

Already there are large markets in two big suburban centres, Prahran and Dandenong, and smaller ones in some others. If successful markets were established in large outer suburban centres it would encourage decentralisation and relieve congestion in the central area. However, this question must be approached with caution. There is no certainty that large markets would prosper in new centres, even if there were a sufficient number of local people who now patronise the central markets, and this is not generally the case. Such local residents may still want to continue patronising the large central markets, with their greater range of commodities and generally lower prices. The building of new local markets would be costly and overall expenses and selling prices would probably be greater than in the central markets, thus tending to defeat the purposes of a local market. There is also the danger of upsetting the balance of shopping as market stalls can prosper only at the expense of other shops. The basis of a cheap market is high turnover and low overhead costs. The more the spheres of influence of individual

markets are reduced the greater is the tendency for overhead charges to increase and turnover to reduce, with the danger that such new markets may become more like shopping arcades than true markets.

When the pattern of the smaller suburban markets is analysed it is found that it is more the convenience of grouped food shopping rather than the element of bargaining and lower prices that attract shoppers to them. In many instances prices are little different from other shops. This leads to the view that the grouping of food shops more conveniently in large properly designed suburban shopping centres would provide for most present-day needs in the majority of such centres. This is one of the chief reasons for the recent growth of the supermarket in shopping centres throughout the United States. The shopper from the outer suburbs who really wants a market for its cheaper price and greater range will probably always tend to go to the larger central markets.

## WHOLESALE MARKETS

Wholesale markets are the central auction or exchange where producers and growers are able to sell their stock for the best market price to the merchants, processors, retailers or even other producers who may require them. It is at these markets that the process of supply and demand determine the price of basic fresh foods to the community. They are, therefore, vital factors in feeding a growing urban population, which is becoming more and more dependent on drawing supplies from a wider area as the metropolitan population increases. The natural tendency is to have one central market for each basic commodity, which ensures sellers obtaining the best market price and minimises overhead costs to the principal buyers.

In the planning area of Melbourne there are five wholesale markets, which include one large central stock market and two smaller subsidiary ones, a central fruit and vegetable market, and a central fish market.

The three principal markets are centrally located and are controlled by the Melbourne City Council. They are very old and have inadequate space and facilities for current requirements. Their location is bad with respect to the general pattern of traffic and development, for they occupy large sites and attract a considerable volume of traffic on market days.

The basic problem, therefore, in most instances involves moving these markets to larger sites in more convenient locations where new modern market facilities capable of meeting the requirements of a rapidly growing metropolis can be developed.

## LIVESTOCK MARKETS

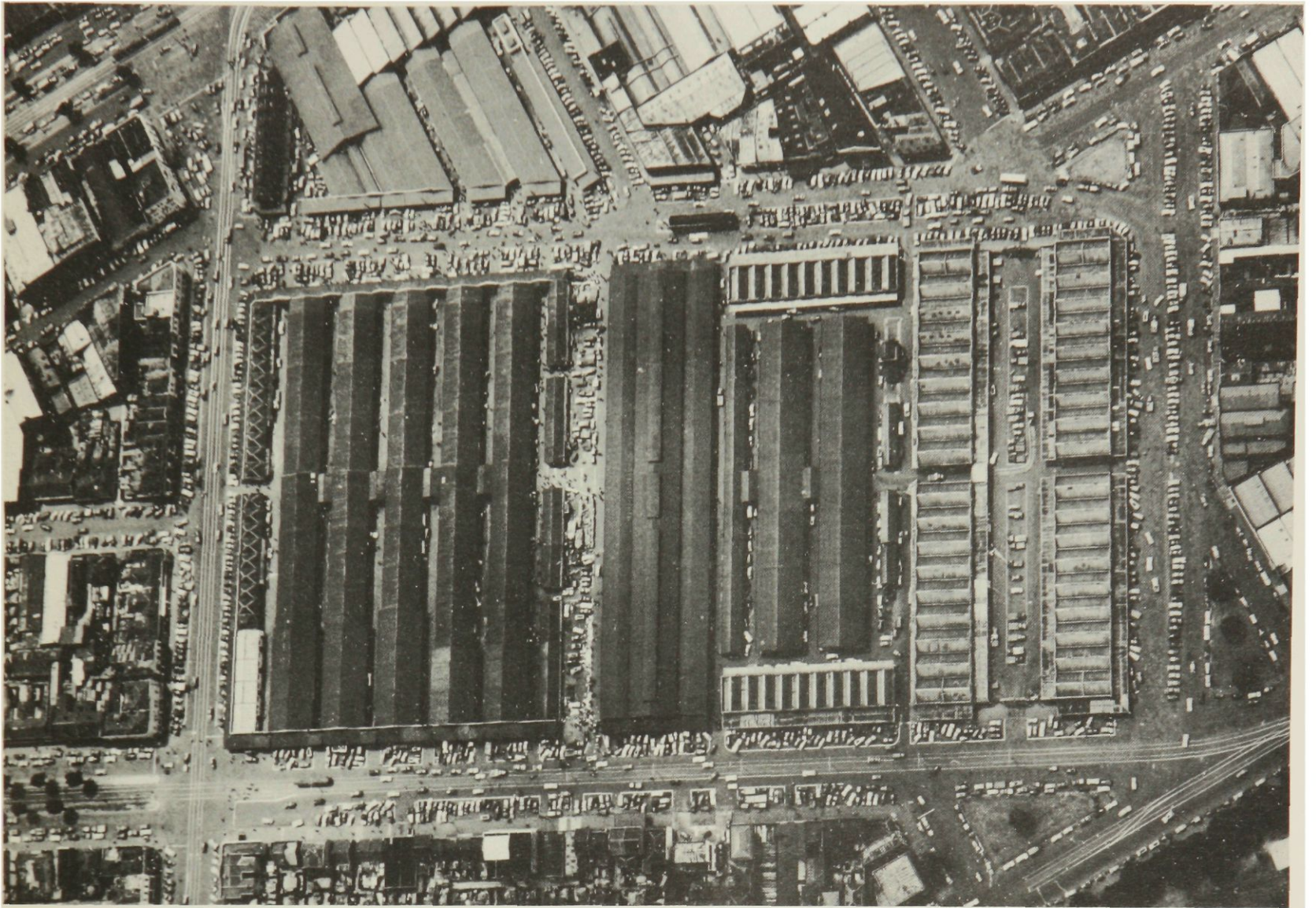
In reviewing the stock markets in Melbourne, it is essential to consider them in relation to the meat industry as a whole.

Victoria is the second largest meat exporting State in the Commonwealth. It is by far the largest exporter of mutton and lamb, and in 1952 was the largest exporter of canned meat. Because of the considerable decline in the number of sheep and lambs available for slaughter during the early post-war years, mainly because of high wool prices, the total volume of meat exports from Victoria declined considerably in 1951 and 1952 as shown by the figures in Table 49. Present indications are that the 1953 figures will show a considerable recovery with regard to frozen meat.

The great bulk of all meat exports from Victoria are shipped from the Port of Melbourne, supplemented by relatively small shipments from Geelong and Portland. Most Victorian meat is killed in the Melbourne area, with smaller supplementary killing centres at Geelong, Ballarat, Bendigo, Portland and Shepparton. Of all the livestock that comes into Melbourne, by far the greater portion passes through the metropolitan saleyards and is purchased for killing. The killing or slaughtering is shared between the metropolitan council abattoirs and the large private meat killing and processing firms.

The three stock markets at Newmarket, Dandenong and Brooklyn are council controlled. The Newmarket saleyards are by far the largest and most important, handling nearly all the sheep and lambs and more than two-thirds of the





*Queen Victoria Market on a busy day*

