

HISTORY OF QUEEN VICTORIA MARKET

A BRIEF OUTLINE OF THE QUEEN VICTORIA MARKET TODAY

Queen Victoria Market is around seven hectares (17 acres) and is the largest open-air market in the Southern Hemisphere.

How big is the Market today?

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What is an open-air market?

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The Melbourne City Council was originally established in 1842 to manage the City's many markets, one of which was Queen Victoria Market.

What municipality/council do you live in?

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As a wholly owned subsidiary of the Melbourne City Council, the Market has 140 leasehold premises, over 600 stallholders, and draws over 9 million visitors per year.

Looking at the site map, list the 8 main areas of trading at the Market.

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....
- 6.....
- 7.....
- 8.....

Give an example of an item sold in each trading area:

1.
2.
3.
4.
5.
6.
7.
8.

The Market is significant to Melbourne's culture and heritage and has been listed on the Victorian Heritage Register.

List 3 key reasons that the Market is culturally significant:

1.
2.
3.

What is the Victorian Heritage Register?

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Horses and carts no longer travel on the cobblestones between the shops

What can you observe today that would not have been present 50 years ago?

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THE OLD CEMETERY AND THE QUEEN VICTORIA MARKET

The closure of the old Melbourne Cemetery in 1854 allowed the Market to expand.

How many year ago did the old Melbourne cemetery close?

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There are still around 9,000 people buried under the sheds and car park of the Queen Victoria Market.

Describe the memorial to these people that stands on the corner of Queen Street and Therry Street.

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Every time work is carried out at the Market, bones are disturbed.

Why would digging up human remains cause controversy?

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John Batman (21 January 1801-6 May 1839) was an Australian grazier, businessman and explorer who is best known for his role in the founding of a settlement which became Melbourne.

Locate the John Batman memorial on Queen Street (the north east corner of the car park site). When was this monument erected and by whom?

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What year did John Batman enter Port Phillip heads?

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How old was he when he arrived?

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Locate the brass plate attached to the monument. Explain why the City of Melbourne has apologised to indigenous people and to the traditional owners of the land?

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The Market is significant to Melbourne's culture and heritage and has been listed on the Victorian Heritage Register.

Can you name 5 different religions?

- 1.....
- 2.....
- 3.....
- 4.....
- 5.....

The rear wall of F Shed is the original cemetery wall.

Sketch or describe the original cemetery wall:

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THE MEAT HALL AT THE QUEEN VICTORIA MARKET

Built in 1869 the wholesale Meat Market was stocked with sheep and cattle to support the '35 year old' colony. After five years it was relocated to North Melbourne and is now known as the Meat Market Craft Centre. The Meat Hall has been operating as a retail centre for the last 125 years.

Where is the Meat Hall located?

How old is the Meat Hall?

The architect William Solway rebuilt the facade of the Meat Hall in 1883 in the Italianate mannerism style, which was in line with European trends of the time.

Describe the Meat Hall façade (front of the building):

John Simpson MacKenna (1832-1901) a Scottish immigrant sculptured the animals on the façade; other works include the Law Courts and the Windsor Hotel.

What animals are depicted on the façade?

In 1982 the cobblestone floor had to be replaced as it would flood in heavy rains and was not the most practical material for modern activities.

What has the cobblestone floor been replaced with?

The long rail running the full length of the meat hall is an original feature and is still used to run carcasses into each shop where they are hung to mature.

What is the purpose of the long rail running the full length of the Meat Hall?

Trucks come from the abattoirs to offload supplies at the Queen Street entrance at 2am on a Monday morning.

What is an abattoir?

The butchers arrive at 4am to start cutting and preparing the week's supplies, an operation that can take up to eight hours.

Describe some of the activities of a butcher:

In the old days the stalls were half the size they are today and there was no running water. Butchers had to fetch water in buckets to clean out their shops. Some butchers brought ice to keep the meat cool; other butchers kept their meat in a cool room in Therry Street. The meat was then transported to their shops on small brown trolleys.

What is sold in the Meat Hall today?

THE DAIRY PRODUCE HALL AT THE QUEEN VICTORIA MARKET

The Dairy Produce Hall, which was opened on September 13, 1929 is the last of the buildings to be built on the lower part of the Market.

Where is the Dairy Produce Hall located?

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How old is the Dairy Produce Hall?

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The Dairy Produce Hall has been left in its original condition and retains many of its art deco features.

Identify and describe/draw one of the art deco features:

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The original marble counters were the equivalent of today's refrigerated cabinets.

Can you locate an original marble counter? What is it being used for today?

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The Dairy Produce Hall reflects the variety of food brought to Melbourne by immigrant groups.

What is sold in the Dairy Produce Hall today?

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As different migrant groups came to Australia they brought with them food from their own cultures. 90% of produce now sold in the Dairy Produce Hall is produced in Australia.

List 10 products sold in the Dairy Produce Hall that have their origins in different countries

Product	Country of Origin
1.....
2.....
3.....
4.....
5.....
6.....
7.....
8.....
9.....
10.....

In 1998 the Queen Victoria Market was the first market in Australia to have all of its food vendors accredited in food safety requirements, which became law in 2000.

Why is food safety important?

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List 3 reasons why food safety is important:

1.....

2.....

3.....

Give 1 example of food safety that you can see demonstrated in the Dairy Produce Hall?

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THE SHEDS AT THE QUEEN VICTORIA MARKET

Construction of A-F sheds began in 1877 at the northern-most edge of the Market. The site was chosen because it contained the school, drill hall and the least-used section of the cemetery.

How old are the sheds?

In 1878, the Market sheds G-J were built for wholesaling and retailing of fruit and vegetables for the first time.

What were the sheds built for?

While H & I Sheds still stand, G Shed was removed to construct the current Meat Hall loading bay and a block of public toilets.

Locate H & I sheds, what are sold in the sheds today?

The original J Shed burnt down and is now a public plaza.

Describe the function of the public plaza?

In 1929-30, the City of Melbourne constructed 60 brick stores on the current car park to house the wholesale agents and merchants. A single row of the agents' stores along Franklin Street is all that remains of the merchants section of the Market.

What are the brick stores used for today?

In 1963, stallholder Vincent Anguilotto was shot. This was the first of 5 shootings in the Market as a result of extortion to cheat immigrant Italian growers out of money.

What is extortion?

A Royal Commission led to the registration of merchants, saw limits placed on the commissions they could charge and the decision to relocate the Wholesale Market to Footscray in 1969.

What is a Royal Commission?

In the 1970's the State Government moved to close the market to build the 'Victoria Centre'; which included an international hotel, convention centre, and apartment blocks. Immediate reaction from the community put a halt to plans.

How was the Market saved from closure?

It was the veranda posts of the Market's sheds, which saved the Queen Victoria Market.

Can you locate the posts that saved the Market from closure?

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The National Trust of Victoria classified the posts as an original example of the craftsmanship and design of the 1920's.

What is the role of the National Trust of Victoria?

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Later, the Market site and its buildings were listed on the Historic Buildings Register.

How does being listed on the Historic Buildings Register protect the Market?

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RETAIL SHOPS AT THE QUEEN VICTORIA MARKET

In 1880, the Elizabeth Street shops were constructed following the realignment of Elizabeth Street.

Compare the Meat Hall façade to one of the shops, what are some of the architectural differences?

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William Solway designed the row of shops in Elizabeth Street in Victorian Style to create an interesting streetscape that allowed the Meat Hall to be extended.

From your observations what are the key characteristics of the Victorian style?

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List 5 different retail shops trading along Elizabeth Street:

1.

2.

3.

4.

5.

Dr William Maloney had his rooms at 513 Elizabeth Street.

What is located at 513 Elizabeth Street today?

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The Healy family was a family of tailors that operated a shop on the ground floor of the building. By 1904 they had relocated their business to 511 Elizabeth Street.

What does a tailor do?

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Like Elizabeth Street, the Victoria Street shops were constructed as shops at ground level with living quarters to the rear and above for the retailers and their families.

List 5 different traders and the main product sold in Victoria Street:

1.

2.

3.

4.

5.

Many of the buildings are listed as notable buildings on the Historic Building Register of Victoria. The Market works with Heritage Victoria to conserve and restore the buildings.

Why is it important to conserve historic buildings?

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HISTORY OF SUSTAINABILITY AT THE QUEEN VICTORIA MARKET

The plastic bag common today was only developed in the early 1960s.

What would have been used prior to plastic bags at the Market to carry produce?

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Today, why is there a move away from plastic bag use?

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In 1891 the Melbourne and Metropolitan Board of Works (MMBW) was formed and became responsible for providing water to a rapidly growing city. It supplied water to Melbourne, via the Maroondah aqueduct.

In what way does water use reduce potential health risks at the Market?

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Gas street lighting reached Melbourne in 1849. Use of electric lighting is recorded from the late 1860s. In 2003, 1,328 solar panels were installed with the assistance of BP Solar and Origin Energy.

List 3 ways in which energy is now used that would have not been possible when the Market first opened:

1.....

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2.....

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3.....

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The Market is conscious of the environmental impacts of business, and has taken a number of steps to ensure the increased sustainability of the Market as a whole.

Why are businesses now starting to purchase green products?

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The Market has an extensive recycling program that includes recycling the following wastes: fat and bone, fish offal, fats and oils, paper and cardboard, plastic, glass bottles, aluminium cans, timber and steel.

Tick which of the current waste streams would have been present when the Market first opened:

- Fat and bone*
- Fish offal*
- Fats and Oils*
- Paper and cardboard*
- Plastic*
- Glass bottles*
- Aluminium cans*
- Timber and steel*

Where does waste end up today?

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The organic farming movement arose during the 20th century in reaction to the large supply of synthetic chemicals that were being introduced into the food supply chain.

Why is there growing interest in organic produce today?

In 1837 Hoddle grid was laid out, forming Melbourne's first street system, which was used almost solely for horse and cart transport and pedestrians. Flinders Street railway station opened in 1854. The first cable tram to Hawthorn ran in 1855 and four years later the first electric tram.

When the Market first opened in 1878 what forms of transport would have been used to get to and from the Market?

What transport options are there now to get to and from the Market?
