



# Newcastle ● voice

## The City of Newcastle: Hunter Street mall day markets survey



## Executive summary

The purpose of the Hunter Street mall day market survey was to gather opinions from the community, visitors to the markets, and businesses in the area regarding market attendance, the types of stalls the community would like to see more and less of, and preferred days, times and locations for the markets. In total, 679 responses to the survey were received of which 631 were from the Newcastle Voice community reference panel, 30 onsite surveys with visitors to the market, and 18 business owners or managers in the immediate vicinity of the markets.

### General observations

Overall, all groups surveyed were positive about the markets and were in favour of their continuation. Some respondents raised concerns regarding management of the markets and that the markets were not realising their full potential.

### Key findings:

- *Attendance*- 52% of Newcastle Voice members who responded to the survey indicated they had visited the markets in the past six months. Not knowing about the markets was the key reason provided for not attending, followed by difficulties with parking or transport.
- *Visitor profile*- the majority of market visitors are from Ward 1, are female and aged 40-69 years.
- *Frequency of attending*- 51% of Newcastle Voice members who had attended the markets report attending at least once a fortnight. Two-thirds (66%) of those surveyed onsite at the markets reported attending at least weekly.
- *Days and times attended*- more respondents reported visiting on weekdays (79%) than Saturdays (21%). On weekdays, the majority attended at lunchtime (51%), and on Saturdays, the majority attended in the mornings (54%).
- *Stalls visited*- the fruit and vegetable and flower stalls attracted the most visitors.
- *Stall preferences*- all groups surveyed said they wanted to see more gourmet food products at the markets (70% Newcastle Voice, 73% onsite visitors, and 94% businesses). Stalls selling fashion and accessories received the least support.
- *Location preferences*- all groups surveyed expressed a strong desire to keep the day markets in the Hunter Street mall.
- *Day/time preferences*- the preferences reported by all groups was in line with the current timings of the day markets. There was not strong support for extending the markets to the evenings or Sundays.
- *Importance of markets in the city centre*- there was a strong level of support for continuation of the day markets in all groups surveyed, with the majority of respondents indicating continuing day markets in the city centre was very or extremely important.

### Recommendations:

- Continue day markets in the current Hunter Street mall location.
- Investigate increasing the number of stalls in the market. The addition of gourmet food products was favoured among all groups surveyed.
- Liaise with market operator to increase promotion of the markets,
- Increase engagement with Hunter Street businesses to identify, coordinate and promote initiatives in the area.

**Table of Contents**

Executive summary..... 3

Introduction ..... 5

    Report purpose..... 5

    Where to from here?..... 5

Methodology ..... 5

    Sampling and questionnaire ..... 5

    Data collection..... 6

    Response rate..... 6

Survey findings ..... 7

    Day market attendance ..... 7

    Reasons for not attending the markets ..... 7

    Visitor profile..... 8

        Newcastle Voice ..... 8

        Onsite surveys ..... 8

    Frequency of visiting markets..... 9

    Day and times for attending markets ..... 11

    Types of stall visited ..... 12

    Stall preferences ..... 13

    Location preferences ..... 15

    Preferred days and times for markets ..... 16

    Importance of markets in city centre ..... 16

    Additional comments ..... 17

Appendix I- Questionnaire ..... 19

Appendix II- Other submissions received..... 22

Appendix III- Verbatim responses..... 23

# Introduction

In 2009 The City of Newcastle entered into an agreement with Choulartons Australia Limited (trading as Organic Food Markets) to allow markets to be held in the Hunter Street mall. The markets were introduced to help stimulate the economy in the city centre. Currently, the markets operate Wednesday-Saturday from 9am to 3pm.

As part of current city centre revitalisation planning, the City Centre Program Manager approached Council's consultation team to conduct a survey aimed at better understanding what types of stalls visitors to the markets wanted, as well preferred days, times and locations for the markets. After this initial brief, the survey was extended to include the views of the broad community (via the Newcastle Voice community reference panel) and businesses in the vicinity of the day markets. The Hunter Street mall night markets were not in scope for this survey.

## Report purpose

The aim of the survey was to gather information from the broad community, visitors to the markets, and the Hunter Street mall business community regarding visitation to the markets, preferred timings and locations for markets in the city centre, stall preferences, and perceptions of the importance of day markets in the city centre.

## Where to from here?

The survey results will be provided to the City Centre Program Manager to help inform future planning for day markets in the city centre. The high level results will be made available to Newcastle Voice members in the July 2014 MyVoice newsletter, and the full report will be made available to the community on The City of Newcastle's website.

# Methodology

## Sampling and questionnaire

Three groups were identified as stakeholders in the Hunter Street mall day markets:

- broad community,
- visitors to the markets,
- business owners/managers in the immediate vicinity of the markets.

Separate versions of the questionnaire were generated specific to each group (see Appendix I).

To gather opinions from the broad community, an online survey was sent to all active Newcastle Voice members (n= 2,101). Offline Newcastle Voice members were not sent the survey given time constraints on conducting the survey.

In-person surveys were conducted onsite with visitors to the markets, as well as with business owners and managers in the immediate vicinity of the markets (see Figure 1).



Figure 1: Sample area for businesses

## Data collection

The online survey was open to Newcastle Voice members from 12 June 2014 to 24 June 2014.

Onsite surveys with visitors to the market were conducted on Saturday 14 June, Thursday 19 June and Friday 20 June 2014, from approximately 10.30am – 1pm each day.

Surveys were conducted with business owners and managers in the immediate vicinity of the markets from 18-20 June 2014.

## Response rate

In total, 679 responses to the survey were received:

- 631 Newcastle Voice (response rate of 32.3%). Of these, 328 had attended the markets and 303 had not attended the markets,
- 30 onsite surveys,
- 18 surveys with Hunter Street business owners and / or manager.

Two additional business owners along Hunter Street declined taking part in the survey, but did provide comments for inclusion in the report. Email submissions were also received from members of the public following press coverage about the survey. These submissions are included in Appendix II.

# Survey findings

## Day market attendance

Just over half (52%) of Newcastle Voice members who responded to the survey indicated they had attended the Hunter Street mall day markets in the past six months.

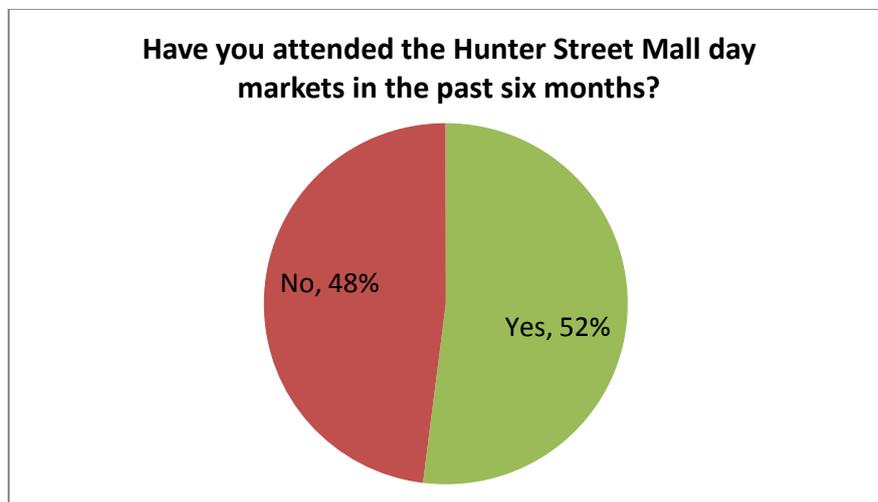


Figure 2: Day market attendance (Based on Newcastle Voice members)

## Reasons for not attending the markets

Among the 48% of Newcastle Voice members who haven't attended the markets in the past six months, the top three reasons given included:

- not knowing about the markets (34%),
- difficulties with transport or parking (25%), and
- the day or time not being suitable (20%).

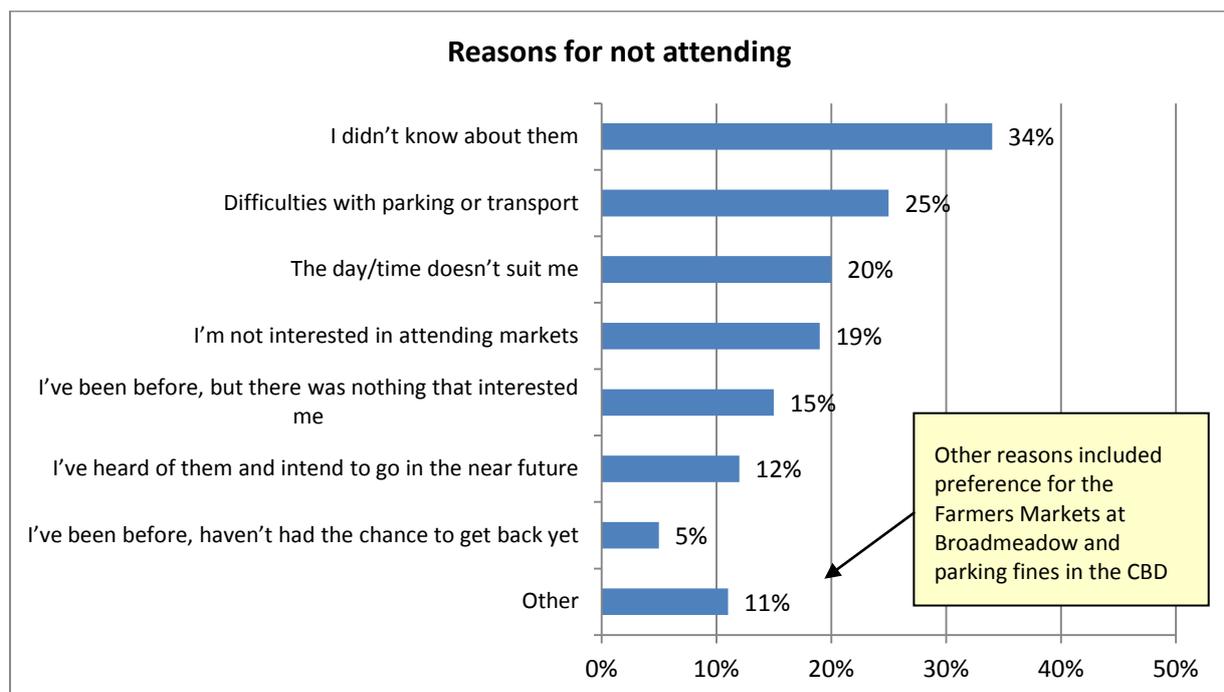


Figure 3: Reasons for not attending day markets (Based on Newcastle Voice members who have not attended the markets in the past six months)

## Visitor profile

### Newcastle Voice

Of the Newcastle Voice members who indicated they have attended the markets in the past six months, the majority were female (57%), from Ward 1 (57%) and aged between 40 and 69 years (77%). The gender and age profile reported here is broadly consistent with observations made at the markets during onsite visits.

Gender	
Male	43%
Female	57%
Area	
Ward 1	57%
Ward 2	22%
Ward 3	13%
Ward 4	6%
Out of LGA	2% <i>including Lake Macquarie and Cessnock LGAs</i>
Age (years)	
16-24	2%
25-39	17%
40-54	34%
55-69	43%
70+	4%

**Table 1: Visitor profile (Based on Newcastle Voice members who have attended the market in the past six months)**

### Onsite surveys

Among surveys conducted onsite, approximately one third of visitors were Newcastle residents (36%), one third were from other areas within the Newcastle Local Government Area (31%), and one third were visitors from outside of the LGA (33%).

Newcastle LGA	
Newcastle (CBD)	23%
Newcastle East	10%
Newcastle West	3%
Wickham	7%
Adamstown	3%
Bar Beach	3%
Cooks Hill	3%
Lambton	3%
Merewether	3%
New Lambton	3%
Newcastle West	3%
Tighes Hill	3%
Other Areas	
Lake Macquarie	10%
Maitland	3%
Other	20% <i>including Brisbane, Great Lakes, Taree, others not specified</i>

**Table 2: Suburb- market visitors (Based on onsite surveys)**

A question was added to the survey for onsite visitors asking what had brought them into the city centre that day. The main reasons indicated by visitors to the markets included shopping (29%) and work or study (29%).

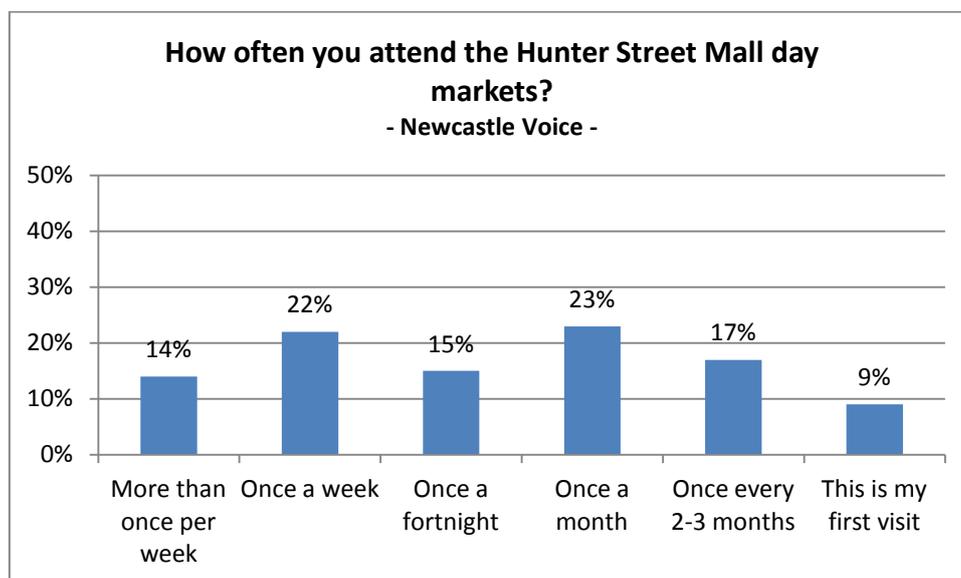
What has brought you into the Newcastle City Centre today?	
Shopping	29%
Work or study	29%
I live in the city centre	12%
Leisure and social activity	12%
Personal business, e.g. visit doctor, accountant	6%
Other	12%

*Note: asked only of onsite surveys conducted on weekdays*

**Table 3: Reason for coming into city centre (Based on onsite surveys conducted on weekdays)**

## Frequency of visiting markets

Just over half (51%) of the Newcastle Voice members had visited the day markets in the past six months indicated they attend the markets at least once a fortnight.



**Figure 4: Frequency of visiting markets (Based on Newcastle Voice members who have attended the markets in the past six months)**

Two-thirds (66%) of market visitors surveyed onsite attend the markets weekly or more often.

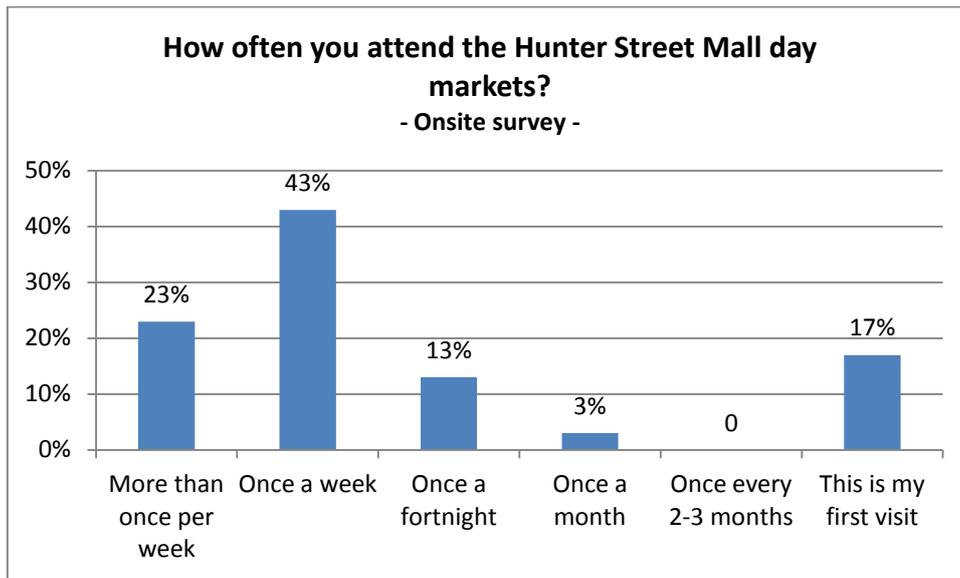


Figure 5: Frequency of visiting markets (Based on onsite surveys)

## Day and times for attending markets

At the high level, the majority (79%) of Newcastle Voice members who have attended the markets in the past six months did so on a weekday, with morning and lunch time being the most popular times for visiting (at 40% and 46% respectively).

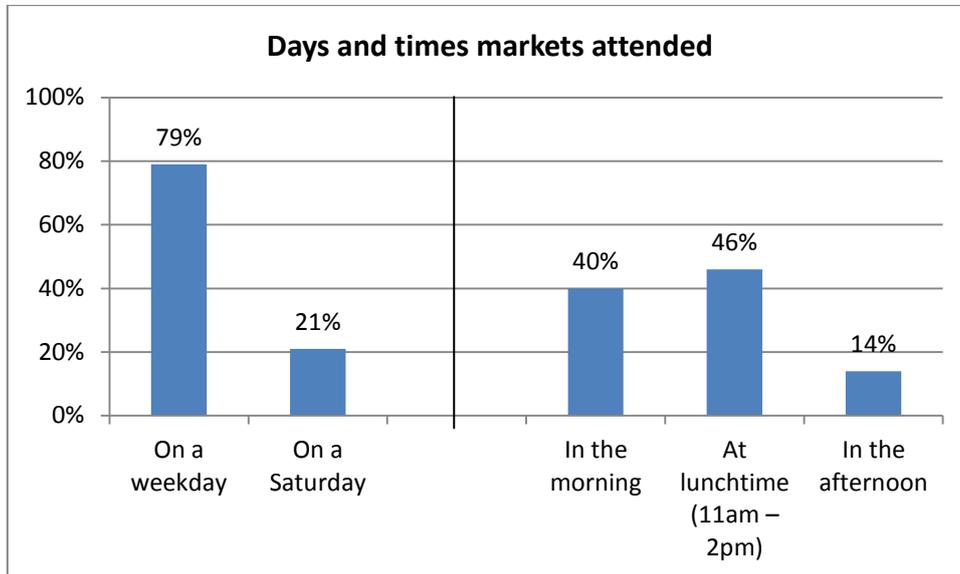


Figure 6: Days and times markets attend (Based on Newcastle Voice members who have attended the markets in the past six months)

When time of visit is analysed by day of visit, the majority of visits on a weekday occur at lunchtime (51%). Conversely, the majority of visits on Saturdays occurred in the morning (54%). These results are consistent with observations made at the markets during onsite visits.

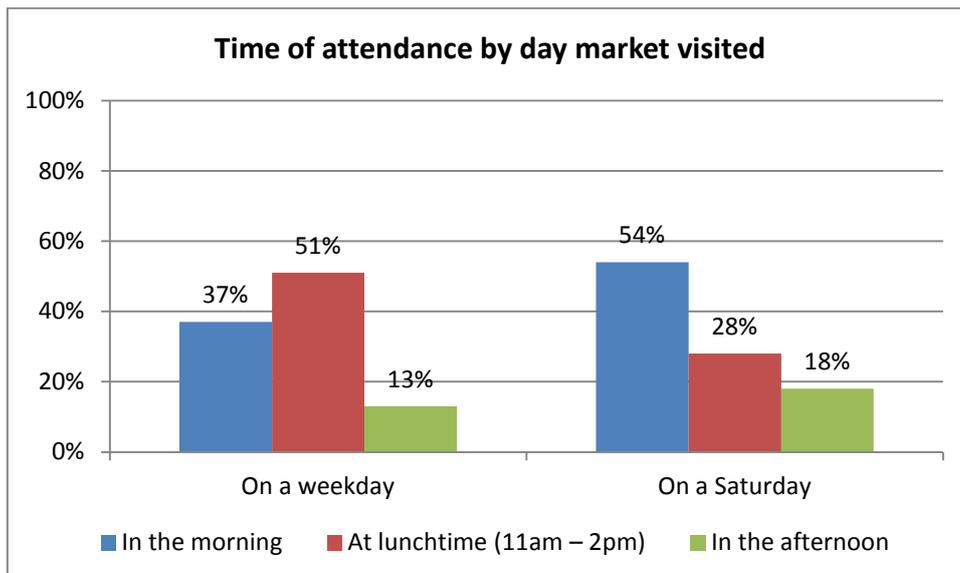


Figure 7: Time of attendance by day visited (Based on Newcastle Voice members who have attended the markets in the past six months)

## Types of stall visited

Amongst both onsite visitors and Newcastle Voice, the most popular stall types visited were flowers and/or plants and the fruit and vegetables.

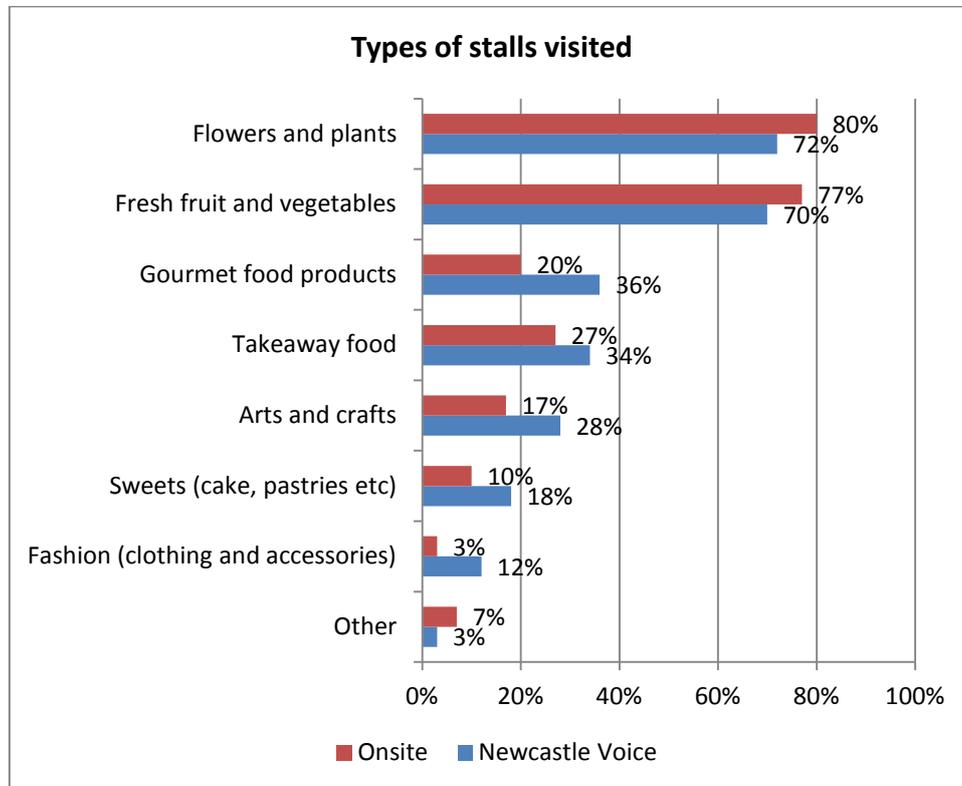


Figure 8: Types of stalls visited (Base- Newcastle Voice and onsite surveys)

## Stall preferences

All stakeholders (Newcastle Voice members, onsite visitors to the markets, and Hunter Street mall business owners and managers) were asked to indicate the types of stalls they would like to see more of, less of and no change to. The results are presented in figures 9, 10, and 11.

Gourmet food was the stall type all three groups would most like to see more of. Some examples given by visitors to the markets and business respondents included deli type products, cheeses and sourdough. Support for more art and craft type stalls was also evident among all three groups.

Onsite visitors and business respondents were divided in their opinion regarding having more fresh fruit and vegetables and flowers. This is because they had some element of loyalty to the current stallholders, and they expressed concerns that having more of these stall types would take business from the existing stalls - this was particularly evident for 'Dom the flower guy' who had a very strong and loyal following as illustrated in the following respondent comments:

*"Dom the flower man is my favourite, the organic man is great."*

*"For fruit and veg, the organic market is invaluable IN ITS CURRENT PLACE (Marketown is a bus trip away), as is the flower stall of Dominique."*

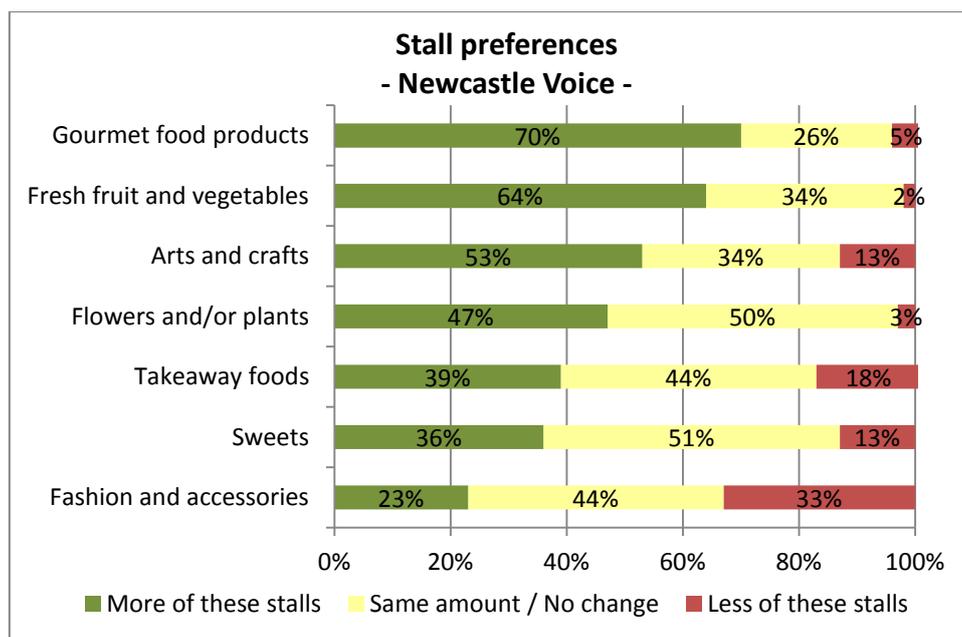


Figure 9: Stall preferences (Base- Newcastle Voice)

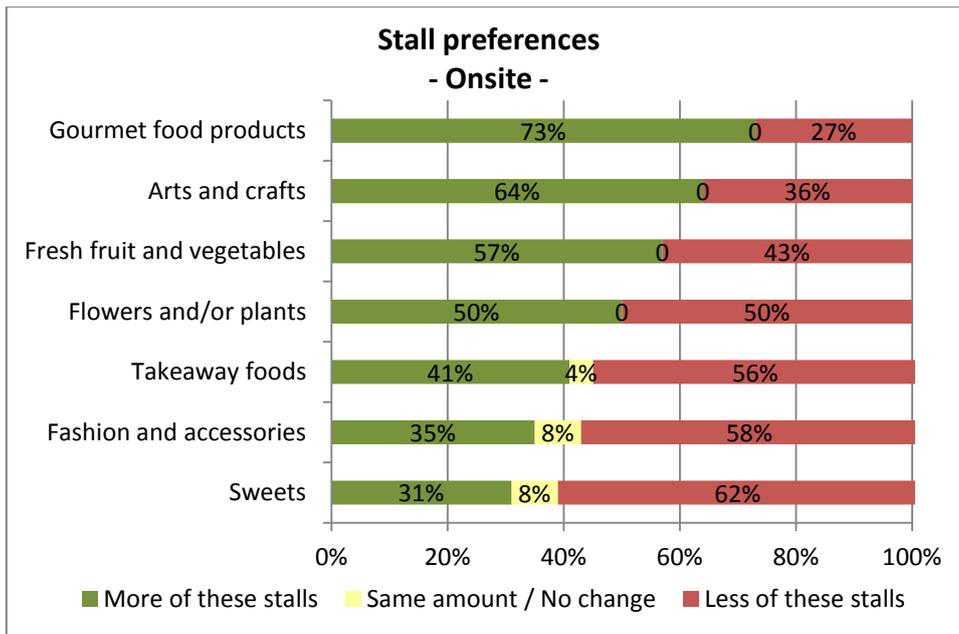


Figure 10: Stall preferences (Base- onsite surveys)

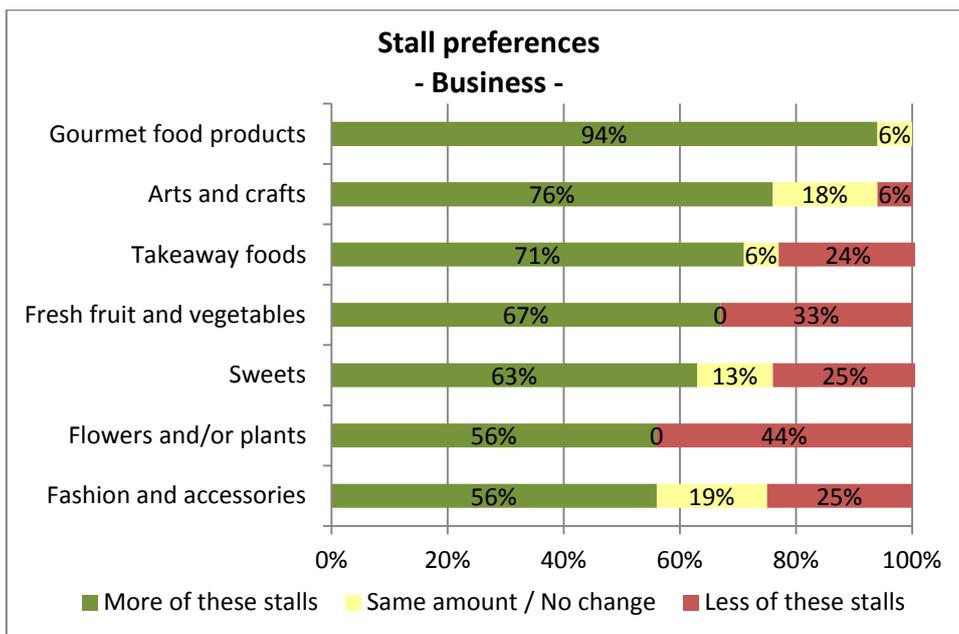


Figure 11: Stall preferences (Base- business owners or managers)

## Location preferences

Survey respondents were asked to indicate their preferences for a location for day markets in the city centre.

Among all three groups, Hunter Street mall was strongly preferred as the location for day markets. A number of onsite respondents and businesses commented that the purpose of the markets was to help bring people into the city centre and that the mall was the area most in need of this support.

*“The Hunter Street Mall day markets bring a good mix of people into the city. They provide an ideal atmosphere for families and along with the opening of the mall have moved the unsavoury types of people elsewhere. ... together with the increase of coffee shops, the Hunter Street Mall day markets and Friday evening markets are drawing good people into the city.”*

Additionally, three onsite visitors to the markets and two business respondents declined to answer this question as Hunter Street mall was their only preferred location.

In terms of other locations, across all three groups Wheeler Place was the next most supported option and the Museum or Honeysuckle area was the least preferred location presented.

### Base: Newcastle Voice (visited day markets in past six months)

	Hunter Street Mall	Wheeler Place	Laman Street	Civic Park	Museum (Honeysuckle)
1st preference	71%	12%	7%	5%	5%
2nd	12%	38%	15%	19%	17%
3rd	7%	23%	25%	28%	17%
4th	5%	16%	32%	29%	18%
5th preference	5%	11%	22%	19%	43%

### Onsite surveys

	Hunter Street Mall	Wheeler Place	Laman Street	Civic Park	Museum (Honeysuckle)
1st preference	87%		4%	4%	4%
2nd		48%	9%	26%	17%
3rd	9%	22%	43%	17%	9%
4th		22%	30%	48%	
5th preference	4%	9%	13%	4%	70%

### Business

	Hunter Street Mall	Wheeler Place	Laman Street	Civic Park	Museum (Honeysuckle)
1st preference	100%				
2nd		62%	6%	19%	13%
3rd			38%	31%	31%
4th		13%	44%	25%	19%
5th preference		25%	13%	25%	38%

Table 4: Day market location preferences

## Preferred days and times for markets

In terms of days and times for the day markets, preferences across all three groups were roughly in line with the current format (i.e. weekdays and Saturdays from 9am to 3pm). Support for extending the markets to evenings and/or Sundays was not strong.

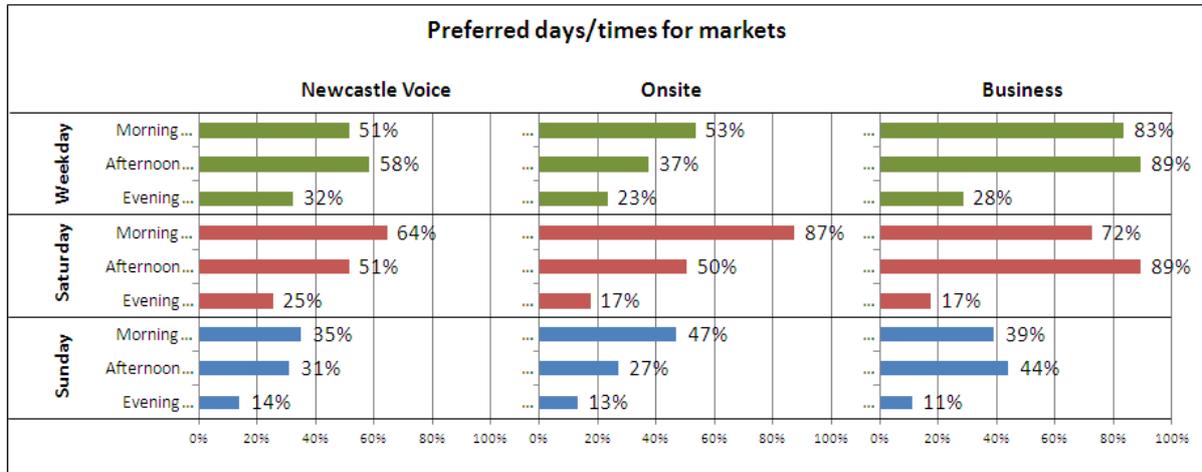


Figure 12: Preferred days and times for markets (Base- Newcastle Voice, Onsite and Businesses)

## Importance of markets in city centre

Respondents to the survey were asked to indicate how important it was to them that day markets continue in the city centre. Results are summarised in Figure 13.

The continuation of day markets within the city centre was important to all groups, but particularly so among visitors to the market where 93% said their continuation was very or extremely important, and businesses in the area where 89% said their continuation was very or extremely important.

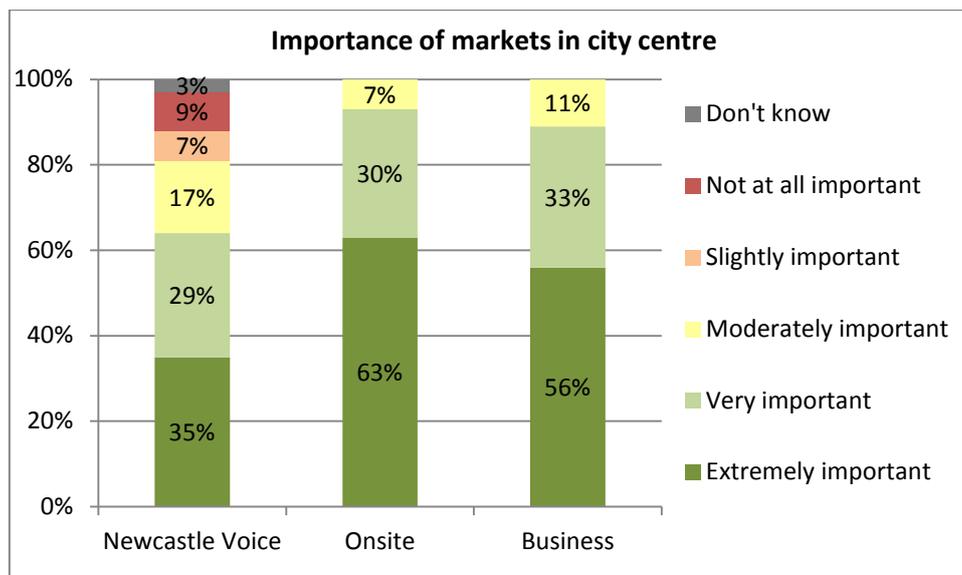


Figure 13: Importance of day markets in the city centre (Base- Newcastle Voice, Onsite and Businesses)

## Additional comments

At the end of the survey, respondents were given the opportunity to provide any other comments they had regarding the Hunter Street mall day markets. The key themes in response are summarised below in Table 5. Full verbatim response can be found in Appendix III.

Of the Newcastle Voice members who left a response, 21% commented that the markets brought people into the city centre. The next most common responses were positives in regard to the flower and fruit and vegetable stalls. Similarly, those interviewed onsite had positive comments to make regarding the fruit and vegetable stall (14%), though these respondents also commented on wanting more stall variety (14%).

Among business owners and/or managers parking was the key issue, which noted by 40% of respondents who left a comment. Businesses were generally positive about the markets, with 33% commenting on how the markets bring more people into the mall, and specifically commented that the flower stall attracted people into the area (27%). A number of business owners and/or managers (27%) also made comments on the night markets. In a more general sense, the business community expressed some frustration regarding the perceived lack of consultation that took place with them regarding both the day and night markets, including not knowing who ran the markets or who to speak to regarding the markets. Please see Appendix III (page 34) for verbatim comments from businesses regarding the markets.

	Newcastle Voice	Onsite	Business
<i>Based on those who provided a response n=</i>	<b>190</b>	<b>15</b>	<b>22</b>
	%	%	%
<b>Stall comments</b>			
Flower stall comment	15%	9%	27%
Fruit and veg stall comment- positive	11%	14%	7%
More stalls / More variety of stalls	7%	14%	7%
Fresh food focus / Local focus/Farmer style	4%	5%	0%
Takeaway food stall comment	4%	0%	7%
Better quality stalls needed	3%	0%	7%
Needs entertainment, music	2%	0%	0%
Adopt European style market	2%	0%	0%
Needs unique selling proposition	2%	0%	0%
Fruit and veg stall comment- negative	1%	5%	0%
<b>Market positives</b>			
Brings people into the city / Improves mall ambience / Good vibe	21%	14%	33%
Want markets to continue	9%	9%	13%
Services residents / city workers	5%	9%	0%
Markets are excellent / like attending / happy with them	4%	14%	0%
<b>Market Negatives</b>			
Markets look terrible / They're a non event	4%	0%	0%
Get rid of the markets	0%	0%	7%
<b>Market management</b>			
Do not move the markets / Do not change the markets	7%	0%	7%
Council should support the markets and / or stallholders	6%	9%	0%
Consider other location	5%	5%	7%
Should not sell same things as surrounding business / Complement surrounding businesses	3%	0%	20%
Markets need shelter / Don't remove umbrellas	2%	9%	7%
Have on more days	1%	0%	0%
Improve management of market	1%	5%	7%
<b>Other</b>			
Parking comment	7%	9%	40%
Conflicts with Farmers Markets and other markets	5%	0%	0%
Markets need to be promoted / advertised	3%	0%	7%
Night market comment	2%	5%	27%
Fruit and veg truck comment	2%	5%	0%
Heard that they might be closed down	0%	5%	0%

Table 5: Additional comments- key themes

## Appendix I- Questionnaire

Questions	Question asked: Newcastle		
	Newcastle Voice	Onsite	Business
<p>The Hunter Street Mall day markets are held Wednesday-Saturday from approximately 9am-3pm.</p> <p>Have you attended the Hunter Street Mall day markets in the past six months? Please select one response only. Yes No Don't know / Not sure</p>	Yes	No	No
<p>Sample type is: Please select one response only. Onsite Business- owner Business- Manager</p>	No	Yes (not read out)	Yes (not read out)
<p>Date of survey Please choose a date. Select a month. Select a day. Select a year.</p>	No	Yes (not read out)	Yes (not read out)
<p>Enter time of survey Please select one response only. 9-11am 11-1pm 1-3pm</p>	No	Yes (not read out)	Yes (not read out)
<p>Why haven't you attended the Hunter Street Mall day markets in the past six months? Please select all that apply.</p> <p>I didn't know about them I've heard of them and intend to go in the near future I'm not interested in attending markets The day/time doesn't suit me Difficulties with parking or transport I've been before, but there was nothing that interested me I've been before, haven't had the chance to get back yet Other (please specify)</p> <p>TERMINATE: Thank you for taking the time to start this survey, the remainder of the survey is for people who have attended the day Hunter Street Mall day markets in the past six months. Got a great idea to help revitalise our city's centre? Click here to log your idea in our ideas bank. Got questions, comments or feedback for Newcastle Voice? Let us know on 4974 2000 or email support@mynewcastlevoice.com</p> <p>END INTERVIEW with status : Disqualified</p>	Yes (only if not attended in past six months)	No	No
<p>Which of the following best describes how often you attend the Hunter Street Mall day markets: Please select one response only. More than once per week Once a week Once a fortnight Once a month Once every 2-3 months Once in the last 6 months / This is my first visit</p>	Yes	Yes	No
<p>Do you mainly attend the Hunter Street Mall day markets: Please select one response only. On a weekday On a Saturday</p>	Yes	No	No

Questions (continued)	Question asked: Newcastle		
	Newcastle Voice	Onsite	Business
<p>What time of day do you mainly attend the Hunter Street Mall day markets: Please select one response only. In the morning At lunchtime (11am – 2pm) In the afternoon</p>	Yes	No	No
<p>What type of stalls do you visit at the Hunter Street Mall day markets? Please select all that apply. Fresh fruit and vegetables Gourmet food products Sweets (cake, pastries etc) Takeaway food Flowers and plants Fashion (clothing and accessories) Arts and crafts Other (please specify)</p>	Yes	Yes	No
<p>In this question, we'd like to find out which types of stalls you'd like to see more of or less of at the Hunter Street Mall day markets.</p> <p>Please drag each stall type below to your chosen category on the right hand side of the screen</p> <p>Fresh fruit and vegetables Gourmet food products Sweets (cake, pastries etc) Takeaway food Flowers and plants Fashion (clothing and accessories) Arts and crafts</p> <p>More of these stalls Less of these stalls Same amount / No change Don't know / Not sure</p>	Yes	Yes	Yes
<p>Over time, members of the community have shared with Council their ideas regarding appropriate areas for markets in the city centre. The most common suggestions are listed below.</p> <p>Please rank these locations from 1 to 5 in order of preference as a location for day markets in the city centre.</p> <p>A rank of 1 is where you would most like to see the day markets and 5 is where you would least like to see the day markets:</p> <p>Hunter Street Mall (where they currently are) Wheeler Place (between the Civic Theatre and the Fred Ash Building) Laman Street Civic Park Museum (Honeysuckle)</p>	Yes	Yes	Yes

Questions (continued)	Question asked: Newcastle		
	Newcastle Voice	Onsite	Business
In regard to timing of the markets, which days and times would you prefer: Please select all that apply. Weekdays Weekday morning (9am-12pm) Weekday afternoon (12pm-3pm) Weekday early evening (3pm-6pm) Weekends Saturday morning (9am-12pm) Saturday afternoon (12pm-3pm) Saturday early evening (3pm-6pm) Sunday morning (9am-12pm) Sunday afternoon (12pm-3pm) Sunday early evening (3pm-6pm)	Yes	Yes	Yes
How important is it to you that day markets continue in the city centre? Please select one response only. Not at all important Slightly important Moderately important Very important Extremely important Don't know / Not sure	Yes	Yes	Yes
Please type in any other comments you would like to make regarding the Hunter Street Mall day markets. Please be as specific as possible.	Yes	Yes	Yes
What has brought you into the Newcastle City Centre today? Please select one response only.  Work or study Shopping Attending a performance or movies Leisure and social activity Going to the beach or foreshore Personal business, e.g. visit doctor, ac I live in the city centre Other	No	Yes (added after survey had started)	No
Which suburb of Newcastle do you live in? Please select one response only.	No	Yes	No

## Appendix II- Other submissions received

<p><i>As far as I can see, the markets consist of a few fruit stalls, and a few clothing stalls. All appear to be under the white umbrellas.</i></p> <p><i>Let me start by saying that it has no critical mass. Then, it seems to be too small. Thirdly, fruit stalls are well received, but are a dime a dozen. Everyone sells cheap, fresh fruit now, and hardly any will travel to City centre just for that. Compare it with the Farmers markets on Sundays, and plenty of other markets. Of course, fruit stalls they are always welcome sellers, but you cannot build a new enthusiasm on them.</i></p> <p><i>Let me point out that if I look today to sell my own books in your markets - and these are not just the standard books from Dymocks, or second-hand junk - I cannot find out how or where to start. Where is the marketing of stalls? Where is the guarantee that I won't be next to a stall selling second-hand bloomers. There are a dozen basic questions that you, as a seller of stall space, you need to answer. It seems that you are just surveying customers without conversing yourselves with the potential stall-holders. If you get these, you have a chance to get off the ground. But not otherwise.</i></p> <p><i>So, back to the beginning. You need to exceed critical mass. But you cannot build on fruit and vegies alone. You need creators of anything (decent). Firm up what you have to offer, and be prepared to negotiate and talk to stall-holders.</i></p> <p><i>So I say all this. It's reasonably garbled. Maybe you have done this and maybe you have an officer in place who can say "Yes, we are doing this." (In this case, please have him contact me as a stall-holder). If this is so, excuse me for berating you.</i></p>	<p>Email-community member</p>
<p><i>Extremely angry to see this subterfuge again. This is a survey about moving the markets. I started it because I thought it was about the existing market. This is shameful low towing to developers. Will be writing to council.</i></p>	<p>Email-community member</p>
<p><i>Sorry but my last response to the survey got lost. I would like to add that anything that revitalises the CBD and brings people to this rather shabby part of Newcastle is a positive step.</i></p>	<p>Email-community member</p>
<p><i>The Hunter Street Mall day markets are not adequately managed- they look disgraceful, there is a lack of proper signage, and they are not adequately marketed. The large truck parked on the street, which draws electricity, is an eyesore and detracts from the surrounding businesses. In an area where parking is an issue, this truck is parked for long periods of time and doesn't get fined, which is inequitable for visitors to the area who are frequently fined. The fruit and vegetable stall operator has taken improper ownership and control of the markets- he stores his produce in an unused area of a dilapidated building which is causing a vermin issue in the area. I do not support the markets in its current format.</i></p>	<p>Submission-business owner</p>
<p><i>They dont bring anyone in. David Jones leaving has affected the mall. Need to focus on the retailers, there are empty shops looks hoboey, untidy and dirty we do better on the days the market isn't on needs to be in one area there is no wow factor. Needs to be more like melbourne markets more seating and trees, for people to sit and have a coffee and food.</i></p> <p><i>The markets stalls take business away from the retailers- especially food, 6 have closed.</i></p> <p><i>The environment of the mall needs to be about people and encourage people to be here. If you are going to have markets do it properly- full on bring change, been here 20 years and need change. The markets have hit a brick wall. Doesnt work in here - works outside the centre.</i></p> <p><i>cant see the shops due to the markets. Parking needs improving- gold coin donations</i></p>	<p>Submission-business owner</p>

## Appendix III- Verbatim responses

<b>Q: Please type in any other comments you would like to make regarding the Hunter Street Mall day markets.</b>	<b>Sample</b>
A lot of customer loyalty to Bill and Dom. A lot of hassle with Bill's truck. The markets are a fun addition to the mall. Would be good if Council could liaise better with stallholders and not penalise them for parking as they are providing the services we want	NV
Access to markets with fresh produce will be extremely important as unconventional fossil fuels dry up, and oil prices rise. This is evident from current low investment trends and high oil prices are a worry of the IEA (Nov 2013 presentation - <a href="http://www.worldenergyoutlook.org/publications/weo-2013/">http://www.worldenergyoutlook.org/publications/weo-2013/</a> Slide 1 – “Energy prices add to the pressure on policymakers - Sustained period of high oil prices without parallel in market history”). Increased prices will make transport of goods and particularly food more expensive.	NV
Activities that may add life and colour to the city - such as markets - and that bring more people into the city, is a positive thing.	NV
After the rail line is closed the markets will be far more attractive and accessible	NV
anything that brings people into town is good	NV
As usual push polling, e.g., I use the markets on weekdays AND weekends but am only allowed one response. I also object to the inflexibility of NCC infringement officers when dealing with stall holders loading and unloading items for sale and infrastructure, e..,g stands, ovens.	NV
At the moment they are a bit of a non event. They need to be spiced up some how.	NV
Better quality stalls needed	NV
better street lighting if towards evening, poor at present, most was geared to overhead for mv and above the shop awarnings, look at section from bolton st going west.	NV
Brings people to the city and this is a good thing for safety and for other business owners	NV
CBD residents want local markets and council should listen to us.	NV
Council could consider festive music in areas that attract people. Speakers on poles.	NV
Do not put the markets on grass. Ever tried to drive a wheelchair on grass!?!	NV
Don't close these markets down. Encourage and support the local markets.	NV
Don't really visit it because even on the weekend I have to pay parking fees. I would rather go to Adamstown or Lake Macquarie markets (don't have to pay for parking or worry about getting booked if my ticket expires).	NV
Feel the markets add to the vibrant ambience of the Mall. They provide great opportunities for developing a community feeling within the City as well as encouraging residents/visitors to communicate with one another. They have already provided a more community feel and assist resident businesses with additional trade. Really like the idea of the Newcastle Station being developed as a Growers Market venue once the light rail is functioning. Similiar to those in other cities, e.g. Victoria Square markets in Adelaide near the tram line.	NV
For good markets you need.... high quality "market items", professional market vendors ,lots of advertising ,easy and free parking,and an easily accessible clean environment. Also lots of cafe style areas and maybe some entertainment would increase community participation.	NV
fresh flower stall most important	NV
Fresh food produce could be on Wednesdays and Saturdays only. This would ensure a more concentrated market for fresh local food. Thursdays and Fridays could be fashion, arts and craft markets, not necessarily at the same location. Whatever you do, keep the Hunter Street markets as they make the mall a lot more vibrant for all.	NV
get rid of the stupid car drivers in the mall	NV
good to find things not found in the shops	NV
great to liven up the city	NV

Hold some school BBQ to raise money for their school or similar event to encourage families to come along.	NV
How about some public toilets well-located and properly maintained? Please.	NV
Hunter Street Mall needs as much activity as possible. Once the railway line is opened up and Hunter st is revamped and beautified hopefully the whole area will benefit. IF you could get a major department store back in the DJ's building it would change the dynamics again.	NV
I am amused at the suggestion that the markets should be at The Museum. Pity the museum moved from its previous excellent location and building to the current location, thereby wasting some ten million dollars and displacing the farmers market. That was working well there. Great planning!!!!!!	NV
I don't make a deliberate trip into town for the markets; I encounter them as a coincidence when I am in that area for other reasons.	NV
I don't want them moved for the sake of gpt construction' Am extremely angry to see suggestions of moving them this is policy by stealth. Will be writing to council about duplicitous nature of this survey.	NV
I enjoy these markets and am a regular user. They have been very beneficial in attracting people and activity to the Mall. The stall operators should be commended and supported to stay.	NV
I find that the fresh flowers(particularly roses) are better than anywhere else in the Newcastle area :)	NV
I have only attended once because until 29 May I did not know they existed - promotion needs to be ramped up and sustained.	NV
I have wanted to get to the markets more often, but have recently been heavily pregnant and now have a new born.	NV
I like my fruit and veg fresh and healthy. In this regard I'm disappointed that the 'fruit' man has had to remove his refrigerated truck. It was not a danger as far as I could see - it stayed still and wasn't so big to become an eyesore.	NV
I like the size and accessibility of the markets and their local feel.	NV
I love attending the market to buy fresh flowers, which I do regularly because their flowers are fresher and last much longer than supermarket flowers.	NV
I love the fantastic mix of cultural food. I feel more people would be engaged by the markets if they were located in the Civic Centre of our city, around Wheeler place and Lamien Street. This is a fantastic thoroughfare to catch people moving around the city. Hunter Street is a destination and has already started to have a great vibe with all of the great cafes and shops.	NV
I only come in to town to visit my dentist, which is not very often, but it is nice to see some activity in the mall, whatever it is. The markets must be convenient for city dwellers and backpackers, especially for purchasing fresh fruit and vegetables.	NV
I prefer the showground markets on Sunday. I feel that the Hunter st Newcastle are a waste of time.	NV
I purchase flowers and fruit and vegetables every week. I purchase from the other stalls as I need items. These stalls are an integral part of the inner city.	NV
I regularly come in to mall by train and enjoy a coffee and a walk to beach, I don't find anything of interest at the markets and once the rail is truncated I will not return if fares increase or my trip takes longer	NV
I think it's appalling that the Council Parking Inspectors have been harassing the market operators. Bullying seems to be the way the Council run all areas of their business & the city.	NV
I think that the markets add life to the Hunter Street Mall and have been a very positive development.	NV
I think that the markets are an asset to the Hunter Street Mall, attracting and maintaining visitors to the Mall. With further development/diversification of stall types the markets will further activate the Mall.	NV

I think the Mall markets are terrible. They look awful and are poor quality food stalls. The flower stall is the only stall I support. If they want to cook food, they should be doing in a proper food shop. There are plenty vacant building that could be converted to a food premises. I don't support the ongoing mall markets in their current form.	NV
I very much like the day markets and I like their current location, which is convenient to where I live. The fresh produce and flower stalls are great and it's hard to find those products elsewhere in the city centre. I do feel that the arts, crafts and "trinket" stalls tend to make the markets look junky. I would discourage those in future.	NV
I visited the other day because you sent me this survey. The fresh flowers and the fruit and vegetables are a great idea, and would bring regulars to the mall. However, take-away food stalls only threaten existing businesses which are paying higher rents and trying to be successful. This should be the overarching rule - not to threaten the livelihood of shops during the opening times of those shops. However, a successful stall which supplies a commodity, and predates a shop, should be immune from subsequent commercial objection. Stall owners of fresh commodities make a lot of personal effort to supply a market, and can not be in two places at once. There should be more support from Council for the parking requirements of the fruit and vegetable stall holder. A friend told me about his plight, and the insensitivity of council compliance which was reported in the Herald. Why has he not been given a formal parking spot nearby for his refrigerated van???? If council invites him to spend more hours in the mall, then they should provide him with what he needs to do so!	NV
I want more good quality stalls in the Hunter Street Mall. Poor quality stalls will kill the markets. I like the flower man, especially & the Asian take away.	NV
I wasn't made aware of them until recently (because I rarely visited the mall), but I'm now a supporter. Hope it continues. Keep it in the mall!	NV
I work and can only go on weekends but I LOVE the markets. Dom the flower man is my favourite, the organic man is great. Wheeler Place is a little safer but have to be mindful of parking regardless!	NV
I work full time and usually visit the mall during the week in my lunch breaks. I often purchase from the takeaway food stands and they appear to be well used by others. A wider variety of international food would be great. The space outside the Post Office is also perfect, away from the cars in the mall. The flower seller seems to do well. I purchase from there and occasionally the fruit and veggie guy but I often can't wait to purchase from him because there is not enough staff to serve the people in line and I'm always on mission to run errands and need quick service. More fruit and veggie stands would do well as would other gourmet food products. I don't think clothes are needed, there's plenty of clothing shops in the mall. Sundays won't work in my opinion as the Sunday Farmer's Markets are so well established and draw large crowds. Anything in the mall would have to be pretty special to draw the crowds away from there. You also won't get people in the mall at night during winter unless it's a special event - like we used to have with the Winter Heat festival..	NV
I work in the city, travelling from Lake Mac. This is why my responses are only in regards to weekdays. It would have to be pretty amazing for me to come in on a weekend.... like Olive tree markets.	NV
I would be seriously upset if these markets which I have patronised since their inception were not to continue in same place on same days and times!	NV
I would like more fresh fruit and vegetables/ market growers. More farmers market style	NV
I would like to see a once a month night market held along the foreshore. Closing off the side access for parking and have stalls set up there so people can still use the path and be able to walk between the Brewery and Nobbys beach carpark.	NV
I would like to see more markets and on more days of the week	NV
I would like to see the day markets grow and become an asset to the city. They have the potential to attract people if there is a good variety of unique things that you can't buy elsewhere. And maybe some music and ambience to go with it.	NV

I would like to see the markets grow ,with more stall holders to make it more interesting then what is there now.At the moment there is not enough there to make it a must for people to come into the city.Only a few good storeholders.France has some really good markets which are in little towns.A good community spirit.	NV
I'am quiet happy with the markets.	NV
Ideally the city would be able to host an independent market that on weekends and selected weekdays. Council should be encouraging current operators to investigate more permanent arrangements and investigating sites where this may be feasible.	NV
If anything we need more stall holders. More fresh food. Make it worthwhile for consumers and encourage people (generally) to return to Newcastle city.	NV
If in the area we would normally browse through but not make an effort to visit these markets. Seldom purchase any thing on offer. Prefer the Newcastle growers Market with more variety and competitive pricing.	NV
If you are going to have markets in the inner city then they must be based on the rocks markets in Sydney. Geared to the highest quality produce and all Australian craft.	NV
I'm not sure how the markets are meant to continue with the umbrellas being removed, but all the people have made a concerted effort to revitalise Newcastle and deserve to stay there.	NV
I'm not sure that they bring people to the city centre but it is nice to have it there. I never make a point of visiting, I only visit if I happen to be in the area. Even when I worked in the Civic precinct I did not go to the markets as this was a bit far to walk during a half hour lunch. If they had been at Wheeler Place or Honeysuckle I probably would have gone to them every day. But I was retrenched from my job so now do not go into the city much at all. As much as it's nice to have them in the Mall, I think you also have a responsibility to the stall owners to put them in a place where people will go. Honeysuckle has a lot of pedestrian day and evening traffic. They could probably go day and night here, 7 days and get plenty of custom. Although the restaurants might not like the food competition.	NV
It needs more advertising. As I live in Adamstown Heights, I need reminding they are on and when they are on. If you google whats on in Newcastle, I don't see this event.	NV
It provides me with a reason to visit the mall. I work on the hill but regularly buy flowers and honey during my lunch break if these things weren't there I would probably not bother to walk down the hill as much. If you want to 'declutter' the mall why don't you try holding them in vacant buildings along the mall?	NV
It would be a real loss if these markets were to close. There are many people who come to town (from Stockton, Fern Bay etc) just for those markets, especially for the flowers and vegetables. I am one of those people as are my two sisters and a number of our friends.	NV
It would be good if they could work in conjunction with the night market. the whale bone covered area of the market is so much more attractive, could they have a similar quality of design in the mall please.	NV
I've really appreciated these markets as they create a sense of community and have added more life to the Mall as have the great cafés and Renew Newcastle businesses.	NV
Just look at what the markets have done for the Mall ... Maybe share them between the Mall and Wheeler place? Wheeler Place seems a wasted space. Does anyone ever use the table tennis table tucked in the corner ... "NO", my suggestion, move it to Civic Park. But then I have asked this Question before and have had no response.	NV
keep night markets in the mall	NV
Keep unique feel to the event.	NV
Laman Street is the ideal location!	NV
Leave hunter street to the retailers already paying the exorbitant rents and spend council monies to support regional efforts of business sustainability. Use Newcastle Now money to support markets as done in other suburban areas. If local business see markets as necessary, let the BIA know by contacting their BIA and ask for support. Lets have a questionnaire that is not city centric or an agenda being "pushed" by NCC.	NV

Like having a small food focused market in the city that is open during the week and less crowded than the show grounds.	NV
Make things better so the markets become sustainable	NV
many elderly and local people use these current markets regularly - for fruit & veg; the organic market is invaluable IN ITS CURRENT PLACE (Marketown is a bus trip away) , as is the FLOWER stall of Dominique: PLEASE RETAIN THESE VITAL COMMUNITY SERVICES	NV
markets add to the character of the mall and the city. popular with tourists and residents alike	NV
Markets at the Museum at Honeysuckle would be fine at weekends as free Parking is only a short walk away.	NV
Markets bring community together and life to the city. It could be made much more interesting and exciting for all ages, with more thought. Honeysuckle markets are sorely missed. Canning those limited people visiting the area.	NV
Markets need to have accessible public toilets nearby, as well as parking. Parking near the Mall is too expensive and puts me off going	NV
Markets should not be in the same space as commercial retail. They should be on the fringe.	NV
Markets that offer a variety of items is an attraction to many people. Importantly it allows for the sale of souvenir and tourist mementos which is a must for visitors to Newcastle!	NV
More farmers markets	NV
More parking facilities, cheaper parking and more pushbike racks	NV
More parking in mall.	NV
More stalls adds interest to an otherwise very limited area. Bring back David Jones	NV
More weatherproof facilities for market stalls & patrons, employ local young live music performers , buskers and djs to provide entertainment during spring & summer, incorporate kids art activities & workshops into school holiday periods at markets, basically what the loft livesites had done with facilitating art & music content in the mall before council decided it was a good idea to cut both program's.	NV
More would be better.	NV
Need to strike a careful balance between market stalls and struggling shopfront retailers	NV
Needs greater variety.	NV
Not much there, poor atmosphere.	NV
On weekends the markets need to start later and go after 6pm ie 8 PM. Also we need to encourage a European culture where you can back a glass wine with the food you buy at the markets. Also encourage not so much 'fast good' but good heavy food to eat as you wander around. Newcastle needs to change its culture but our alcohol laws are so restrictive.	NV
One concern is the current fruit and vegetable market promote themselves as supplying organic produce however this is not correct - some maybe and the supplier is not organically certified so there is false advertising - so certified organic produce would be beneficial to the markets	NV
One of the stall holders who advertises that he sells organic fruit and vegs has been de-certified by a number of Aus organic certifying bodies because some of his produce is not organic. Its not good for the image of the markets or the organic industry that he continues to proclaim that his produce is organic and charges a premium price for it.	NV
One of these stalls has the best duck panang anywhere, ever. Why wouldn't we want more of it in more places more often? These food stalls offer variety, interest, reasonably priced food. The other providers are good too. Give them as much support as possible.	NV
Opportunity for private "car boot" sales	NV
Paris street-market feel would be fantastic in the mall with extra residential planned. ie if anyone is actually going to be living in those horrible huge skyscrapers planned by developer? Or is it a front for speedy Asian migration (by owning an Australian apartment)??????	NV

Parking is a real issue.	NV
People need to have a place to show their items of sale at Reasonable price...MAYBE some Second hand stalls. Even invite Charities	NV
Please don't alter what is a great asset that has developed naturally.	NV
Please don't move these away from the City Centre	NV
please leave times 9am-3pm Wed- Sat	NV
Please retain the markets and advertise them more so people will utilize them more	NV
Previous questions asked about whether to keep certain types of stalls at the same or more/less. In my opinion its the quality of the stalls which is very important, rather than the type. Sellers of cheap imported junk clothes jewellery etc look terrible and make the overall appearance and feel of the market and of the mall "cheap and nasty". The other retailers in the mall are changing these days, and are starting to be locally owned boutique businesses. The day time markets need to complement this activity, not bring the feel of the place down by being cheap and nasty. The cheap cakes etc also are not attractive. Some of the fast food stalls for lunch time are very popular, but they may also impact negatively on open shops right in front, if the smell of frying wafts through and gets on all the product. The current fruit & veg trader and the flower man are VERY SIGNIFICANT additions to the mall. Having that product improves the amenity of the mall alot. They provide a great meeting point - the market for basic household sustenance produce is a warm and positive social arena. It helps keep the mall a personal place. there are always customers. The stallholders (the flower man in particular) have good regular customers. It helps create a great place in the city centre. I have heard alot of people talk about those two services being one of the reasons they regularly come back to the area. Ppl need 3 or 4 things to make them make the trip - eg picking up f&v, flowers, post office, a coffee. The f&v and cheap flowers are real drawcards. I agree that the big truck parked in the mall is a bit of a blocky barrier, but I would really encourage council to come to some workable arrangement for parking for these two traders in particular, and put an end to all of the antagonism and uncertainty which is really getting to be a bad look for all parties. Ive also heard mention that council doesn't like the look of the f&v stall and that is one reason to get them to leave the area. If that is the case I would suggest a better idea is council or another agency eg Newcastle Now to work with them on business development, to improve the presentation of the stall. Remember that they are primarily farmers, they may not be that great at marketing etc, but may appreciate a bit of help with that. That would provide a win for everyone. Overall, Im very supportive of a quality selection of stalls in the hunter st mall area, they help make the mall a better place to work and visit.	NV
Rarely visit the city to attend the markets but visit for other reasons and sometimes view the markets.	NV
Prefer the markets at Speer's Point and the Newcastle Showground Markets	
Regional gateway focus with hunter produce an travel promotion	NV
Small independent stalls are a drawcard for the CBD and complement the existing retail shops.	NV
Suitable/ good quality Day Markets (not downmarket clothing markets)boost visitor numbers to the Mall, boosting the economy of those shops that are there daily	NV
Sunday farmer market is the best. Why did they ever stop markets at Honeysuckle ? The markets really need to have better after cleaning !	NV
Support the current stallholders and make it as easy as possible for them to continue in their endeavours. Silly to read about the compliance officers hassling the organic fruit/veg stallholder. In time, it would be great to have more fresh food options/takehome food in the vein of Italian/French town square markets for daily purchases of fresh produce. Eventually, the equivalent of showground markets housed in the bottom of the old DJs building? It has a loading dock etc.	NV
The asian food & flower stalls are fantastic. I hope they are allowed to continue to trade.	NV
The council should show more support for the dedicated stall holders and continue the market, especially as the night markets now want to move to Darby street.	NV

The current market could do with more stalls and more interesting objects - a bit more like Olive Grove would be good. The flower staff is wonderful	NV
the current markets, which I shop at every week, are the only attraction for the area.If they are stopped or altered the cbd will die and so will the small businesses that benefit from the markets bringing shoppers to the mall	NV
The day markets are great for inner city workers to get their fruit and vegetables and/or takeaway lunch. They should remain in an area accessible for workers. Most importantly, there needs to be some kind of overall coordination with all the food markets - ie the mall day markets, the Friday night markets in the mall and the Sunday Farmers market at Broadmeadow. The duplication is damaging to all and there needs to be a consistent location. The Farmers market at the showground is regularly cancelled due to concurrent shows at the entertainment centre - this is very annoying for people who do their weekly shop there! There needs to be an overall plan for these types of food markets as these are where people will go every single week to buy food (unlike arts and crafts markets which you might attend once a month). Coordination and overall planning to ensure consistency, good access and parking and mid-week and weekend facilities is very important to ensuring the ongoing success and sustainability of food markets. Thorough and widespread consultation with market holders is also vital - for many this is their livelihood and they can't just change locations and times constantly. They are the providers and should be given equal weight in the decision making process, together with consumers and the council.	NV
The day markets have been very welcome, please continue. I will not shop at night markets	NV
The existing markets are very important to me plus they provide a cosmopolitan character to the mall.	NV
The farmers markets at Broadmeadow are sensational and cover the Sunday market requirements. Saturday would be the only other day that the markets could possibly work.	NV
The flower man is the best in Newcastle	NV
The flower man, Dominic, is a very welcome addition to the markets and is very much appreciated and loved by his many customers. We feel he embodies all the great qualities of a market trader and attracts many people into the mall.	NV
The flower seller at the markets has the best quality and best priced flowers in Newcastle	NV
The flower seller is the only decent operator I dont agree with the freeloader food stalls operating when there are permanent existing businesses in the area	NV
The flower seller is the only positive aspect of these markets, how can it be fair to the existing food traders in the mall paying high rents and having the difficult compliance with council rules and then having thes low cost transients coming and taking there trade	NV
The fresh flowers and fruit and vegetable markets in the Hunter St Mall have provided a wonderful service to both inner city residents and workers from producers who have traveled from the Central Coast and Wilberforce to ensure we can have access to reasonably priced, super fresh produce on a weekly basis...we have been lucky to have them and any suggestion that they should be relocated would deprive many of such a friendly and easily accessible service, not available in supermarkets They bring colour,vitality and the freshest of produce and great warmth of service to the inner city and should be treasured and promoted.	NV
The fresh fruit and veg is a great thing about these markets. Locally produced and reasonably priced, this stall ought to be supported as much as possible. I think that Wheeler PI is potentially a good spot, however the space lacks a variety of other attractions. Therefore I feel that despite filling a void, the Wheeler PI location would fail to attract as many customers as the mall location would.	NV
The fruit is fresh and organic - far different and more tasty than from the big supermarkets. I like the vibe the markets present.	NV

The Hunter Street Mall day markets bring a good mix of people into the city. They provide an ideal atmosphere for families and along with the opening of the mall have moved the unsavoury types of people elsewhere. I used to be concerned for my safety when walking down the mall in the evenings however now this is no longer the case as together with the increase of coffee shops, Hunter Street Mall day markets and Friday evening markets all drawing good people into the city. We just need to continue to object to the high rise that various developers and council want to inflict upon the people of Newcastle so we keep the uniqueness of the city and vibrant open city spaces.	NV
The Hunter Street Mall day markets have contributed to being a tremendously nice, useful and fabulous revitalisation of the inner city heritage precinct. Please don't take them anywhere else, because that would simply be a ridiculous idea!!	NV
The Hunter Street Mall markets bring much needed vitality to the city centre and boost the the surrounding businesses over time. This is true wherever I've been the world over and is supported by documented research. They need to be encouraged and assisted, and not beset by red tape. They also allow people an opportunity to get a foot in the enterprise door, test ideas, make their products known, and ultimately play a part in the ebb & flow of everyday life. They are even more important now during times of economic uncertainty and keep many people from falling through the cracks. The mall markets, along with other initiatives such as Renew Newcastle & various other street fairs and suburban markets add to the substantial & growing 'creative economy' that exists here. In short they bring a sense of vibrancy to the whole area, add to the overall atmosphere of wellbeing and allow spaces for people to participate and become more engaged in the life of the city.	NV
The mall is the wrong location due to the fact that it is an eyesore. Once it is cleaned up and made more attractive maybe markets could return.	NV
The Mall markets add good character as well as a useful service to the CBD. They are to be encouraged.	NV
The Mall Markets are the only reason I visit the CBD every week and is the only location that would attract me. While there, I can also, very efficiently, do my banking, visit pharmacy, newsagent and coffee shops in one location, where rain cover is reasonably good and parking not difficult. Without the flower and vegetable stalls, we would not bother.	NV
The Mall markets bring people into the city with the quality of products, the colour and the great personalities of the traders. The Mall would be very empty without them.	NV
The mall needs more, not less attractions to draw people who will then support the existing tenant and encourage more.	NV
The man who sells the flowers is great. I would hate to lose his flowers. I also like the fruit and veg	NV
The markets (especially the flower and organic fruit and veg stall is an institution and gives the Mall a community feel. People meet there who live here and talk to each other and the owners. Thanks for doing the survey. This is important especially for the inner city dwellers like me.	NV
The markets are a refreshing change and add to the vibrancy that has been created by the filling of once empty shops. I am a resident of the CBD	NV
the markets are an attraction to the mall and should not be played with	NV
The markets are great and add that little extra charm to the Mall which is really starting to come alive in it's own unique way. the Markets should be encouraged. One thing which would improve the Mall is to rid it of the charity collectors who are far too pushy and the Christian types pushing their point of view. The Markets add a special excitement to the Mall. Council should be thanked for removing those large round cement balls which were ugly and dangerous to cars	NV
The markets are making a huge difference to the number of people I see in the mall during weekday lunchtime.	NV
The markets are very untidy looking, the stalls are haphazard looking and need to be better organised. Also, where ever these markets are held, parking is a major issue. Parking is difficult to find and is expensive and is prohibitive of people coming into the city. Public transport is not good enough, and will become worse if the rail is removed. There should also be more	NV

disabled parking in the city.	
The markets as they are currently are awful. The layout is terrible, it looks cheap and nasty and there aren't enough stallholders so the whole thing just looks embarrassing and worthless. There are so many other successful markets already - Farmers Markets, Olive Tree Markets etc - that there isn't really a need for half-baked markets in the CBD. Unless they bring something unique and interesting to the city, which they certainly don't currently, they're a waste of time and money.	NV
The markets as they are are very limited and probably only service those who work in the city. You need to define your market. If for outsiders perhaps hold less frequently with greater diversity	NV
The markets at the Mall add life and commerce to this part of town. It helps workers to find alternatives to lunch and have a stroll to buy organic food, exercise whilst having a walk and having a moment to relax.	NV
The markets bring the area alive	NV
The markets could be better presented, i.e. they look slightly amateurish	NV
The Markets have been an integral part of the revitalisation of the Mall & the community spirit of the East End. It is amazing to read that the Council claim to want the Mall and East End to be revitalised, yet continue to remove and undermine the efforts of those who have worked to make a success of the Markets and the patronage of the people who live in the area.	NV
The markets have had a rocky history and are only now stating to 'come together' Please support them.	NV
The markets in Hunter Street Mall bring people into the mall and generate activity	NV
The markets like every other Mall activity are a dead set failure without people. The retention and improvement of the InterCity train is absolutely critical to populating the City Centre. If you don't believe me do a Voice survey.	NV
The markets should move to an already busy location like near Darby St or similar. I have no idea where most East enders but their food but the few friends I know there just go to market town so move the markets to a village location or just invest all this time and energy into the farmers markets which are way superior to the Hunter St markets	NV
The markets should provide something unique that can't be seen anywhere else in the Mall or in either of the shopping centres. There is no point having them if they are just there to sell mass produced Made in China junk. If they are to be a prominent tourism feature, they should be based on the Renew Newcastle model and be full of locally produced artisan products which are quirky and unique.	NV
The markets, the new pop up shops the trees and the drive through arrangements has all had a very positive impact on the mall as a desirable place to meet, wander and shop	NV
The night markets are a great initiative too!	NV
The only reason I visit the Markets is to buy the lovely flowers. The final question is not clear. Do you want feedback about the continuation of the markets or being in the City Centre? Wheeler Place or Laman Street would be a fantastic location. The markets now tend to clutter the Mall.	NV
The only stalls I have seen are organic vegetables and a flower stall. I would hardly call that a market. People are not going to come to the mall for two stalls.	NV
The organic fruit stall and the stall that sells fossils have been particular favorites of mine for the last 10 months,	NV
the stall holders should be given security of tenure and be able to park vehicles near their stalls	NV
The stalls that are on offer are very limited in what they sell. 2.Prices are much the same as they are in shops. 3. We want things that are different, not what you can Easley buy in a shop.	NV

There are excellent markets in Newcastle now, showground Farmers market, Olive Tree etc. Retail keeps improving in town - let that not be Council's problem now.	NV
There is an opening for Fresh Food Markets (of the European Style in the city (e.g. using the Ground floor of the David Jones Building) at least 5 days per week.	NV
There needs to be more advertising of the markets.	NV
These markets have been very successful bringing people into the mall& should continue.	NV
These people have stuck it out - we should work with them to make it succsesful	NV
They add charm and vibrancy to an otherwise drab area. Must remain.	NV
They are a wonderful addition the the streetscape	NV
They are currently messy and the whole area is not all that attractive and welcoming.	NV
They are fantastic markets	NV
they are great..I would like to see more of them	NV
They are successful. Why move them?	NV
They are wonderful and add to aid bringing people into the city or to stay in the city for lunch, and browse the other shops that are in the building there. I also like the red lantern night market and would love to see this occur again. I'm not sure why anyone would bring a night market to start in Newcastle in Winter.	NV
They bring a breath ofenergy and vitality to the centre and their produce aare worth buying.	NV
They bring life back to the mall which has been very drap for many years.	NV
They have brought me back to the mall and surely the regular business owners profit from this	NV
They have delicious food and I also live the flower guy. I go to the markets often and then sometimes potter around the local stores. The markets attract me into the city	NV
They need to be somewhere undercover for comfort of customers and stall owners.	NV
They seem to work famously in some locations eg.euc mkts outside Mooloolaba Qld	NV
to build community feeling sometimes you have to perist and people will come	NV
to encourage a diversity in the range of stalls there needs to be some control over the type of stall and a limit on selling mass produced stuff	NV
WE always enjoy chatting with the friendly sellers	NV
We have gone to a lot of expense for awnings and consultants etc and may be its time that we as ratepayers saw some positive use from this expenditure. In my view the council should not be involved were monies can be lost as I believe it is not the business of council to make profits and spend money they do not have.	NV
we keep trying but the parking is the biggest problem	NV
We need to keep markets in the mall to encourage through traffic.	NV
Well the markets won't survive in Hunter Street when construction commences, which will be a shame for local workers	NV
We're so lucky to have the few fresh fruit and veg stalls in the city centre. It would be lovely to have a couple more!	NV
When light rail comes won't be coming into town again	NV
Whether ity is important for me tht the markets continue depends on the TYPE and the PLACE. Having just spent a month living in Italy it is clear to us the markets should be about fresh food, gourmet products and flowers, not the stuff you can buy elsewhere in the shops. Secondly, Laman Street is screaming out to become a placew for Novocastrians to build a sense of place. If the kind of markets we want are there, as retirees we would frequent them during the week as well as weekends and actually stock up on victuals.	NV

While markets are pleasant to attend they need to have a focus to constantly bring people eg the Sunday showground fresh food markets. They also need the ability to provide cheap and plentiful car parking. Parking that is constantly being monitored by the "compliance" parking police and the high cost of inner city parking deters most people from outside the city going to the markets.	NV
With all the other markets on offer I wouldn't go back at all	NV
Would like to see meat and dairy produce for sale	NV

<b>Q: Please type in any other comments you would like to make regarding the Hunter Street Mall day markets.</b>	<b>Sample</b>
consider honeysuckle or foreshore. free parking wherever the markets are	Onsite
corner store next to chemist is used as storage for fruit and veg and I've seen vermon there- its disgraceful. don't like the truck sitting in the street, uses power etc. don't want to see them moved from the mall, just needs better management	Onsite
Council should promote healthy product, Markets are wonderful like this. People are nice. Flowers are nice. Veggie quality (organic) is lovely	Onsite
definitely want to see this one continue, heard they've been given the flick. they have organic foods which is fantastic	Onsite
Fantastic having this, brings life into the city	Onsite
fresh fruit and veg is awesome	Onsite
Happy that it looks brighter and better than a year ago	Onsite
heard of difficulties for vendors, they should be welcomed	Onsite
How terrible the mall is compared to twenty years ago	Onsite
It will be nice when it gets more revitalised	Onsite
markets should be encouraged and not threatened, council should help to establish more. close to where i live. like to support phil and dom	Onsite
Markets should stay! It brings people into the city	Onsite
Need a book stall. markets won't be successful until there are more stalls here and more variety	Onsite
needs shelter, cost money to set up- dont take them down. night markets are good in the warmer months months particularly friday nights	Onsite
Please don't stuff up the ambience of the mall! It is lovely how it is	Onsite
Quite activated. Initiative is nice and sustainable	Onsite
parking should be free, its ridiculous this is an empty city, should be free.	Onsite
theyre excellent, they service the residents. good for tourists too. a fruit barrow like the ones in martin place would be great.	Onsite
Brightens mall up and hopefully the markets bring more people into the city	Onsite
really important not enough of them especially for immediae residents. more vegan more options	Onsite
seasonal, vendors need cover, hard in winter	Onsite
they are great	Onsite

<b>Q: Please type in any other comments you would like to make regarding the Hunter Street Mall day markets.</b>	<b>Sample</b>
Don't want any of the malls to take away business from the local mall shops. They are from Sydney. They buy flowers than come get their coffee from us. Brings people in to the centre and creates exposure. Opening the mall to traffic was great- gave us exposure. suffered after david jones close we lost business.	Business
get rid of the markets, focus on the street shops, encourage new stores in the street, more parking, maybe a Woolworths or something, prefer in civic park, hold them in designated areas. Disadvantage having stores outside- blocks the front of my store. Would be good to have gpt open car park for 3 hours free.	Business
Have we lost the night markets? Who runs the markets? Is it run out of Sydney?	Business
I think these markets would improve significantly if there were more options in fresh fruit and vegetables. They are the things that our customers comment on visiting regularly for. A couple of different providers would make it a greater draw card.	Business
Important for the markets to continue to create interest in hunter st. good to see the mall being cleaned up (balls) parking is an issue. Parking for deliveries is an issue- loading zone areas.	Business
Keeps things local. Very convenient. Stockton catches the ferry over. Would like to see them continue with out the drama. The flower man brings in lots of the same demographic we focus on. Improve stalls. Locals Newcastle east like to support us. They hate going to Charlestown or Kotara. Brings in returning customers. Need to fill empty shops in the mall. david jones hurt us. Improve the mall with fairy lights in the street. Need more of the markets- if you move them you will kill the mall. Lots of fighting between the veg man and council. Big petition occurred. Parking is a massive issue- parking officers are inconsistent. Customers need more parking available. 10c = 15 minutes free parking. Saturday- need to have council carpark open. Need better parking during the week. David Jones car park- does a 4 hour flat fee. We pay for carpark and cant park on Saturday.	Business
Markets should not detract from any of the local businesses.	Business
My biggest concern relates to parking. The current arrangements are prohibitive and do not encourage visitors to the mall. There is no information booth in the mall area and many tourists who bother to enter the mall via the train station and who drive into the centre city are confused about where to go, we provide maps and advice on a regular basis. Strongly suggest the council considers watching the TV show, Mary Portas Queen of the high street to gain an insight into what can be done to promote declining high streets in the UK.	Business
We need an injection of life into the mall, but it needs to be well advertised, ideally with a TV campaign. People need to know that the mall is no longer a "dead" space, it is vibrant and alive.	Business
The markets draw the people in. need the markets to be consistent with shops. Protection for weather the sails are good.	Business
They bring people into the mall. The flower man brings hundreds into the mall. The food stalls attract the office workers. Location of the stalls - they restrict parking, don't detract from traffic.	Business
They give us more customers, and we use the markets at lunchtime. They're not in our way and helping make us busy	Business
They need in hunter st mall. The night to go to civic park but during the day keep in the mall. Don't benefit from night markets. Move one way traffic over and have angle parking. Traffic is an issue. Council closes their parking on saturday. Can part of car park be open 9-3 anything? We lose business due to lack of parking. Workers take up parks. Open for free- they make money off this shop. If we don't make money they don't make money. Look at port macquarie, Toronto, we have never been asked anything after 25. Bring on this development. We can't compete how it is now.	Business
What is happening with night markets? I stay open- then they aren't on. Lots of drama with bill. Don't like markets to sell the same products as me. People come out of area to see dom- flowers. the constant stalls bring the people in.	Business

Would like there to be a consistent night market. With more than just food. Stay open later for the markets. Last 2 have been cancelled. Need clothes and homewares. The girls from hunter gather markets would run something in here.

Business