



**CITY OF
MELBOURNE**

Melbourne Chinatown Business Association

2023-24 Public Report

Overview of our delegation of funding resources.

Presented by Emily Chu, Executive Officer.

Listed below are the association's initiatives, made possible by the BPP funding.

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

Activity description: Administrative work to run the association, attend to member needs and provide support, meeting planning and agenda, membership drive, help with events and activities including social media.

Activity 1 - Chinese Lunar New Year: \$8,980.00

Date/s: 22nd February, 2025.

Activity Purpose: This activity promotes cultural awareness and inclusivity, as it invites all people of Melbourne City to participate in Chinatown's cultural celebrations.

Activity Outputs: Various Chinese Lunar New Year Celebrations were sponsored around Chinatown. These mainly included sponsoring the Chinese Museums CLNY Showcase event.

Activity 2 – Mid-Autumn Festival: \$9,043.20

Date/s: 30th September, 2023

Activity Purpose: The Mid-Autumn Festival is a cultural event promoting Chinese heritage among Melbourne residents and visitors. It explores the history behind the Mid-Autumn Festival, as well as the ceremonies around it.

Activity Outputs: A small-scale lion dancing show and gathering was held at Cohen Place to celebrate. Food was bought from our members to support our local businesses.

Activity 3- Chinatown Connecting Event/ Networking Night: \$1,430.00

Date/s: December, 2023.

Activity Purpose: The Networking Night is a gathering open to all MCBA members in Chinatown to celebrate their wins being based in Chinatown over the year. It's a good time to network between businesses, and is also open to non members who are considering opening businesses in the Chinatown Precinct.

Activity Outputs: We held a Networking Night at the Chinese Museum, hosting our members from all around Chinatown. We also provided food, ordered from our members as support for our local businesses.

Activity 4- Chinatown Mega Giveaway: \$8,200.98

Date/s: March, 2024

Activity Purpose: The Mega Giveaway is an event to use MCBA's Instagram to attract users to participate and engage to win giveaways and promotions for businesses within Chinatown.

Activity Outputs: A social media giveaway was hosted to increase digital interactions with our members and our own social media.

Activity 5- Chinatown Comedy Club- \$12,500.00

Date/s: July, 2024

Activity Purpose: TCCC was launched to revitalise Chinatown by bringing in diverse crowds, providing a unique cultural experience that blends comedy with local heritage.

Activity Outputs: The initiative included a private launch for government officials & stakeholders (3July) and a public launch (11July) open to the community.

Activity 6 (Precinct Christmas Grants)- Jingle Lane Festival- \$22,710.00

Date/s: 16th December, 2024

Activity Purpose: By aligning our festival with the City of Melbourne's Christmas Festival initiatives, we aim to support and extend the city-wide celebrations into the Chinatown precinct. Our event will promote a culturally diverse interpretation of Christmas, enriching the overall Christmas Festival experience in Melbourne.

Activity Outputs: A 1-day festival was held on Heffernan Ln, featuring our members as food & retail vendors. We also had interactive stalls such as free facepainting, live music, and art activities.

This concludes the 2024-2025 Public Report for Melbourne Chinatown Business Association.