

## Making a great market better: the community perspective

**Wednesday, 12 February 2014**

Queen Victoria Market traders, shoppers and the community have nominated atmosphere, experience, open space and heritage as important issues relevant to the renewal of the Melbourne landmark.

Future Melbourne Committee last night endorsed a report detailing community feedback and a new governance framework that will ensure market operations keep running smoothly while works roll out.

In October last year, Lord Mayor Robert Doyle announced that the City of Melbourne would make the largest investment in its history to preserve and renew Melbourne's much loved market and surrounding precinct.

"Melburnians are passionate about their market and it has been pleasing to see such enthusiasm for the project," he said. "Almost a thousand people had their say on what they loved and what could be improved at the Queen Victoria Market.

"These views and opinions will be integral in helping the City of Melbourne to develop draft design concepts."

Key topics raised included physical changes and suggestions around the market experience. Participants called for:

- improvements to weather protection in the sheds, signage, disability access, lighting, stall displays, the quality of stalls and the need for additional facilities such as toilets and ATMs;
- consistency in opening hours, building on the popularity of the night market and concerns regarding the availability of public transport and car parking;
- a more sustainable market, preserving and celebrating its history and heritage, and the need for improved public open space and
- a 'uniquely Melbourne' experience to be maintained, with an opportunity to better incorporate the market into existing Melbourne events such as international jazz and film festivals.

The Lord Mayor said there would be three rounds of community and stakeholder engagement, concluding at the end of 2014. The second phase of community engagement will commence in April 2014 when draft renewal concepts are released for comment.

"It has been particularly important that traders have been part of this conversation," the Lord Mayor said.

"By the end of this year, the community and traders will have the opportunity to look at concepts for the precinct and a blueprint for the renewal work."

Chair of the Queen Victoria Market Board, Mr Paul Guerra said that it was an exciting time in the market's history.

"2014 will be another wonderful year for the Queen Victoria Market with the best in fresh food and merchandise, with all the colour, sights and sounds that everyone knows and loves - all operating as normal while the planning continues," Mr Guerra said.

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