



QUEEN
VICTORIA
MARKET



QUEEN VICTORIA
MARKET

*make it
a market day*

MEDIA KIT



Queen Victoria Market is Melbourne's most iconic market and has been the heart and soul of the city for more than 140 years.

An historic landmark spread over two blocks (seven hectares) on the northern fringe of the CBD, the bustling market is understood to be the largest open-air market in the southern hemisphere.

'Queen Vic' or 'Vic Market', as it is affectionately known by locals, showcases Melbourne's diverse and vibrant small business community. Visitors can shop for everything from quality, locally grown fruit and vegetables, fresh fish and meat, specialty cheese, smallgoods, coffee and gourmet produce, to handmade and unique

wares including jewellery and accessories, homewares, art, plants, books, clothing and souvenirs.

It's not only the abundance of fresh food that makes shopping at the Market one of life's great pleasures; it's the friendly banter with the traders, the vibrant and multicultural atmosphere, the special events and festivals, and the sense of community and belonging that comes with it.

No visit to Melbourne is complete without a trip to Queen Victoria Market. It is a cultural hub and a must-see attraction with pre-pandemic annual local and international visitor numbers totalling more than 9.1 million.

Queen Victoria Market was officially opened on 20 March 1878 with a range of markets having operated from the site in varying forms prior to that date.

Melbourne remains a market town with a number of large municipal markets, but Queen Victoria Market is the largest and most intact of all Melbourne's great 19th century markets. The Market was added to the National Heritage List in 2018, recognising the significant place it holds in Australian history and providing further impetus for renewal and refurbishment of our nation's iconic market. The National Heritage List puts the Market alongside 113 other Australian icons from the Melbourne Cricket Ground to the Great Ocean Road.





COVID-19

The COVID-19 pandemic had significant impacts on the Market. More than 600 of the Market's predominantly family-owned, small business trader community were among the hardest hit throughout the various Victorian Government restrictions and multiple lockdowns Melbourne has faced since the onset of the pandemic.

During lockdown periods in Melbourne, visitation to the Market plummeted by over 50%*. Additionally, these restrictions saw over 350 non-food and drink stalls at the Market cease trade for almost seven months, as well as the cancellation of the much-loved Night Markets.

To ensure the future prosperity of this great Market and to provide much-needed support to the many small businesses, Queen Victoria Market management in partnership with the City of Melbourne has provided various levels of rent relief for traders.

The safety and wellbeing of all who work at and visit the Market is a high priority, and the Market ensures thorough cleaning and sanitising of all high traffic areas of the Market as part of its COVIDSafe plan. For more information visit qvm.com.au/news/covid-19-update-were-open

*Comparison to 2019 visitation data.



MARKET TRADERS



WHAT MAKES SHOPPING AT QUEEN VICTORIA MARKET UNIQUE?

It's the diverse variety of 600+ small businesses, each sharing a special passion for their product or craft with infectious enthusiasm.

Queen Victoria Market businesses are largely family owned, with many passed down to second or third generations. A quarter of traders have operated at the Market for more than 21 years, with some stalls now reaching more than 50 years of trade.





WHOLESALE TUESDAY

Wholesale Tuesday is a dedicated day for cafes, restaurants, pubs and other hospitality business operators to visit Queen Victoria Market for expert advice and wholesale deals.

Building upon the well-established wholesale services that many traders provide at the Market, our Wholesale Tuesday traders offer a unique, face-to-face service with competitive pricing through bulk-purchase and wholesale-only offers for small business owners.

We invite hospitality operators to strike up a conversation and find out how our traders can support your business, the wholesale deals they can offer, and which produce they recommend on a weekly basis – from seasonal produce in peak quality to unique specialty products.

More at qvm.com.au/wholesale-tuesday



QUEEN VICTORIA MARKET

online

**CAN'T MAKE IT
TO THE MARKET?**

Shop Queen Vic Market Online and have the best market fresh produce and food delivered to your door including fruit & veg, seafood, meat, cheese, bread, eggs, organics, nuts, coffee, flowers, vitamins and more. Order by 10am on a market day for same day delivery or click & collect.

Shop now at qvm.com.au/shop

ULTIMATE FOODIE TOUR



Queen Victoria Market offers visitors and food lovers alike the opportunity to learn more about the fascinating history and the delicious food available at the Market with the Ultimate Foodie Tour. Led by a local Market guide over two hours, guests meet a variety of traders, discovering and indulging in an abundance of seasonal specialty produce along the way. Tours run on select Market days and can be booked at qvm.com.au/tours

Our COVIDSafe tours include smaller group sizes and ongoing measures to maintain a high standard of health and hygiene for all our guests and staff.

Read full details at
qvm.com.au/news/covid-safe-tours



MARKET DISCOVERY SCHOOL TOURS

Queen Victoria Market welcomes schools with fun and educational guided tours. The Market offers comprehensive activity sheets for teachers and guided tours tailored specifically for primary and secondary school groups.

More at qvm.com.au/education

EVENTS

The Market hosts a year-round calendar of events that showcases the vibrancy and diversity of Melbourne's food culture, broad reaching multicultural influences, and world-class arts and music scene.

Annual festivals include Truffle Melbourne, Turkish Pazar, Melbourne Music Week and the Ukrainian Festival.

The Market's iconic Night Market event series has been running for more than 20 years and supports Melbourne's love affair with street food, drinks and live, local entertainment.

More at qvm.com.au/whats-on



SUSTAINABILITY

AT THE MARKET





Queen Victoria Market is dedicated to improving the Market's environmental impact and has implemented a number of initiatives to enable visitors to shop the Market with sustainability in mind.

We have set an ambitious target to achieve zero waste and carbon by 2027, and have made significant progress in this area.

Queen Victoria Market has a market-wide ban on single-use plastic bags and straws. Visitors to the Market have a variety of options available to shop without plastic bags including trolley hire from Market Espresso, reusable bags from the Visitor Hub, or cardboard boxes from the Pick-A-Box stations located around the Market.

More at qvm.com.au/sustainability



Queen Victoria Market has an extensive recycling system in place to minimise waste going to landfill.

The Market currently recycles a variety of waste streams including organic waste, fat and bone for use in blood and bone fertiliser, fish offal processed for stockfeed and fertiliser, fats and cooking oils, coffee grounds, plus paper, cardboard, plastics, glass, aluminium, timber and steel.

The Market and our cleaners (Ikon Services) have been working together to reduce our environmental impact through our recycling program. In the 2020-2021 financial year, we have seen significant improvements to the recycling rate Market-wide, with up to 80% of all waste now being diverted from landfill.

The Market also has five worm farms on site which can receive up to two kilograms of fresh food waste each day. This waste is converted into nutrient-rich fertiliser by the worms and is then used around the Market on potted trees and plants.





MARKET RENEWAL

The Queen Victoria Market opened on 20 March 1878 and has been continuously trading for more than 140 years. Over this time the Market has experienced a colourful and sometimes controversial history. The land of the Kulin nations, the site has also been a cemetery, a livestock market and wholesale fruit and vegetable market.

The city icon is now entering a new phase of its history with significant investment by the City of Melbourne in a number of important projects to keep the Market trading for the next 140 years and beyond.

Five-Year Future Market Strategy

In mid-2021 we released our five-year Future Market Strategy to support the Market's recovery from the COVID-19 pandemic and longer-term revitalisation.

The Future Market Strategy aligns with and depends upon the Renewal Program and aims to preserve the Market's heritage, character and core offer, and build on this to make it an even better place to visit, shop and trade. This includes enhancing the offer and customer experience to help attract more Melburnians, as well as improving the trader experience, safety and operations, environmental sustainability and more.

To find out more or view a copy of the Strategy, visit qvm.com.au/media-corporate/corporate

Guided by the 2015 Master Plan, the precinct renewal program is key to revitalising this growing area of the city and to ensure that Queen Victoria Market remains the destination of choice for locals and visitors now and forever.

Through renewal, Queen Victoria Market's heritage will be retained and restored while improving facilities for traders, customers and visitors to ensure the Market is viable for future generations of small businesses. More information on the renewal program can be found at qvm.com.au/renewal-program

MARKET MAP



TRADING HOURS

Tuesday **6am – 3pm**

Thursday **6am – 3pm**

Friday **6am – 3pm**

Saturday **6am – 4pm**

Sunday **9am – 4pm**


Specialty shopping opens at 9am

Wednesday **5pm – 10pm**

(Seasonal) The Night Market

Public holiday hours may vary

QUEEN VICTORIA MARKET

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THE NIGHT MARKET

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 TheNightMarket

MEDIA ENQUIRIES

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