



QUEEN VICTORIA
MARKET

Mission statement
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MISSION STATEMENT
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FINANCES

The Queen Victoria Market traders pay a certain amount to rent their bays in the market. It would seem logic that they paid a certain percent from the profit to the market board, but that's not how markets work.

The main expenses Queen Victoria Market have are electricity, site rent and maintenance. The money they get from traders are ment to cover that, and the money the traders make at the market selling products are theirs to keep. The Market's main goal isn't make more many or to have more and more profit every year; it is to be greater market for the traders and visitors, by expanding the products and activities to me even more attractive for existing and new customers.



PERSONNEL



The Queen Victoria Market personnel are two groups, the board that runs the whole market, and of course the most important ones, the traders. The traders are the ones that create the whole market.

Queen Victoria Market traders are both Australian and international, with different backgrounds and lots of different products. Everything from fresh roasted coffee, to jewellery, candles, leather, clothes,

food and wine, crystals, games, footwear, organics, souvenirs and of course fruit and vegetables, seafood and the fresh produce.

The traders with their unique products are the ones who makes the market the Queen Victoria Market we know and love today. If you have a unique product that fits with Queen Victoria Market's values, you're more than welcome to apply to become a trader!



MISSION STATEMENT

"Queen Victoria Markets is Melbourne's Market... it's more than just shopping - and you simply 'can't beat the freshness and value!"

Queen Victoria Markets is the premier open-air market in the state of Victoria. It is a shopping mecca, a historic landmark, a tourist attraction and an institutions for Melburnians.

The Market is best known for its huge variety of fresh produce; fruits and vegetables, meat and fish, organics, fish and seafood and delicatessen products. This is why the Market has millions of visitors

each year. The market has a vibrant, cosmopolitan atmosphere, which has stayed the same since its beginning 130 years ago.

This is a Market for everyone. It's not just a food market or a shopping place, it's a place for people to get together, go to a café, look at the variety of homemade products and speciality goods and bring their kids for rides and activities.

HISTORY

The Queen Victoria market is located in Melbourne, Australia, and has been the city's favourite destination for fresh



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food the last 130 years. The market has, during the last century been a varied market, from been a livestock market, a wholesale fruit and vegetable market to also a cemetery, and was bounded by Queen Victoria.

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

Melbourne has during the last centuries had many markets around town. The Western Market, Eastern Market, Hay Market, The Lower Market and the Upper Market, and of course The Queen Victoria Market. This is why Melbourne is called a market town. The Lower and Upper Market were parts of Queen Victoria Market, which makes Queen Victoria the largest and most intact market in Melbourne of all great 19th century markets, and it remains with the same status today.

THE BUSINESS



lar and attractive for customers and visitors.

The corporate structure consists of the board on top, and the traders that is a part of the market by selling their products. The board members are directors of the company, a chairman and an executive officer, who together do the administrative jobs, while the traders run the sales department themselves, bay by bay.

Queen Victoria Market is large company, which has existed in over 100 years. The company consists of a board that cooperates with numerous traders who sell products in the market hall.

The Market has been Melbourne's biggest and most visited for a long time, and it is the company goal to keep it that way, and become even more popular. They intend to do that by including more traders with unique products that can be a part of making the Queen Victoria Market even more popu-



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