



MELBOURNE
CHINATOWN
ASSOCIATION
墨尔本唐人街



MEDIA RELEASE
FRIDAY 1 DECEMBER 2023

Celebrating Unity and Tradition: Melbourne Chinatown Association Gears Up for the Auspicious Year of the Dragon in Chinese Lunar New Year Festivities in Chinatown on Sunday 11 February 2024

Melbourne, Australia – As the vibrant melodies of the Chinese Lunar New Year approach, the Melbourne Chinatown Association, a dedicated and volunteer-run, not-for-profit organisation established to champion and represent the Chinese and Asian communities in Melbourne, proudly announces its fervent commitment to bring the joyous celebrations of the Chinese Lunar New Year to the heart of Melbourne's Chinatown for the second year in a row, an all day, free event for people of all ages and backgrounds to enjoy.

"The Chinese Lunar New Year celebration in 2023 was very successful, attracting a large number of people and injecting vital energy into the Melbourne CBD" said Lida Gao – owner and proprietor of Chinatown restaurant Red Emperor.

Lord Mayor Sally Capp expressed the City of Melbourne's enthusiasm in supporting Melbourne Chinatown Association's Chinese Lunar New Year celebrations in 2024 and for the second consecutive year. "Melbourne is home to the oldest Chinatown precinct in the Southern hemisphere and has a vibrant Chinese community," the Lord Mayor affirmed. "We can't wait to celebrate the Year of the Wood Dragon, symbolising prosperity, growth, resilience, and abundance."

The resounding success of the previous Chinese Lunar New Year festival in commemorating the Year of the Rabbit earlier this year on Sunday 22 January 2023 further fuels the Melbourne Chinatown Association's dedication to ensuring the seamless and collaborative delivery of the upcoming Year of the Dragon for the community.

"Our Chinese Lunar New Year celebrations attracted 180,000 people to the city last year, with an engaging array of events, performances, and hospitality options," Lord Mayor Sally Capp added. "Our traders look forward to welcoming the visitors enjoying Chinese Lunar New Year in the city over this period."

"We established the Melbourne Chinatown Association in May 2022, being an independent not-for-profit organisation aiming to promote social cohesion and celebrate the cultural vibrancy with our diverse communities, whilst maintaining Australian value and interests," remarked JJ Heng and Trevor Du, the Co-Founders. "Our commitment is unwavering, driven by a community-first approach to promote unity and cultural exchange."

As recently reported in the news, the esteemed meeting between Australian Prime Minister Anthony Albanese and China's President Xi Jinping signals a positive step toward furthering international relations. The Melbourne Chinatown Association echoes this sentiment by having embraced a partnership-based approach across various levels of government, industry, and community, specifically those who share a common commitment towards positive community outcomes over personal interest.

"Chinese Lunar New Year isn't just a festival – it is an opportunity for our communities to share our rich history and culture," shared Heng and Du. "This festival also serves as a platform to highlight Melbourne's historic Chinatown and the iconic Museum of Chinese Australian History."

"Returning as a sponsor for Melbourne's Chinese Lunar New Year celebrations is thrilling for us at HungryPanda," expressed Kitty Lu, Director of Public Affairs. "Last year's event set a high bar and with the city's rejuvenated energy from the returning Chinese community, we are looking forward to supporting the Melbourne Chinatown Association again for an even more vibrant and successful event."

Building on the successful format of previous years, this year's festivities promise an even more enchanting experience, featuring an array of performances, market stalls, cultural precinct, and vibrant activities set against the backdrop of Melbourne's Chinatown.

Melbourne Chinatown Association expresses its gratitude for the endorsement and support received from the State Government of Victoria and City of Melbourne in enabling the realisation of this significant event on behalf of the broader Asian community. Furthermore, Melbourne Chinatown Association acknowledges the support of the Federation of Chinese Associations in Victoria as the honorary Co-organising Partner for this year's Chinese Lunar New Year celebrations.

"We are delighted to have the early support of esteemed corporate partners and community stakeholders. Their generous contributions and support will play a pivotal role in making this festival a memorable and inclusive experience for people of all ages and backgrounds."

As the event draws nears, the Melbourne Chinatown Association extends an open invitation to individuals and organisations with shared values and want to contribute to the festival's success.



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Media Enquiries

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Acknowledgements

The Melbourne Chinatown Association respectfully acknowledges the Traditional Owners of the land on which the Chinese Lunar New Year festival will take place, being the land of the Wurundjeri Woi-wurrung peoples of the Kulin nation and pays respect to their Elders past, present and emerging.

Additionally, the Melbourne Chinatown Association expresses its gratitude to predecessors which laid the foundation for this tradition and aspires to build upon their legacy to continue sharing the joy of Chinese Lunar New Year with future generations of Asian Australians.

The Melbourne Chinatown Association would like to acknowledge our other sponsors, partners and supporters not mentioned in the above article: Asia Exchange Partnership, ACY Securities, ANZ Bank, CBRE, Grand Galaxy Chauffeurs, Lou Lou Creative, HungryPanda Group, V-Leader Group, Golden Square Car Park, Melbourne Today, Ju Ao Media, iACP, Macro Vision, Museum of Chinese Australian History, Chinese Masonic Society and Chinese Youth Society of Melbourne.

Note to Editors

Melbourne Chinatown Association was established in May 2022 as an independent incorporated association. It is a completely volunteer-led, not-for-profit membership organisation.

To date, the Melbourne Chinatown Association has over 100 members, comprising individuals, businesses, and other associations.

Discover more about the Melbourne Chinatown Association, Chinese Lunar New Year 2024, and our other initiatives.

Visit melbournechinatownassociation.com.au

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