

### **3.3 Camberwell Sunday Market - Public Consultation Findings Report**

#### **Abstract**

The Camberwell Sunday Market (Market) has been operating in the Station Street carpark at the Camberwell Junction Shopping Centre since 1976, selling second-hand and handcrafted goods. The Market is operated by the Rotary Club of Balwyn Sunday Market Pty Ltd (Rotary) pursuant to a 10-year licence between Council and Rotary, which commenced in December 2009. The current licence is due to expire on 1 February 2020.

Since its establishment, the Market has raised in excess of \$15 million. These funds have been used by Rotary to support over 2000 local, national and international projects. Funds raised by the Market, from the period 2010-2019 have been used to support 943 community projects through Council's Annual Community Strengthening Grants Program (Grants Program) with \$2,049,933 contributed by Rotary over the term of the current licence. In addition, Rotary has contributed \$450,000 to the Marketplace Development Fund (MDF) over the same period. The MDF has funded a range of capital and marketing initiatives relevant to the area occupied by the Market.

Rotary has advised Council it is seeking a further 10-year licence (with some changes to the current licence conditions) to operate the Market. Given the importance of the Market to our community and Rotary's successful track record in operating the Market, Council officers are supportive of the licence renewal with Rotary.

As part of the licence renewal process, consultation with businesses and residents in the immediate vicinity of the Market has been undertaken, to seek their feedback regarding the current and future operation of the Market. Twenty-eight submissions were received through this process (with the exception of one submission) all supporting the Market, with some submissions raising issues that can be addressed through the proposed new licence agreement.

#### **Officers' recommendation**

That Special Services Committee resolve to:

1. Note the feedback received through the community consultation process.
2. Thank all submitters for their feedback.
3. Authorise the Director of City Planning or such other person that the Director of City Planning selects for the purpose of giving effect to this resolution to approve and execute the Camberwell Sunday Market Licence Renewal Agreement with the Rotary Club of Balwyn Sunday Market Pty Ltd (ACN: 006 334 774) for the licensed area: Station Street Car Park, 30 Station Street, Camberwell 3124.

**Responsible director:**

**Shiran Wickramasinghe  
City Planning**

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## 1. Purpose

The purpose of this report is to:

- provide Council with the results of community consultation regarding the current and future operation of the Camberwell Sunday Market;
- to advise Council how the feedback received will be taken into consideration when preparing a new licence agreement between Rotary and Council; and
- to seek Council's support to enter into a licence agreement between Council and Rotary to operate the Camberwell Sunday Market for a further 10-year term.

## 2. Policy implications and relevance to community plan and council plan

The following themes and strategies of the Boroondara Community Plan 2017-2027 are relevant in the consideration of issues outlined in this report:

### **Priority Theme 6: Your local shops and businesses**

- Strategy 6.1 - Improve and upgrade the amenity, accessibility and unique sense of place of shopping strip infrastructure and streetscapes to increase activation of local shopping areas.
- Strategy 6.2 - Promote initiatives that support a diverse local business community to cater for a wider range of businesses.
- Strategy 6.3 - Showcase and promote the City's attractions to increase visitation and spending locally.
- Strategy 6.5 - Provide support for traders to increase vibrancy and functionality of existing retail precincts to enhance a sense of community.

### **Priority Theme 7: Civic Leadership and Governance**

- Strategy 7.2 - Ensure transparent decision making through open governance processes.

The Council Plan notes under Theme 6: Your Local shops and businesses:

- 'services we provide to our community' include 'support the marketing for the Camberwell Fresh Food Market and the Camberwell Sunday Market'.

*The Economic Development and Tourism Strategy 2016-2021* notes under the theme 'Boroondara as a tourism destination':

- Council will '*continue to promote Boroondara's markets - Camberwell Sunday Market, Hawthorn Craft Market, Camberwell Fresh Food Market and the Boroondara Farmers' Market*'.

### 3. Background

The Market has been operating in the Station Street carpark located at the Camberwell Junction Shopping Centre since 1976, selling second-hand and handcrafted goods. The Market is operated by Rotary pursuant to a licence agreement between Council and Rotary. Rotary collects stallholder fees and gold coin donations at the main market entrances.

Rotary has advised that since its establishment, the Market has raised in excess of \$15 million. These funds have been used by Rotary to support over 2000 local, national and international community projects. Funds raised by the Market are also used to support a range of community projects through Council's Grants Program with Rotary contributing \$2,049,933 over the term of the current licence, funding 943 applications. In addition, over the term of the current licence Rotary has contributed \$450,000 to the MDF which has funded a range of capital and marketing initiatives relevant to the area occupied by the Market.

It is important to note that consultation undertaken as part of the development of the Boroondara Community Plan (BCP) attracted 33 responses relating to the Market. The majority of the respondents noted that the Market is an important part of the local community.

In addition, the Market is recognised across Melbourne and beyond, as one of the oldest community markets. Rotary advises that on average it attracts 5000 visitors and hosts an average of 370 stalls per market day. Council regularly promotes the Market (along with the City's other three markets being the Boroondara Farmers' Market, Hawthorn Makers' Market (previously known as Hawthorn Craft Market) and the CFFM) as part of a unique tourism offering. The continuation of the Market also supports the principles of placemaking, through multi-use of a space and the creation of community focus for commerce and social connection.

In December 2009, Council resolved to enter in to a 10-year licence with Rotary. The current licence is due to expire on 1 February 2020. Rotary has written to Council indicating that it wishes to renew the licence for a further 10 years. Negotiations to date between Rotary and Council officers regarding the proposed key terms and conditions to be included in the new licence, indicate a strong alignment between Rotary's and Council's objectives for the Market. It is anticipated the new licence agreement will mostly reflect the existing licence conditions.

### 4. Outline of key issues/options

In order to ensure the operation of the Market is responsive to the community's needs, consultation with key stakeholders has been undertaken. Feedback was invited from the Camberwell Centre Association, local businesses and residents. The feedback received is summarised below, accompanied by the Council officers' response regarding how the feedback will be addressed in the new licence agreement.

A total of 28 submissions were received, primarily from residents and some businesses. All submissions received support the Market (with the exception of one submission), with some raising improvement opportunities and issues including:

- site cleanliness and waste management following each Market (7 submissions);
- noise generation from amplified announcements during the Market (1 submission);
- stallholders remaining onsite after the Market's conclusion and cars, parking in local streets (3 submissions);
- the cleanliness of the Target/Woolworths public toilets (1 submission);
- opportunities to diversify the Market's product offering (1 submission); and
- perception that the Market does not contribute to the local area and is impacting local businesses (1 submission).

Council officers have analysed each of the submissions. Improvement opportunities noted in submissions, presents an opportunity to strengthen aspects of the new licence to address these issues.

### **Support for the Market's continuation under the management of Rotary**

All 28 submissions (with the exception of one submission) indicated support for the continuation of the Market under the management of Rotary. Seventeen of the submissions received in support of the Market's continuation, did not raise any improvement opportunities. The remaining 10 submissions supporting the Market, raised improvement opportunities which are outlined below.

Ten submissions particularly referred to the Market's role in attracting additional shoppers to the precinct, to the benefit of the broader commercial area.

### **Opportunities for improvement in the Market's operation noted in submissions**

Council officers are in regular communication with Rotary and discussing their obligations under the existing licence to address the improvement opportunities outlined below. This approach is supported by monitoring undertaken by Council officers of the Market's operation.

#### ***Site cleanliness (waste management)***

Seven submissions suggested that the Station Street carpark and immediate surrounds, could be left in a cleaner state following each Market day. The current licence notes that Rotary as the Licensee is required to *'keep the Licensed Area clean and tidy and free of all rubbish and debris to the Council's satisfaction'*. The new licence agreement will include a similar obligation regarding the importance of maintaining site cleanliness. Council officers will continue to monitor the site and ensure compliance with this licence requirement. In addition, Council officers will continue to monitor surrounding streets following Market days, to address illegal dumping and littering.

**Noise generation**

One submission noted that on occasion amplified announcements emanating from the Market, can be heard at their residence. The current licence notes Rotary as the Licensee *'must not do anything in connection with Licensed Area which may cause a nuisance or interfere with any other person'*. The new licence agreement will include a similar obligation regarding the importance of ensuring noise generation, particularly amplified noise is kept to a minimum so as not to impact nearby properties.

**Public toilets**

One submission raised concerns about the cleanliness of the public toilets located underneath the Woolworths/Target building, suggesting that Rotary contribute funds towards the cleaning of these facilities. The submission also makes suggestion regarding the provision of additional toilet facilities. The current licence schedule requires the Licensee to directly employ a cleaner to maintain the toilets during the Market's operation. It is proposed that this arrangement be retained in the new licence. It should be noted the preferred arrangement for the provision of toilets at the Camberwell Central Shopping Centre precinct is subject to a separate investigation, which is currently underway. Rotary will be consulted as part of the investigation.

**Stallholders' occupation of the site and car parking in surrounding streets**

Three submissions raised concern at some stallholders remaining on-site after the Market's conclusion, impeding access to the car parking area. The current licence notes the Licensee must *'ensure that all stallholders and property not belonging to the Council is removed by 1.00pm each Sunday so that the Licenced Area can be used as a car park'*. The new licence agreement will include a similar obligation regarding the importance of Rotary ensuring that all stallholders and their belongings have vacated the Licensed Area at the conclusion of each Market by 1.00pm.

Council officers will continue to monitor surrounding streets on Market days, to ensure compliance with parking restrictions.

**Diversification of Market offering**

One submission in support of the Market, suggested consideration be given to diversifying the product offering towards inclusion of recyclable, reusable and sustainable product offerings; an improved food offering; and pop up store opportunities. The same submission also called for greater transparency of funds distribution and increasing targets for return of funds back to the Boroondara community.

Council officers will provide these suggestions regarding product mix and pop-up stores to Rotary for consideration as part of their future planning. Regarding the suggestion for greater transparency of funds distribution, Rotary includes information on their website [www.camberwellsundaymarket.org](http://www.camberwellsundaymarket.org) regarding allocation of their funds which benefit a range of local (Boroondara), national and international causes. Of particular relevance, is the significant financial contribution Rotary makes each year (30% of their net annual income from the Market) towards Council's Community Strengthening Grants Program, which directly benefits the local Boroondara community.

The new licence will retain this requirement. The submitter's suggestion for greater transparency of funds distribution will be shared with Rotary, particularly the opportunity to promote the breadth and diversity of charitable causes benefiting from the Market's proceeds over the last 42 years.

### ***Perceived impact on local businesses***

One submission suggested the Market contributes nothing to the local area and is impacting local businesses. As previously noted, 10 submissions referred to the Market's role in attracting additional shoppers to the precinct, to the benefit of the broader commercial area. Council officers sought the views of the Camberwell Centre Association (CCA) regarding the role of the Market in the Camberwell Shopping Centre (Centre). The CCA advises the Market performs an important role in attracting visitation to the centre, to the benefit of existing businesses and supports the Market whole heartedly.

## **5. Consultation/communication**

To ensure the new licence agreement addresses the needs of the community, a letter was sent to all property owners and occupiers within the immediate vicinity of the Market, seeking their feedback. A map of the consultation area is provided in **Attachment 1**. A three-week consultation period was provided for feedback, with submissions closing on Friday 25 October 2019.

A summary of the feedback and Council officers' response regarding how the feedback will be addressed in the new licence agreement is provided in Section 4 of this report.

Negotiations between Rotary and Council to date, demonstrate a strong alignment between both parties' objectives over the next 10 years.

## **6. Financial and resource implications**

The licence stipulates the funds to be collected by Council from Rotary. Since the commencement of the current licence in February 2010, Rotary has contributed a total of \$1,795,382 towards Council's Grants Program which has funded 856 local community projects and initiatives which equates to an average contribution by Rotary of \$231,000 per annum. In addition, a total of \$450,000 has been contributed by Rotary towards the Marketplace Development Fund (MDF) over the term of the current licence.

## **7. Governance issues**

The proposed licence renewal is compatible with Council's obligations under the Human Rights Charter.

The officers responsible for this report have no direct or indirect conflicts of interest requiring disclosure.

## 8. Social and environmental issues

Positive community outcomes can be anticipated through the proposed renewal of the licence agreement and continued operation of the Market.

Consultation conducted as part of the development of the Boroondara Community Plan (in 2018) identified the Market as being important to the Boroondara community. The Market also plays a key role as a major visitor destination attracting visitors from outside Boroondara.

The recent community consultation process identified some improvement opportunities associated with the Market's current and future operation. All 28 submissions (with the exception of one submission) support the ongoing operation of the Market under the management of Rotary, citing the important role the Market plays as part of the local community and as a destination location.

## 9. Conclusion

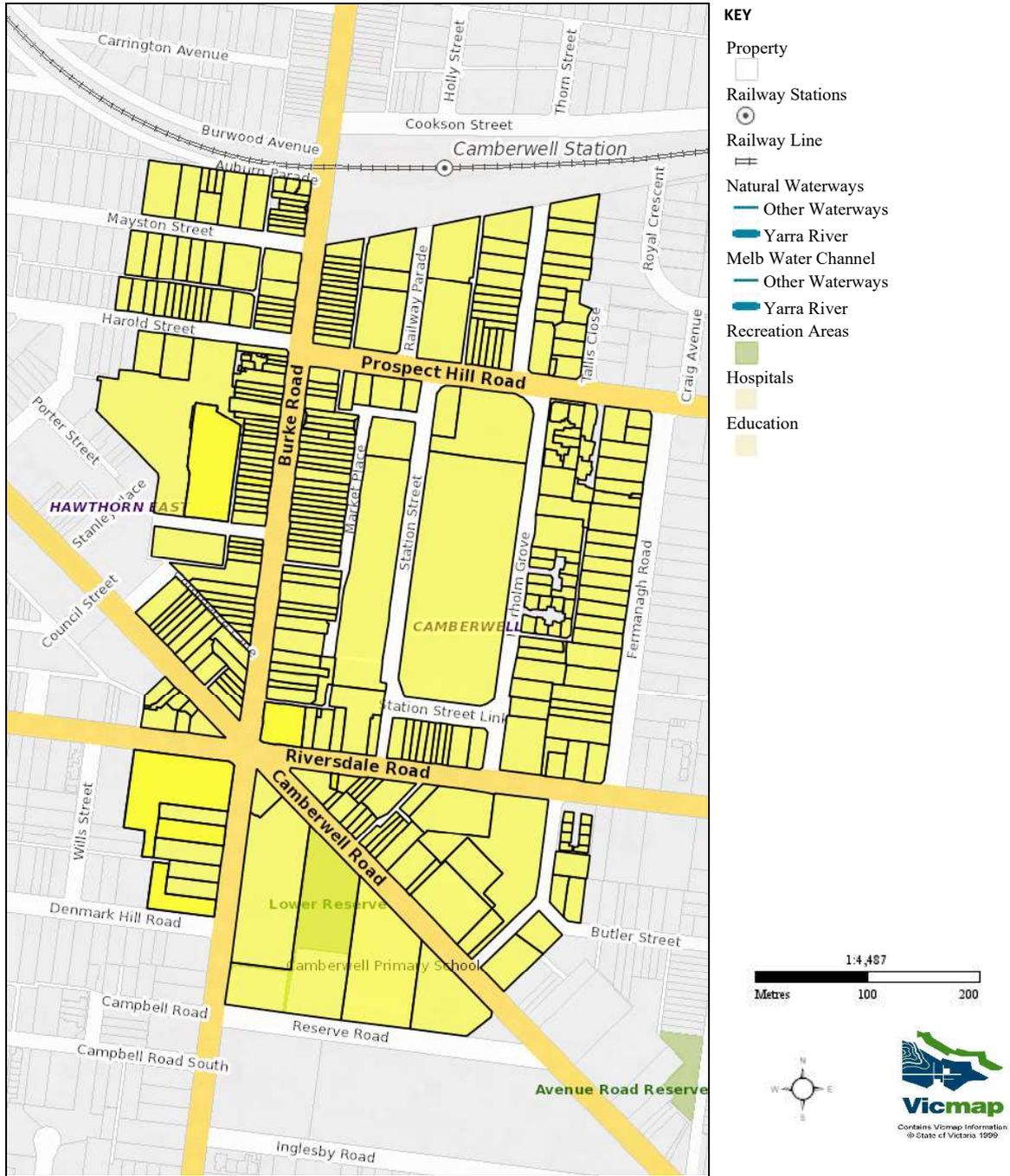
Operation of the Market requires specialist skills and experience. As one of Melbourne's most iconic and unique markets, in addition to the scale and sensitive location, a well-honed approach to the Market's operation is necessary. Council officers are of the view the current operator (Rotary) is very well placed to continue operating the Market, given its extensive experience and proven track record. Council officers have experienced a consistently positive and very productive relationship with Rotary, who has demonstrated its ability to be responsive and supportive of change in the precinct, for example during the refurbishment of the Camberwell Fresh Food Market.

The submissions received during the community consultation highlight significant community support for the Market's continued operation by Rotary. Council officers are of the view the improvement opportunities raised in the submissions, can be adequately addressed in the new licence arrangements. Negotiations to date with Rotary demonstrate a strong alignment between Rotary's and Council's objectives for the Market's future operation. On this basis, Council officers recommend that Council, having had regard to all submissions, enter into a new licence agreement with Rotary for the operation of the Market for a further 10 years.

**Manager:** Fiona Banks, Economic Development

**Report officer:** Fiona Banks, Economic Development

**Camberwell Sunday Market Consultation Area Oct 2019**



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