

Supporting our Multicultural Traders and Precincts

Multicultural Business Precincts Revitalisation Program

29 September 2025

Policy Projects, Small Business & Employment



Jobs, Skills,
Industry
and Regions

Supporting our Multicultural Traders and Precincts commitment

Initiatives to support multicultural businesses, business associations and precincts:



1. Support peak **multicultural trader associations** and other trader groups to ensure their members have access to the services they need



2. Encourage and support the **upgrade and revitalisation of multicultural business precincts**



3. Support multicultural business owners and workers to **develop and strengthen core business skills**

Strengthening multicultural business precincts through 3 key initiatives



Guidance encouraging collaboration in precinct revitalisation, with case study examples



Grant funding to support upgrades / revitalisation of multicultural business precincts



Grant for Jewish Arts Quarter project, Elsternwick



**Launched
1 September 2025**

[Media release: Boosting Multicultural Businesses](#)

Multicultural Business Precinct Revitalisation Program

<https://business.vic.gov.au/precinctgrants>

- **\$50,000 to \$250,000 grants per precinct** for works to improve Victoria's multicultural business precincts to attract more visitors and grow local economic activity
- Councils can make **up to 3 applications** if they have projects for multiple multicultural business precincts in their municipality
- Competitive grant program
- **Applications open** to 3:00pm on Thursday 9 October 2025
- Outcomes proposed to be advised in 2025

Projects to improve business precincts, with delivery by March 2027

Projects must be in a business precinct. Eligible activities could include:

- **Visitor spaces**, such as outdoor furniture, outdoor dining, stages, recreational pop-up spaces
- **Public infrastructure**, such as greening and beautification works, lighting, walking and cycling paths, pergolas and shade over public areas
- **Wayfinding signage** helping visitors navigate the precinct while reflecting its unique character
- **Public art installations**, such as murals and sculptures
- **Shopfront exteriors** to improve the visual appeal and character and create visual cohesiveness across the precinct.



Pilot projects that test ideas for larger investments are also eligible.

To apply – minimum requirements:

- Submit your completed application at the Business Victoria grants portal
- Confirm your council can make a financial co-contribution of at least 20% of the grant amount towards the total project.
- Attach a [project plan](#) – version provided by the Department includes all items listed in the program guidelines
- Attach evidence of support from relevant business association or businesses operating in the precinct, such as:
 - letter(s) of support from the relevant business association or similar group
 - business survey results that demonstrate local support
 - business association strategic or annual plans identifying relevant project priorities

Assessment:

Criteria:	Weighting:
Project alignment: - with program objectives and outcomes	20%
Project need: - how project will improve the precinct & relationship with council priorities/plans - historic and/or current business cultural diversity in a business precinct - socio-economic attributes of businesses operating in the precinct - level of government expenditure on precinct improvements over the last three years	20%
Business support & engagement: - evidence of local business support - understanding/celebration of evolving cultural composition of businesses - communications approach	20%
Project feasibility and delivery: - delivery methodology and milestones to March 2027 - project plan, including risks, governance and track record	40%

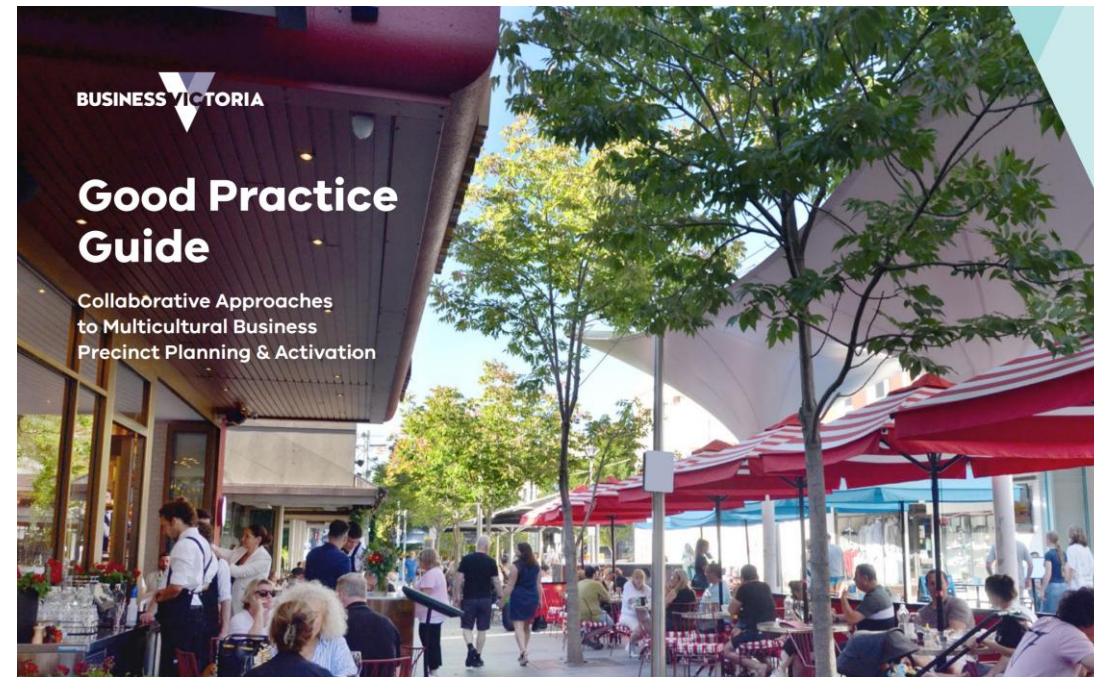
Good Practice Guide

<https://business.vic.gov.au/goodpracticeguide>

- **Encouraging collaboration** to attract more visitors, grow local economic activity and celebrate culture
- **Focus** on local councils, business associations, businesses and others with a role in precinct planning and activation

New content under Business Victoria website:

<https://business.vic.gov.au/business-information/connect-your-business>



Good Practice Guide – guidance and case studies

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Case Study Collection

This Guide includes case studies and examples illustrating collaborative projects delivered by business associations, local councils and other organisations related to precincts across Victoria, as follows:

Placemaking & activation

- Outdoor activation, **Mordialloc**
- 'Gateway' mural, **Central Coburg**
- Chinese Golden Dragon Museum Precinct, **Bendigo**
- Town centre revitalisation, **Melton**
- Shopfront and business promotion, **Sunshine**
- **St Albans** Lunar New Year Festival
- Festive art on windows, Sydney Road, **Brunswick**
- Victoria Street Lunar Festival, **Richmond**
- Night trading pilot, **Springvale**
- #lovefootscray campaign, **Footscray**
- **Northcote** Rise promotions
- Tramoo Street shopping precinct upgrade, **Lalor**

Working together

- Business surveys, **Glen Eira**
- Measuring visitation, **Noble Park**
- **Mildura** City Heart governance
- Jackson Court vision & plan, **Doncaster East**
- Precinct business association funding, **City of Melbourne**
- Precinct development grants, **Maribyrnong, Cardinia & Bass Coast**
- Reporting achievements, **Bendigo**