

Media Release

Hon Jacinta Allan MP
Premier



Sunday, 2 February 2025

CHINATOWN LIGHTS UP FOR LUNAR NEW YEAR

The Allan Labor Government is proud to support Lunar New Year celebrations across Victoria and encourages all Victorians to take part in local festivities.

Premier Jacinta Allan, Minister for Multicultural Affairs Ingrid Stitt and Member for Northern Metropolitan Region Sheena Watt joined the local community in Chinatown for the annual Lunar New Year Festival – which attracts hundreds of thousands of Victorians each year.

Hosted by the Melbourne Chinatown Business Association, the Labor Government has invested \$400,000 over four years to ensure this important Lunar New Year event continues, stronger than ever – delivering on a key 2022 election commitment.

Melbourne's Chinatown will come alive for the Year of the Snake with a massive street party, featuring food stalls, cultural performances, a dragon parade, live music, and family-friendly activities. The Museum of Chinese Australian History will also host exhibitions and Shaolin kung fu performances, adding to the festivities.

Lunar New Year is an important and vibrant cultural occasion, marking the beginning of the new year according to the Lunar calendar.

Each community brings its unique customs and practices to Lunar New Year celebrations. 2025 is the Year of the Wood Snake, which symbolises growth, wisdom and creativity.

Victoria's multiculturalism makes our state more vibrant, and festivals like Lunar New Year are a fantastic opportunity to preserve ancient traditions and celebrate of our diversity.

Since 2014, the Labor Government has invested more than \$41 million to deliver close to 10,000 multicultural festivals and events across the state.

Quote attributable to Premier Jacinta Allan

"The Labor Government is honoured to support Lunar New Year celebrations throughout our state, recognising it as a deeply meaningful occasion for many Victorians and a vibrant display of our cultural diversity."

Quote attributable to Minister for Multicultural Affairs Ingrid Stitt

"Lunar New Year is a time to celebrate Victoria's rich multicultural community, embrace diversity and strengthen connections through shared traditions and new beginnings."

Quote attributable to Member for Northern Metropolitan Region Sheena Watt

"We're continuing to invest in the future of our vibrant multicultural communities and creating more opportunities for local traders to thrive."