

Melbourne Chinatown Business Association

2025-26 Public Report

Overview of our delegation of funding resources.

Administrative Funding - EO / Admin: \$30,000

Activity description: Administrative support for association operations, member services, governance, meetings, communications, social media, stakeholder engagement and precinct initiatives.

Activity 1 - Chinese Opera Night

Date(s): 4 September 2025

Location: Chinese Museum

Purpose & Outputs: Delivered a weekday evening cultural activation featuring senior Chinese opera performers, increasing visitation, celebrating traditional arts and supporting Chinatown's cultural identity.

Total Expenditure: \$3,457

Activity 2 - Mid-Autumn Festival

Date(s): 2, 4 & 6 October 2025

Location: Chinatown Precinct

Purpose & Outputs: Three activations including a community event, lion dance and Hanfu parade, strengthening community participation and supporting local businesses.

Total Expenditure: \$9,018

Activity 3 - End of Year Networking & Drinks

Date(s): 19 February 2026

Location: Bar Clara

Purpose & Outputs: Business networking event connecting members, traders and hospitality stakeholders to strengthen collaboration and precinct resilience.

Total Expenditure: \$2,318

Activity 4 - Chinatown Business Blessings

Date(s): 16-17 February 2026

Location: Melbourne Chinatown

Purpose & Outputs: Business blessings, lion dances and roaming performances attracting visitors, increasing trader visibility and supporting precinct activation.

Total Expenditure: \$22,500

Activity 5 - Mega Giveaway

Date(s): March-April 2026

Location: Online

Purpose & Outputs: Precinct-wide promotional campaign encouraging spending at participating traders while increasing digital engagement and Chinatown awareness.

Total Expenditure: \$17,858.40

Activity 6 - Melbourne Chinatown Arts Precinct Activation

Date(s): 16 April 2026

Location: Spiegel Haus

Purpose & Outputs: Strategic partnership with Melbourne International Comedy Festival and Blanc de Blanc to position Chinatown as an emerging arts and night-time destination.

Estimated reach: 100,000.

Total Expenditure: \$7,000

Activity 7 - Chinatown EOFY Cinema Activation

Date(s): 20-28 June 2026

Location: Chinatown Cinema

Purpose & Outputs: Spend-and-reward campaign offering exclusive cinema screenings for shoppers, encouraging visitation and EOFY spending across participating businesses.

Estimated reach: 800 visitors.

Total Expenditure: \$6,750

Activity 8 - BBH Group Community Networking Event

Date(s): 22 August 2026

Location: Chinese Museum

Purpose & Outputs: A community networking activation delivered with BBH Group to connect younger multicultural audiences, creatives, hospitality stakeholders and emerging business communities with Chinatown businesses. The event included interactive networking and merchant-led activities, supporting community participation, precinct exposure, future visitation and cross-promotion. Estimated reach: approximately 40 in-person participants, with broader digital exposure through BBH Group's network of more than 270 supporters.

Members involved: Approximately 40 participants, including MCBA members, BBH Group members and Chinatown stakeholders.

Total Expenditure / Precinct Budget: \$6,500

Year in Review

Throughout 2025-26, MCBA expanded its precinct activation program beyond traditional festivals, delivering cultural, business, arts, digital and community-networking initiatives that increased visitation, supported local traders, strengthened stakeholder partnerships and enhanced Melbourne Chinatown's position as a vibrant multicultural destination.