

Privacy acknowledgement: *

I have read and acknowledge how Council will use and disclose my personal information.

Name: *

Mary-Lou Howie

Email address: *

howie.marylou@gmail.com

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: *

Council meeting

Date of meeting: *

Tuesday 30 March 2021

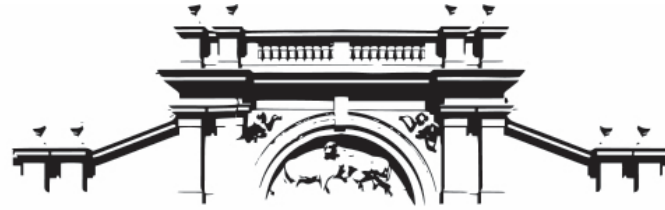
Agenda item title: *

Agends Item 6.4 Precinct Development Program 2017–21 review and new model recommendation for 2021–25

Alternatively you may attach your written submission by uploading your file here:



[com_submission_29_march_21.docx](#) 673.82 KB · DOCX



FRIENDS OF QUEEN VICTORIA MARKET INC.

2

29 March 2021

Submission from Friends of Queen Victoria Market

Agends Item 6.4

Precinct Development Program 2017-21 review and new model recommendation for 2021-25

We wish to request that the Councillors consider an amendment to the Management Recommendation, specifically that this support measure be extended to the QVM Trading Precinct.

We contend that the multiple small traders at QVM are, fundamentally, no different from any of the other traders in currently supported precinct associations.

The Review of the City of Melbourne Precinct Development Program 2017- 21 failed to consider QVM as a legitimate, distinct and unique Retail Precinct in this support initiative.

It is remiss of the CoM not to have recognized that the exclusion of QVM as the 10th Business Precinct is discriminatory.

We contend that the multiple small traders at QVM are fundamentally no different from any of the other traders in currently supported precinct associations.

At present you apparently recognise and deal with the Market Board as representing the interests of QVM traders.

Yet the current QVM governance model treats individual traders as mere tenants of the Market. The Board as QVM landlord takes on the role of 'management' of the market, but often acts against the interests of individual traders, according to the traders themselves.

This contradiction that severely disadvantages Market traders.

We propose that the market community (comprising traders, customers) set up an independent incorporated association forming a stakeholder precinct that would be independent of market management and would be recognised by the City of

Melbourne as eligible for funding to promote their businesses to the community according to the wishes of the traders and their customers.

We wish to request that the Councillors consider an amendment to the Management Recommendation specifically that this support measure be extended to the QVM Trading Precinct.

QVM Traders have suffered a serious downturn in trade as have all businesses with the doubly adverse impact of the COVID 5km of restriction imposed by the State Government, the loss of international tourists and students, and further compounded the adverse impact of the protracted CoM Renewal process.

Pre-COVID, benchmarks such as the economic multiplier of the money going through QVM (measured in money or jobs) were considerable. The economic contribution of the market to the city's economy was as great as many of Melbourne's largest business entities.

QVM has been, and would continue to be, a significant generator of income for the Council if the Council recognised and rewarded it by funding a more entrepreneurial approach with the market community. The Council could increase its traders, the traders could become more profitable also benefiting the entire CBD.

We note:

- Key Issue 4 - totally applicable to QVM, "vacancies and diminished patronage of shopping precincts" and consumer confidence.
- Key issue 5 - applicable to QVM. QVM has one of the largest, concentrated groups of small businesses in one area of the CBD. It deserves funding associated with precinct status.
- Key Issue 6 - The exclusion of QVM from the Precinct Program is inconsistent and discriminatory – why is QVM different to traders in the CBD precincts?
- Key point 7- The QVM proposed QVM Association Group should rightly be acknowledged as an association like any other precinct association
- Key point 9 - totally applicable to QVM – collaboration is greatly needed at QVM and should be promoted. Traders are not given ownership of the decision-making process and are therefore not empowered to add value. The traders who have worked within the precinct over generations understand the tourism market well (pre-COVID 10million tourists per annum) and are well placed to adjust to meet tourism needs to add to the prosperity of the CBD.
- Key point 10. totally applicable to QVM. Traders are QVM 's essential stakeholder group. QVM is the centre of the surrounding precinct – an asset to all that live, work and use the market. The QVM Association would be an excellent way to connect and align their community with CoM.

The City of Melbourne needs to allow equitable representation of traders operating at QVM.

The disparate relationship between QVM Precinct traders and other traders in CoM must be rectified.

Yours sincerely,

Mary-Lou Howie on behalf of Friends of QVM



Mary-Lou Howie
President
Friends of Queen Victoria Market Inc

<https://www.friendsofqvm.org>
www.facebook.com/FriendsofQueenVictoriaMarket

Privacy acknowledgement: I have read and acknowledge how Council will use and disclose my personal information.

*

Name: * Chris Thrum

Email address: * mineralsands@hotmail.com

Please indicate which meeting you would like to make a submission to by selecting the appropriate button: * Council meeting

Date of meeting: * Tuesday 30 March 2021

Agenda item title: 6.5 Update on the Extended Outdoor Dining Initiative

*

Please write your submission in the space provided below and submit by no later than 10am on the day of the scheduled meeting. We encourage you to make your submission as early as possible.

Dear Lord Mayor Sally Capp, Deputy Lord Mayor Nicholas Reece and Councillors.

This is a written response in regards to the Melbourne City Council meeting of Tuesday 30 of March 2021 and in particular Agenda Item 6.5 Update on the Extended Outdoor Dining Initiative. The hospitality industry I am sure would like to give thanks to the City of Melbourne's officers and management team who worked very hard and with great endeavour, vim and vigour to ensure that the restaurants of Melbourne be given a fighting chance to get through this pandemic.

Seeing those extra spaces for diners on Spring Street , Bourke Street and around the CBD one got a sensational

feeling. It gives the streetscape a grander vista, and gives a real cosmopolitan feel to the city.

The extended Melbourne Music Week was a resounding success as far as the musicians were concerned and should continue this year augmenting Melbourne Music Week.

It's a winner. Likewise, against great odds and some indifference the City of Melbourne, with support from the Victorian State Government and the Melbourne City Recovery Fund created the Extended Outdoor Dining Initiative which proved a winner for the hospitality industry and the general public.

Credit should also go to the former Lord Mayor of Melbourne, Arron Wood, who did some important work in ensuring the initiative would get off the ground. A lot of heavy lifting was done by the City of Melbourne to kick-start the Extended Outdoor Dining Initiative into being the success that it is. City of Melbourne should give serious consideration to making the Extended Outdoor Dining Initiative a permanent one for those many restaurants bars and cafes that want it to continue . It does enhance the city, creating a supreme deluxe Al fresco dining experience. Melbourne is the music capital of Australia and has one of the world's greatest gastronomic cultures. The City of Melbourne recognises this and led by example, kicking goals with the brilliant Melbourne Music Week Extended and the superb Extended Outdoor Dining Initiative. Bravo City of Melbourne. Bravo

Best regards

Chris Thrum