



QUEEN
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MARKET

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MARKET

BECOME A TRADER

AT MELBOURNE'S MARKETPLACE

Be part of Queen Victoria Market

Trading since 1878, the Queen Victoria Market provides a low-cost alternative to traditional retail, and is the ideal low risk, high exposure option to establish or develop small retail business.



BE PART OF THE DESTINATION

Queen Victoria Market is Melbourne's iconic marketplace and has been the heart and soul of the city for nearly 145 years.

A historic landmark and spreading across seven hectares of the CBD, this bustling market precinct is 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.

It is not only the abundance of fresh food and specialty retail that make shopping at the Market one of life's great pleasures; it's also the family of traders, the vibrant and multicultural atmosphere, the dedicated events and festivals, and the sense of community and belonging.



The Market serves three distinct audiences:

1. Regular food grocery shoppers.
2. Casual shoppers who reside in Greater Melbourne and visit Queen Victoria Market for an experience and to explore our specialty retail offer.
3. Visitors to Melbourne (overseas and domestic visitors/ tourists) who want to see how the locals live.

Car parking

A short walk from the City centre, Queen Victoria Market is located on the corner of Elizabeth and Victoria Streets, Melbourne.

CAR PARKING

1000+ parking bays available for customers across both the Undercover Car Park and Open Air Car Park.

The Undercover Car Park is open 24 hours a day, seven days a week, and the Open Air Car Park is open 5am-7pm, seven days a week.

GETTING HERE



By bike: There is free bike parking in and around the Market.



By car: Early bird shoppers can enjoy FREE parking on Market days between 6am-9am.



By train: Only a 7-minute walk from Melbourne Central and Flagstaff Stations.



By tram: Take routes 19, 57 or 59 to Stop 7 Elizabeth Street or route 58 to Stop 9 Peel Street.





BE PART OF THE COMMERCE

- 46,000 sqm – retail area
- 9,000 sqm – leasable area
- Over 170 food and hospitality traders
- Over 350 specialty retail and services traders



MARKETING TO OUR CUSTOMERS

Queen Victoria Market traders are supported by dedicated and targeted marketing to attract customers including:

- An always-on traditional and digital advertising strategy.
- Free trader business listing on qvm.com.au which has over 1.3 million users annually.
- A co-operative marketing program which provides funded marketing support to traders.
- Regular e-newsletters to more than 125,000 subscribers.
- More than 220,000 followers across social media.
- Regular positive media coverage across print, online and broadcast media.



SUPPORTING OUR TRADERS

Services and facilities available at Queen Victoria Market include:

- Dedicated Precinct Managers are the first point of call for your day-to-day queries and will help you get started successfully.
- Trader Connect Program – which includes access to free independent business mentors to help traders innovate and develop their businesses.
- The allowance of up to four weeks annual leave for open stand licence stallholders.
- Dedicated online trader portal for direct access to your billing, the latest news and other account information.
- Regular trader newsletters and two-way communication.

BE PART OF THE MARKET COMMUNITY

Queen Victoria Market is currently home to over 550 traders.

The multicultural heart of Melbourne is reflected in its traders with a multitude of nationalities that contribute to the unique identity of the Market.

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

Queen Victoria Market businesses are largely family owned, with more than 140 current second or third generation traders.

A quarter of traders have operated at the Market for more than 21 years, with some operating their stalls for more than 50 years.

In July 2018, Queen Vic Market became a member of a global Market Alliance, establishing itself among the world's most significant markets such as Borough Market in London, La Boqueria in Barcelona and Pike Place in Seattle.



BE PART OF HISTORY

Officially opened on 20 March 1878, the Market has been serving the people of Melbourne for over 145 years.

In June 2018, Queen Victoria Market became nationally heritage listed, recognising the outstanding significance it holds in Australian history.



FURTHER INFORMATION

TWO TRADING STREAMS

The following flexible options are available for those looking to become a shop owner or stallholder at Queen Victoria Market:

LICENCE

(e.g. temporary stalls)

Trading from a licence traditionally occurs in the open sheds, within marked stall boundaries. For many of these licences it is expected that all fixtures and fittings used be temporary in nature and removed at the end of a trade day. This is a lower cost and more flexible option to fixed tenancies.

Approved new traders are offered a flexible trial licence with the opportunity to trade at the Market and get a feel for the day to day operations whilst interacting with customers, staff and other traders.

LEASEHOLD

(e.g. lockable tenancies/
shops)

This option provides longer term security, with lease terms typically set between 5 to 10 years. Most tenancies have access to metered power and water supply.

STALL FEES

Single-stall fees for general stallholders are as follows:

	General Merchandise	A & B Sheds	C & D Sheds
Tuesday	\$24.25	\$18.91	\$18.91
Thursday	\$23.61	\$31.36	\$31.91
Friday	\$26.01	\$46.66	\$46.66
Saturday	\$45.46	\$55.52	\$56.72
Sunday	\$62.08	\$45.46	\$46.11

Fees quoted are exclusive of GST and some stalls, particularly corner locations, may attract a higher fee. All fees and outgoings (if applicable) must be paid via direct debit.

Additional charges for electricity usage and waste removal will be introduced from 1 January 2025.



CURRENT MARKET TRADING HOURS

Tuesday	6am – 3pm
Thursday	6am – 3pm
Friday	6am – 3pm
Saturday	6am – 4pm
Sunday	9am – 4pm
Specialty shopping opens at 9am	

INSURANCES

All traders are required to obtain Public Liability Insurance, Product Liability Insurance and Workers Compensation Insurance. Further information on insurances is provided during the application process.

ABORIGINAL & TORRES STRAIT ISLANDER PRODUCTS

From 1 July 2023, only authentic or licensed Aboriginal & Torres Strait Islander products will be offered for sale in the Market. Where authentic products are sold, traders must ensure that proof of authenticity or licence agreement documentation for each product is provided to QVM.

SUSTAINABLE TRADING

Queen Victoria Market aims to minimise its impact on the environment and promote sustainable practices. In May 2019, the Market proudly went plastic bag and straw free. It is expected that all traders comply with our sustainability guidelines.

FOR MORE INFORMATION

Phone: General enquiries on 9320 5822
(during market hours)

Email: markettrading@qvm.com.au



QUEEN VICTORIA MARKET MELBOURNE'S MARKETPLACE

CORNER ELIZABETH & VICTORIA STREETS

TO FIND OUT MORE VISIT
QVM.COM.AU