinese culture both historical and contemporary.

- Through museum pieces, immersive art, creative lighting, historical signage and wayfinding Chinatown becomes a gallery of living art and contemporary and historical history.
- The shopfronts become storyboards of regional Chinese cuisines, fashion and culture. Food theatre, dynamic windows and lighting all add to a vibrant and eclectic precinct experience.
- By integrating digital features throughout the precinct, like a heritage app, visitors can actively engage and explore Chinese history, leaving lasting memories.

3. Active laneways

Destinational and immersive

These laneways, often overlooked, conceal essential restaurants and popular bars that are a mix of contemporary establishments and long-standing institutions. By revitalising these spaces, ensuring safety, and embedding them with cultural overlays, Chinatown can open up new pathways for exploration and community engagement.

- Chinatown Laneways become distinct experiences of discovery and delight, full of new food stories, creative lighting and art installations.
- Small laneway events and mini festivals filled with music and outdoor cooking create a dynamic night market experience.
- Establishing an art laneway in collaboration with CoM serves as a creative platform, showcasing and promoting emerging Asian artists within the community and beyond.



Image 19: Street food



Image 20: Tai Chi free class



Image 24: Japanese cartoons



Image 22: Crowds at Rising



Image 21: Street eats

Image 23: Neon signage

4. A place of immersive everyday experiences and rituals

Cultural gateway and thriving night economy

Exploring cultural wellness practices and culinary experiences engages a younger audience. By drawing inspiration from traditional Chinese practices, there's an opportunity to bridge generational gaps, appeal to a diverse audience and foster deeper connections through food, ingredients, and communal dining experiences.

'One Night in Chinatown' evolves into a daily ritual offering diverse experiences and 'five great things to do in Chinatown everyday', such as:

1. Visiting the best Chinese museum in the world.
2. Experiencing authentic Chinese cuisine at some of the best traditional Chinese restaurants.
3. Enjoying affordable, fresh \$15 meals featuring dishes from different regions.
4. Offering a unique opportunity to participate in age-old rituals and wellness techniques, like traditional medicine, martial arts, meditation and herbal remedies.
5. Purchasing exotic Chinese vegetables and herbs.

5. Major and special events

Featuring both traditional and new gatherings

Introducing and celebrating major events that resonate with both the local community and visitors can significantly elevate Chinatown's appeal. These events, whether cultural, culinary, or artistic, will serve as magnets for drawing attention and foot traffic.

- Extending one-day affairs into month-long celebrations will prolong the festivities, engage community leaders and advocates in the process.
- Chinese New Year remains a key attraction. Extending the festive vibe throughout the year via trader-driven food themes can further invigorate the precinct. This presents an excellent opportunity to secure substantial sponsorships from major Chinese corporations.
- Strategic collaborations with established events such as Rising, White Night and the Greek Festival offer opportunities to broaden cultural engagement.

6. ISPT block development integration

Engaging with ISPT Super Fund Group and integrating the ISPT block development into the Chinese cultural landscape is a vital step toward achieving a comprehensive and unified experience.

- Leveraging this development to complement the cultural fabric of Chinatown is crucial for a seamless fusion of old and new.
- Exploring possibilities to partner and activate the laneways and contribute to major events or local activities.
- Advocate for effective leasing and influence in design decisions to align with the cultural identity of Chinatown.

Chinatown Place Vision & 5-Year Plan

Strategic recommendations for a 5-year plan



Image 25: The Song of Dragon and Flowers road mural

Strategic objectives

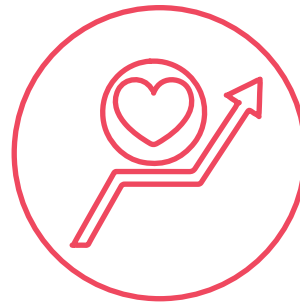
The following pages are focused around the practical delivery of the place vision and principles.

Drawing from findings from the workshops, four key objectives have been identified, under which detailed recommendations spanning a five-year timeframe have been broken down into relevant areas for delivery.

It is imperative to note that collaboration across all areas will be essential to successfully deliver the strategic objectives, place principles, and ultimately, the place vision for Chinatown.

Objective 01

Organisation Development



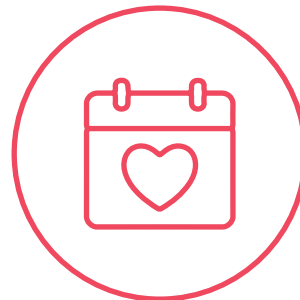
Objective 02

Strategic Marketing



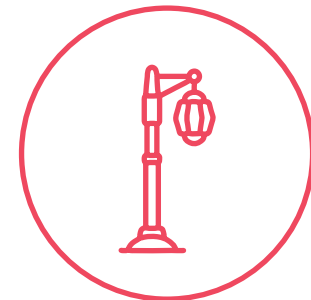
Objective 03

Events and Activation



Objective 04

Public Realm



Key directives

This section outlines the key directions for the 5-Year Plan, with detailed actions specified for each direction. The implementation time line, budget, and resources for these actions are further elaborated in the Matrix of Activities section.



01 | Organisation Development

Organisational development involves strategic initiatives to strengthen the business ecosystem, including consolidating associations, fostering membership growth, and advancing business support initiatives. This holistic approach advocates for strong member representation, support, and active leadership within the MCBA. Additionally, it requires facilitating effective B2B communications to enhance the overall organisation. The goal is to cultivate a robust and adaptable framework for sustained growth and success.

The key steps for Chinatown's development:

- Develop a sustainable revenue strategy with comprehensive financial planning and measurable benchmarks.
- Establish strategic membership outreach while fostering community connection and professional development.
- Actively pursue new funding and revenue streams, specifically seeking financial support through external sponsorships and partnerships.
- Prioritise hiring a Marketing and Events Coordinator for improved promotion.
- Strengthen partnerships with key precinct stakeholders to build foundational support.
- Implement strategic B2B interactions to foster economic growth, collaboration, and a more interconnected business environment.



02 | Strategic Marketing

Strategic marketing is designed to achieve a comprehensive approach, focusing on creating a marketing plan, initiating a rebranding effort, developing promotional content, and enhancing visibility through both social media and traditional marketing channels.

The key steps for Chinatown's development:

- Develop a specific strategy to highlight and promote Chinatown's nighttime experiences to attract visitors during evening hours.
- Forge partnerships, collaborate with influential platforms and the tourism sector to showcase Chinatown's unique offerings to visitors.
- Engage the local community, leverage technology for easy information access, and utilise various marketing channels, including social media and QR codes to enhance B2C communications.



03 | Events and Activation

Establish a diverse and vibrant events landscape in Chinatown, focusing on regular and unique experiences, collaborations, and immersive activities to engage both locals and visitors.

The key steps for Chinatown's development:

- Introduce regular events like 'One Night in Chinatown' and 'Chinatown's Longest Hotpot,' coupled with distinctive and everyday activities.
- Transform and activate key spaces to cultivate a lively laneway culture filled with diverse Asian-themed activities and events.
- Elevate night-time economy through diverse activities, including outdoor dining and light projection festivals.
- Host month-long street festivals annually, integrating with major cultural events.
- Utilise the Chinese Museum as a social anchor to enhance cultural experiences.
- Advocate for the temporary closure of non-disruptive street sections.



04 | Public Realm

Prioritising Chinatown's streetscape is a crucial step toward creating a safe and inviting precinct. Collaborative efforts with the City of Melbourne (CoM) aim to create a pedestrian-friendly, clean, tidy, and well-lit environment. Revitalising public spaces and active community participation is essential to accomplish these enhancements.

The key steps for Chinatown's development:

- Improve safety and aesthetics in laneways, activation zones, and outdoor dining areas.
- Incorporate Chinese symbols, wayfinding, cultural accents, refreshing art, and upgrading building facades.
- Introduce additional light and atmospheric uplighting to key buildings.
- Incorporate interactive technological elements throughout the precinct such as digital installations and accessible QR codes for a culturally immersive experience.



Image 26: Kwai Chai Hong's Poetic Spring Garden

Matrix of activities

The strategic plan outlines key development steps and objectives, serving as a reference tool for the local trader association to guide growth and prosperity, particularly in the initial 1-2 years.

The Matrix of activities section details a yearly plan with scheduled initiatives, events, and strategic actions over five years. It provides a structured layout of planned projects and developmental steps in an organised overview within the strategic framework duration.

Yearly emphasis on membership drives and active member involvement in precinct events are crucial. Encouraging collaboration among local businesses within the precinct acts as a compelling factor to attract new members to join MCBA, demonstrating the value of participating in Chinatown events for their businesses.

Please note the listed activities in the 'Matrix of Activities' are arranged based on priority and feasibility. Additional activities are included towards the end of the document and are recommended based on available time and resources.



Image 27: The Moonlit Dragon at Kwai Chai Hong

Year 1

In the first year, the focus is on establishing foundational elements crucial for Chinatown Melbourne's growth. This involves optimising membership processes, establishing structures to bolster member support, facilitating membership growth and strengthening organisational resources.

The Melbourne Chinatown Business Association (MCBA) actively collaborates with the City of Melbourne (CoM), while establishing strong partnerships with other relevant bodies. Emphasis is placed on key aspects such as business development, membership initiatives, capacity building, B2B seminars, sponsorships, and cultivating robust relationships to realise objectives and enhance Chinatown's identity.

Foundational strategies, including fundraising initiatives, marketing, tourism development, and cultural heritage exploration, set the stage for the broader development and promotion of Chinatown Melbourne.

The initial phase also involves conceptualising and laying the groundwork for events and activations to be implemented in subsequent years, including potentially activating the nighttime economy, aligning with the first event, 'One Night in Chinatown,' scheduled for the end of year one.

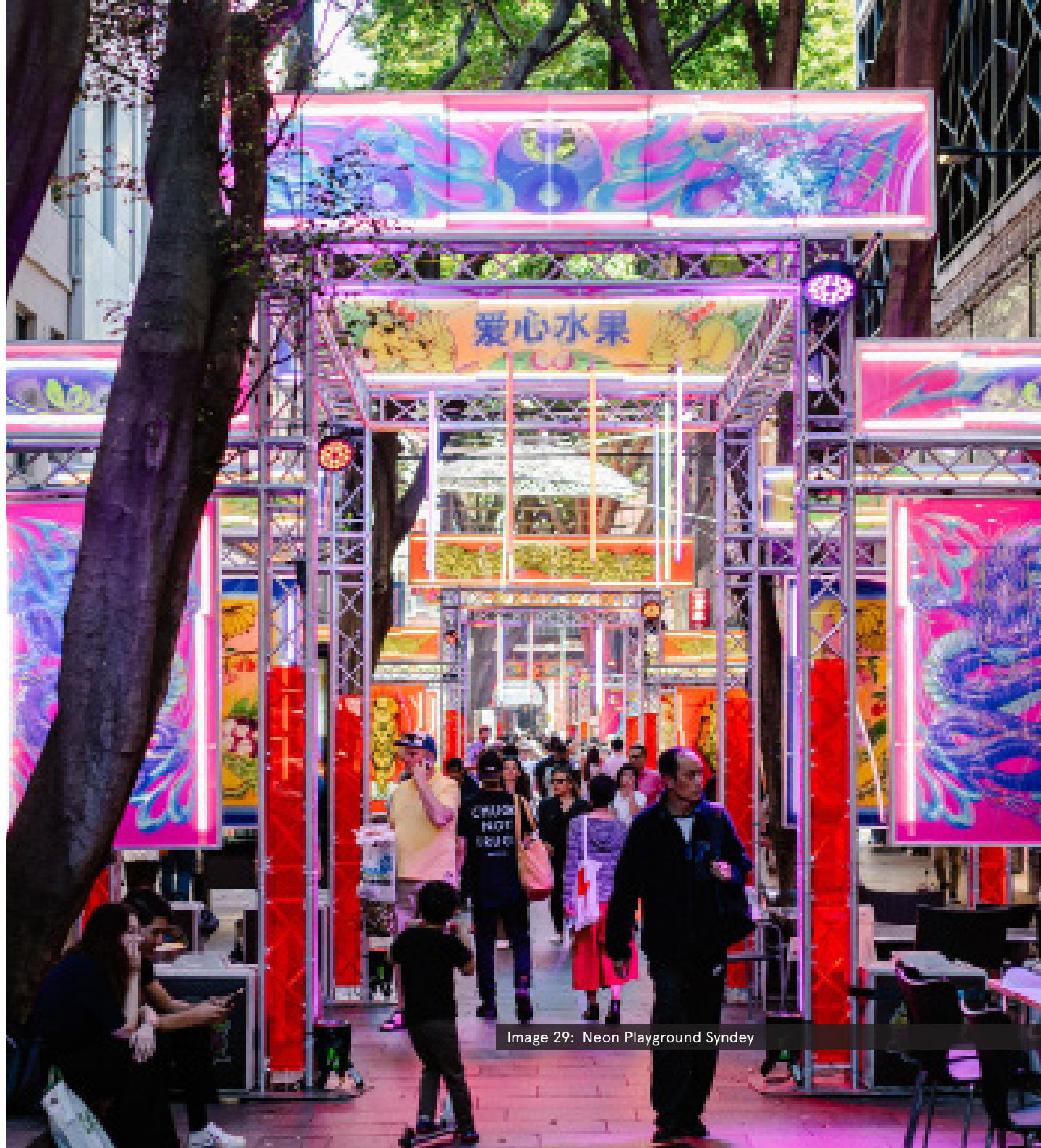


Image 29: Neon Playground Sydney

Matrix of activities

Year 1



Organisation
Development



Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	1. Create a funding plan and include business-to-business (B2B)	Set money goals, get financial support and build B2B connections to grow local businesses.	<ul style="list-style-type: none"> • Create clear goals, meet to check progress and make changes as needed. • Plan how to get basic funding. • Look for new and creative ways to get different kinds of financial help. • Make a plan to work with businesses. • Build relationships with 3-5 sponsors by giving them benefits. • Start crowdfunding for events and activities. • Apply for different grants outside of CoM. 	MCBA	<p>1-3 months at first</p> <p>Continue ongoing activities</p>
	2. Hire a marketing and events coordinator	Employ a part-time coordinator.	<ul style="list-style-type: none"> • Describe coordinator duties. • Advertise the role for a short-term contract. • Hire for 2-3 days for the first 6-12 months with option to extend the contract. • Regularly provide feedback. 	MCBA	<p>Hire within 2 months</p> <p>Continue ongoing activities</p>
	3. Refresh Membership plan	Improve MCBA membership by explaining benefits, improving organisation structure and planning for the future.	<ul style="list-style-type: none"> • Look at what was done before, set goals, and plan ways to grow. • Ask members what they want in a survey. • Find experts and check City Precincts' business support programs for opportunities. • Set up and advertise membership levels (Basic, Premium, VIP). • Create promotional materials, including email templates and flyers. • Create a plan to welcome new members. • List benefits and make rewards. 	MCBA, Marketing and events coordinator, relevant specialists	<p>2-3 months at first</p> <p>Continue ongoing activities</p>

Matrix of activities

Year 1 | Continued



Organisation
Development




Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
Continued	Continued	Continued	<ul style="list-style-type: none"> Start a referral program with rewards for successful referrals and create membership cards. Keep good records of members to understand trends. Contact people through email, phone, and in-person. Organise short classes and talks for businesses. Start with important topics like using social media for advertising, telling stories about your business, and making the store look good for customers. 	Continued	Continued
	1. Create a marketing plan to advertise Chinatown	Work together with the tourism sector and local theatres to change and improve how people see Chinatown.	<ul style="list-style-type: none"> Do research and set clear goals. Make content (videos, blogs, social media posts) that fit the local culture and show off small businesses. Use social media tools and content creation for customers. Keep checking and improving plans. Make a special plan to attract tourists by showing off what makes Chinatown Melbourne special. Work with the Chinese Museum to become 'The Gateway For All of Victoria'. Work with local theaters, talk about how both sides can benefit, and create events or shows in the area together. 	Marketing and events coordinator, MCBA, Chinese Museum, relevant bodies/groups	4-6 months at first Continue ongoing activities
	2. Create a plan for how to communicate things	Create a plan to share Chinatown information using technology. Make connections with the public, and team up with others to make marketing and promotions better.	<ul style="list-style-type: none"> Customise messages, tone, and content to fit the target audience. Look into easy-to-use technology systems. Use hashtags, custom posts, and regularly update the website. Connect with news outlets and local radio to advertise events. Work together with Concrete Playground, Urban List, Time Out, Broadsheet. 	Marketing and events coordinator, MCBA, relevant specialists	2-4 months at first Continue ongoing activities

Matrix of activities

Year 1 | Continued



Organisation
Development



Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	1. Brainstorm basic ideas for events and activities	Think about and plan basic events and activities, like special dining experiences, nighttime activities, things happening in laneways, and unique events with the Chinese Museum.	<ul style="list-style-type: none"> Start a partnership with the Chinese Museum. Brainstorm ideas such as, 'One Night in Chinatown', *outdoor dining initiatives in collaboration with CoM, 'Yum Cha Lane', a Chinatown hotpot event, a grand opening of the Chinese Museum and an arts and street festival. Plan and prioritise key events for the upcoming years. Begin detailed planning in the second year and put the plans into action in the following years. Work together with the CoM and connect with other important groups to make the association more impactful. Actively apply for funding through grant applications, including the *CoM annual art grants. 	Marketing and event coordinator, MCBA, Chinese Museum and relevant bodies/groups	6-12 months
	2. Create and put into action the 'One Night in Chinatown' event to start nighttime activities	Introduce 'One Night in Chinatown' to get the nighttime economy going in the area. Work together with the Chinese Museum and the City of Melbourne Nighttime Economy Advisory Committee.	<ul style="list-style-type: none"> Advertise 'One Night in Chinatown,' and develop promotional material. Plan a variety of activities for a whole week: Traditional music, art classes, themed nights, food tastings and storytelling. Work closely with CoM for organising, rules and permits. Partner with local businesses to give special offers during the event. Set up temporary pop-ups indoors and outdoors. 	Marketing and events coordinator, MCBA, relevant bodies/groups	3-9 months

**Reference City of Melbourne, Participate Melbourne webpage, Neighbourhood Priorities; City of Melbourne, Annual art grants*

Year 2

In the second year, the aim is to implement membership engagement strategies and maintain substantial collaboration with key stakeholders, including local precincts and the Chinese Museum. Building upon year one's foundational elements, this approach strengthens connections among members and further enhances Chinatown's identity.

Additionally, the year will revolve around detailed planning for upcoming future events and activities and initiating streetscape improvements.

The ultimate goal is to cultivate a dynamic and thriving community that resonates positively with all stakeholders involved.



Image 31: Interactive wall art

Matrix of activities

Year 2



Organisation
Development






Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	1. Host the first set of mini masterclasses/talks	Start four classes or talks in the first year and focus on organising events where members can work together, connect, and build skills.	<ul style="list-style-type: none"> Let members know about upcoming events Hire an experienced facilitator to lead events. Organise logistics, including sorting out venues and catering. Keep an active and engaging social media presence with regular posts and interaction. Keep organising and promoting special events to encourage members to take part. 	Marketing and events coordinator, MCBA, relevant specialists	Quarterly masterclass and biannual events
	2. Membership drive	Keep increasing new MCBA members.	<ul style="list-style-type: none"> President and committee actively promote and meet potential members. Regularly bring in new members through campaigns, networking, and referrals. Keep building relationships with potential members over time. Keep checking how well the programs are doing and adjust them to fit what members need and what's happening in the market. 	Marketing and events coordinator, MCBA	Ongoing
	1. Rebranding for Chinatown	Refresh Chinatown's story to show it as a lively place with various events happening throughout the day and night.	<ul style="list-style-type: none"> Ask members in the area for their thoughts on rebranding. Carry out a new plan that matches the updated brand. Change and modernize the logo. 	Marketing and events coordinator, MCBA	3-6 months

Matrix of activities

Year 2 | Continued



Organisation
Development






Strategic
Marketing



Events and
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Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	2. Effective communication and marketing	Maintain communication and marketing strategy and look for new partners to work with.	<ul style="list-style-type: none"> Set up an online platform and encourage interaction and regular sharing. Use management software to monitor and analyse community growth. Place QR codes in smart locations for easy information access. Connect with potential partners, share Chinatown's vision, and collaborate for mutual benefits through joint promotions. Develop promotional materials and use paid promotions to show what Chinatown has to offer. Get influencers to promote Chinatown through their networks. 	Marketing and events coordinator, relevant specialists	Ongoing
	3. Review and plan for future marketing plans	Check how things are going and plan for what comes next.	<ul style="list-style-type: none"> Study, adjust, and see how well the plans are working. Ask community for feedback. Make a plan for more growth and progress. 	Marketing and events coordinator, MCBA	1-3 months
	1. Get involved in important events	Connect with organisers of big events to talk about working together and promoting each other.	<ul style="list-style-type: none"> Find the main people in charge of events, such as the Fringe Festival, Rising Festival, White Night, International Film Festival, and Melbourne Food and Wine Festival. Share a joint plan, match goals, and work together on promotions and activities during events that happen at the same time. 	Marketing and events coordinator, relevant bodies/groups	Ongoing

Matrix of activities

Year 2 | Continued



Organisation
Development



Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	2. Event planning and organising	Focus on careful planning for the important events discussed in last year's brainstorming sessions. Also, plan special events with the Chinese Museum to create main activities and involve the community.	<ul style="list-style-type: none"> Plan each event in detail, covering logistics, schedules, resources needed, site preparation, safety and collaboration with local businesses. Work with the Chinese Museum to share planning. Key ideas: <ul style="list-style-type: none"> Organise 'One Night in Chinatown' as a big event to support the night-time businesses. Partner with popular venues for laneway activities to show off local businesses. Start a trial of outdoor dining for 3-6 months during the summer. Plan festivals that are more than 1 or 2 days such as Asian International Art Festivals and a Chinese Street Food Festival. 	Marketing and events coordinator, MCBA, Chinese Museum, relevant bodies/groups	3-6 months
	Begin to discuss ways to make the streets better	Working closely and communicating well with the CoM is important to successfully improve the atmosphere of Chinatown.	<ul style="list-style-type: none"> Meet with the CoM to talk about making the streets and public areas better. Talk to key stakeholders and gather information. Make a plan for how to do things in stages, including CoM *Shopfront Activation Program. Plan out how to put uplighting on historic buildings step by step, starting by choosing 7-10 important buildings during a walk around the precinct. <ul style="list-style-type: none"> Choose important buildings along main streets or busy areas, giving priority to those with a big visual impact and cultural importance. 	Marketing and events coordinator MCBA, Chinese Museum, relevant bodies/groups	2-4 months

**Reference City of Melbourne, Shopfront Activation Program*

Year 3

In year three, the emphasis shifts to sustain established membership events, continue to drive increased membership, and leverage existing connections.

The evolving partnership with the Chinese Museum will see the transformation of the Chinatown Gallery in the later years. This year is not only about advancing the precinct's reputation as an events, culture, and arts destination but also capitalising on the distinct mixed-use daytime offerings.

A key strategy for the third year is to integrate technology, modernise experiences, and activate laneway events, creating immersive experiences that combine tradition and innovation. Suggestions for public realm focus on enhancements that can be achieved with smaller-scale interventions, within the precinct, without requiring extensive infrastructural changes or large budgets.

Leveraging the precinct's status as a night-time destination remains a priority, supported by continuous efforts in communications and marketing.

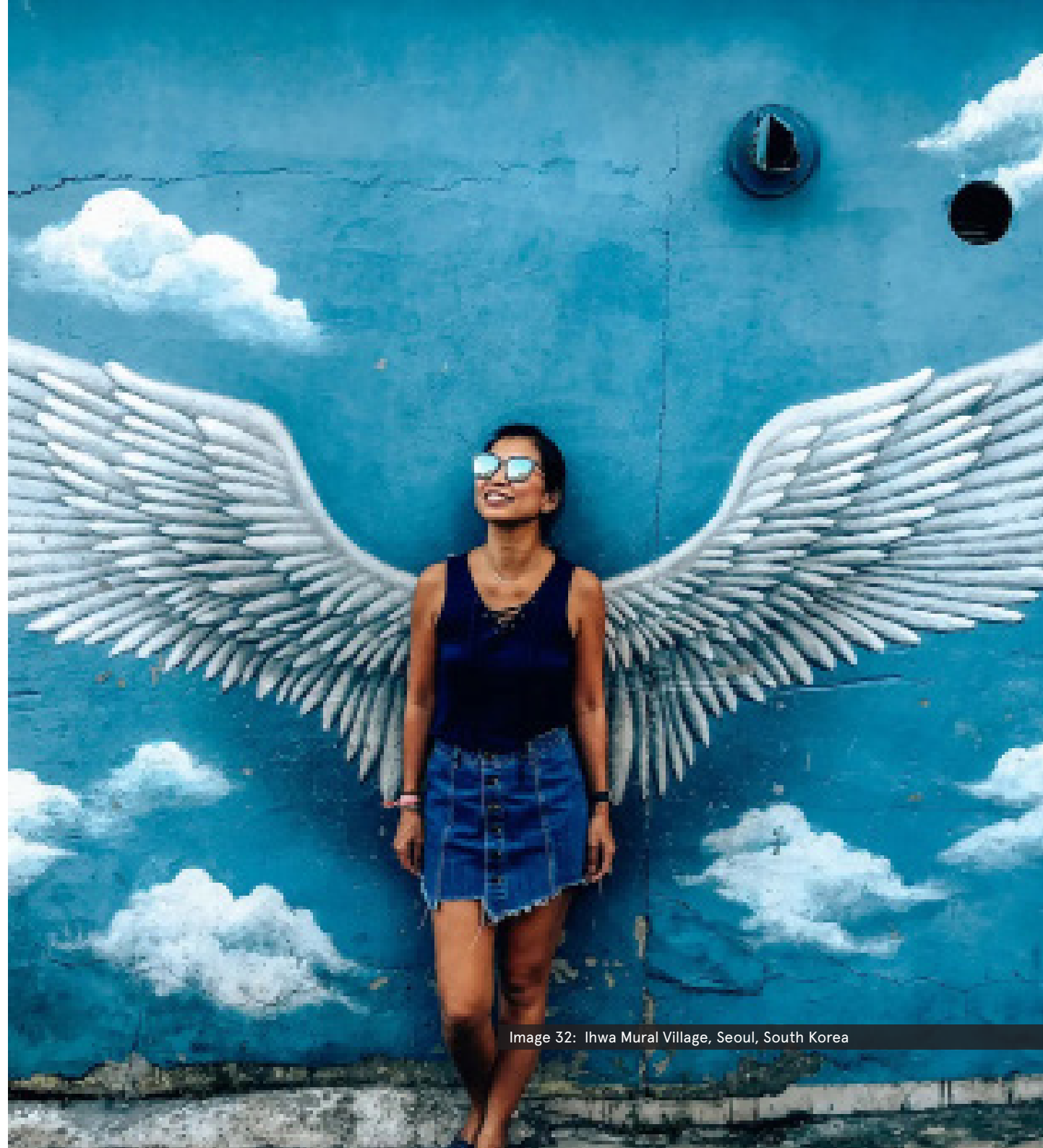


Image 32: Ihwa Mural Village, Seoul, South Korea

Matrix of activities

Year 3



Organisation
Development



Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	1. Continue to involve members	Keep having mini masterclasses/ talks and making connections with members stronger.	<ul style="list-style-type: none"> • Talk to members to understand interests and current needs. • Plan and host events for member interaction and networking. • Plan for the events; location and catering. • Keep the online platform and social media active. 	Marketing and events coordinator, MCBA	Ongoing
	2. Continue membership drive	Keep driving new members to MCBA.	<ul style="list-style-type: none"> • Meet people in person who might want to join. • Bring in new members through ads, conversations, and referrals. • Keep checking and changing things to fit what members need and what's happening in the market. 	Marketing and events coordinator, MCBA	Ongoing
	1. Continue marketing and make it better over time	Change and improve marketing plan to match what's popular and make the area stand out more.	<ul style="list-style-type: none"> • Keep checking and changing marketing methods to make sure they're still good. • Watch what's popular in the market and adjust marketing plans to fit what people like now. • Work with local businesses, cultural places, and influential people on joint projects. 	Marketing and events coordinator, MCBA	Ongoing
	2. Make plans for advertising upcoming events	Plan ahead and start getting the word out about upcoming events.	<ul style="list-style-type: none"> • Work on reaching out to people, getting good publicity, and making partnerships for support overall. • Team up with Concrete Playground, Urban List, Time Out, and Broadsheet. • Use local radio and newspapers to let the community know. • Make marketing materials and use paid ads. • Advertise events in citywide publications. • Keep watching and changing plans for the biggest effect and engagement. 	Marketing and events coordinator, MCBA Chinese Museum, relevant bodies/groups	2-4 months at first Continue ongoing activities

Matrix of activities

Year 3 | Continued



Organisation
Development







Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	3. Advertise outdoor dining trial	Put in place a campaign for outdoor dining and work closely with CoM and local businesses/precincts.	<ul style="list-style-type: none"> Partner with renowned restaurants. Work together with local precincts and CoM for promotions across the city, showcase events and spotlight restaurants taking part. Take advantage of cultural holidays like Chinese New Year by running specific campaigns. 	Marketing and events coordinator, MCBA, relevant bodies/groups	2/3 months Continue if successful
	1. Plan key spaces for events and activities	Organise pop-up events, close off streets, arrange performances, work with partners and manage all the details.	<ul style="list-style-type: none"> Include local businesses and community for street closures. Work with CoM to plan logistics for activities in the laneways and street closures. Choose and arrange two laneways for community events and art installations. Connect with popular venues like Section 8 and Maho Magic Bar for joint events in the laneways. 	Marketing and event coordinator, MCBA, Chinese Museum, relevant bodies/groups	2-3 month
	2. Organise laneway art installations in two key laneways	Work with CoM to regularly host ephemeral artistic installations that bring attention to the cultural significance of Chinatown.	<ul style="list-style-type: none"> Collaborate with local artists. Curate diverse sculptures, murals, and interactive pieces. Rotate installations periodically. Encourage community involvement. 	Marketing and events coordinator, MCBA, relevant specialists, bodies/groups	2-3 months Continue ongoing activities
	3. Plan and launch an outdoor dining trial	Focus on planning, getting the place ready and working together with CoM and other businesses	<ul style="list-style-type: none"> Set objectives and details for a 3-6 month trial. Check the planning, secure permits (e.g., CoM outdoor dining), prepare the location for safety, estimate costs, plan maintenance, and decide on promotion plans. Support other businesses in joining and participating in the trial. Arrange and make secure the trial area. 	Marketing and events coordinator, MCBA, relevant bodies/groups	3-9 months

Matrix of activities

Year 3 | Continued



Organisation
Development





Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	1. Streets improvement with CoM	Work together with CoM to improve the street appearance, Look at opportunities with CoM *Shopfront Activation Program, and inspire businesses to improve overall area.	<ul style="list-style-type: none"> • Focus on safety, beauty, and cultural touches. • Try a 'cleaning blitz' (deep clean) and add more lights. • Set a regular cleaning plan and tidy up especially in laneways. • Improve operations to deal with outdoor dining challenges. • Hire a Visual Merchandising specialist and create plan for improving shopfront presentations. <ul style="list-style-type: none"> – Have one-on-one talks with 10 key businesses and put the merchandising plan into action. • Make a guidebook to help new businesses set up their displays and encourage everyone to make their shop windows attractive. 	Marketing and events coordinator, MCBA, relevant bodies/groups	Ongoing
	2. Look into using technology to make things more modern and updated	Combine history with new ideas to make the visitor experience better, working together with the Chinese Museum.	<ul style="list-style-type: none"> • Look into ideas such as using AI for cooking or having robot waiters. • Make digital platforms or apps that share the history, traditions, and importance of Chinatown. • Provide virtual tours and information that people can access on their phones or at information kiosks. 	Marketing and events coordinator, Chinese Museum	6-12 months

**Reference City of Melbourne Shopfront Activation Program*

Year 4 & 5

It is important in year four and five to continue evaluating the activities, events and initiatives established in the previous years. Having shaped Chinatown's day and night experience and progressively enhanced streetscapes, it has evolved into a cultural hub hosting diverse events thoughtfully curated.

Lobbying for streetscape improvements, maintaining strategic partnerships, and offering exciting activities captivates both local businesses and visitors, transforming the precinct into an inviting space that authentically reflects the richness of Asian cultures.

It is important to adapt to evolving customer expectations and changing city conditions. To stay ahead, aim to identify and capitalise on emerging trends and opportunities within the precinct. A key milestone is the development of a new 5-Year Strategic Plan aligned with the Chinatown vision and tailored to the dynamic landscape. This strategic blueprint is instrumental in ensuring the sustained growth and relevance of the precinct's vibrant community.



Image 33: Woods of Net, Toshiko Horiuchi MacAdam

Matrix of activities

Year 4



Organisation
Development



Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	1. Community involvement and low cost events/activities	Keep talking and working together with the right people to make initiatives that are good for pedestrians and don't cost too much.	<ul style="list-style-type: none"> • Team up with the CoM to organise simple and budget-friendly public events in important areas. • Connect with other events and activities happening in Melbourne. • Build stronger relationships with partners by giving input and helping with planning and carrying out activities. • Represent the interests of the area in council meetings, emphasising the good effects on the local economy. • Watch out for changes and get ongoing feedback to make sure they match what the community wants. 	Marketing and events coordinator, MCBA, relevant bodies/groups	Ongoing
	2. Create a Chinatown art strategy and gallery experience	Work together with CoM and the Chinese Museum to plan an art strategy for Chinatown.	<ul style="list-style-type: none"> • Plan exciting activities for the museum to be enjoyable for everyone. • Make sure your ideas match what the CoM is aiming for. • Work with new Asian artists and plan murals, sculptures, and interactive elements in key precinct locations. • Launch with the Chinese Museum's big opening. 	Marketing and events coordinator, MCBA, Chinese Museum, relevant bodies/groups	1-3 months
	3. Set up a yearly light show in Chinatown	Explore a nighttime transformation of important spaces with lit-up buildings and projections that tell stories about Chinese history.	<ul style="list-style-type: none"> • Work with existing events and festivals e.g., Rising, White Night. • Work with light projection/digital artists and commission projects with a focus on Chinese history for visually interesting storytelling. 	Marketing and events coordinator, MCBA	Annually

Matrix of activities

Year 5



Organisation
Development






Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions	Resources	Timing
	Create a new strategic plan for the next five years	Review the past four years to see if we met our goals. Use this to plan where we're going next in Chinatown.	<ul style="list-style-type: none"> Evaluate what was done against the goals from the last four years. Work with the members to decide on the next steps – whether to start something new or continue what we're doing. Make a fresh plan based on what was learned and what the members think. Talk to everyone involved to come up with new goals and directions for the future. 	Marketing and events coordinator, MCBA	2-3 months
	Host annual Asian cultural festivals	Transform Chinatown into a vibrant Asian street-food haven and an Asian art festival.	<ul style="list-style-type: none"> Set up different stalls with real street food from various Asian cultures. Work together with the Chinese Museum, CoM, and local businesses. Make the experience better with live music, cultural performances, and hands-on cooking shows. Connect with artists, galleries, and other partners. Organise art spaces and arrange various art-related activities. Advertise the festival to people who love art and the community. 	Marketing and events coordinator, MCBA	Annually
	Improve the overall atmosphere in Chinatown with upgrades	Make the precinct even better by using resources and funding gathered from previous years and continue to communicate with CoM	<ul style="list-style-type: none"> Update the art on the pavement, improve how the buildings look, and add lighting in the laneways. Regularly clean and maintain sidewalks. Consult with the CoM laneway art coordinator and focus on 3-4 important laneways to give them an Asian theme. Put up signs that help people find local spots. Include Chinese symbols and decorations all around the area. Plan together with the local community, and get advice from a Feng Shui expert to make sure everything feels authentic and fits well together. 	Marketing and events coordinator, MCBA, relevant bodies/groups	Ongoing

Year 4 & 5 | Ongoing activities



Organisation
Development



Strategic
Marketing







Events and
Activation



Public Realm

It is important in year four and five to continue membership drive, evaluating the activities, events and initiatives established in the previous years

Objective	Activity	Description	Actions	Resources	Timing
	Continue member engagement and membership drive	Build involvement and adjust plans to keep growing. Use the people we already know and bring in new members.	<ul style="list-style-type: none"> • Maintain learning sessions, social events, and masterclasses. • Stay active online. • ring in new members using different ways that work with the current market 	Marketing and events coordinator, MCBA	Ongoing
	Communication and marketing: Improve in Years 4-5	Update and put into action a better communication plan.	<ul style="list-style-type: none"> • Check, improve, and put into action a better plan by looking at the market, listening to the team, and getting advice from experts. • Set new goals, keep making things better and make sure plans are working well. • Keep people involved online by using interactive tools and sticking to a regular posting schedule. 	Marketing and events coordinator, MCBA	1-2 months
	Event organisation	Review existing events and activities and plan for new and upcoming events.	<ul style="list-style-type: none"> • Make a detailed plan for the events coming up. Check how well they work by looking at how many people show up, the money made, and what people say. Use this info to make future plans even better. 	Marketing and events coordinator, MCBA	1-2 months
	Continue street improvements and pedestrian-friendly ideas	Keep working with CoM and community to make the streets look better and find ways to make it easier and safer for people to walk or use transportation.	<ul style="list-style-type: none"> • Keep helping shops look better and give new businesses guidance on how to set up their displays • Make walking safer with creative walkways for traffic slowdown, and eye-catching signage showing pedestrian areas. • Transform parking areas into pedestrian-friendly zones. • Update information boards at transportation hubs. 	Marketing and events coordinator, MCBA, relevant bodies/groups	Ongoing

Additional activities



Organisation
Development






Strategic
Marketing



Events and
Activation



Public Realm

Objective	Activity	Description	Actions
Year 1			
	Build relationships and find new businesses	Build good connections with nearby areas and local businesses to create a sense of togetherness. Bring in new businesses to encourage growth.	<ul style="list-style-type: none"> • Find and contact new Asian businesses. • Work with retail and leasing groups to get future businesses. • Find partnerships in Asian food, entertainment, and lifestyle. • Team up with local theatres and shopping centres. • Start regular meetings to talk openly with stakeholders. • Find and create projects that benefit everyone and improve the area. • Make a WeChat group for Chinatown community communication and organise regular community events.
	Design membership programs to look after and involve members	Create a membership care package and a program with special benefits. Support career development through clear communication, regular events and opportunities.	<ul style="list-style-type: none"> • Set up an online place for members to chat often, plan and keep everyone involved. • Make special support plans. • Organise events for meeting people and learning. • Create a marketing campaign, with a booklet that shows off members and Chinatown precinct regularly.
Year 3			
	Evaluate events and activities	Assess and improve previous events based on feedback.	<ul style="list-style-type: none"> • Check how past events went and find out what worked. • Make future events better by using the successful parts from the past. • Keep doing events that people liked and enjoyed. • Ask people for their thoughts to get ideas on how to improve. • Make changes to events based on what people say to make them even better.

Additional activities



Organisation
Development



Strategic
Marketing



Events and
Activation



Public Realm



Objective	Activity	Description	Actions
Year 4			
	Use technology to make an interactive experience about cultural heritage	Bring in digital stories and interactive things so visitors can have fun and learn about the cultural history of Chinatown.	<ul style="list-style-type: none"> • Make an app for phones that has maps and info about places in Chinatown. • Put audio guides in the app for tours about heritage. • Make it so people can scan buildings with their phones to get history info. Also, put QR codes in important spots. • Install displays and experiences in the laneways that let people feel like they're in the past using Virtual Reality (VR).
	Host 'Chinatown's Longest Hotpot' event	Organise a hotpot focused event, potentially setting a record for 'Chinatown's Longest Hotpot'.	<ul style="list-style-type: none"> • Collaborate with restaurants for a hotpot event showing styles from different Chinese regions. • Add excitement to the hotpot event with a competition challenging restaurants to craft creative and delicious hotpot dishes.



Image 34: Asian Market (Quartier chinois) in Montreal

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Image 1: Village Well, 2023, Chinatown art

Image 2: Village Well, 2023, Chinatown Welcome Arch

Image 3: Spice Alley, Time Out.(2016), <https://www.timeout.com/sydney/restaurants/the-ten-best-things-to-eat-and-drink-at-spice-alley>

Image 4: Village Well, 2023, Chinatown welcome arch

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Image 6: Village Well, 2023, Cohen Square

Image 7: Village Well, 2023, Maho Magic Bar

Image 8: Village Well, 2023, Poster artwork

Image 9: Village Well, 2023, Workshop notes

Image 10: Freepik 2023, Neon Lights and Lanterns, <https://www.freepik.com/free-photos-vectors/lantern-exhibition/7>

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