

Media Release

The Hon Natalie Suleyman MP

Minister for Veterans
Minister for Small Business
Minister for Youth



Tuesday, 10 December 2024

BACKING OUR MULTICULTURAL BUSINESSES AND PRECINCTS

The Allan Labor Government is backing multicultural businesses by helping traders get the skills they need to reach new customers and grow their business.

Minister for Small Business Natalie Suleyman today joined the Springvale Asian Business Association to celebrate the launch of a new project that will promote night trading at Springvale Shopping Precinct.

As part of the push to attract more locals at night time, there will be live entertainment and performances in the Springvale Multicultural Square this December, and new LED lighting and lanterns across the precinct will encourage people to visit after sunset and be part of the action.

The night trading will benefit local traders and encourage more families to spend time visiting restaurants and eateries in the precinct.

The project is funded under the Labor Government's \$17 million investment to *Support our Multicultural Traders and Precincts*. As part of that investment, \$2 million was allocated in the *Victorian Budget 2023/24* to support multicultural traders' associations, so they can support their members.

Additional supported associations include the Asian Business Association of Whitehorse, which will provide resources to traders in the City of Whitehorse through the Whitehorse BizBoost Project.

The Whitehorse Bizboost Project is also running the Whitehorse Red Book – a discount coupon book to promote small businesses in the area.

Through the Multicultural Business Chambers and Trader Groups program, 10 grants were also recently awarded for locally led initiatives to support multicultural businesses.

Multicultural businesses play a crucial role in our economy – creating employment opportunities, strengthening the vibrancy of our business precincts across Victoria, and building connections to diverse local communities.

Victoria is proudly home to more than 701,000 small businesses, and over a third are owned by migrants.

For more information about support for small businesses, visit [Business Victoria](#).

Quotes attributable to Minister for Small Business Natalie Suleyman

"Our multicultural businesses are the heart and soul of Victoria's diverse economy. We are backing local groups like the Springvale Asian Business Association so they can find new ways for their traders to grow, innovate and prosper."

"Local businesses know their community like the back of their hand, so– we're backing them to create initiatives that will appeal to the people and families they serve."

Quote attributable to Member for Mulgrave Eden Foster

"Multicultural businesses are a reflection of Victoria's cultural diversity, contributing to the unique fabric of our state. The Springvale Asian Business Association plays a key role in enhancing our community, and this funding will help sustain and grow local cultural hubs for years to come."

Quote attributable to Member for Clarinda Meng Heang Tak

"We're backing business chambers and trader groups, including the Springvale Asian Business Association, to bring small businesses together and support them to thrive in the community."

Quote attributable to Member for Box Hill Paul Hamer

"In partnership with the Asian Business Association of Whitehorse, we're delivering a thriving, inclusive economy that reflects the strength of our diverse community."