

Report to the Future Melbourne (Major Projects) Committee

Agenda item 6.6

Queen Victoria Market Precinct Renewal: Community Engagement – key project component outcomes

12 August 2014

Presenter: Rob Adams, Director City Design

Purpose and background

1. The purpose of this report is to seek endorsement of key project components to be included in an agreement with the Victorian State Government to enable the implementation of land configuration aspects of the Queen Victoria Market Precinct Renewal project.
2. The key project components were the focus of Phase 2 Community Engagement undertaken during April and May 2014. These components will inform the draft Masterplan for the Queen Victoria Market Precinct, scheduled for public release later this year.
3. The proposed Queen Victoria Market Precinct Renewal project is a major initiative to preserve and renew the Queen Victoria Market, creating an expanded market precinct. The project was publicly announced on 31 October 2013 and the first phase of community engagement took place from 1 to 30 November 2013, Phase 2 was undertaken from 22 April to 16 May 2014.

Key issues

4. Phase 2 Community Engagement focussed upon the following five draft concepts (key project components):
 - 4.1. Adaptation and enhancement of Upper Market Sheds A, B and C, to support market trading.
 - 4.2. Market experience - retain and enhance the authentic market character and experience.
 - 4.3. New public space - create a major new public open space for the market and the city's north.
 - 4.4. Franklin Street connection – linking Franklin Street to Dudley Street and removing two roundabouts.
 - 4.5. New development sites – create land suitable for mixed-use development.
5. Reports detailing the outcomes of Phase 2 Community Engagement, prepared by Capire Consulting for the City of Melbourne, were publicly released in June 2014. Stakeholder feedback resulting from extensive community engagement was generally supportive, largely endorsing the five key project components, subject to further development of the concepts and on-going consultation. These important messages coming from the community will be used to inform preparation of the draft Masterplan. Community engagement reports, including future precinct summary and factsheet are enclosed as Attachments 2 to 5.

Recommendation from management

6. That the Future Melbourne Committee:
 - 6.1. Endorses the key project components to be included in an agreement with the Victorian State Government to enable the implementation of land configuration aspects of the Queen Victoria Market Precinct Renewal project.
 - 6.2. Notes key themes contained in the publically released, Phase 2 Community Engagement Report June 2014 will inform preparation of the draft masterplan for the Queen Victoria Market precinct.

Attachments:

1. Supporting Attachment
2. Phase 2 Community Engagement Report June 2014
3. Future Market and Precinct Summary
4. Phase 2 Community Engagement Factsheet
5. Phase 1 Community Consultation Report February 2014

Supporting Attachment

Legal

1. Legal advice has and will continue to be provided in respect to the proposed Queen Victoria Market Precinct Renewal Project.

Finance

2. A detailed funding strategy will be prepared for Council's further consideration following development of the draft Masterplan for the Queen Victoria Market precinct.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Stakeholder consultation

4. Extensive consultation has taken place with stakeholders regarding Council's proposed plans for the Queen Victoria Market Precinct Renewal project and this will continue to inform planning for the market precinct.

Relation to Council policy

5. One of Council's key strategic activities for 2013 - 14 was to complete initial community engagement for the Queen Victoria Market Precinct Renewal project including project announcement.

Environmental sustainability

6. The proposed Queen Victoria Market Precinct Renewal project provides a unique opportunity to demonstrate Council's leadership in environmental sustainability through the design and operation of the market, and through the broader City North area.



FOREVER

Queen Victoria Market Precinct Renewal

City of Melbourne

Phase 2 Community Engagement Report, June 2014

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Queen Victoria Market Precinct Renewal

City of Melbourne

Phase 2 Community Engagement Report, June 2014

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Privacy

Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/community engagement activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our community engagement activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

If you would like to speak to someone about how we handle personal information, please call the Project Manager or the office on (03) 9285 9000.

Quality Assurance

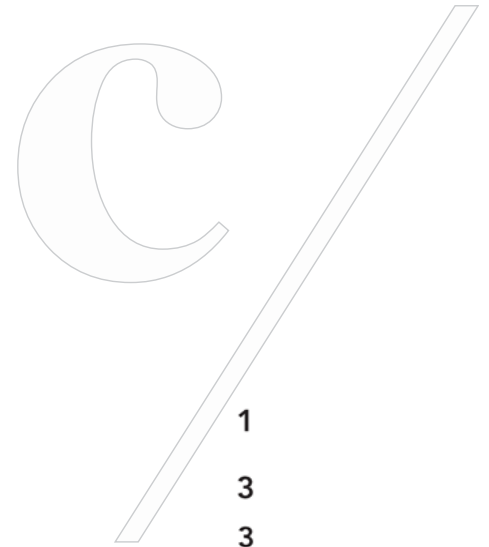
No	Author	Reviewer	Approver	Date
1	E Howe	L Marshall	C Wray	30 May 14
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Preface

The City of Melbourne (CoM) is committed to engaging communities in the decisions they are interested in and impact upon them. Creating opportunities for people to be informed and involved is integral to the way we work together.

This commitment is reflected through the Council Plan goals and actions, which identify our priorities and outcomes for the current council term. This includes the biggest investment in the CoM's history, the renewal of the Queen Victoria Market precinct. Community engagement and the creation of a shared vision and plan for the renewal are key to the success of this project.



1 Executive summary

The City of Melbourne (CoM) is planning the largest investment in its history to preserve and renew the Queen Victoria Market (QVM) by creating a larger, more engaging and inclusive market precinct.

To guide the renewal process, the city is preparing a master plan. To make this plan as effective as possible, we are encouraging people to contribute to a discussion about how to preserve the Queen Victoria Market's heritage and authentic atmosphere, while allowing it to evolve to meet the contemporary needs of traders, shoppers and the growing city.

This community and stakeholder engagement process is already underway and will form part of each of the three planning stages of the precinct's renewal. The first two phases of community and stakeholder engagement are now complete. Phase two was completed in mid-May 2014 and is the subject of this report.

As part of this phase, we introduced five draft renewal concepts and a future market lay-out to people (including QVM traders, customers, tourists, local residents, businesses and interested groups), and gave them the chance to provide feedback and suggest other ways to improve the market and its precinct. This information will contribute to the draft master plan.

The five draft concepts for the QVM renewal project include the option of underground car parking, a new public space for events and attractions, and new mixed-use development. Following the renewal program, the city will seek UNESCO World Heritage listing for QVM.

To make the process clear for people and encourage comprehensive feedback, the community engagement covered a range of themes: heritage, open space, car parking, access, attractions, and retail, hospitality and services.

Engagement activities took place over a four-week period from Tuesday 22 April to Friday 16 May. Approximately 2,290 people participated in these activities and more than 700 people contributed their ideas and feedback.

Engagement activities included establishing an Engagement Hub on site at the Queen Victoria Market as a single place for people find out more about the project and have involved conversations about it, early morning vox pops (short intercept surveys) and group conversations such as a workshop with QVM staff and a forum about QVM's heritage. Activities also included access and inclusion tours for people with mobility constraints and their carers, a moderated online forum hosted on the City of Melbourne's Participate Melbourne site, and the chance for people to provide feedback via written submissions.

The engagement process elicited a broad range of responses from the community to be considered when preparing the QVM master plan. A summary of these responses is detailed in the report, and key findings are outlined in the final section of the report.

Key findings from phase two of community engagement about the draft concepts for QVM renewal are:

1. Heritage is more than buildings, it's also about how we have, and continue to use the site
2. It makes sense to move the car parking, but make it affordable, useful, easy to use and safe for everyone
3. The public open space needs to be a space that is for all seasons, respectful, practical, flexible and potentially market influenced
4. The Franklin Street connection is generally supported, but more work is required to minimise impacts and improve access for all
5. The QVM can be more of an attraction
6. Please keep the Queen Vic a Melbourne market
7. We have mixed views about the new development site.



2 Introduction

2.1 Purpose of this report

The purpose of this report is to provide a summary of the activities and findings of the second phase of community engagement about the proposed renewal of Queen Victoria Market. It details each engagement activity and outlines the key feedback from each theme. The report presents the broad range of values, ideas and aspirations but is not a plan for action or design. In some cases, comments are paraphrased and quotes used to illustrate the community sentiment.

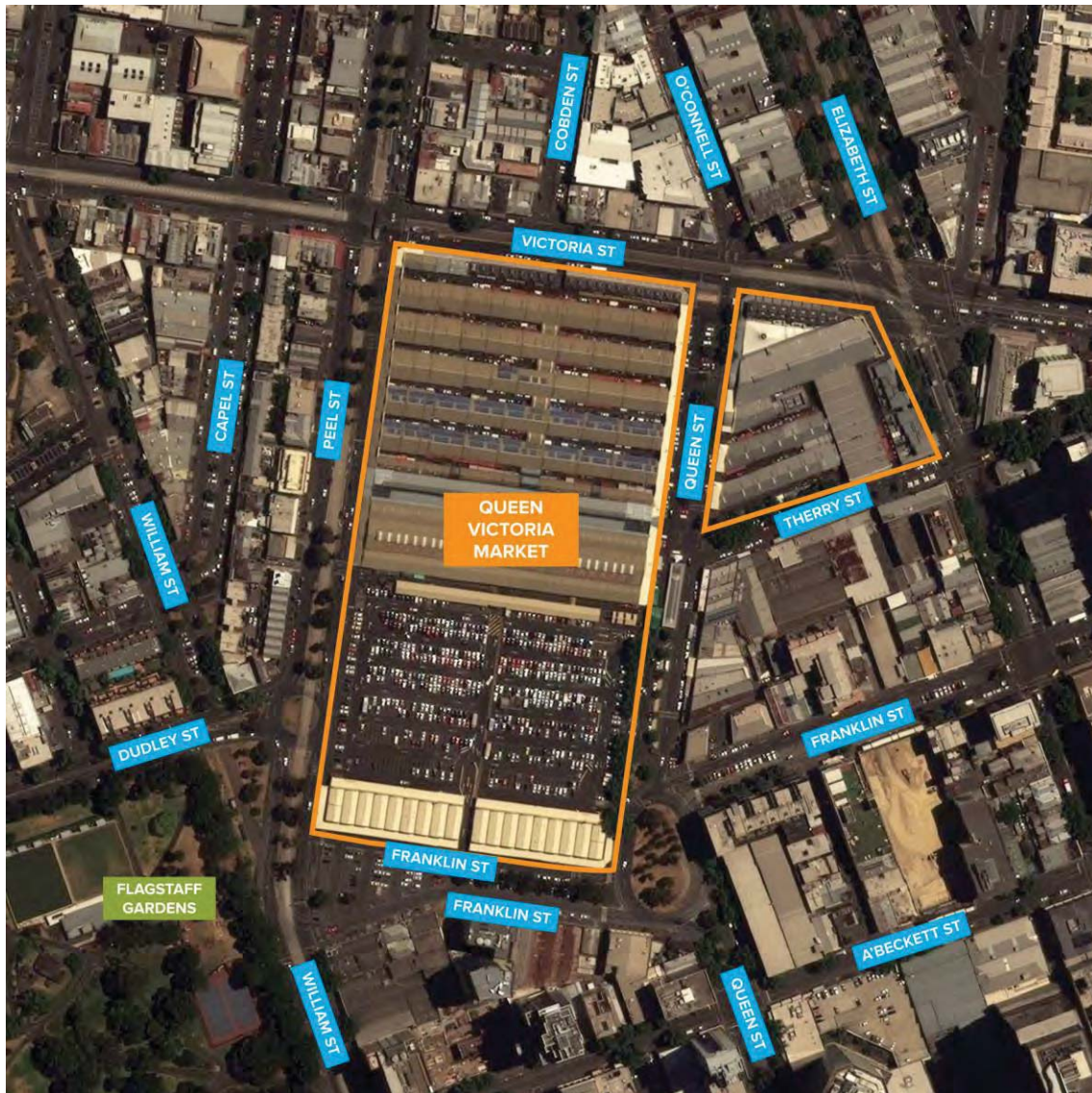
Further information on phase one of community engagement for this project can be found in the *Phase One Community Consultation Report, February 2014, Capire Consulting Group* available at <http://participate.melbourne.vic.gov.au/queenvictoriamarket/documents>

2.2 Project background

In October 2013 the City of Melbourne announced that it will make the largest investment in its history to preserve and renew the Queen Victoria Market, creating an expanded market precinct. The City of Melbourne will seek UNESCO World Heritage listing for Queen Victoria Market following a comprehensive renewal program. From 2013 to 2015, City of Melbourne (CoM) will be preparing a plan to guide the renewal process. A key aspect of the planning process is community and stakeholder engagement.

The seven-hectare QVM site is located on the north-western corner of Melbourne's Hoddle grid, where West Melbourne, North Melbourne and the central business district (CBD) converge. The market is between the major roads of Victoria, Peel and Elizabeth streets. It comprises two distinct sections separated by Queen Street. These are described from west to east as the upper and lower markets respectively. The southern boundaries of each market section are Franklin Street and Therry Street.

Figure 2. Queen Victoria Market current aerial image



The key project milestones in developing a master plan to guide renewal of the market are expected to occur between October 2013 and July 2015.

October 2013	Announcement of the Queen Victoria Market renewal project by the Premier of Victoria and Lord Mayor Robert Doyle.
1 November 2013	First phase of community engagement commences, encouraging the community to learn more about the project and the history of the market. Participants were also asked to identify what areas within the market that should be improved and protected.
30 November 2013	First phase of community engagement ends with the outcomes informing the City of Melbourne and Queen Victoria Market on project objectives and renewal proposals.

22 April 2014	Second phase of community engagement commences with the community invited to share their input about the renewal proposals.
16 May 2014	Second phase of engagement finishes.
Late 2014	Third phase of community engagement begins on the newly released draft master plan.
June 2015	Master plan for Queen Victoria Market is finalised.
July 2015	Master plan implementation begins.

2.3 Community engagement overview

CoM and QVM Pty Ltd initiated the development of a broad community engagement strategy to inform future planning for the market. Capire Consulting Group was appointed to help design and deliver a community engagement strategy that would enable a broad range of people to contribute to a discussion about preserving the Queen Victoria Market's heritage and authentic atmosphere, while allowing it to evolve to meet contemporary needs of traders, shoppers and the growing city. These people included QVM traders, customers, tourists, local residents, businesses and interested groups.

Three phases of stakeholder and community engagement were planned during the QVM renewal project:

- **Phase one** sought to introduce the concept of renewal, discover the elements of the market that people most valued and identify the aspects of QVM that needed to be improved and protected in future. The engagement was conducted over four weeks, Friday 1 to Saturday 30 November 2013. There was no draft plan developed at this stage and conversations drew on people's familiarity and experience with the market.
- **Phase Two**, the phase most recently completed, introduced five draft renewal concepts to people. The concepts were grouped into six key themes and feedback was sought in response to these themes. The four-week engagement ran from Tuesday 22 April to Friday 16 May 2014.
- **Phase Three** of engagement is expected to occur later in 2014 and will invite people to respond to a single draft master plan. The master plan will be informed by the findings of phase one and the responses to the draft concepts provided in phase two. Engagement findings will influence revisions made to the final QVM master plan.

Phase Two of the engagement focussed on five draft concepts that address both the built form of the market and the market experience.

The five draft concepts include:

- below ground facilities: the below ground facilities will include parking under sheds A, B, and C, with storage and operational facilities.
- a new public space: the open space will replace the existing car park
- the market experience: the opportunity to integrate the new public space with new market experiences including events and attractions in adjoining sheds
- a Franklin Street connection to Dudley Street: the Franklin Street connection will remove the two current roundabouts and create stronger links to the city and local neighbourhood.
- a new development site: the new development site will create an area that is suitable for mixed-use, and funds raised will be directed to the project renewal.

CURRENT MARKET PRECINCT



FUTURE MARKET PRECINCT

Here are the proposals we have put together so far:



3 Engagement approach

During the second phase of engagement various activities were undertaken with a broad range of the public including customers, traders, local residents and stakeholders. The engagement sought community feedback on the five renewal draft concepts for QVM and requested comment on the following six themes:



- **Heritage:** what parts of the unique market experience should be retained?
- **Open space:** how could new open spaces be used?
- **Car parking:** what features could we include in our new car park?
- **Access:** what would make it easier for you to walk and cycle?
- **Attractions:** what other activities and events, such as the night market would you bring to the precinct?
- **Retail, hospitality and services:** what new services and products would you like to see in the market?

The engagement period included activities to inform the community about the project and elicit feedback on draft concepts for the market's renewal.

3.1 Spreading the word

Techniques and activities used to inform the community and elicit feedback included:

- **Social media** was used to promote engagement opportunities, with the following activity:
 - CoM Twitter – 569 retweets, 25 shares
 - CoM Facebook – 7,245 reach, 151 likes/comments/shares
 - That's Melbourne Facebook – 227 likes, 31 shares, 6 comments
 - That's Melbourne Twitter – 5 retweets, 4 shares
- **Postcards and posters** were distributed to local businesses surrounding the market, and displayed at QVM and CoM's key community information points.

- **Advertisements** promoting the engagement activities were included in the CoM's regular corporate advertisements in the Stonnington Leader, The Weekly Review (Melbourne Times) and The Weekly Review (City) during April 2014.
- **Emails** to key stakeholders described the project and encouraged their participation.
- The **City of Melbourne's website** had project information and provided a link to the City of Melbourne's online engagement platform, Participate Melbourne. During the engagement period the website had 2046 total page views and 1700 unique page views.
- **Participate Melbourne** was updated with links to the online forum, information about the project and links to the QVM website. During the engagement period there were 4,204 total page views and 1,172 'informed visits' where people clicked through to a specific piece of information, such as viewing a forum question or visiting key dates. Of these, 180 people can be considered to have had an 'engaged visit' where they have contributed to a page or filled out a survey. A total of 177 people signed up to receive project updates.
- The **QVM website** presented project information and had 484 total page views.
- **Print media** and **broadcast media** covered the engagement with 59 individual items of news coverage (for a list of the media coverage refer to Appendix B). This included supportive editorials in both *The Age* and the *Herald Sun*, along with television coverage on channels Seven, Nine and Ten. Spokespeople included the City of Melbourne Lord Mayor, City of Melbourne Executive Officer Kathy Alexander and Chair of the QVM Board, Paul Guerra.
- **Banners** were on display at key points in the market.

3.2 Engagement activities

An extensive suite of activities were undertaken as part of phase 2. Over a four week period from Tuesday 22 April to Friday 16 May, approximately 2,290 people participated in the engagement and more than 700 contributed to engagement activities.

It is important to note that these figures may include people engaged in multiple formats.

For example, someone attending the Engagement Hub may also have contributed to the online forum.

3.3 Participate Melbourne

Participate Melbourne hosted a moderated online forum for 180 community members and traders who chose to provide feedback on the draft concepts under the six themes.

On **Participate Melbourne** people also took action to learn more about the project, including downloading a document, or reading the newsfeed or FAQ.

A total of 1,172 people used **Participate Melbourne** to engage with the project.

This number includes contributors to the online forum as well as people who accessed information on the site.

3.4 Engagement Hub

The **Engagement Hub** was established in F Shed and had a significant presence at the market during the engagement period. The Hub was staffed for a total of 258 man hours and had at least two team members on site for 17 market trading days between 10am and 2pm Tuesdays, Thursdays and Fridays, and from 9am to 3pm on weekends. Staff included mainly Capire engagement staff and senior project staff and also included the QVM CEO. The Hub provided a single place for the public to find out about the project and talk directly with project staff.



The Hub:

- Gave the community and traders a chance to sit down and have **an in-depth conversation** with staff about the proposed draft concepts. More than 380 in-depth conversations took place at the Hub.

- Stayed open after the market closed for **trader briefings** on 8 and 9 May 2014 to give traders an opportunity to meet the project team and have input into the phase two engagement process.
- Provided a **children's activity** so children visiting the Hub with their parents and carers could draw their dream market. The creations of the 17 children who participated were displayed on the walls of the Hub.
- Included a **feedback form** so the community and traders could give written feedback on the six themes. Feedback forms could also be taken away for completion then posted back in a pre-addressed and stamped envelope. A total of 55 people took up the chance to complete and submit a feedback form once they left the market.
- Enabled the project team to hand out collateral to passers-by, and have **brief conversations** with people who may otherwise have been unaware of the project. More than 875 of these brief conversations took place.

3.5 Vox pops

Vox pops (short intercept surveys) were undertaken over 4.5 hours outside the Dairy Hall and the Meat Hall on the early morning of Saturday 3 and 10 May. The interviews sought to raise project awareness and receive feedback from regular early morning shoppers. This activity allowed market customers to participate who may not have had time to visit the Hub.

3.6 Specific group conversations

Three group conversations were conducted with 72 people during the engagement period.

- A discussion with the **CoM Retail and Hospitality Advisory Board** on 7 May provided further opportunity to discuss the QVM experience in detail and explore questions for community engagement.
- A **workshop** with QVM staff on 15 May scoped and designed five 'quick wins'. These were intended as short-term beautification and experience projects for the QVM site of up to \$50,000 to be delivered within 6 months.
- A **forum** about QVM's heritage helped clarify the heritage aims of the project and encouraged specialist input on heritage-related issues. The workshop involved representatives from key agencies, academics, heritage specialists and other stakeholders.

3.7 Access and inclusion tours

These group tours provided an opportunity for a total of 14 people with mobility constraints and carers to explore the current market precinct and discussed the proposed future market precinct layout.

3.8 Submissions

The opportunity to provide a submission was promoted on all communications materials and a total of eight, some representing a number of individuals or organisations, were received throughout the engagement period.



4 Engagement findings

4.1 Heritage

HERITAGE:

What parts of the unique market experience should be retained?

CoM's proposal for Heritage: The proposals for the market renewal are based upon the engagement findings from the first phase of engagement which showed a strong desire to maintain the 'feel' of the market. As such, the project's aims are to preserve the heritage and the 'atmosphere' of the Queen Victoria Market, while allowing it to evolve to meet the contemporary needs of traders, shoppers and the growing city.

Capire asked the public to tell us how this could be done, deliberately keeping the question open to allow responses regarding the market's built form, function and feeling.

There was a clear directive from most participants to respect, recognise and celebrate the diverse heritage of the site.

They considered the buildings' market experience, Indigenous owners, trading history and the presence of the Old Melbourne Cemetery all as fundamental to the rich and layered heritage of the site. Most people spoke with excitement and positivity about the possibility of uncovering and enhancing the history of the market.

People felt there was value and importance in emphasising the historical aspects of the site, and promoting them more prominently. One participant said "it is important to the community to know the history of this wonderful market...more visible historical markers / information boards, strengthen the points of interest and highlight to customers the historical trail that exists so they can follow the historical markers and see the market in an accessible way" (Participate Melbourne).

However, other participants strongly believed any change would negatively impact the market experience. They considered that attempting to artificially reconnect with the site's heritage elements could risk 'the market's soul'. One participant said they "would hate to see the market corralled too much". Another said "the market is in its essence historical, it does not need to be staged, nor does it need actors" (Engagement Hub).

The Old Melbourne Cemetery and the site's Traditional Owners

There was a strong request to treat the former Old Melbourne Cemetery with respect and provide considered consultation to develop appropriate recognition for burial sites. Participants placed equally strong emphasis on the importance and value of acknowledging the Traditional Owners of the land. One participant said "the greatest disconnect [at the market] is probably between the cemetery and modern use, in part because knowledge of the burials has been suppressed for so long. Bringing back recognition of that dimension could enhance contemporary values" (Heritage Forum).

Another participant noted "the open space proposed over the Old Melbourne Cemetery [all the cemetery] should respect the contribution and hardship that the pioneers and builders of this city made to Melbourne. I would envisage a peaceful, reflective space that provided some recognition of the contribution and hardship that these working class people and children made to the founding of this great city" (Participate Melbourne).

Some participants emphasised the importance of mitigating any potential impacts on the burial ground during the staged redevelopment.

The buildings of the market

There was a deep affection expressed for the buildings housing the Meat Hall and Deli Hall.

Perhaps because they were not directly referred to in any of the proposed draft concepts for renewal, people did not express their love for these buildings to the extent they did in Phase One of the project when we asked them to share what they valued about the market. These buildings are considered sacred and intrinsic to the market and it was readily accepted that changing them was not included in the renewal draft concepts.

The sheds were valued for the open and unique atmosphere they allow. However it was widely recognised by participants that their state of repair and level of comfort need improving as part of the renewal project.

"I hope that the sheds remain the same, keep the existing colours" (Engagement Hub), "the sheds, it wouldn't feel like a market without them" (Engagement Hub) and "the facade, the open shopping sheds and food halls are central to the market experience" (Participate Melbourne).

Some participants felt there was a need to provide cover between the sheds and enhance general weather-proofing. For example, "keep the sheds but they need to be made weather proof" (Engagement Hub) and "the sheds need to be closed in and offer more protection from the elements (refers to Adelaide Central Market). On the extreme heat days, the fresh produce doesn't stand a chance, not to mention neither do the stall holders and shoppers" (Participate Melbourne).

Among traders, there was concern about moving the sheds to build the car park, with many concerned with the impact on their trading viability during construction. Some comments

'Include indigenous history of local community groups that may have lived on the land or nearby prior to the European settlement'

Participate Melbourne, May 2014

included 'sheds – don't mess with them, it's fine to put car park underneath but please keep sheds the same' (Engagement Hub) and "happy for underground car park as long as sheds go back in place after" (Engagement Hub).

4.2 Open Space

OPEN SPACE:

How could new open spaces be used?

For example, event spaces or meeting places.

CoM's proposal for open space: The proposed market precinct would include a new open space on the existing car park site. This could be used by market-goers and locals alike. It is a major opportunity to create a community meeting and also acknowledge the history of the site as Melbourne's first cemetery.

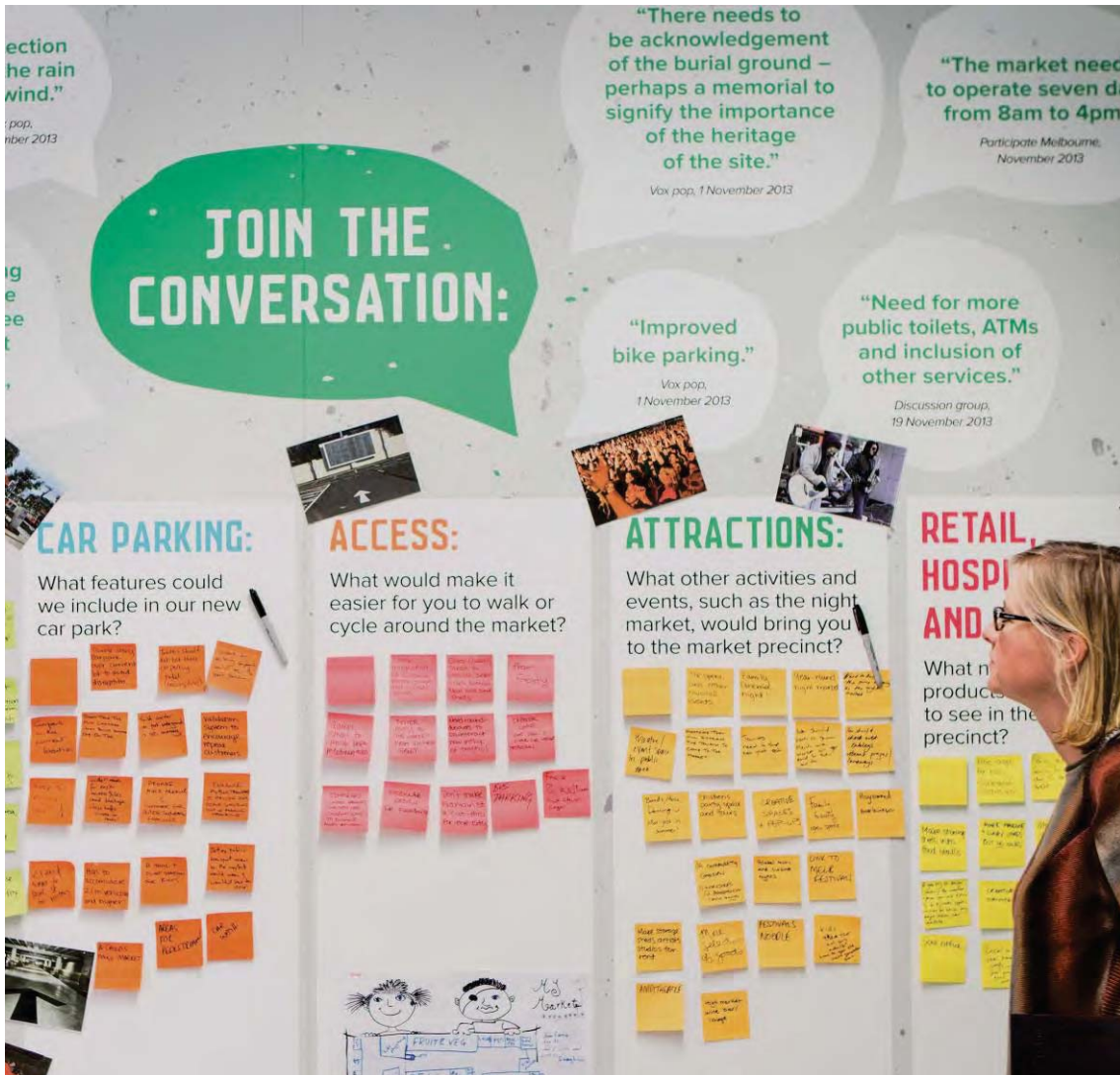
Capire asked the public what kind of open space they would like to see and received responses that included ideas about designs, integration of open space with the market, and connections to the surrounding areas.

Participants spoke about the proposed concept for open space with passion and excitement, even though many found it hard to visualise the size and location of the site. There was general acceptance of the value of open space to the area, but mixed responses on what could be included in the open space. Many participants spoke of their desire to see the area proposed for open space as a place for sitting, eating and meeting friends. They wanted it to be a place for quiet respite, away from but still connected to the noise, activity and food selection of the city and the market.

Participants considered it essential the area provides an open, green counterpoint to the hard urban surfaces surrounding the site, and important that it doesn't duplicate the features of the nearby Flagstaff Gardens. A small minority thought Flagstaff Gardens was sufficient open space for the area. Many considered it important to recognise the history of the original owners of the land, the cemetery and the trading history of the market on the open space.

There was strong interest in having a grass area suitable for children to run around on, and enough open space for group exercise, jogging and dog walking. Participants wanted this area to be flexible enough to suit programmed activities like seasonal markets, pop ups, festivals, cooking demonstrations and concerts.

They also supported the recent use of Queen Street as an ideal place to sit, eat and meet friends. As one participant said, "Queen Street is a fabulous space to meet. It is central as there is food and seating all around; undercover seating on Queen Street would be beneficial.



This area would also be great for school holiday programs” (Feedback Form) and “I believe the use of Queen Street over the past few years is exactly what the market needs. A central meeting place with food and chairs and able to have events right in the centre of the market” (feedback form).

In other conversations, some participants questioned the size of the area dedicated for open space. One participant commented, “it’s a big area, to be honest I don’t know if I’d use it, maybe if I had some friends visiting but not just when I visit to do my shopping”. Others expressed concerns about the location of the proposed open space area and risks of future overshadowing caused by high-density development.

A small minority of participants, mostly traders, wanted an alternate approach of an open space internal to the market. This was due to a fear that the open space would compete and detract from the market trade.

During conversations, participants shared a range of ideas about future use of the open space. These are summarised in Table 1.

Table 1 A summary of suggestions for uses of the open space

Moving	Landscaping	Recognising	Socialising	Playing
<p>Walking and dog walking.</p> <p>Running track – the ‘Tan of the north’.</p> <p>A connection to Flagstaff Gardens.</p> <p>Include softball, volleyball, tai chi and group exercise classes.</p>	<p>Make an open space that looks native, indigenous.</p> <p>With tourists from all over the world, let's make one city park that looks Australian, rather than Euro-botanical.</p> <p>A community garden.</p> <p>Sustainable design features including solar panels, more promoting of what gets done with refuse from the market; like different bins, a lot of water coming off the roof.</p> <p>Accessible for old people with special seating and a grassed area for picnicking.</p> <p>Create respite and balance using landscaping – to escape the noise; water fountains; shaded areas to escape the heat.</p>	<p>Signage and historical markers for both indigenous heritage and cemetery.</p> <p>A Traders Hall of Fame; recognition of the traders and the trading history of the site.</p> <p>A timeline of activity on the site.</p> <p>Sculptures or plaques in recognition of its initial use; parkland that interprets the cemetery is paramount.</p> <p>Not just a park but something special, it needs to have more than just lawn and benches but something that recognises the history of the site.</p> <p>Like Fed Square, where you can sit and watch and have things moving and happening around you.</p>	<p>Lots of seating and picnic tables; a place for eating market food.</p> <p>A place to catch up with friends, a meeting place attached to shopping.</p> <p>A congregation space like Fed Square; an amphitheatre</p> <p>Music, outdoor movie nights, buskers, opera. Links to Melbourne festivals and celebrations.</p> <p>Pop-up food places, seasonal produce, not the regular market offering but something temporary and special.</p> <p>Operas and performances with a more permanent stage that could also screen cinema.</p>	<p>Children’s playground and a play space for older children; all the local playgrounds are designed for under 6 year-old children.</p> <p>Child care, temporary child care facilities, activities for children while you’re doing your shopping.</p> <p>Mini markets – make a mini-market just for kids so that they can spend a little money and learn about produce, how the market works, and do some maths.</p>

4.3 Car Parking

CAR PARKING:

What features could we include in our new car park?

CoM's proposal for car parking: The proposed below ground facilities under Sheds A, B and C would replace the existing car park as the main parking area for customers, creating more space and uses for the market. New underground facilities might possibly include additional storage and operational facilities for the traders at the market. The removal of cars from the public space would also include closing Queen Street to traffic to further supplement trading space and improve safety.

Capire asked the public what they thought should be included in the new facilities and received responses ranging from support to opposition with a wide array of ideas and suggestions for logistics.

Notably both comments in support for or against the proposed concept all seemed to be entirely conditional. It was common to hear "It's a good idea but" . . . "It's seems sensible to move underground as long as . . ." or "No, I don't like it because it should ...".

People who supported the underground car park said it must:

- create more usable space
- create more parking spaces
- create storage and other trader facilities
- make the market sustainable in the long-term
- ensure the parking is affordable
- encourage people to use public transport.

Participants who did not want to see any change or did not support the proposed underground car park commented:

- leave parking how it is
- construction will disrupt my business
- build a multi-story above ground car park instead
- find another alternative
- underground car parks aren't safe.

‘... [if they] improve public transport and connections – then there will be less of a need for parking.’

Engagement Hub, May 2014

For traders, the links with surrounding road networks and provision of suitable truck parking was a significant concern. One trader highlighted the importance of linking the car parks more effectively with surrounding major arterial roads where “our trucks travel from warehouses to the market”. Traders frequently suggested the car park should “think about truck movements, parking and cool room storage for delivery and people to pick up

produce” (Engagement Hub). For one trader, the idea of cool room storage underground (in the car park) was inappropriate because “transporting goods via lifts and stairs is less than ideal” (Engagement Hub).

Suggestions from traders about what features they would like to see in a new car park included ‘good-size bays’, sufficient height to enable easy truck access and parking, dedicated loading and unloading bays and trader box storage areas. Other participants wanted to see safety and security design principles, easy pram, wheelchair and trolley access, dedicated bus parking, good pedestrian signage, trolley storage or hire and a good emergency exit procedure. The option of online pre-payments was also suggested.

A prominent point during conversations related to issues of affordability, regardless of layout or design. One participant said, “I come here to save money on our shop, and if all my savings have to go on parking, we’ll stop coming, simple as that. Free parking options are important, if you’re going to make sure the market is for locals, you have to provide parking for when people do a big shop” (Engagement Hub). This view was supported by other participants. Another commented that parking “should focus on short term parking for people buying large amounts of goods; for others the focus should be on public transport” (Engagement Hub).

Suggestions to address issues of affordable car parking included a validation scheme and cheaper rates for consumers, free short-term parking to allow families to complete their weekly shop (30 minutes or two hours), “discount parking on weekends” (Engagement Hub) and “cheaper parking for traders” (Engagement Hub).

Other car parking-related topics included:

- Some participants questioned the impact the redevelopment would have on on-street parking and thought that short-term, on-street parking should continue to be available for those relying on QVM as their primary shopping destination.
- Participants felt on-street bus parking should be kept to maintain visitor numbers, and encourage organised tours and school group visits. One participant said, “I bring visitors here with me every week. We use the bus parking along that street on Peel Street. If we lose that bus parking, we’d also lose a large amount of customers”.

- Traders were concerned about the impact that car park construction would have on their businesses. Comments included, “why disrupt business and traders by moving A, B, C vendors? Is there enough room to displace everyone?” (Engagement Hub) and “I’m horrified that the council is proposing to sell off part of the market site and build a car park under A, B and C sheds. This is a very expensive solution to the shortage of car parking and will cause years of disruption to the market’s normal business” (Participate Melbourne).
- Some participants were also concerned about impacts on parking during construction.
- Contrasting with the strong request for additional car parking spaces to be provided through the renewal project, a small number of participants were opposed to car use generally. They made comments such as, “I’m not a car enthusiast, all our freeways and car parks should go underground” (Engagement Hub) and “should we be encouraging more cars into the CBD?” (Engagement Hub).

Some participants who did not agree with an underground car park considered above-ground parking a cheaper alternative and thought the proposal would result in more expensive parking rates. Typical comments received included, “it’s more cost effective to do above ground parking and increase space” and “it’s an expensive option and won’t help solve the problems of parking” (Engagement Hub).

4.4 Bicycle and pedestrian and public transport access

ACCESS:

What would make it easier for you to walk or cycle around the market?

CoM’s proposal for access: The renewal draft concepts will alter the existing traffic and pedestrian conditions.

Capire asked the public to address what current access issues exist for pedestrians and cyclists and users of public transport.

Depending on what the preferred method of transport into the market was, there were varied responses explaining market-goers unique experiences of accessing the market. The answers we received focused on safety and the interaction between cars and pedestrians at the market on Queen, Therry, and Franklin Streets. Additionally, we received answers regarding access via public transport.

Please refer to page 6 to see the precinct map.

SAFETY AND ACCESS WITHIN THE MARKET PRECINCT

Overall, participants believed safety and access within the market precinct should be improved. In particular, they suggested improvements to walkways, wayfinding and cycling infrastructure. They were concerned about some of the streets around the market, including Franklin Street, Queen Street, Victoria Street and Therry Street, and suggested ways in which these streets could be made safer for pedestrian access.

Concerns about pedestrian access within the market precinct specifically related to providing safe, accessible and convenient walkways within the market precinct, especially for the elderly and people with mobility restrictions. Participants said, “permeability within the market should be a focus – open, wide and legible” (Engagement Hub) with “more even ground for people with walkers and the elderly” (Engagement Hub).

Some participants found it difficult to navigate around the market precinct – “it’s hard to navigate the market, it would be good to have designated areas” (Engagement Hub) – and considered the renewal could be an opportunity to improve market wayfinding. Participants suggested the renewed market could include “interactive mapping and apps illustrating location of vendors” (Access and Inclusion Tour) and “using different materials for wayfinding and improved signage, both in shops and around the market site, would allow for better access” (Access and Inclusion Tour).

It was also observed that the market would be safer if there were “more opportunities for taxi drop-offs in safe areas to allow for better disabled access into key entry points of the market” (Access and Inclusion Tour) and “flat surfaces for those in wheelchairs and more accessible toilets around the market, in fact all toilets should be accessible” (Access and Inclusion Tour).

‘I couldn't cross the road at the roundabout – better pedestrian access is needed!’

Engagement Hub, May 2014

There were some concerns about pedestrian and cyclist safety when the market is not in operation. A particular suggestion was that the precinct could have more legibility and safety in the open spaces with “illumination to detract safety concerns during times when market is not in use” (Engagement Hub).

THE FRANKLIN STREET CONNECTION

The proposed changes to Franklin Street would connect it directly to Dudley Street and remove the existing roundabouts. The intention would be to create better traffic connections and reduce congestion in the areas surrounding the market. It will also create stronger links to the city and the surrounding neighbourhood.

Most participants spoke about Franklin Street being an unsafe street for pedestrians, especially the crossings near the large roundabout at Queen Street, and supported the creation of a signalised intersection.

Regarding the safety of Franklin Street, participants said “the connection of Franklin Street to Victoria Street is dangerous and needs to be sorted” and there were many comments along

the lines of “the large roundabout is really bad for pedestrians, cars don’t stop” (Engagement Hub).

It was widely thought that the proposed re-alignment of Franklin Street would make the area safer for pedestrians and cyclists, with one participant noting “the redesign of Franklin Street provides an opportunity for council to equip it with protected bike lanes and a safe crossing at the new Franklin-Peel-Dudley intersection” (Participate Melbourne).

Some concern was expressed about the effect of the re-alignment of Franklin Street on the market precinct, particularly congestions around Dudley Street and access to the market, and the proposed new open space. One participant said, “whatever final traffic management plan is adopted, it must facilitate efficient and timely access for traders and produce delivery vehicles, providing unimpeded movement for trucks, vans and forklifts” (Participate Melbourne).

QUEEN STREET AND THERY STREET

The proposed changes to the market experience include the closing of Queen Street to vehicular traffic. This would increase safety for pedestrians and create more space for trading and events.

Many participants spoke about how difficult it is to navigate the different vehicles and forklift trucks that frequently use Queen Street. They welcomed the idea of closing this area to traffic during market trading hours because people thought of the street as a barrier between the two sections of the market. Many said “the proposed closure of Queen Street between Therry and Victoria streets is a good idea” (Participate Melbourne) because it is currently “a block to the connectivity of the market” (Participate Melbourne).

In relation to the future surface treatment of Queen Street, participants suggested “levelled pavements and clearer hazard signs” (Engagement Hub) to overcome hazardous areas near the curbs and laneways, as well as providing “more tactile surfaces on Queen Street for those who are visually impaired” (Access and Inclusion Tour). Other suggestions included adding “a designated walkway and bike lane” (feedback form) and making “the two sides of the market through Queen Street for walking only” (Engagement Hub).

Participants also thought Therry Street could be better integrated with the market precinct and said that access along Therry Street can currently be difficult for pedestrians and cyclists. One participant suggested that “Therry Street should better cater for cyclists and be safely connected to Flagstaff Gardens” (Engagement Hub).

CYCLISTS

A number of participants thought the market could do more to promote a cyclist-friendly space.

One noted that, “cycling and bike parking needs to be integrated to encourage use. Currently the market is car centric” (Engagement Hub).

It was generally acknowledged that the streets surrounding the precinct are unsafe for cyclists. Suggestions for improving the market to make it more bike friendly included “more bike lanes through the market” (Engagement Hub) and “developing proper bike lanes along Elizabeth Street to provide greater market access” (Engagement Hub). Participants also suggested

improving secure bike parking options and access for cargo bikes. One participant considered “more permeable land for cyclists to travel through” (Engagement Hub) was needed. It was also suggested that the master plan should take into consideration CoM’s Transport Strategy and Bicycle Plan 2012-16 which “highlight the growing trend of cyclists and their need to bike land integration and secure parking” (submission).

A small number of participants felt that the market was not a place for bicycles, including one who said “forget about cycling in the market area. By all means provide bike racks in close vicinity or on the edge of the market but I do not think having cyclists within the market precinct is a good idea” (Participate Melbourne).

PUBLIC TRANSPORT

Conversations about public transport connections to and from the market varied. A number of participants considered the existing public transport to and from the market sufficient, while others believed weekend access to Flagstaff Station and better connections to the City Circle Tram would make pedestrian access and trolley use easier.

A “lack of accessible trams, which makes it difficult for those with disabilities to travel to and from the market” (Access and Inclusion Tour) was also noted, and some participants felt that the market should promote and encourage public transport rather than reliance on car travel. This was not an option for others due to shopping quantities.

Suggested improvements included additional tram stops closer to market entry and exit points, greater tram frequency, a public shuttle bus service and a train station near to the precinct. Many participants also noted the importance of public transport options catering for heavy trolleys after a large shop.

Those who mentioned Flagstaff Station overwhelmingly believed that it should be open on the weekends to cater for market goers. People also cited that it should open on weekends to provide an easier alternative to driving to the market and to provide more inclusive access to the market.



4.5 Attractions and activities

ATTRACTIONS:

What other activities and events such as the night market would bring you to the market precinct?

The answers Capire received predominantly focused on introducing new cultural events and festivities to the market precinct with the addition of several new types of supplementary markets. There were diverse views on what attracts people to the market. Some suggestions for encouraging more people to visit included extending the market hours, and providing more events and activities.

Some participants thought the market should be open for additional hours with the potential for supplementary activities, although others thought this would lessen the vibrancy of the market. Many participants also suggested additional market activities and attractions that they would like to see, such as more cultural events and other types of markets.

MARKET OPENING HOURS

Many participants thought the current market hours could be extended, including “the market should be turned into a seven-day-a-week market” (Engagement Hub) and “QVM should be open Wednesday to Sunday and standardise the hours from 8am to 6pm or 8am to 8pm” (Engagement Hub). One participant wanted “extended hours into the early evening so that people after work can conduct their shopping or possibly grab a meal. I have been to many markets around the world as a tourist and have found most of them operate into the evening” (Participate Melbourne).

Participants believed there was potential to use the public spaces within the market at night. Many suggested that this would create a safer market precinct during the hours when the market is not in operation. Regarding this, we heard “the market needs to incorporate a range of uses to ensure it is fully activated and safe at all times of the day” (Participate Melbourne) and “I wish they could go on for longer and make use of the space at night” (Engagement Hub). It was also proposed that sections of the market could be activated, rather than the whole market precinct – “maybe pockets of the markets could stay open for extended hours, like the Queen Street area” (Engagement Hub) and “make it flexible for the traders and maybe put people who want to shut in one area” (Engagement Hub).

MARKET ACTIVITIES AND ATTRACTIONS

Many participants spoke enthusiastically about the types of activities and attractions they would like to see within the market precinct, including spaces for performances and activities.



We frequently heard comments such as “more capacity for buskers and artists and there are opportunities for music throughout the market rather than just on corners” (Engagement Hub) and “musicals, short plays, street theatre and encouraging personal exercise like tai chi” (Engagement Hub). Participants thought the market should have more food and drink options, such as “we need hawkers markets, more

night markets with food” (Engagement Hub). We also heard that the precinct could provide more market-related activities for children. Some ideas included “a school holiday program with entertainment and cooking courses” (Engagement Hub) and “a kids market so they can learn about shopping, fruits and vegetables” (Engagement Hub).

Many participants thought the market could benefit from events within Melbourne and become more of an event space. Participants said “link the market to Melbourne festivals, for example the comedy festival” (feedback form) and “Melbourne has so many activities and events going on all the time, I think that the markets could become more of an event space for these things and help promote the markets and also give vendors more opportunities to operate outside of normal market times” (Participate Melbourne).

However, most participants felt that these events should have a market focus and should relate particularly to food. Participants said “make the market area part of all major City of Melbourne events like the Food and Wine Festival, and run workshops to see examples of how things are made” (Engagement Hub) and “have events involving those who depend and are experts on shopping at the market like chefs, buyers, long-term stall holders. Cultural events such as music or design and art based activities are important too but I think the focus should remain on what the market has and always will sell and give access to – food” (Participate Melbourne).

Participants thought the market should cater for regular customers and occasional visitors, with one participant noting “tourists and locals need different things, bring culture to the market through activities for both” (Engagement Hub). It was also suggested that the market promotion could be improved. Participants suggested that the market could “have weekly newsletter marketing campaigns” (Engagement Hub) and attract more customers by “promoting the business through cruise line directors with press kits” (Engagement Hub) and by having “more buses come to the market, directly from cruise ships” (Engagement Hub).

4.6 Retail, hospitality and services

RETAIL, HOSPITALITY AND SERVICES:

What new services and products would you like to see in the market precinct?

The proposals to the market include how to improve the market experience through the exploration of new retail, hospitality, and services. We asked the public to describe what they would want to see in the future market.

The responses Capire received addressed both the current market offerings and the possible future market changes. Predominantly, the responses focused on services and what could be included at the market in the future to make it a more encompassing and inclusive experience to all market-goers.

MARKET COMPARISONS

During this phase of engagement, many participants compared QVM to other markets around the world. Some were slightly concerned that the renewal might mean QVM loses its local market character like, as they considered, Dandenong, Prahran and South Melbourne markets have as a result of renewals.

MERCHANDISE MIX

A large number of participants discussed the repetitiveness of the general merchandise section.

Participants expressed concern that the general merchandise section had evolved into a place that predominantly sells tourist souvenirs. They said, “there are too many places in the market with the same shops, too many cheap Australian souvenirs” (Engagement Hub) and “some stallholders in the merchandise area have become too tourist and junky” (Participate Melbourne). But they also believed the type of products in the market should be decided by demand, with one participant saying “there is a good balance and it will continue to occur naturally” (Engagement Hub).

Most participants believed there should be more Australian-made products and better labelling on where the products come from. We frequently heard that there could be “more Australian made products, original craft, handmade, the market could help young designers get a place to display talent” (Engagement Hub) and “independent and local/Australian produced food and products” (Participate Melbourne). It was also proposed that the market should offer unique products, while still catering to all customers. One participant said “more local artists, pottery and crafts” (Engagement Hub) and another wanted “to see nicer things in conjunction with keeping some of the same products. The products need to cater to both tourists and locals” (Engagement Hub).

‘More hand-made goods and fresh produce stalls like you find at farmers markets’

Participate Melbourne, May 2014

Most participants were strongly opposed to having major retail brands in the market precinct, including a supermarket. Participants frequently expressed sentiments like “no supermarket we are the original supermarket, in fact that used to be our slogan” (Engagement Hub) and “we don’t need any chain stores” (Engagement Hub). We also heard that the renewal should ensure the market remains a place for small traders via comments like “I don’t want to see businesses in every shopping centre – this is for small traders” (Engagement Hub) and “markets have specialities, you don’t need to have everything. Don’t allow any more big brands or fast foods” (Engagement Hub).

RESTAURANTS AND RETAIL

Some participants felt there was an opportunity to have additional restaurants around the market precinct.

They suggested “tapas bars and international food stalls” (Engagement Hub) and “a restaurant row to be developed in the Franklin Street stores location. These should be good, mid-range eating establishments not tiny, fast food, student-focused restaurants. Provide wide footpaths for al fresco dining in mild weather. This will meet the needs of the currently expanding residential market being created by the massive high rise apartment towers being built in the Victoria Market vicinity” (Participate Melbourne).

Additionally, many participants asked whether the renewal would be a chance for new retail in the market precinct. Some suggested “more craft merchandise from local designers and manufacturers” (Engagement Hub), “a family orientated bookstore, more kids clothes and rain gear” (Engagement Hub) and “a focus on gardening like plants and gardening ideas” (Engagement Hub).

Nonetheless, some participants believed the retail around the market precinct was sufficient. One said “I don’t want to see any more retail, hospitality and services, it is in a vibrant city with an abundance, an over-abundance even, of retail and hospitality services – keep the market as a market” (Participate Melbourne).

SERVICES

Participants suggested that there was an opportunity for the market to have everything a customer would need for a weekly shop, and some additional services especially for tourists and people with disabilities.

One participant said, “at the moment your weekly shop is disjointed, you need to see a post office and an election booth at the market. Need to make the convenient for customers, especially as supermarkets are everywhere and that's what we need to keep up with” (Engagement Hub).

Others suggested additional services could include “a first aid area or a paramedic onsite” (Engagement Hub) and “a pharmacy, hardware store, pet store and fuller range of services, for example dry cleaning” (feedback form). Participants also suggested services necessary for tourists. We heard “a money exchange as it can help with tourists” (feedback form) and “a well-equipped information centre for the visiting tourists” (Participate Melbourne).

But a few participants didn't think the market needed any additional services, including “I don't think we need new services or products, it is not a shopping centre” (Participate Melbourne) and “this is a residential area and there will be far more local residents in the future than there are now. We do not need more retails outlets or hospitality services” (Participate Melbourne).



FACILITIES

When commenting on facilities people focused on the need for more toilets and more accessible toilets, more ATM machines and better signage around the market.

In offering suggestions about toilets, people said “Could use more toilets at Peel Street and M Shed areas” (Engagement Hub) and “Toilets: there’s not enough at the market, need more accessible services as well” (Engagement Hub) and “Better toilets - bigger and more obvious – including baby change facilities” (Engagement Hub).

There was clear demand for market toilets to be accessible to both young children and adults “More TOILETS and several with Disabled access including adult change table. Not all adults

with disabilities can stand up and many are incontinent - see "Changing Rooms" website" (Participate Melbourne).

It was common for people to combine their suggestion for facilities "More toilets and better facilities; more signage; more ATMs" (Engagement Hub) and "More toilets and better signs; portable hand wash and water stations (Engagement Hub) and "Also having ample facilities like ATMs, convenience/media stands, toilets" (Participate Melbourne).

AFFORDABILITY

A number of participants were concerned about the cost of the products during and after the renewal.

Because many customers shop at the market for its cheaper prices, there was concern that the renewal might make produce and products more expensive. This, in turn would discourage people from shopping here and the market would lose its existing atmosphere. They frequently expressed this kind of concern, including "I'm worried all costs will increase due to costs of renewal project" (Engagement Hub) and "I think there is a real risk of losing the market feel and increasing costs to the consumer" (Participate Melbourne). One participant also believed "any development needs to make sure the cost structure for the stall holders and customers remain unchanged" (Participate Melbourne).

ENVIRONMENT AND SUSTAINABILITY

Many participants saw the renewal as an opportunity for the market to become a leader in environmentally-friendly packaging, as well as a leader in education on the origin of its products.

Suggestions to improve market sustainability included "the market could do a better job with waste management and consistent collection" (Engagement Hub) and "use Second Bite and other food recycling programs and have recycling plastic bag facilities" (Engagement Hub). Regarding educating customers one participant suggested having an education area within the market to 'educate customer on how to live your life caring about keeping surrounds cleaner and greener, include a story board or a hall where you can invite people and showcase sustainable products" (Engagement Hub).

4.7 Trader feedback

The focus of the responses we received from traders about all six themes were about the implementation and logistics of the proposals and how they would affect both the short-term and long-term financial sustainability of their businesses, and the market more generally.

Traders also raised many questions and issues that were outside the scope of the engagement and the renewal process.

The other clear observation is that it is important not to consider traders to be a homogenous group simply due to their shared vocation. As the engagement period progressed findings

and observations demonstrated that opinions and ideas were varied, and several subgroups emerged based upon their age and length of time at the market, the type of goods they traded, and the trader's proficiency in spoken and written English.

There was an initial influx of traders visiting the engagement hub after the engagement period's media launch, but after that we observed that there were many traders who were misinformed due to an active but often incorrect market grapevine.

Many of the traders who were newer to the market expressed they weren't necessarily opposed to change but often their responses were conditional. Effectively, as long as the change had a positive outcome for business and opportunity long-term then it might be considered beneficial. For those who had been trading at the market for a significant period of time, concern was focused on loss of integral income and how that might affect 'life after the market'. Leaders within this group suggested it would be helpful to have a financial assistance initiative during the renewal process to help traders offset any losses due to construction.

4.8 Formal submissions by traders

In addition to the feedback we received at the Hub we also received three formal submissions from traders detailing alternative solutions for how to implement change at Queen Victoria Market.

Suggestions included, creating a tram interchange next to L Shed in order to allow more patrons to visit by public transport. There was a suggestion to create a passive green space with adjacent seating and cafes and to make Queen and Therry Streets a pedestrian mall with limited commercial vehicle access. Submissions also recommended using land to be sold to raise capital with a condition of providing parking to QVM Staff and traders and integrating the property on Queen Street into the plan for parking. Exploring underground parking facilities under A, B, C Sheds at a later point in time once works have been completed.

Another proposal suggested alternatives including extension of the roofs to provide better weather coverage, and a multi-storey car park on the existing car park site. A third proposal also suggested a multi-storey car park in addition to an open space creating safe and green pedestrian links into the market area.

5 Preparing the QVM master plan

Phase 2 community engagement for the Queen Victoria Market Precinct Renewal has revealed important community messages that should be considered when preparing the draft master plan for the QVM site and surrounds.

1. Heritage is more than buildings, it's also about how we have, and continue to use the site.

"We expect that the history, heritage buildings and cultural stories of the Queen Vic be incorporated in any new works and planning within the market precinct. As a city we have a very strong connection to the history of the site, so we must respect and acknowledge past owners, the cemetery, protect the existing sheds and embrace the generations of families and traders who have called the Queen Vic home."

2. It makes sense to move the car parking but make it affordable, useful, easy to use and safe for everyone.

"Moving the car parking underground seems sensible, but must serve regular customers for weekly shopping and work for the traders. We expect that future cost of parking be kept affordable and that the number of car parks should equal the same or more than the current capacity. Getting in and out of the car park safely and knowing where entrances and exits would be located will help us better understand the plan."

3. The public open space needs to be a space that is all season, respectful, practical, flexible and potentially market influenced.

"We like the open space idea, but it must be predominately a community space. Make it flexible in how it's used and useable and attractive in all weather conditions. The plan should consider how it can be an 'extension' of the market. It could be a new destination for food vendors and pop-ups, whilst always respecting and paying tribute to the cemetery, Indigenous and trader histories of the site."

4. The Franklin Street connection is generally supported, but more work is required to minimise impacts and improve access for all.

"We are in general agreement about the realignment of Franklin Street and that it could enhance access to the market precinct. It seems OK to remove the two main roundabouts and close Queen Street as this would improve safe pedestrian movements, but more work is required to avoid Franklin Street becoming thoroughfare and result in general traffic becoming busier and noisier. The plan must improve all connections and infrastructure for bicycles, improve disability access easier and safer connections to trams, trains and buses."

5. The QVM can be more of an attraction.

“We believe that QVM should always appeal to a diverse range of people for a wide variety of reasons. We expect that the plan will maintain this diverse appeal, but there is potential for additional trading hours, better use of public spaces and more at night-time use. The master plan needs to encourage more cultural events and provide other market experiences. More space for performances, activities and links to other city events will make the market more of an all-week city experience.”

6. Please keep the Queen Vic a Melbourne market.

“The Queen Vic is a market. It is not a supermarket or big brand retail outlet. The weekly shop must be affordable, appealing and always entertaining. Of course, new retail is possible and encouraged, but please make any new retail unique, higher quality and represent a better balance between affordable merchandise and unique Australian-made products and produce. Keeping the everyday shopping and visiting costs down during and after the renewal will be essential to us to keep visiting the market.”

7. We have mixed views about the new development site.

‘We have mixed views about the new development site. Some of us are very concerned about selling off our space.’ Others are worried about the size, scale of the development and the need to protect a community asset. Once sold, it will never return. We do support better access and activity at the street level. Yet, we generally remain concerned about high-density developments overshadowing and overpowering the market precinct and the street. The new plan must convince us that the development site is necessary, that it will significantly contribute to the overall master plan and will respect the design and heritage values of our much loved Queen Vic.”



6 Next steps

The engagement findings outlined in this report will help inform the development of a master plan for the market. A third phase of community engagement about the draft master plan is expected to occur in late 2014.

The final master plan for QVM is scheduled to be released in June 2015 with implementation of the master plan set to begin in July 2015.

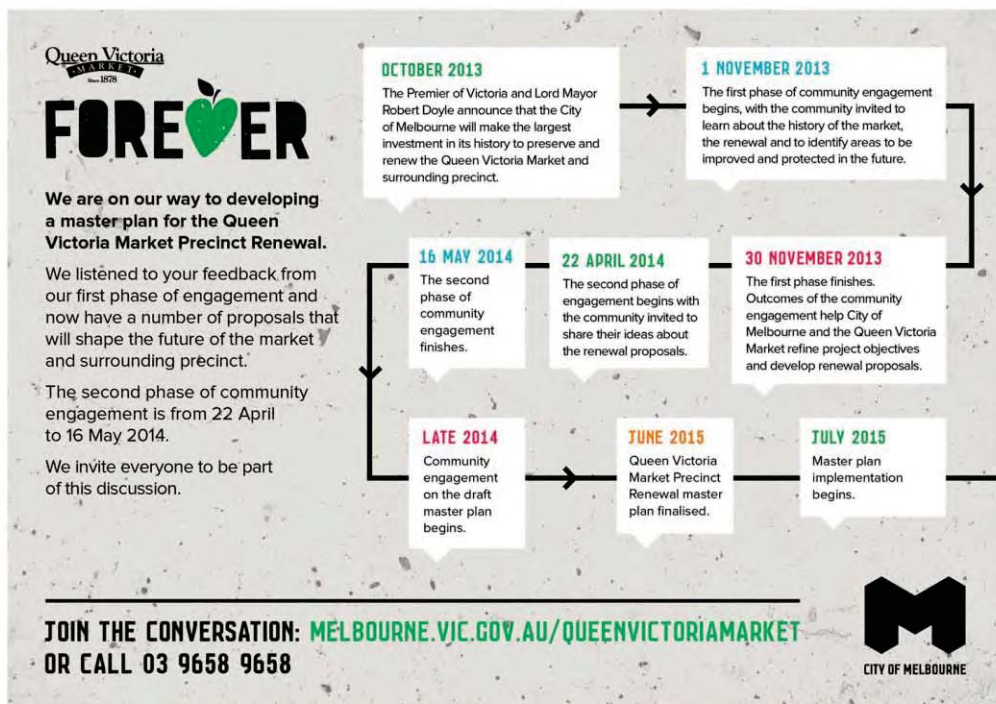
This report will be circulated to people who indicated throughout the engagement process that they would like to be kept informed of the project's progress. This report will also be posted on the Participate Melbourne website.

For further information about the Queen Victoria Market precinct renewal and for updates please visit the project website <http://www.melbourne.vic.gov.au/queenvictoriamarket>.



Appendix A. Project collateral

POSTCARD



POSTER

Queen Victoria
MARKET
Since 1878

FOREVER

MAKING A GREAT MARKET EVEN BETTER

**PHASE TWO
COMMUNITY
ENGAGEMENT IS
FROM 22 APRIL TO
16 MAY 2014.**

**WE ARE ON OUR
WAY TO DEVELOPING
A MASTER PLAN
FOR THE QUEEN
VICTORIA MARKET
PRECINCT RENEWAL.**

During this phase of
engagement we want to
hear your ideas about a
number of proposals that
will shape the future
of the market and
surrounding precinct.

VISIT: MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET
OR CALL (03) 9658 9658

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ADVERTISEMENTS

COMMUNITY ENGAGEMENT
PHASE TWO

QUEEN VICTORIA MARKET

We are on our way to developing a master plan for the renewal of the Queen Victoria Market precinct. During the second phase of community engagement we want to hear your ideas on proposals generated from the first phase of engagement.

Phase two runs from Tuesday 22 April to Friday 16 May 2014. Join the conversation.

melbourne.vic.gov.au/queenvictoriapark



GET INVOLVED IN YOUR CITY

DOCKLANDS COMMUNITY FORUM

Interested in the future of Docklands? The Docklands Community Forum is a public meeting held every two months to encourage community input. The next meeting takes place on Wednesday 30 April.

melbourne.vic.gov.au/docklands

NOCTURNAL AT ARTPLAY

Explore the Australian landscape with Nocturnal at ArtPlay. Children can make their own light box from discarded timber and compose a soundscape to go with it. The finished art will be featured in an outdoor installation. Suitable for children aged between 7 to 12 years.

melbourne.vic.gov.au/artplay



WEDNESDAY 30 APRIL

COMMUNITY FORUM

A City of Melbourne community forum will be held at the Kensington Community Centre on Wednesday 30 April. Speak with Councillors and council officers and find out how to participate in activities and decision making at the City of Melbourne.

melbourne.vic.gov.au/participate

KNOWLEDGE WEEK SUBMISSIONS

Be a part of Melbourne Knowledge Week 2014 this October. It's a great chance for businesses, designers, community groups and entrepreneurs to showcase and share their innovation and expertise. Expressions of interest close on Wednesday 30 April.

melbourne.vic.gov.au/knowledge



Melbourne City Council (from left): Cr Ken Ong, Cr Beverley Pinder-Mortimer, Cr Jackie Watts, Cr Armin Wood, Lord Mayor Robert Doyle, Cr Robyn Lesper, Deputy Lord Mayor Susan Riley, Cr Stephen Mayne, Cr Richard Foster, Cr Cathy Oko, Cr Kevin Louie.

For information on programs, services, Council and committee meetings, please call 03 9658 9658, or visit melbourne.vic.gov.au. Connect with the City of Melbourne at melbourne.vic.gov.au/socialmedia




QUEEN VICTORIA MARKET

We are on our way to developing a master plan for the renewal of the Queen Victoria Market.

We listened to your feedback from the first phase of community engagement and have put together proposals to help inform our master plan for the Queen Victoria Market Precinct Renewal.

Our second phase of community engagement is on until Friday 16 May and we are keen to hear your ideas about the proposals.

Drop into the Queen Victoria Market's engagement hub to talk with the team and share your ideas or join the conversation online.

melbourne.vic.gov.au/queenvictoriapark

GET INVOLVED IN YOUR CITY

LORD MAYOR'S COMMENDATIONS

The Lord Mayor's Commendations acknowledge and celebrate the longevity of independent small business proprietors and family-run businesses within the City of Melbourne. Applications for 2014 are open now until Friday 13 June.

melbourne.vic.gov.au/commendations

ARTS GRANTS PROGRAM

The City of Melbourne 2015 annual arts grants program applications open on Monday 5 May. Whether you're an artist or arts organisation, you may be able to get funding for your art project or activity.

melbourne.vic.gov.au/grantsandsponsorship



A NEW PUBLIC ARTWORK

The middle promenade of North Bank Wharf is now home to Russell Anderson's new interactive, steam-punk inspired public artwork, *Apparatus for Transtemporal Occurrence of Impending Space*. With surfaces of machined and cast bronze, brass, steel and copper, the artwork celebrates the beauty of Victorian-era engineered objects.

melbourne.vic.gov.au/whatson

LUNCH BEAT DANCE EVENT

Get active and ditch your desk with Lunch Beat. As part of the '100 Ways to Move it Melbourne' initiative, workers are invited to a one hour lunchtime dance event at The Toff every Tuesday in May, noon to 1pm, with a free healthy sandwich on the side.

melbourne.vic.gov.au/100ways



Melbourne City Council (from left): Cr Ken Ong, Cr Beverley Pinder-Mortimer, Cr Jackie Watts, Cr Armin Wood, Lord Mayor Robert Doyle, Cr Robyn Lesper, Deputy Lord Mayor Susan Riley, Cr Stephen Mayne, Cr Richard Foster, Cr Cathy Oko, Cr Kevin Louie.

For information on programs, services, Council and committee meetings, please call 03 9658 9658, or visit melbourne.vic.gov.au. Connect with the City of Melbourne at melbourne.vic.gov.au/socialmedia



Appendix B. Media coverage

Date	Publication	Publication type	Title
15-Apr-14	Stonnington Leader Melbourne	Print Melbourne Local	Queen Victoria Market
16-Apr-14	Melbourne Times Weekly	Print Melbourne Local	Queen Victoria Market
22-Apr-14	Herald Sun	Online	Queen Vic Market \$250m makeover
22-Apr-14	The Age	Online	Plan to sell Vic Market land
22-Apr-14	Yahoo! News Australia	Online	Queen Victoria market set for \$250m makeover
22-Apr-14	Herald Sun	Print Melbourne Daily	Makeover fit for a Queen
22-Apr-14	Herald Sun	Print Melbourne Daily	A Growing Market
22-Apr-14	The Age	Print Melbourne Daily	Vic Market plan has large plaza and land sales to developers
22-Apr-14	3AW Melbourne	Radio Melbourne	05:30 News 5:30AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Breakfast 6:11AM
22-Apr-14	3AW Melbourne	Radio Melbourne	06:30 News 6:30AM
22-Apr-14	3AW Melbourne	Radio Melbourne	07:00 News 7:01AM
22-Apr-14	3AW Melbourne	Radio Melbourne	08:00 News 8:02AM
22-Apr-14	3AW Melbourne	Radio Melbourne	08:30 News 8:32AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 8:59AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:10AM

Date	Publication	Publication type	Title
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:17AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:21AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:22AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:23AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:44AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 9:58AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 10:24AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 10:25AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 10:28AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 11:22AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 11:38AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Mornings 11:57AM
22-Apr-14	3AW Melbourne	Radio Melbourne	15:00 News 3:03PM
22-Apr-14	3AW Melbourne	Radio Melbourne	16:00 News 4:03PM
22-Apr-14	3AW Melbourne	Radio Melbourne	06:00 News 6:01AM
22-Apr-14	3AW Melbourne	Radio Melbourne	Breakfast 8:09AM
22-Apr-14	3AW Melbourne	Radio Melbourne	09:00 News 9:02AM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	07:00 News 7:04AM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	07:45 News 7:53AM

Date	Publication	Publication type	Title
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	12:00 News 12:07PM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	Drive 4:07PM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	Drive 4:07PM
22-Apr-14	ABC 774 Melbourne	Radio Melbourne	Drive 4:14PM
22-Apr-14	FOX FM Melbourne	Radio Melbourne	07:00 News 7:01AM
22-Apr-14	FOX FM Melbourne	Radio Melbourne	16:00 News 4:03PM
22-Apr-14	GOLD FM 104.3 Melbourne	Radio Melbourne	08:00 News 8:01AM
22-Apr-14	GOLD FM 104.3 Melbourne	Radio Melbourne	09:00 News 9:01AM
22-Apr-14	GOLD FM 104.3 Melbourne	Radio Melbourne	16:00 News 4:01PM
22-Apr-14	MIX FM 101.1 Melbourne	Radio Melbourne	16:00 News 3:59PM
22-Apr-14	NOVA 100.3 Melbourne	Radio Melbourne	07:00 News 7:02AM
22-Apr-14	SEN Melbourne	Radio Melbourne	06:00 News 6:01AM
22-Apr-14	SEN Melbourne	Radio Melbourne	06:00 News 6:01AM
22-Apr-14	SEN Melbourne	Radio Melbourne	09:00 News 9:02AM
22-Apr-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 7:14AM

Date	Publication	Publication type	Title
22-Apr-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 7:34AM
22-Apr-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 8:37AM
22-Apr-14	Triple M Melbourne	Radio Melbourne	09:00 News 9:10AM
22-Apr-14	TR FM Traralgon	Radio Victorian Regional	08:35 Local News 8:32AM
22-Apr-14	Channel 10 Melbourne	TV Melbourne	TEN Eyewitness News 5:38PM
22-Apr-14	Channel 7 Melbourne	TV Melbourne	Seven News 6:13PM
22-Apr-14	Channel 9 Melbourne	TV Melbourne	National Nine News 6:21PM
22-Apr-14	National Nine Network	TV National	Today 7:08AM
22-Apr-14	Network Ten	TV National	Eyewitness News Morning 11:35AM
22-Apr-14	Network Ten	TV National	Eyewitness News Early 5:53AM
23-Apr-14	Infolink	Online	\$250 million Queen Victoria Market renewal concepts unveiled
24-Apr-14	Herald Sun	Print Melbourne Daily	50/50
25-Apr-14	The Age	Print Melbourne Daily	Selloff by stealth?
26-Apr-14	The Age	Online	Vic Market must be preserved and enriched
26-Apr-14	Herald Sun	Print Melbourne Daily	Parking tax may aid market revamp
26-Apr-14	Herald Sun	Print Melbourne Daily	Market tax plan

Date	Publication	Publication type	Title
26-Apr-14	The Age Saturday	Print Melbourne Daily	Vic Market must be preserved and enriched
26-Apr-14	3AW Melbourne	Radio Melbourne	Streetwise 11:38AM
30-Apr-14	Melbourne Times Weekly	Print Melbourne Local	Queen Victoria Market
05-May-14	Triple M Melbourne	Radio Melbourne	Hot Breakfast 7:43AM
07-May-14	The Age	Online	Melbourne City Council urged not to disturb graves under Queen Victoria Market
08-May-14	Herald Sun	Online	Melbourne City Council to spend \$3 million with plans to remove street parking for bike lanes and public transport
08-May-14	news.com.au	Online	Council rates to rise in Melbourne
08-May-14	news.com.au	Online	Melbourne City Council to spend \$1m to kick-start Queen Victoria Market redevelopment
08-May-14	The Age	Print Melbourne Daily	Past versus present
08-May-14	Channel 10 Melbourne	TV Melbourne	TEN Eyewitness News 5:06PM
09-May-14	Herald Sun	Print Melbourne Daily	Make way for bikes
10-May-14	3AW Melbourne	Radio Melbourne	Streetwise 11:47AM
13-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 9:21AM
13-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 10:56AM
13-May-14	774 ABC	Radio Melbourne	Mornings 9:13AM

Date	Publication	Publication type	Title
	Melbourne		
14-May-14	Melbourne Times Weekly	Print Melbourne Local	Rate Rise Higher For Some
14-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 9:46AM
14-May-14	774 ABC Melbourne	Radio Melbourne	Mornings 9:50AM

FOREVER

MAKING A GREAT MARKET EVEN BETTER

**PHASE TWO
COMMUNITY
ENGAGEMENT IS
FROM 22 APRIL
TO 16 MAY 2014**

Last October the City of Melbourne announced the largest investment in its history to renew the Queen Victoria Market, creating one of the world's great market precincts.

We are on our way to developing the master plan to make this happen and now is a critical time for people to have their say.

The second phase of community engagement starts on 22 April, with the release of draft concepts for the market's renewal and the opportunity for the community to share their views on these proposals, as we start to shape the future of the market precinct.

The draft concepts have been informed by what the community – traders, shoppers, residents and visitors – told us during the first phase of engagement last November.

We would now like to hear your ideas on the emerging plan that will shape the future of the market and surrounding precinct.



CITY OF MELBOURNE

WHAT NEEDS TO IMPROVE

Our first phase of community engagement delivered strong messages about the deep sense of connection many people feel for the Queen Victoria Market.

It is clear there are many things people love about the market. We know the community value the market experience and view it as an iconic Melbourne place that must be treated with care. It is also clear that there are things at the market that are simply not working and need improvement. This includes enhancing facilities for traders and market visitors, providing more open spaces, places for events, eating and meeting, better parking facilities, and easier access for pedestrians, cyclists and commuters.

“Protection from the rain and wind.”

Vox pop, 6 November 2013

“Authenticity and atmosphere that is uniquely Melbourne.”

Participate Melbourne, November 2013

“Equitable access for all to the market including wheelchair access, accessible toilets, and parking for people with disabilities and frail aged.”

Participate Melbourne, November 2013

“Improved bike parking.”

Vox pop, 1 November 2013

“The market should not become too sterile - the grittiness and anarchy of the market is what makes it special.”

Vox pop, 10 November 2013

“Some north facing open space where you can grab coffee and lunch and sit on a patch of grass in the sun.”

Vox pop, 17 November 2013

“There needs to be acknowledgement of the burial ground – perhaps a memorial to signify the importance of the heritage of the site.”

Vox pop, 1 November 2013

“Need for more public toilets, ATMs and inclusion of other services.”

Discussion group, 19 November 2013

“The market needs to operate seven days from 8am to 4pm.”

Participate Melbourne, November 2013

CURRENT MARKET PRECINCT



WHAT WE PROPOSE

Our proposals for renewal are based on your feedback from the first phase of community engagement. Our aim is to preserve the Queen Victoria Market's heritage and authentic atmosphere, while allowing the market precinct to evolve to meet contemporary needs of traders, shoppers and the growing city.

BELOW GROUND FACILITIES

Create a basement under sheds A, B and C.

- Remove cars from public spaces to make room for more retail, hospitality and events. The new below ground area could accommodate the market's customer car park, along with new storage and operational facilities, making it more convenient for shoppers and traders.

MARKET EXPERIENCE

Retain and enhance the authentic market character and experience.

- Explore new retail, hospitality, events and activities.
- Close Queen Street to traffic to create additional space for trading and the market community and improve safety.

NEW PUBLIC SPACE

Create a major new public open space for the market and the city's north.

- Once the existing car park has been replaced, a major public space will be created. This space will be a meeting place for the community and could also provide an area to acknowledge the history of the site as Melbourne's first cemetery.

FRANKLIN STREET CONNECTION

Connect Franklin Street to Dudley Street and remove two roundabouts.

- Better traffic connections around the market will reduce congestion and make it easier for people to move around. Connecting Franklin and Dudley streets will link the market with the central city and surrounding neighbourhood.

NEW DEVELOPMENT SITES

Create land suitable for mixed-use development.

- Funds raised through the development of land to the market's south will be directed to the market renewal project.

FUTURE MARKET PRECINCT

Here are the proposals we have put together so far:

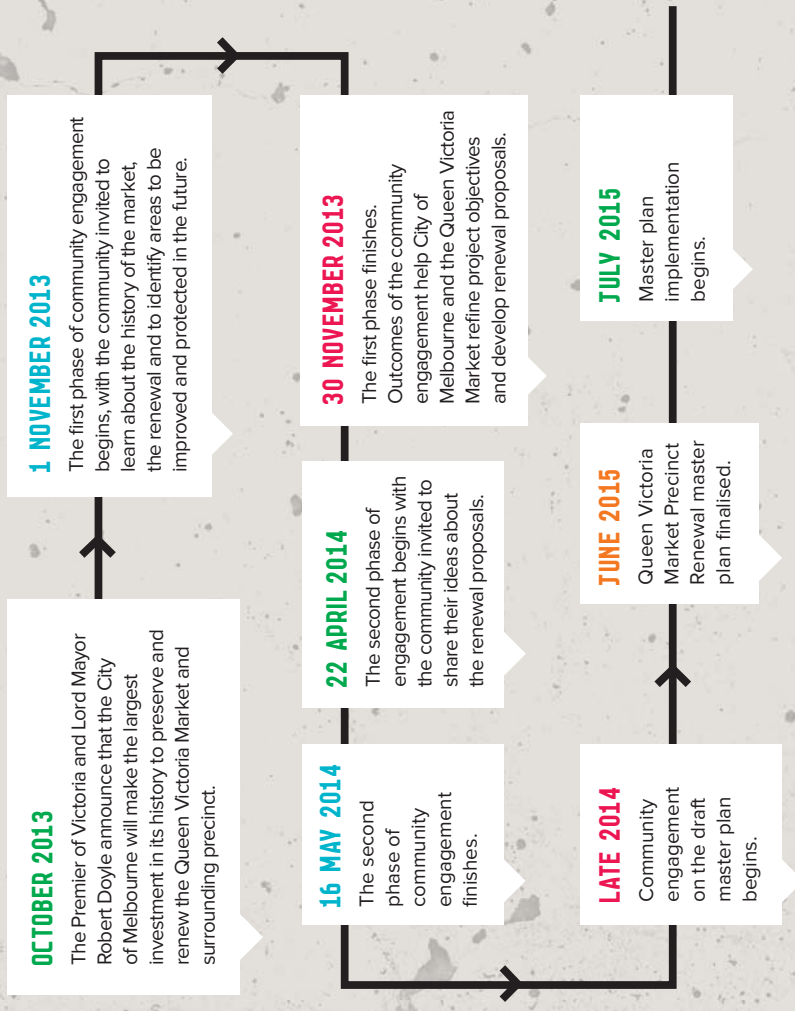


CONTINUING TO SERVE MELBOURNE

The Queen Victoria Market has served the people of Melbourne continuously since the 1870s, which gives it an irreplaceable connection to our past.

We will continue to work closely with the management of Queen Victoria Market and traders to ensure we retain the vibrant market experience Melburnians love. The market will continue to trade throughout the renewal and any period of major or minor works.

Work will be conducted in stages to minimise unnecessary disruption and inconvenience for customers. Access to parking and public transport will be maintained consistently throughout the renewal process. When it is necessary for sections of the market precinct to be temporarily closed for construction, or safety purposes, there will be clear and early communication so the market community is informed.



HOW TO GET INVOLVED

Our challenge is to develop a master plan that enables us to retain the market's authentic atmosphere, while allowing it to evolve and meet the needs of traders, shoppers and the community.

We would like to hear your views on these proposals. Ideas we hear during this phase of community engagement will be incorporated into the draft master plan.

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HERITAGE:
What parts of the unique market experience should be retained?

OPEN SPACE:
How could new open spaces be used? eg event spaces, meeting places.

CAR PARKING:
What features could we include in our new car park?

JOIN THE CONVERSATION:

ACCESS:
What would make it easier for you to walk or cycle around the market?

ATTRACTIONS:
What other activities and events, such as the night market, would bring you to the market precinct?

RETAIL, HOSPITALITY AND SERVICES:
What new services and products would you like to see in the market precinct?

The second phase of engagement will run until 16 May 2014. Engagement activities will take place at the market precinct and online at melbourne.vic.gov.au/queenvictoriamarket.

The input you provide will inform the draft master plan, which will be released by the end of 2014, and finalised by mid 2015.



JOIN THE CONVERSATION

VISIT MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET

OR CALL 03 9658 9658



As owners of Queen Victoria Market, the City of Melbourne will have oversight and responsibility for the suite of projects to renew the market. Day-to-day operation of the market will continue to be managed by Queen Victoria Market Pty Ltd.

QUEEN VICTORIA MARKET PRECINCT RENEWAL

The City of Melbourne is planning the largest investment in its history to preserve and renew the Queen Victoria Market by creating a larger, more engaging and inclusive market precinct.

Capire Consulting Group has been appointed by the City of Melbourne to undertake extensive community engagement on the renewal of the market.

During this process, people have been encouraged to join a conversation about preserving the Queen Victoria Market's heritage and authentic atmosphere, while allowing it to evolve to meet the needs of traders, shoppers and the growing city.

The second phase of community engagement is now complete and will inform a draft master plan. The draft plan will be released at the end of the year when the community will have another chance to have their say on the precinct's renewal.

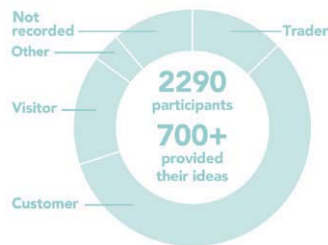
PHASE 2 COMMUNITY ENGAGEMENT

WHEN DID IT HAPPEN?

The first two phases of engagement are now complete. Phase two took place from Tuesday 22 April to Friday 16 May.

WHO DID WE TALK TO?

Approximately 2290 people participated and more than 700 contributed their ideas and feedback.



WHAT WERE THE KEY THEMES?

Phase Two of the engagement focused on five draft concepts that address both the built form of the market and the market experience. The five draft concepts include:



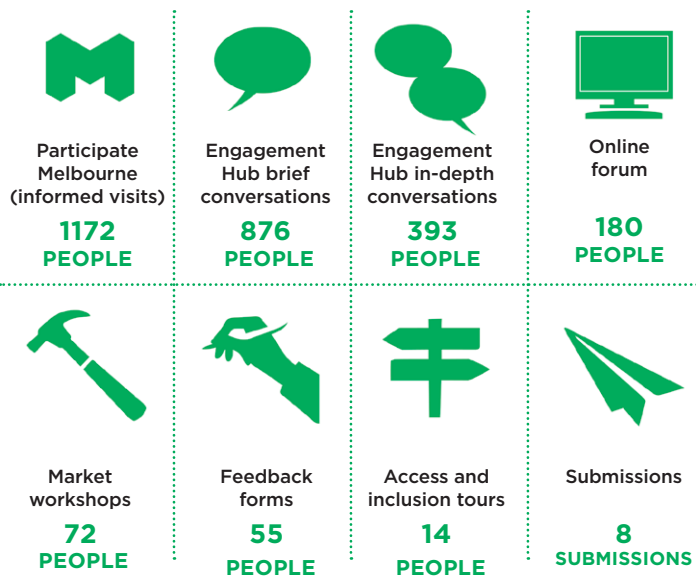
WHAT DID WE HEAR PEOPLE SAY?

These were some of the important community messages that should be considered when preparing the draft master plan for the Queen Victoria Market precinct.

- 'Heritage is more than buildings, it's also about how we have, and continue to use the site.'
- 'It makes sense to move the car parking, but make it affordable, useful, easy to use and safe for everyone.'
- 'The public open space needs to be a space that is for all seasons, respectful, practical, flexible and potentially market-influenced.'
- 'The Franklin Street connection is generally supported, but more work is required to minimise impacts and improve access for all.'
- 'The Queen Vic Market can be more of an attraction.'
- 'Please keep the Queen Vic Market a Melbourne market.'
- 'We have mixed views about the new development site.'

HOW DID WE ENGAGE WITH PEOPLE?

Activities included establishing an Engagement Hub at the Queen Victoria Market as a single place to educate people and have conversations, vox pops (short intercept surveys), group workshops with QVM staff and a forum about heritage. There were also access and inclusion tours for people with mobility constraints, a moderated online forum hosted on the City of Melbourne's Participate Melbourne site, and channels for people to provide feedback via written submissions.





Queen Victoria
MARKET.
Since 1878

FOREVER

Queen Victoria Market Precinct Renewal

City of Melbourne

Phase 1 Community Consultation Report, February 2014

capire

Note in reading this report

Unless otherwise stated, feedback and ideas documented in this report have been collated and recorded through written material generated during the consultation process. Capire Consulting Group has taken care during the transcription process but unfortunately cannot guarantee the accuracy of all notes. We are however confident that the full range of ideas, concerns and views expressed during the consultation activities have been captured in this report. Unless otherwise noted, the views expressed herein represent those of the participants and not necessarily those of the consultants or client.

Capire Consulting Group is committed to protecting the privacy of all participants by meeting its responsibilities under the *Information Privacy Act (Vic) 2000*. Comments recorded during the consultation have been faithfully transcribed, however not attributed to individuals.

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Preface

The City of Melbourne (CoM) is committed to engaging communities in the decisions they are interested in and impact upon them. Creating opportunities for people to be informed and involved is integral to the way we work together.



This commitment is reflected through the Council Plan goals and actions, which identify our priorities and outcomes for the current council term. This includes the biggest investment in the CoM's history in the renewal of the Queen Victoria Market precinct. Community engagement and the creation of a shared vision and plan for the renewal are key to the success of this project.



Executive Summary

The City of Melbourne (CoM) and Queen Victoria Market Pty Ltd (QVM) have committed to a major renewal of Melbourne's iconic Queen Victoria Market. A series of strategic projects are proposed to be undertaken in stages over the next five to 10 years that will position Melbourne's traditional working market at the heart of a lively inner city precinct.

In September 2013, Capire Consulting Group was appointed to develop a three-phased stakeholder and community engagement approach to ensure effective and meaningful consultation throughout the Queen Victoria Market Precinct Renewal (QVMPR). Engagement phases are expected to be finished by late 2014.

The first phase of public engagement took place in November 2013 over a four week period. Participants included customers, traders, CoM and QVM staff members, local residents and visitors. Over 930 people participated in a wide range of engagement activities including a two day 'pop up' event and vox pops (inception surveys) as well as inputting into an online forum.

Highly impacted stakeholders (including traders and QVM staff) participated in a deeper level of engagement and were invited to attend discussion groups and workshops. A number of print media and broadcast media activities also took place, including a press announcement and a film of interviews with key stakeholders about QVMPR.

During this period, community consultation sought to gain an awareness of people's values and connections to QVM. Questions asked included: 'What do you love about the market?' 'What should be improved?' and, 'It is 2020, what do you see here at the market?'

A range of common themes emerged including the experience of the market, the highly valued location, its 'Melbourne-ness' and variation within the market. 'Atmosphere' was the most common word used when participants described what they loved about the market. Colours, sounds, smells, noises, and the sense of space were noted. These elements should be considered throughout the QVMPR design process.

Community and culture were outlined as key values, many describing the community spirit, relationships, value to family-life and diversity of cultures. People also described the sense of community around the QVM. In the renewal, it is important that these relationships continue to grow and there is opportunity for further strengthening throughout QVMPR.

What the market offers was deliberated, with people noting the importance of cost, variety, quality and sustainability of produce and products. Both visitors and regular customers value the availability of fresh, local and varied produce at QVM. Embedding a culture of local produce and locally made products was viewed as important in the renewal.

The important role of heritage, including impacts on the Old Melbourne Cemetery was highlighted. Heritage is an important element of QVM and there is opportunity for the history of the site to be rediscovered and shared through interpretive elements.

Physical improvements to the market were suggested; including wayfinding, shed maintenance, increased lighting and better facilities. More open spaces were requested with places to sit, eat and socialise. The general merchandise area was also highlighted as needing improvements (from a quality, variety and design perspective), but it was also an area enjoyed by visitors and bargain hunters.

The day-to-day operation of the market was discussed in detail and visions of a safe, professional and profitable establishment were expressed, particularly by the traders and QVM staff members. Opening hours, delivery and loading zones as well as the future implementation of the QVMPR were also explored.



The Night Market was described as one of the most valued and popular events at the market, and one that has the potential to be replicated through other night time events to draw more people to the market.

Transport, accessibility (to and around the market) and sustainability was discussed. There is an opportunity for QVM to become a leader in sustainability, not only through locally sourced produce, but also ecologically sustainable design, effective waste management and retrofitting existing buildings.

There were strong views and significant concern within the trader community regarding car parking at QVM (specifically the idea of underground car parking). Concern about the potential construction impacts on business was a key driver for this. It is essential that during the renewal process there is continued communication and minimal disruption to QVM business.

When talking about the future of the market, many participants struggled with the concept of change and there was a lack of interest in seeing radical developments in the future. With this in mind, a focus on restoring, revealing and rediscovering the market should be central to the renewal process.

QVM is of great significance locally, nationally and internationally and its role as a prominent public space and key social meeting place for the community is important. It was felt that better functionality and public space will add value to North Melbourne.

Following this first phase of engagement, the Phase 1 Community Consultation Report will be published on Participate Melbourne (participate.melbourne.vic.gov.au) and sent to key stakeholders. Project objectives will be refined and some initial renewal concepts informed by the feedback will be developed. In Phase 2 of community consultation, the initial renewal concepts will be shared with the public and feedback on these ideas will be invited.

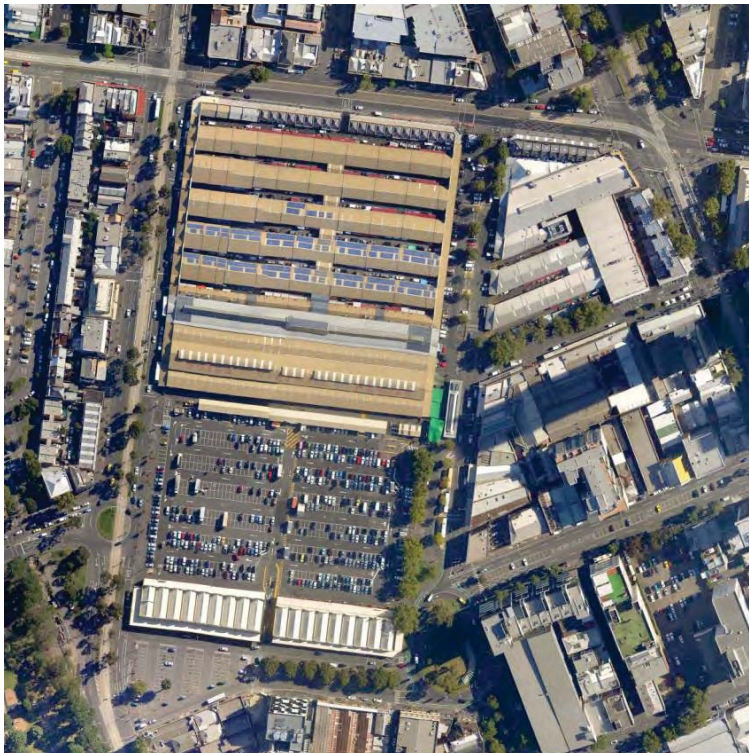
1 Introduction

1.1 Background

In October 2013 the City of Melbourne announced that it will make the largest investment in its history to preserve and renew the Queen Victoria Market, creating an expanded market precinct. The City of Melbourne will seek UNESCO World Heritage listing for Queen Victoria Market following a comprehensive renewal program. In 2014 CoM will be preparing a plan to guide the renewal process. A key aspect of the planning process is community and stakeholder engagement.

The QVM site comprises an area of approximately seven hectares and is located to the north of Melbourne's central city. The site represents the north-western corner of Melbourne's Hoddle grid, where West Melbourne, North Melbourne and the central business district (CBD) converge. The market sits between the major roads of Victoria, Peel and Elizabeth Streets. It consists of two distinct sections separated by Queen Street. These two sections are described from west to east as the upper and lower markets respectively. The southern boundaries of each market section are Franklin Street and Therry Street.

Figure 1. Queen Victoria Market aerial image



1.2 Consultation

CoM and Queen Victoria Market Pty Ltd instigated the development of a broad community engagement strategy to inform future planning for the market. Capire Consulting Group was appointed to design a community consultation approach to enable a broad range of voices to contribute to a discussion about rediscovering and celebrating the history and future of QVM. These voices included QVM traders, visitors, tourists, local residents, businesses and interested groups.

Three phases of stakeholder and community engagement have been planned during the development of QVMPR. All of these phases will help to inform detailed plans, with projects to be staged over the next five to 10 years.

Each of these phases has a unique purpose, objectives and intended outcomes. The three phases are described in Table 1.

Table 1: Engagement Phases

Phase	Objectives	Outcomes
Phase 1 Identity and Vision November 2013 4 weeks (Complete)	To deliver an engagement process which will provide opportunities for the public to: <ul style="list-style-type: none"> • learn about the history of QVM and QVMPR • identify QVM's sense of place (including its identity, uniqueness and key experience factors) • identify aspects of QVM to be improved and protected in the future. 	To use the outcomes of the engagement process to: <ul style="list-style-type: none"> • refine and finalise project objectives • develop initial renewal concepts.
Phase 2 Options and Feedback April 2014 6 weeks	To deliver an engagement process which will provide opportunities for the public to: <ul style="list-style-type: none"> • learn and provide feedback about the initial renewal concepts • identify opportunities to deliver initial renewal concepts. 	To use the outcomes of the engagement process to: <ul style="list-style-type: none"> • finalise renewal concepts • develop a draft QVMPR plan.
Phase 3 Draft QVMPR Blueprint Late 2014 6 weeks	To deliver an engagement process which will provide opportunities for the community and stakeholders to: <ul style="list-style-type: none"> • learn about the draft QVMPR plan • provide feedback on the draft QVMPR plan. 	To use the outcomes of the engagement process to: <ul style="list-style-type: none"> • finalise the QVMPR plan.

The first phase of community consultation commenced Friday 1 November 2013 and concluded on Saturday 30 November 2013. The purpose of the consultation was to gain a deeper understanding of community and stakeholder values in relation to QVM. The objectives of the consultation included:

- to provide opportunities for the community to learn about the history of QVM
- to identify QVM's sense of place including its identity and uniqueness
- to identify opportunities to improve QVM.

Throughout Phase 1 of the consultation process, participants were asked some key questions:

- What do you love about the market?
- What makes the market unique?
- What would you change about the market?
- What are your memories of the market?
- What is your big idea for the market?

1.3 Report purpose

The purpose of this report is to provide a summary of the first phase of community consultation. In some cases comments have been paraphrased and quotes have been used to illustrate the community sentiment. Please consider the following when reading this report.

- The consultation feedback is not comparable to an opinion poll because respondents do not constitute a random sample as they self-selected to participate.
- None of the consultation techniques are statistically valid as people either self-selected or were engaged at opportunistic times. Even with an emphasis on inclusive engagement it is sometimes impossible to hear from all community cohorts.
- The report has been written to understand the broad range of values, ideas and aspirations rather than to create a plan for action or design.
- The report is based on feedback, therefore some information included in this report may be factually incorrect.

2 Approach

During the first phase of community engagement a variety of activities took place with a broad range of the public, including customers, local residents and visitors. People were provided with a number of options to participate including vox pops (inception surveys), a two day 'pop up' event and online engagement. The purpose was to facilitate high level discussions with the public about the market's identity and a future vision for the market.

Unique engagement activities for the stakeholders who would be highly impacted by the QVMPR (including discussion groups for traders and market staff) also took place. A meeting was also held with the Wurundjeri Council. A workshop was held with planning students from the University of Melbourne and RMIT University to generate feedback on the QVMPR initiatives and future innovations.

Techniques used to inform the community about QVMPR included:

- a joint **public announcement** by the Lord Mayor and the Premier on 31 October 2013 at the official launch of the engagement process
- **emails** were sent to key stakeholders informing them of the project and encouraging them to participate
- **postcards** and **posters** were distributed to local resident properties and local businesses
- a **project website** was established with its own designated page on the Participate Melbourne website, with links to the online forum, information about the project and links to the QVM website
- **social media** was used to keep the community informed of key dates and to generate interest in the project
- **print media** and **broadcast media** covered the consultation process extensively
- **community newsletters** and advertising in the **local press** was used to raise awareness within the local community.

Examples of the communication materials, as well as media coverage information can be found in **Appendix 1**.

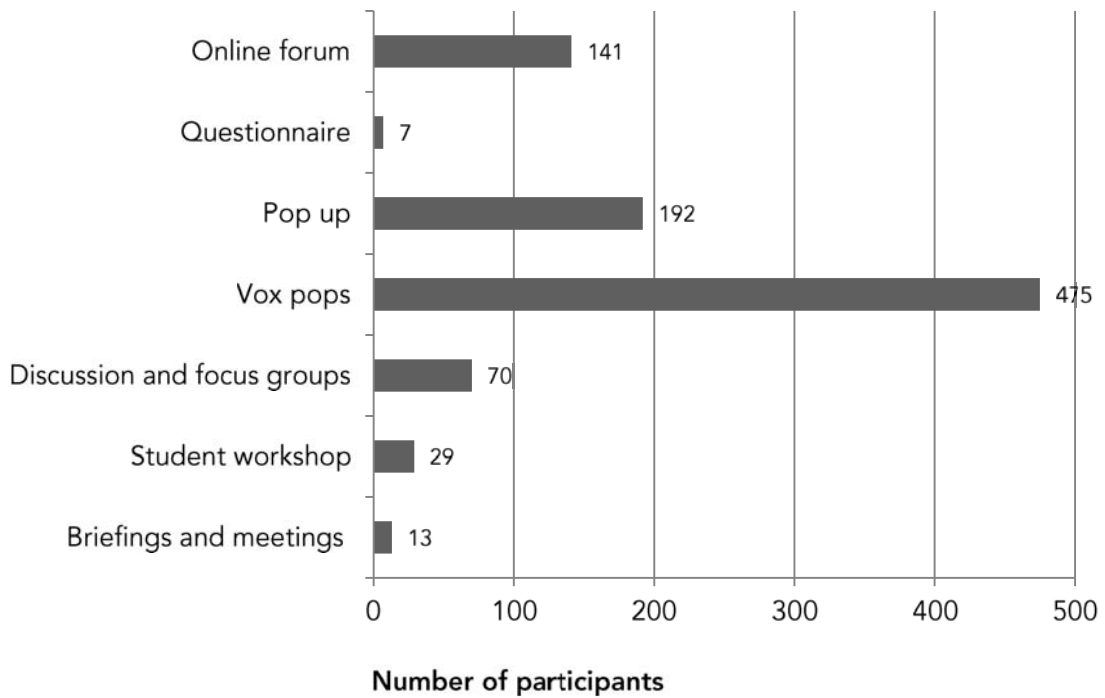
Techniques used to consult the community included:

- a two day '**pop up**' structured as a 'drop in' style event was held on 9 and 10 November at String Bean Alley, QVM
- **vox pops** (intercept surveys) completed in a range of locations throughout the city and inside the market, designed to capture the views of diverse visitors and customers
- a series of **discussion groups** with a range of traders from different areas of the market

- an **online forum** providing a moderated space for the community to express ideas, aspirations and any concerns for the QVM
- **questionnaires** were available on Participate Melbourne
- a **workshop** was held with planning students from the University of Melbourne and RMIT University to generate feedback on the QVMPR initiatives and future innovations
- **briefings and meetings** throughout the engagement process to keep stakeholders informed on the project’s progress and to obtain ideas and seek feedback.

Approximately 930 people participated in the consultation activities. The table below illustrates how people chose to participate.

Figure 2. Levels of participation



3 Consultation findings

This chapter summarises feedback gathered throughout the consultation period and is divided into a series of key themes and observations. Responses are provided from a range of participants including customers, traders, QVM staff, tourists, children and students.

3.1 The market experience

The architecture, urban planning, 'look and feel' and general atmosphere of the Queen Victoria Market.

ATMOSPHERE AND EXPERIENCE

The 'atmosphere' was the most common response when asked 'what do you love about the market?' Many participants remarked on the noises, smells, colours, spaces and people as contributors to the atmosphere. Specific comments included 'I love the atmosphere, there is no place like it' (vox pop, 2 November 2013), 'I like the atmosphere and sense of openness' (vox pop, 1 November 2013) and 'the friendly atmosphere' (vox pop, 28 November 2013). Other comments comprised 'I love the variety, atmosphere, hustle and bustle of a great market!' (Participate Melbourne, November 2013) and 'the atmosphere, I just love to wander around' (vox pop, 30 November 2013). Additionally the 'warmth' and 'inclusivity' of the market was also described as elements that attract people to the market. One participant described the market as 'just a nice place to walk without a purpose. I love the smells of the market, it reminds me of being overseas' (vox pop, 30 November 2013).

The atmosphere was considered something to be protected when the market is renewed. For example participants commented 'keep the atmosphere of the market, I like the way it is now' (vox pop, 28 November 2013), 'protect the atmosphere and don't turn it into a shopping centre' (vox pop, 17 November 2013) and 'protect the feel of the market' (vox pop, 6 November 2013).

'keep the atmosphere of the market, I like the way it is now.'

Vox pop, 28 November 2013

An overarching topic was how people valued the market experience. Regular customers mentioned they enjoyed the market's capacity to 'turn a shopping chore into an event' (vox pop, 2 November 2013) and how 'it is more of an experience than just shopping' (discussion group, 19 November 2013). Additionally people said they loved 'the stallholders and the produce' (vox pop, 30 November 2013) and

'the ambience, the traders and their passion for their product, the freshness and the speciality of each stall. We are able to support our own country producers' (Participate Melbourne, November 2013).

The 'relaxed' 'rough and ready' feel of the market was valued by many and considered an important element that should remain. For example one participant said 'the market should not become too sterile – the grittiness and anarchy of the market is what makes it special' (pop up, 10 November 2013).

It was also described that the market should be seen as a single experience and 'not 5000 little experiences' (Participate Melbourne, November 2013). Regarding this comment, it was suggested that customers should be able to 'collect everything and pay at one time, perhaps using printed barcodes from individual traders, or some other system which encourages us to want to visit more stalls and not have to conduct so many separate transactions' (Participate Melbourne, November 2013).

UNIQUELY MELBOURNE

Many participants discussed the 'Melbourne-ness' of the market. Specifically the market was described as having 'authenticity and a great atmosphere that is uniquely Melbourne' (Participate Melbourne, November 2013) and depicted as 'an iconic part of Melbourne' (vox pop, 17 November 2013). Others felt the market is a place of cultural significance and one for the benefit of all Melburnians. A few named it a 'Melbourne institution' (vox pop, 2 November 2013) and highlighted its role as 'primarily a produce market for the residents of Melbourne' (Participate Melbourne, November 2013).

'authenticity and a great atmosphere that is uniquely Melbourne'

Participate Melbourne, November 2013

The multiculturalism of Melbourne and Victoria was also believed to be reflected in the market. It was also felt that the market plays an important role in Melbourne's society as it has 'great culture and is a welcoming place to be' (vox pop, 30 November 2013) and it was also felt that it is responsible for 'bringing together the good aspects of Melbourne – the food and multiculturalism' (vox pop, 17 November 2013).

There is opportunity for QVM to utilise these strengths and create better integration with existing Melbourne events. This was suggested during the planning students' workshop, where students discussed opportunities for greater integration with events such as Melbourne International Jazz and film festivals.

An opportunity to support the Melbourne community and economy was identified by some participants. For example one participant said 'the market is a positive environment where I feel like I'm making a contribution to locals and supporting local industries' (vox pop, 11 November 2013). While another spoke about the importance of protecting Victoria's farming industry, 'any future market must protect the agriculture and heritage of Victoria and avoid the supermarket feel' (vox pop, 28 November 2013).

LOCATION

The proximity to Melbourne's CBD and the accessibility and size of QVM were often mentioned during the conversations. There were also many views expressed regarding the high-rise apartment buildings surrounding QVM. There appeared to be concern around future development and its affect on the market in that it may be possible for it to become 'shadowed' or 'lost'.

3.2 Physical improvements

Upgrades and improvements to the existing infrastructure, buildings and facilities.

BETTER FACILITIES

Participants discussed the need for more public toilets, ATMs and the inclusion of other core services such as a 'post office and bank office' (discussion group, 19 November 2013). Additionally, a participant stated the market should have more 'disabled services, accessibility, lighting, a little more security and information at times, information point and more open space' (vox pop, 6 November 2013).

From a trader's perspective, improvements to facilities included 'power, water, car parking, storage (discussion group, 7 November 2013) and 'a covered walkway to link the upper and lower markets' (discussion group, 7 November 2013).

WEATHER PROTECTION

There were some suggestions for physical improvements for the market. Some of these included weather proofing the sheds, 'the sheds are too cold in winter and too hot in summer – it's bad for employees' (vox pop, 2 November 2013) and 'protection from rain and wind' (vox pop, 6 November 2013). Additionally it was felt by a participant that because 'our city is windy and wet most of the year and while we expect and love the feel of an outdoor market, designs should be considered for more protection from the elements for both the traders and the customers' (Participate Melbourne, November 2013).

LIGHTING AND "LOOK AND FEEL"

People also suggested having 'more light and better protection from the weather' (vox pop, 28 November 2013), 'southern pitched roofs over the sheds to provide filtered, even light' (vox pop, 2 November

**'more light and
better protection
from the weather'**

Vox pop, 28 November 2013

2013) and enclosing the buildings 'during winter to maximise potential' (vox pop, 1 November 2013).

Some suggested improving the look and feel of the market by making it 'greener' and 'brighter.' Specific comments included 'make the market brighter, fresher in appearance' (pop up, 10 November 2013) and 'there is some much needed greening of market. There could be more planter boxes' (pop up, 10 November 2013).

OPEN AIR

The open air environment was also highly valued. 'The open air aspect must be kept. It's the biggest open air market in the southern hemisphere' (Discussion Group, 7 November 2013).

Another suggestion was to make the entire precinct smoke free and to enforce it 'or at the very least properly section off a small area away from the action where people may smoke' (Participate Melbourne, November 2013).

WAY FINDING

Participants felt that the market could be improved with the addition of signage. Some suggestions included 'more signage, like maps, as orientation can be confusing for visitors' (vox pop, 1 November 2013) and an iPhone app that 'helps me find what I want' (Participate Melbourne, November 2013). Additionally one participant suggested that 'the signage for each section could be made more prominent by bringing it down to ground level instead of hanging from the top... and make it look more interesting' (Participate Melbourne, November 2013).

'some north facing open space where you can grab coffee and lunch and sit on a patch of grass in the sun'

Vox pop, 17 November 2013

3.3 Open space

The design and use of public open space in the market and neighbouring areas.

OPEN SPACE

Participants explored opportunities for open space. Spaces with picnic tables, umbrellas, chairs and barbeques were suggested with participants proposing

'some north facing open space where you can grab coffee and lunch and sit on a patch of grass in the sun' (Participate Melbourne, November 2013) and 'open space provision so people can relax and absorb the sunlight' (vox pop, 17 November 2013). Creating spaces for family picnic areas was also suggested and it was thought that these could include 'food stalls and a playground for kids and also a stage for performers, singers and dancers. There could

be an area with seats and an area to sit on the grass with some picnic rugs set out' (children's consultation, 10 November 2013). Another participant said 'more available seating and particular attention paid to children's activities and facilities for families that need a break from shopping' (vox pop, 11 November 2013).

To encourage additional visitors to the market, participants suggested that there be 'more eateries dotted throughout the place, with more taste testing and cooking demonstrations' (Participate Melbourne, November 2013) and an area that includes a 'community edible garden, landscaping for urban improvement and sustainability' (Participate Melbourne, November 2013).

It was also suggested that Queen and Therry streets be activated and that they be used 'as market space rather than street space' (Participate Melbourne, November 2013) with the addition of 'some sort of roof to bring the two sheds on either side of Queen Street together' (Participate Melbourne, November 2013). Including concepts like a 'European tasting plate concept, where people can socialise and eat but not be required or pressured to sit down like at a café' (vox pop, 1 November 2013) were also discussed.

3.4 Market operations

How the market operates and functions as a business.

DELIVERY AND LOADING ZONES

Issues about delivery and car parking were explored by traders. These included the location and accessibility: 'it cuts the market in half' (discussion group, 12 November 2013) and 'people are meant to have 15 minutes but instead they take two hours and some even park there all day' (discussion group, 12 November 2013).

Traders also discussed the need for loading zones 'there is no place for people to load – especially for the butchers and fish mongers' (discussion group, 12 November 2013).

OPENING HOURS

Participants had some suggestions for improving the operation of the market. These comments included extending the hours of the market to 'make it more consistent' (vox pop, 6 November 2013) and having 'longer opening hours such as during the evenings' (vox pop, 28 November 2013). It was also felt that 'the market needs to operate seven days from 8.00am to 4.00pm' (Participate Melbourne, November 2013), have 'longer hours and open every day' (Participate Melbourne, November 2013) and to be open 'outside of regular working hours' (Participate Melbourne, November 2013).

It was felt by one participant that the 'trading hours are archaic – they need to be lengthened and standardised' (discussion group, 19 November 2013), while another felt the current trading hours are confusing and suggested 'make it open every day and not have any off days

to make it more accessible to tourists and make it open for longer on weekdays 6am to 3pm at least' (Participate Melbourne, November 2013). It was also thought that there could be 'a concierge service to deposit shopping bags. It's very heavy to carry all your goods while shopping, particularly when it's difficult to go through crowds with shopping trolley' (Participate Melbourne, November 2013).

Additionally it was suggested that after hours activities such as night markets should be encouraged and that these could be 'extended to comprise weekends and most evenings' (vox pop, 1 November 2013). During the vox pop at the night market participants said that they liked the 'variety and diversity' (vox pop, 6 November 2013), the 'fun and vibrant atmosphere' (vox pop, 6 November 2013) and the 'mix of people at the evening market' (vox pop, 6 November 2013). One participant also commented on the winter market 'the winter night market is awesome' (vox pop, 6 November 2013). However participants also said that the night is market overcrowded and suggested that the 'layout change to accommodate crowds' (vox pop, 6 November 2013) and suggested that the night market run on 'Monday and Wednesday to take some of the crowds away' (vox pop, 6 November 2013).

'what will be developed and how will it affect us financially?'

Discussion group, 7 November 2013

QVMPR IMPLEMENTATION

There were some concerns from the trader groups when discussing the future renewal of the market, some stating 'it may cause a major disruption' (discussion group, 7 November 2013). The uncertainty of what is to happen in the future, for example 'what will be developed and how will it affect us financially?' (discussion group, 19 November 2013) was also mentioned. Participants also had concerns that during the renewal 'customers will think the market is not in full operation' (discussion group, 7 November 2013).

Trader participants also stated that during the renewal 'we need to be careful not to ruin the existing market' (discussion group, 7 November 2013), 'there needs to be functioning onsite car parking at all times' (discussion group, 19 November 2013) and 'the market must still be able to function during the renewal and continuity of trade with minimum interruption or adequate compensation' (discussion group, 19 November 2013).



3.5 Community and culture

The network of people and relationships not only within QVM (traders and QVM staff), but also connections with surrounding key stakeholders (for example media and politicians).

COMMUNITY SPIRIT

Participants frequently spoke about the QVM community, including the traders and specifically the important role the market plays in Melbourne's social fabric. The market was described as having a 'social importance to Melbourne' (vox pop, 1 November 2013) and other participants spoke of the traders saying they loved 'the local experts who run the stalls and community around the market – it's unique and rare to find these days' (Participate Melbourne, November 2013) and valued the stall owners because 'they have pride in their products (vox pop, 30 November 2013).

RELATIONSHIPS

A key theme was the number, type and quality of relationships the market fosters. Customers valued the unique relationships they had with stallholders. One participant said 'I know the stallholders and they know me' (vox pop, 2 November 2013).

Traders not only valued the relationships with their customers but also with other traders and their suppliers. It was also acknowledged that the relationships with management and CoM presented opportunities for improvement. The QVM staff also valued the relationship and culture embedded in the workplace. People spoke about how the traders should be protected with specific comments including 'traders should continue to be small businesses and family traders' (discussion group, 7 November 2013) and that there should be protection of the 'groups of small businesses and the continuity of ownership' (discussion group, 19 November 2013).

FAMILY LIFE

The word family was raised throughout the consultation. There are many family trader groups within the market and some customers described the joy of watching the trader family members grow up. One particular comment was 'the traders treat us as part of their family' (Participate Melbourne, November 2013).

Others described the market as being part of their family ritual, a meeting space to meet with family members and as a 'nice place to bring the kids and just wander around' (vox pop, 30 November 2013).

DIVERSITY

Participants commented on the diverse range of people that visit the markets and in particular enjoyed 'being able to meet and be exposed to diverse groups of people' (discussion group, 19 November 2013). Others described the markets as 'a community where you can meet and help a lot of people from all walks of life – each day is different and vibrant' (vox pop, 1 November 2013) and as 'a Noah's ark of humanity'(discussion group, 7 November 2013). A participant stated 'QVM is to Melbourne as SBS is to television: a rich blend of multi-culturalism unlike anything else out there. Sometimes a comedy, sometimes a horror story, commonly a drama, but always something interesting'(discussion group, 7 November 2013).

In thinking about the future of QVM, participants felt the sense of community should be protected and cultivated. A participant stated that that the market should be 'a hub of activity, a place to meet, a must visit for tourists and locals alike' (Participate Melbourne, November 2013), while another said that the market should be 'a community hub, a meeting place for Melbourne, an entertainment/social area not just a fresh food market, an international tourist attraction' (Participate Melbourne, November 2013).

3.6 Market offer

Type and variety of food produce and products, including general merchandise.

'variety, freshness, the great service and support and the friendly, good relationships'

Vox pop, 17 November 2013

QUALITY, PRICE AND VARIETY

The quality, price and variety of produce and products available at the market, as well as the ease of having so many products available in the one location were highly valued by the community. One participant stated that they loved 'the variety of fruit and vegetables, the meat and the deli – I always know the quality' (vox pop, 2 November 2013) and another said 'you can find everything here! Whatever you need to fill your fridge or pantry' (vox pop, 28 November 2013). Other comments included 'the variety, the unique goods and the high quality and affordable fresh foods' (vox pop, 30 November 2013) and the 'variety, freshness, the great service and support and the friendly, good relationships' (vox pop, 17 November 2013).

GENERAL MERCHANDISE

People had mixed comments about the general merchandise section of QVM. Some regular customers felt the size of this section was unnecessary. Participant comments included 'the general merchandise is too big and too much duplication and too much non-quality' (discussion group, 7 November 2013) and suggested the section have 'less tacky and touristy merchandise' (vox pop, 2 November 2013). It was also suggested that this section could provide more of a mix as 'a mix would help make the market more appealing to locals' (pop up, 10 November 2013).

Some additional suggestions for improving this section included making it 'more appealing to local people with scope for more cooked food to be sold, similar to night market' (vox pop, 2 November 2013) and showcasing 'more independent locally made products' (vox pop, 28 November 2013). Participants also felt that the general merchandise section could be improved if it had a focus on local produce. Specific comments included 'it would be good to see a revamped section of 'Aussie tourist stuff' with a focus on handcrafted and local products as opposed to mass produced products that may be sourced from overseas' (Participate Melbourne, November 2013) and that the market should showcase 'local design and art hub, focus on our clothing, accessory, home decor and artists! Make it the tourist gem it once was by focusing on our Melbourne talent!' (Participate Melbourne, November 2013).

3.7 Heritage

The Old Melbourne Cemetery, heritage listed buildings, and the indigenous and European history of the QVM.

SENSE OF HISTORY

Many identified with the history of the market and named it as a unique component of QVM. People shared their own personal memories of the market and described a sense of nostalgia when visiting.

Specific comments included 'the historic feel of the market should be protected – it's an iconic part of the city' (vox pop, 20 November 2013) and it was felt 'the heritage feel of the market needs to be kept – especially the landmark site as it is a true public asset of great importance' (vox pop, 20 November 2013).

When discussing the future of the market some participants mentioned the opportunities available for increased heritage signage and sharing the historic stories and images of QVM. It was felt that there should be tributes to the aboriginal heritage as well as to the European settlement.

BUILDINGS

The majority of participants valued the market's heritage buildings and felt it is essential they are protected as part of the renewal. Specifically it was discussed that the structure of the old buildings should be retained to enable a sense of rediscovering and to give the market a sense of history.

Many were concerned the market would lose its appeal and charm during the renewal if modernisation occurs. One participant commented 'the market has a great atmosphere, character and feel that I believe would be detracted from by adding big new modern attachments' (Participate Melbourne, November 2013). Some of the favourite heritage parts of QVM included the traditional buildings, the sheds, the facade and in particular the 'meat and dairy halls' (vox pop, 6 November 2013).

'the sheds, the heritage look and feel needs to be modernised a little bit'

Vox pop, 6 November 2013

It was however recognised that some of the existing buildings need to be modernised with participants making the following comments 'the exterior needs rebuilding to make it modern' (vox pop, 1 November 2013) and 'the sheds, the heritage look and feel needs to be modernised a little bit' (vox pop, 6 November 2013).

CEMETERY AND BURIAL GROUND

Beneath a large part of the current QVM site lies the former Old Melbourne Cemetery which was used as the city's main cemetery from 1837 to 1854, and then intermittently until 1917. It is estimated that between 8,000–10,000 burials were conducted on the site.

The presence of the Old Melbourne Cemetery site and burial ground was raised by a small number of participants when discussing the renewal. Specific comments included 'there needs to be acknowledgement of the burial ground – perhaps a memorial to signify the importance of the heritage of the site' (vox pop, 1 November 2013) and the suggestion that 'the area between the wall in Shed F and Franklin Street to be converted to a park and garden commemorating the burials, including the earliest non-indigenous inhabitants of Melbourne, many of them children, are still buried there' (Participate Melbourne, November 2013).



3.8 Accessibility and transport

The mode of transport that customers, the local community and commuters use to travel to the market - including considerations to pedestrians, cyclists, tram, train and car users and the infrastructure that surrounds these modes.

VEHICLE AND CAR PARKING

There were strong views and significant concern within the trader community regarding future car parking at QVM and the potential impact the loss of car parks may have on their business. Some customers shared the trader's sentiment, as they are concerned that less car parking may impact on the QVM's overall accessibility.

In general, the majority of comments about car parking focused on the provision of more (and cheaper) car parking, however there were some who felt that if public transport was improved, the need for car parking would be less. For example, 'first I'd consider running a spur train line from Melbourne Central to the market and having an underground train station there so that people don't need to worry about taking their cars, catching trams and taxis. Forget car-parking'. Some felt that 'car parking is reasonable' (vox pop, 2 November 2013).

Comments about providing more car parking included improving 'parking fees and the amount of parking' (vox pop, 2 November 2013), having 'free parking during weekdays and not just on the weekend' (vox pop, 6 November 2013), creating 'better parking' (pop up, 10 November 2013) and constructing 'underground car parking' (vox pop, 2 November 2013). Additionally people requested making 'car parking affordable' (pop up, 10 November 2013), having 'more parking spaces' (vox pop, 11 November 2013) and 'better car parking facilities' (vox pop, 11 November 2013). One participant also suggested 'a voucher system for QVM customers to ensure that others do not take advantage of the free parking' (discussion group, 12 November 2013).

During the trader discussion group on 19 November 2013, many participants favoured a multi-storey car park as opposed to an underground car park as they believed it would be safer, cheaper and a less disruptive option.

ACCESS FOR PEOPLE WITH DISABILITIES

Some participants discussed universal access for all, including 'equitable access for all to the market including wheelchair access, accessible toilets and parking for people with disabilities and frail aged' (Participate Melbourne, November 2013) and suggested that the disabled toilet be improved because 'the baby change facilities get in the way' (vox pop, 28 November

2013). The same participant also suggested wider aisles as the deli section 'is too small for wheelchairs' (vox pop, 28 November 2013).

One participant felt that the market was not very accessible for people with disabilities 'there are steps everywhere and it is very dark inside, which isn't great for me as I am legally blind' and suggested 'a flat surface throughout the markets, better signage directing you to key points in the market and better lighting' (Participate Melbourne, November 2013).

'remove the cars from Queen Street and create a new public event space'

Questionnaire, November 2013

PEDESTRIAN AND BIKE

In thinking about pedestrian access, participants suggested that the market itself could better accommodate pedestrians. Specific suggestions included 'more pedestrian thoroughfares with wider and less congested spaces to promote permeability' (vox pop, 11 November 2013), 'remove the cars from Queen Street and create a new public event space' (questionnaire, November 2013) and 'there should be no cars on Queen Street, making more pedestrian

access' (vox pop, 17 November 2013). It was also felt that the internal car park between the fruit and vegetable and meat section 'should be turned over to market. It's crazy fighting with cars while traversing that space' (Participate Melbourne, November 2013) and that 'Queen Street is dangerous due to the number of deliveries' (discussion group, 12 November 2013).

A small number of participants had some suggestions for improving bike access to the market. These included 'improved bike parking' (vox pop, 1 November 2013), 'integrating bike lanes, storage and bike stations' (vox pop, 1 November 2013) and 'including off road secure bicycle parking which incorporates signage and security measures' (Participate Melbourne, November 2013).

People also had some ideas for linking the market up with the surrounding areas. These included 'connect the market with a walking path or high line park to Docklands' (Participate Melbourne, November 2013) and 'improve connectivity to other nearby areas to ensure easy, pedestrian/cycle travel to north Melbourne and west Melbourne (links without having to cross roads to other parts of the city – either underground or overground or lowering the road' (Participate Melbourne, November 2013).

During the planning student workshop, students were strongly recommended increased linkages from the market to Flagstaff Station and Flagstaff Gardens.

PUBLIC TRANSPORT

Public transport was mentioned by a small number of participants. While some people felt that the market has 'easy access via public transport' (vox pop, 17 November 2013) the majority suggested ways that improving public transport would support visitors to the market.

For instance it was felt that the public transport connections should be improved 'we need better public transport integration with the market' (pop up, 10 November 2013), 'more public transport connection and accessible public transport connections' (vox pop, 21 November

2013) and that the 'existing trams are not efficient enough and the whole city is lacking in cross connections' (vox pop, 1 November 2013).

Others felt that the market was not very accessible from the city by public transport and suggested 'a shuttle or tram back and forth' (vox pop, 1 November 2013), for 'the city circle tram to link up and improve the accessibility' (discussion group, 12 November 2013) and to provide 'regular minibuses to go to few accessible train stops' (Participate Melbourne, November 2013). Further suggestions for improving public transport access to the market included 'opening Flagstaff Station on weekends' (vox pop, 17 November 2013).

3.9 Sustainability

The longevity of the market both from an environmental and financial business perspective.

'recycling of vendor waste and use of recycled materials should feature heavily in the new development'

*Participate Melbourne,
17 November 2013*

BUILDING SUSTAINABILITY

Many people had suggestions for how to make the market more sustainable. One particular comment was to make the market 'an icon of sustainability including the infrastructure and produce and products sold – and use it to educate the community' (Participate Melbourne, November 2013). Another comment suggested that the market 'should be setting an example to sustainability – everything is to be guided by that' (vox pop, 2 November 2013), that the market have '100 per cent renewable power' and that the 'sheds be renewed to perform better and preserve foods better, especially in summer' (vox pop, 1 November 2013). Additionally it was proposed that the market be 'a sustainable precinct, providing the majority of its power from solar panels' (Participate Melbourne, November 2013) and that the 'recycling of vendor waste and use of recycled materials should feature heavily in the new development' (Participate Melbourne, November 2013).

EDUCATION

Participants also had some ideas about how to increase education and knowledge concerning food produce and sustainability. Some suggestions included providing 'places where people can be educated on their foods and their purchases' (vox pop, 28 November 2013) and to 'see the food policy strategies integrated into the market, making it a place that promotes food and educates the community about where our food comes from' (Participate Melbourne, November 2013). A participant also suggested that the market could be 'the most ecologically sustainable market in the world and an incubator for social enterprise and new migrants coming to Melbourne' (Participate Melbourne, November 2013).

4 Observations

Described below are the key observations and findings from QVMPR's first phase of stakeholder and community engagement.

- Participants of QVMPR's stakeholder and community engagement valued the opportunity to contribute to the consultation process and most are genuinely excited about the renewal of QVM.
- QVM is of great significance locally, nationally and internationally. Its role as a public space, as well as a key meeting place for the community is important. The opportunity to provide better functionality and public space design will provide a greater emphasis on being a place to gather, meet friends and socialise for free.
- 'Atmosphere' was the top term used to describe what people loved about the QVM. The elements which help create the unique atmosphere, including sense of space, colour, people and vibrancy should be considered during the design process.
- People value the sense of community that QVM builds. It is essential that these relationships continue and there is opportunity for further strengthening throughout the renewal process.
- Both visitors and regular customers place a high emphasis on the availability of fresh, local and varied produce. Embedding a culture of local produce and locally made products was viewed as important in the renewal.
- The general merchandise area was highlighted as an area that was in need of improvements (from a quality, variety and design perspective), but it was also an area enjoyed by visitors and bargain hunters. Improving the balance between quality, variety and design of products is an opportunity during the renewal.
- There were strong views and significant concern within the trader community regarding car parking at QVM (disliking the idea of an underground car park). Apprehension about the potential construction impacts on their businesses was a key driver for this. It is essential that during the renewal process there is continued communication with traders and minimal disruption to QVM business.
- Heritage is an important element of QVM. There is opportunity for the history of the site to be rediscovered and shared through interpretive elements.
- There is an opportunity for QVM to become a leader in sustainability. This includes locally sourced produce, ecologically sustainable design, effective waste management and the retrofitting existing buildings.
- Both visitors and regular customers believe the QVM's opening hours are too limited and there are opportunities to extend or change the opening hours.

Many also felt that QVM site could be used for other community uses outside of market opening hours.

- When discussing the future of the market, many participants struggled with the concept of change and there was a lack of interest in seeing radical developments in the future. With this in mind, a focus on rediscovering, renewing and revisiting the market should be central to the renewal process.
- The Night Market was described as one of the most valued and popular events at the market, and one that has the potential to be replicated through other night time events to draw more people to the market site.

Long live the Queen Vic!

The Age, Melbourne, 4 Nov 2013

Market reborn

Melbourne Leader, 4 Nov 2013

Historic market revamp

Weekend West, Perth, 2 Nov 2013

Yes to fixing Queen Vic

Herald Sun, Melbourne, 1 Nov 2013

Queen Vic Market gets a makeover

The Australian, Australia, 1 Nov 2013

Big plan for old market

Australian Financial Review, Australia, 1 Nov 2013

Queen Vic makeover

Herald Sun, Melbourne, 1 Nov 2013

Thousands of jobs in market revamp

Long live the Queen

MX (Melbourne), Melbourne, 31 Oct 2013

City market set for \$250m revamp

5 Next steps

This report and the associated engagement outcomes will help inform a set of renewal concepts for the future of the market. A second phase of consultation is scheduled to take place in April 2014. The second phase will share ideas for the QVMPR and outline project objectives. More details of this consultation process will be available in early 2014.

This report will be circulated to key stakeholders and posted on the Participate Melbourne website for the public to view.

For further information about QVMPR and for updates please visit the project website <http://www.melbourne.vic.gov.au/queenvictoriamarket>.



Appendices

On the following pages are the communications materials for phase 1 QVMPR. This includes:

- A4 pamphlet
- A5 post card
- A3 poster
- questionnaire
- media release
- media coverage.

FOREVER



MAKING A GREAT MARKET EVEN BETTER

**THE RENEWAL OF QUEEN VICTORIA MARKET PRESENTS A
ONCE IN A CENTURY OPPORTUNITY TO CREATE ONE OF THE
WORLD'S GREAT MARKET PRECINCTS.**

We will work with the community to develop a shared vision for the market. This will lead to detailed plans, with projects to be staged over the next five to 10 years.

**The first phase of community consultation takes place until
30 November 2013.**

JOIN THE CONVERSATION:

MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET OR CALL 03 9658 9658

HEART OF OUR CITY'S GROWING NORTH

As the city continues to grow and change, we have a unique opportunity for the Queen Victoria Market precinct to become an important civic and community focal point of the central city's northern fringe.

By 2031 it's expected the number of people living within 800m of Queen Victoria Market will almost double from 67,000 to 128,000.

Connecting Franklin Street to Dudley Street presents an opportunity to link the market with the central city and surrounding neighbourhoods, and improve access to Docklands.

Other renewal opportunities include:

- Development sites to create residential and business growth around the market precinct and raise funds to reinvest in market improvements and public spaces.
- Transforming Queen Street into a key public space, creating new visitor services, seating and customer facilities around the market precinct.
- A review of height controls affecting land in the market's south and east.



OPPORTUNITIES FOR IMPROVEMENT:

We want to preserve, celebrate and enhance Queen Victoria Market's iconic features, atmosphere and heritage. Affordability and making the market more competitive in a changing retail environment are front of mind.

Research with traders and visitors tells us there is need for improvement at the market. A number of ideas have already been suggested:

- Make it easier to walk around.
- Develop better street connections.
- Identify an improved car park location to meet the needs of customers and traders.
- Create new public spaces for events and community gatherings.
- Improve weather protection in open sheds.
- Provide upgraded facilities for traders such as storage and cool rooms.
- Improve management of deliveries and waste collection.
- Enhance K and L sheds to better service the famous night markets and support a broader range of events.
- Upgrade streets leading to the market, planting trees and improving pedestrian access.

WE WANT TO KNOW:

DO YOU VISIT THE MARKET?
.....

WHAT'S YOUR BIG IDEA FOR THE FUTURE OF QUEEN VICTORIA MARKET?
.....

WHAT DO YOU SEE AS THE KEY OPPORTUNITIES?
.....

WHAT DO YOU LOVE ABOUT THE MARKET?
.....

WHAT WOULD YOU IMPROVE?
.....

WHAT MAKES QUEEN VICTORIA MARKET UNIQUE?
.....

WHAT KIND OF PLACE IS QUEEN VICTORIA MARKET?
.....

WHAT PARTS OF QUEEN VICTORIA MARKET ARE IMPORTANT TO YOU?



In the first phase of consultation we want to know what you love about Queen Victoria Market, what makes it unique and what could be improved.

The first phase of community consultation takes place until 30 November 2013.

Key opportunities to participate include:

**Saturday 9 and Sunday 10 November
10am to 3pm.**

Come and chat with the community engagement team at the Queen Victoria Market pop-up. You'll find them in the green container on String Bean Alley.

You can also speak with the community engagement team at the market on:

- Friday 1 November (noon to 3pm)
- Saturday 2 November (10am to 1pm)
- Wednesday 6 November (7pm to 10pm)
- Sunday 17 November (1pm to 4pm)
- Thursday 28 November (11am to 2pm)
- Saturday 30 November (10am to 2pm).

Throughout the month, the community engagement team will also be popping up across the city to chat about the market.

To find out more details or have your say visit melbourne.vic.gov.au/queenvictoriamarket

**VISIT: MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET
OR CALL 03 9658 9658**

As owners of Queen Victoria Market, the City of Melbourne will have oversight and responsibility for the suite of projects to renew the market. Day-to-day operation of the market will continue to be managed by Queen Victoria Market Pty Ltd.



FOREVER

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25/10/2013 12:43 pm

Queen Victoria
MARKET
Since 1878

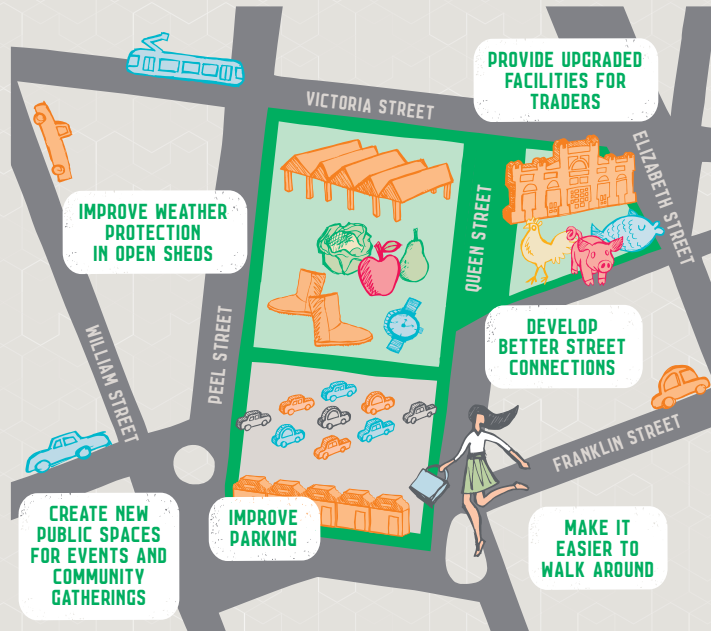
FOREVER

MAKING A GREAT MARKET EVEN BETTER

The renewal of Queen Victoria Market presents a once in a century opportunity to create one of the world's great market precincts.

Our goal is simple - a thriving working market and vibrant meeting place in the heart of the city now and forever.

If you have an interest in our city's oldest and favourite market, join the conversation and help us make a great market even better.



OPPORTUNITIES FOR IMPROVEMENT

JOIN THE CONVERSATION: MELBOURNE.VIC.GOV.AU/QUEENVICTORIAMARKET
OR CALL 03 9658 9658



CITY OF MELBOURNE

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25/10/2013 12:43 pm

FOREVER

What is your name? _____

What is your age group? **18-24** **25-33** **34-44** **45-54** **54-65** **66 or above**

What gender are you? **Male** **Female**

Where do you live? _____

1. Do you visit the Queen Victoria Market? **Yes** **No**

If yes, why? If no, why not? _____

2. What do you love about Queen Victoria Market? _____

3. What would you change about the Queen Victoria Market?

4. What's your big idea for the future of Queen Victoria Market?

5. What parts of Queen Victoria Market are important to you?

6. Any other ideas or thoughts?

Feel free to attach additional pages to this form, or visit melbourne.vic.gov.au/queenvictoriamarket

Securing Queen Victoria Market's future: a once in a century opportunity

Thursday 31 October 2013

The City of Melbourne will make the largest investment in its history to preserve and renew the Queen Victoria Market, creating an expanded market precinct.

Making the announcement today with Premier Denis Naphine, Lord Mayor Robert Doyle said that the City of Melbourne will seek UNESCO World Heritage listing for Queen Victoria Market following a comprehensive renewal program.

"The renewal of the market presents a once in a century opportunity to create a world class market precinct.

"Investing now will ensure that the Queen Victoria Market is part of our city forever. We want to preserve and celebrate the market's iconic features while retaining affordability and ensuring the market is competitive in a changing retail environment," the Lord Mayor said.

The Lord Mayor welcomed the decision by the Victorian Government to enable the extension of the market precinct by transferring Crown land located at the southern end of the market to the City of Melbourne.

As a result of the transfer, freehold land will be created, providing opportunities for commercial development to add to the vibrancy of the area. The funds secured through the development of this land will be reinvested in the market. The land changes will remove two roundabouts and improve pedestrian and traffic connections around the market.

"Providing this land to the City of Melbourne will enable the QVM to expand its footprint and cater for the growth in patronage which is expected to reach 17 million annual visitors by 2031," Premier Naphine said.

The Lord Mayor said these changes created a unique opportunity for the market precinct to become an important civic and community focal point of the CBD's northern fringe.

"Key upgrades could include new public open spaces, essential infrastructure for traders, event spaces, improved car parking and pedestrian access. We have an invaluable opportunity to create dynamic spaces for events and activities, bringing new vitality to the market precinct, particularly at night and outside current hours of operation.

The Lord Mayor said that in the next 20 years the number of people living within 800 metres of Queen Victoria Market will almost double from 67,000 to 128,000.

City of Melbourne Media Adviser: Katie Hall 0417 095 111

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Visit the City of Melbourne's Online Media Centre: www.melbourne.vic.gov.au/mediacentre

MEDIA RELEASE



“Despite the growth, traders have told me that business is tough. I have listened to their concerns about parking, infrastructure and the needs of customers. The time to act and invest is now. Our research indicates that retail spending at the market could be three-fold following a renewal process.

“The market will showcase the best in Victorian produce and sustainability with a unique retail and hospitality offering.”

The renewal of the Queen Victoria Market will be funded through a combination of revenue sources and carefully managed through a best-practice governance model.

The Lord Mayor emphasised that plans for the market and the surrounding precinct would be developed over the next two years, with the renewal project phased over the next decade. The market will continue to operate during this time.

Depending on the scope of the projects undertaken it is estimated that the renewal could generate 9,000 new jobs at the market, 12,000 jobs in the surrounding precinct and thousands of construction industry jobs.

The Lord Mayor emphasised that the long term suite of projects would be coupled with a comprehensive community engagement process.

“We know Melburnians are passionate about our great trading lady and we ask people to participate in this discussion and to help us arrive at the best possible outcome for the market, the city and Victoria,” the Lord Mayor concluded.

Interested in having your say? You can register your interest in participating in the discussions about the future of the market at www.melbourne.vic.gov.au/queenvictoriamarket or join the conversation on Twitter #qvmforever

- ENDS -

Media contact: Katie Hall, City of Melbourne Media Adviser (03) 9658 9858

Visit the City of Melbourne's new Online Media Centre and subscribe to receive email alerts:
www.melbourne.vic.gov.au/mediacentre

City of Melbourne Media Adviser: Katie Hall 0417 095 111

(03) 9658 9858 / kathryn.hall@melbourne.vic.gov.au

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Media coverage during the consultation period

Publication	Type	Title	Date
ABC Online	Online	Queen Victoria Market to get major upgrade	31/Oct/13
ABC Online	Online	Queen Victoria Market to get major upgrade	31/Oct/13
ABC Online	Online	Queen Vic Market to get \$250m overhaul	31/Oct/13
ABC Online	Online	Afternoons 02:37PM	31-Oct-13
ABC NewsRadio Sydney	Online	Afternoons 02:37PM	31-Oct-13
Adelaide Advertiser	Online	\$250 million overhaul for Vic Market	31/Oct/13
Architecture and Design	Online	City of Melbourne seeks world heritage listing for market	31/Oct/13
Herald Sun	Online	Market revamp to create thousands of jobs	31/Oct/13
Herald Sun	Online	Yes to fixing Queen Vic Market	31/Oct/13
Local Today	Online	Securing Queen Victoria Market's Future	31/Oct/13
Sydney News	Online	Queen Victoria Market in line for \$250 million overhaul	31/Oct/13
The Australian	Online	Queen Victoria Market for listing	31/Oct/13
Yahoo 7 News Australia	Online	Melbourne icon set for major makeover	31/Oct/13
MX Melbourne	Print Daily	Long live the Queen City market set for \$250m revamp	31-Oct-13
3AW Melbourne	Radio Melbourne	08:30 News 08:30AM	31-Oct-13
3AW Melbourne	Radio Melbourne	09:00 News 09:00AM	31-Oct-13
3AW Melbourne	Radio Melbourne	10:00 News 10:00AM	31-Oct-13
3AW Melbourne	Radio Melbourne	11:00 News 11:01AM	31-Oct-13
3AW Melbourne	Radio Melbourne	12:00 News 12:01PM	31-Oct-13
3AW Melbourne	Radio Melbourne	15:00 News 03:02PM	31-Oct-13
3AW Melbourne	Radio Melbourne	18:00 News 06:03PM	31-Oct-13
3AW Melbourne	Radio Melbourne	Breakfast 07:09AM	31-Oct-13
3AW Melbourne	Radio Melbourne	Mornings 08:35AM	31-Oct-13
3AW Melbourne	Radio Melbourne	Mornings 08:58AM	31-Oct-13
3AW Melbourne	Radio Melbourne	Mornings 09:28AM	31-Oct-13
3AW Melbourne	Radio Melbourne	Mornings 09:34AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	09:00 News 09:00AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	10:00 News 10:00AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	11:00 News 11:00AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	12:00 News 12:00PM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	13:00 News 01:00PM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	14:00 News 02:00PM	31-Oct-13

ABC 774 Melbourne	Radio Melbourne	15:00 News 03:00PM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	16:00 News 04:00PM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	17:00 News 05:00PM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	18:00 News 06:04PM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 08:36AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 08:37AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 08:43AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 08:46AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 08:46AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 09:07AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 09:14AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 09:21AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 10:40AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 10:54AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 09:26AM	31-Oct-13
ABC 774 Melbourne	Radio Melbourne	Mornings 10:50AM	31-Oct-13
GOLD FM 104.3 Melbourne	Radio Melbourne	10:00 News 10:03AM	31-Oct-13
GOLD FM 104.3 Melbourne	Radio Melbourne	11:00 News 11:03AM	31-Oct-13
GOLD FM 104.3 Melbourne	Radio Melbourne	12:00 News 12:02PM	31-Oct-13
GOLD FM 104.3 Melbourne	Radio Melbourne	16:00 News 4:00PM	31-Oct-13
MIX FM Melbourne	Radio Melbourne	12:00 News 12:00PM	31-Oct-13
MIX FM Melbourne	Radio Melbourne	16:00 News 4:01PM	31-Oct-13
SEN Melbourne	Radio Melbourne	09:00 News 09:00AM	31-Oct-13
SEN Melbourne	Radio Melbourne	10:00 News 10:00AM	31-Oct-13
SEN Melbourne	Radio Melbourne	11:00 News 11:00AM	31-Oct-13
SEN Melbourne	Radio Melbourne	12:00 News 12:01PM	31-Oct-13
Triple M Melbourne	Radio Melbourne	11:00 News 11:00AM	31-Oct-13
Triple M Melbourne	Radio Melbourne	16:00 News 4:02PM	31-Oct-13
ABC NewsRadio	Radio National	Afternoons 01:36PM	31-Oct-13
ABC NewsRadio	Radio National	Afternoons 02:37PM	31-Oct-13
ABC Radio National	Radio National	Bush Telegraph 11:00AM	31-Oct-13
ABC Radio National	Radio National	The World Today 12:51PM	31-Oct-13
BAY FM Geelong	Radio Regional	12:00 News 12:02PM	31-Oct-13

BAY FM Geelong	Radio Regional	13:00 News 01:00PM	31-Oct-13
BAY FM Geelong	Radio Regional	13:00 News 01:01PM	31-Oct-13
K-ROCK FM Geelong	Radio Regional	12:00 News 12:03PM	31-Oct-13
ABC1 Melbourne	TV Melbourne	ABC News 7.16PM	31-Oct-13
Channel 10 Melbourne	TV Melbourne	Ten Eyewitness News 5.08PM	31-Oct-13
Channel 7 Melbourne	TV Melbourne	Seven News 6.04PM	31-Oct-13
Channel 9 Melbourne	TV Melbourne	National Nine News 6.07PM	31-Oct-13
JOY 94.9 FM Melbourne	Radio Melbourne	09:00 News 09:01AM	01-Nov-13
Hobart Mercury Hobart	Print Interstate Daily	\$250m upgrade for market	01-Nov-13
ABC1 Melbourne	TV Melbourne	7:30 Victoria 07:45PM	01-Nov-13
3AW Melbourne	Radio Melbourne	Drive 05:38PM	01-Nov-13
Australian Financial Review	Print National Daily	Big plan for old market	01-Nov-13
The Australian	Print National Daily	Queen Vic Market gets a makeover	01-Nov-13
The Age	Print Daily	Decade-long renewal project for Queen Vic site	01-Nov-13
Herald Sun	Print Daily	BODIES TO BE LEFT IN PEACE	01-Nov-13
Herald Sun	Print Daily	Yes to fixing Queen Vic	01-Nov-13
Herald Sun	Print Daily	Queen Vic makeover	01-Nov-13
Weekend West Perth	Print Interstate Daily	Historic market revamp	02-Nov-13
West Australian	Print Interstate Daily	Historic market revamp	02-Nov-13
The Age	Print Daily	Long live the Queen Vic!	04-Nov-13
Frankston Standard Leader	Print Local	ON THE MARKET	04-Nov-13
Melbourne Leader	Print Local	Market reborn	04-Nov-13
Melbourne Leader	Print Local	Have your say	11-Nov-13
Local Government Focus	Print Specialist	Securing Queen Victoria Market's future	01-Dec-13