



QUEEN VICTORIA MARKET PRECINCT RENEWAL

New research project to explore and record what makes the market special

A new research project will explore and record the day to day experience of Queen Victoria Market, focusing on its atmosphere, vibrancy and authenticity.

The information collected will help to shape how the City of Melbourne and Queen Victoria Market management can respect, retain and build on what people love most about the market as it is renewed.

The Royal Melbourne Institute of Technology's (RMIT) Digital Ethnography Research Centre (DERC) has been engaged by the City of Melbourne's Queen Victoria Market Precinct Renewal (QVMPR) team to carry out the research, with support from Queen Victoria Market management.

Photography, video and audio recordings will be collected with the research team interviewing a range of people as they shop, work, meet and visit the market precinct.

It is important that as we start to deliver the market renewal program, we do not compromise the unique market atmosphere: the distinct flavours, voices and personalities that make the market what it is today.

We know that this is also important to market traders, customers and the broader community and we look forward to sharing the research and using it to guide the market renewal program.



What is Ethnographic research?

Ethnography seeks to understand people's everyday worlds by observing, discussing and exploring them together with research participants. The RMIT Research team use a range of tailored research techniques to undertake their work, including participant observation, in-depth interviews, photography and video, all of which have been designed to help access how people experience and feel about the world around them.

The RMIT Research Team

Each member of the RMIT team has a wide range of experience in innovative, reflexive and ethical ethnographic approaches, developed through anthropology, geography, media and cultural studies, design, creative arts and documentary practice and games research.



Dr Shanti Sumartojo is a Research Fellow in the School of Media and Communications. She investigates the relationship between place and identity, specifically how design and digital technology in our surroundings affect our spatial experience.



Nicholas Walton-Healey is a photographer and PhD candidate from the School of Media and Communication at RMIT. Nicholas' PhD project is entitled *Where Blood Comes From*, and explores collaborative photographic methods in conjunction with some of Darwin's Indigenous communities. Nicholas can be found online at: www.deafpillar.com



Dr. Joanne Mihelcic is a researcher working with the DERC. She has a special interest in understanding how people experience the personal, social and material world.

Next steps

During March and April 2017 Shanti, Nic and Joanne will be at the Queen Victoria Market with cameras, video and audio recorders, but will always inform you if they are recording.

Your consent to use video and/or audio recordings will be confirmed if you choose to participate in the study.

The study findings will be made available mid-2017. We will consider the results in how we deliver the renewal program both through the design and implementation.

Market renewal program

Later this year the City of Melbourne will start a five-year program to renew the Queen Victoria Market and surrounding precinct – signalling the start of the largest single market renewal in the world right now. The renewal will preserve and celebrate the market's heritage, while providing traders with safe, efficient and more sustainable facilities and new public spaces to ensure an even better open-air market experience for customers and the local community.

The market will continue to operate during the five-year renewal program and we'll be working with traders and the local community to minimise impacts, while encouraging new customers to enjoy the iconic market experience.

Find out more

Visit the City of Melbourne website for more information about the ethnographic research project. You can contact the renewal team at any time if you would like to know more about the ethnographic research or any other aspect of the renewal program.

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