



**CITY OF
MELBOURNE**

Melbourne Chinatown Business Association

2024-25 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: \$15,013.00

Date/s: 1 February, 2025.

Activity Purpose: The festival highlights one of the biggest celebrations in the Asian world. It supports our local members by giving them the opportunity to participate in one of the largest events in Melbourne. The Festival brings the community of Melbourne together, in Chinatown.

Activity Outputs: A 1-Day Festival was held with activations and ceremonies and vendors. There was also a 2 week long festival that was held in conjunction, full of art activations, activities and community engagements in the spirit of Chinese Lunar New Year.

Activity 2 – Mid-Autumn Festival: \$8,000

Date/s: 21st September, 2024.

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 provided by our members.

Activity 3- Chinatown Connecting Event/ Networking Night: \$2,358.07

Date/s: 19th December, 2024.

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 Chinatown walk, giving a small tour of the Chinatown Precinct. Drinks and Food were hosted at Lost Bar, one of our MCBA members in support of local businesses.

Activity 4- Chinatown Mega Giveaway: \$5,872.00

Date/s: 25th April, 2025.

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- Short Film Competition- \$6,565.00

Date/s: 15th May, 2025.

Activity Purpose: MCBA believes art is an important and integral part of the Chinese community in Melbourne. This opportunity was for independent filmmakers, to get their chance to debut a script to a real audience, with real prizes and judges.

Activity Outputs: A Short film script writing competition was hosted in collaboration with Screen presence and ACC.

Activity 6- Legal workshop with members- \$3,000

Date/s: 7th May, 2025.

Activity Purpose: This activity provides opportunities for small business owners to learn real knowledge about how to protect their businesses from online predators/trolls.

Activity Outputs: A yum cha lunch was held at one of our members establishments, and a workshop was held in collaboration with Madgwicks Lawyers.

Activity 7- Digital SEO/Open Web Advertising- \$8,800

Date/s: Ongoing Digital Campaign

Activity Purpose: This project was designed to optimize our search engine results for the general public, as well as direct digital foot traffic to the official Melbourne Chinatown website.

Activity Outputs: Google Analytics, Google Display Network, Trade desk.

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