

# Market Square Charter

*(Aboriginal place name to be developed)*

June 2020

Market Square is the name now given to an open space within the Queen Victoria Market heritage registered place, a place of and for the community.

Reflecting the State and National heritage significance of the cemetery and Queen Victoria Market site as a whole, and its history, context and working relationship the Queen Victoria Market, Market Square is a place which responds to the diverse needs of the community and contributes to the economic viability and fine grain mercantile nature of Queen Victoria Market.

Market Square is a community space for reflection, relaxation, and informal recreation, and allows people to come together for activities and events and for social and community exchange.

## Purpose of a charter

In keeping with the City of Melbourne's public open space commitments, this charter provides a framework to direct decision making on the activities, uses and management of Market Square. The charter will foster the desired sense of place and identity and ensure the intended purpose for this new public open space is realised and protected.

The charter particularly applies to the curation and management of the space and the approach to programmed activities, alongside informal recreation, reflection and relaxation.

## Background

The Market Square site has many layers of history and rich local context which shapes what people both value today and wish to sustain for future generations.

Market Square is on the lands of the Eastern Kulin. Today's Aboriginal culture is part of the longest continuous living culture in the world, and the City of Melbourne acknowledges that the traditional custodians of the land have an important role in shaping its future.

The square is within the site of Melbourne's first official cemetery, which operated from 1837 to 1854, and it is estimated that at least 6000 burials still remain within the former cemetery site. Market Square provides an opportunity to respect and reflect this part of Melbourne's history.

Market Square is also shaped by its relationship to the Queen Victoria Market. Operating since 1878, the Queen Victoria Market contributes significant social, cultural and economic value to the city. The market has evolved with time, shaped by migrant communities to Melbourne and the square provides further opportunity to celebrate this diversity and vibrancy.

Today the Queen Victoria Market precinct is again growing and changing. Between 2020 and 2037, the City of Melbourne resident numbers are forecast to increase by 44 per cent to 266,000 and daily population within the city to grow by 55 per cent to 1.4 million.

As part of Melbourne's open space network, Market Square responds to the public recreation and open space needs of the community it serves, amplifying and adapting to the activities and lived experiences within it. It provides for the daily population of the city and the surrounding residents, and the diverse Queen Victoria Market community.

## Principles

A diversity of uses of the square will be supported through the application of the following principles of place management and curation:

- Work in partnership with the Eastern Kulin and the Aboriginal community to reflect **Aboriginal custodianship** of the land, to share the cultural values important to community today, and to welcome and involve the Aboriginal community within the city.
- Encourage public curiosity and participation in the dynamic **stories of the place** and its surrounds. As a living and evolving place, Market Square will serve as a canvas for an exploration of the past, and enable new experiences and appreciation of the precinct.
- Enhance the public's **Queen Victoria Market experience**, by supporting activities and events that complement market visits and contribute to the economic viability of Queen Victoria Market. Permitted activities on the site should respond to existing community and individual **rituals** allowing for new rituals and activities to emerge.
- Enable the **community to come together** through social events, cultural expression and civic celebrations. It will provide a place for culture, innovation and exchange.
- Deliver activities and events which realise the City of Melbourne's vision for a **sustainable, inventive and inclusive** city, and support people's **wellbeing** and connection.
- Provide opportunity for informal **recreation, rest** and quiet **reflection**.

## Key considerations for implementation of the charter

### Design

This charter will inform the design brief for Market Square. The design brief will seek to uplift and facilitate public use, and set out parameters and opportunities within the space. The design should:

- Demonstrate collaboration with the traditional custodians, in line with the Australian Indigenous Design Charter and the appropriate protocols for sharing Aboriginal knowledge in design practice.
- Facilitate and inspire community use and participation within the space.
- Promote reflection and relaxation, together with meeting the local community's informal recreational needs.
- Include spaces for informal public access and use, and spaces for programmed activities, available at a range of times and for a variety of purposes.
- Include necessary community infrastructure for programmed events and informal use, and consider the visual impact of this.
- Promote social, environmental and economic sustainability.
- Be resilient and allow flexibility to adapt to changing community needs over time.

### Operations

The City of Melbourne will be the public land manager, accountable for the management of Market Square. This will include accountability for any arrangements for programming of events, activities, and bookable spaces, and the implementation of any agreed arrangements for Queen Victoria Market Pty Ltd use and curation of the site.

Operational guidelines will be developed on how Market Square and the specific areas within in it will be used, managed and booked with particular consideration to programmed activities, and will:

- Align with the principles of the Market Square Charter.
- Include cultural protocols to recognise Aboriginal custodianship, including protocols for 'Welcome to Country' and 'Acknowledgement of the traditional custodians', and approaches to education and programming as integral to the site's operations.
- Facilitate curation of and support for programmed activity and uses that embrace contemporary strategies for expression of the charter's principles, to ensure that all are actively considered.
- Maintain opportunities for passive, unprogrammed and informal community use at all times.
- Ensure that all booked and programmed activity and use has been assessed against the charter principles prior to approval, including consideration of the public benefit to the precinct delivered by the activity.
- Provide processes for booking and hiring of relevant areas to ensure that activity and use are well coordinated, considered on merit and consistent with wider City of Melbourne policies.
- Set parameters for infrastructure, equipment, capacity, hours of use and compliance for designated areas.
- Encourage events and activities which promote social, environmental and economic sustainability.
- Promote free entry events, while closely managing ticketed events to ensure public benefit outcomes and that these events do not restrict access to the entirety of the public space.
- Promote collaboration and good decision making between management agencies, whilst achieving high level of amenity, safety and security.

## Charter Review

The charter and principles will be reviewed by Council at two key points: when a new place name is established, and when the design process is complete and the square is operational to ensure that the Charter accurately reflects the final outcomes.

The implementation of the charter principles and ongoing operational management will also be reviewed at regular intervals to ensure that Market Square's use is in keeping with the charter, and reported to Council.

The City of Melbourne will ensure public consultation on matters that require significant change to the Market Square charter, design or operations, in addition to any required statutory approvals process.