

**24<sup>th</sup> EAROPH World Congress and Mayors' Caucus  
Jakarta 10<sup>th</sup>-14<sup>th</sup> August 2014 (Part-6 Report on Mayors' Caucus  
Presentations 6 & 7)**

Theme: Towards Resilient and Smart Cities – *Innovation, Planning and Determination in Managing Major Cities of the World*

**Day-2 24<sup>th</sup> EAROPH Congress, 11 August 2014**

**MAYORS' CAUCUS**

Theme: *Challenges in the Governance of Cities Today*



**Mayors' Caucus Presentations:**

**Presentation 6 –**

**“Liveable City”**

**by HE Haryadi Suyuthi, Mayor of Yogyakarta City,  
Special Region of Yogyakarta, Java**



**Introducing Mayor Drs. H. Haryadi Suyuthi:**

Mayor H. Haryadi Suyuthi was born in Yogyakarta and celebrated his 41<sup>st</sup> birthday on February 2015. He belongs to a family of well-known politicians. His father, Dr. HC H. Zarkowi Soejoeti, was a Rector of Walisongo State Islamic University, a Secretary General of the Ministry of Religious Affairs, an Ambassador to the Kingdom of Saudi Arabia and to Syria, and was head of various other organisations. His mother, Hj. Yayah Maskiyah, was once a Member of Parliament in the Central Java Provincial Government. The Mayor is married to Hj. Tri Kirana Muslidatun, S. Psi, and they have two children.

Mayor Haryadi's tertiary education:

- SDN II Teachers' training College in Yogyakarta, graduating in 1976;
- SMPN5 in Semarang, graduating in 1980;
- SMAN 1 in Yogyakarta, graduating in 1983;
- A course at UGM in Yogyakarta, graduating in 1989.

Between 1985 and 2013, he held key positions in various Indonesian organizations. In 2011 Haryadi Suyuthi was elected the Mayor of Yogyakarta with Imam Priyono as the Vice Mayor. Their tenure will end in 2016. Haryadi's record of employment in the 21 years before his mayoral election is as follows:

- 1990-1991: Management Trainee PT Sampoerna International Bank (Sampoerna Group) Jakarta;
- 1991-2006: Finance Corpindo PT Nusa (Sampoerna Group) Jakarta;
- 2000-2003: Director of Corporate Finance & Government Finance Corpindo relation PT Nusa (JSE Member & BES) (Sampoerna Group) Jakarta;
- 04/2003-08/2003: Member of the Audit Committee of PT Indofarma (Persero) Tbk;
- 2003-2006: BOD non Directorate Corporate Secretary of PT Indofarma (Persero) Tbk Jakarta; and
- 2006-2011: Vice Mayor of Yogyakarta.

Even since Drs. Haryadi Suyuthi became the Mayor of Jogja, he has been focusing on various programs in making it a liveable city to the delight of its people. This has led him to working closely with many international organisations, as described in the eBulletin editors' final remarks at end of this Report. *Eds.*

**Drs.** H. Haryadi Suyuthi, together with Imam Priyono, were inaugurated as the Mayor and Vice Mayor of Yogyakarta City on 29 September 2011. Their maximum tenure of 5 years will expire in September 2016.

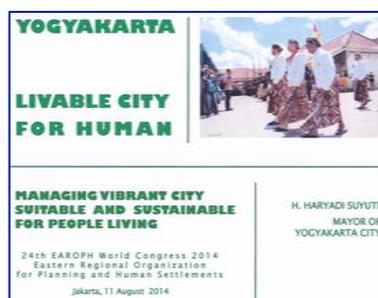
Yogyakarta is not only the centre of Javanese culture and history, it's also Indonesia's only monarchy even to this day, operating within a national Republican Government. The Sultan of Yogyakarta is the hereditary Governor of the Special Region and rules under constitutional authority as granted by the Central Government of the Republic when it was first formed, and thereafter fully proclaimed again when the War of Independence ended in 1950.

The city of Yogyakarta (or Jogja, as it is affectionately called by the locals) lies within a traditional sultanate, therefore having the most exquisite classical Javanese fine art and culture, such as drama, music, poetry, ballet, dances and puppet shows, in addition to beautiful batik fabrics and clothes. EAROPH was fortunate to have its 38<sup>th</sup> Regional Seminar and ExCo Meeting held in Jogja in the latter half of 2005. EAROPH under President Candy Broad, who was then the State Minister for Housing of Victoria, Australia, had a fruitful Regional Seminar. The officials and participants were invited by the gracious Jogja hosts in association with EAROPH-Indonesia to a royal dinner concert in the palace complex of HRH the Sultan. In spite of the tropical climate, the majestic architecture, imperial interior design, music, costumes, singing and the cuisine, were simply magnificent and awe inspiring—we were speechless; many of us had our breath taken away. After the memorable event, some of us decided to walk back to the hotel in order to visit the shops. The batik dresses and shirts were of high quality and design at most reasonable prices—many of us just had to buy.

We can understand how exciting it must have been for Pak Drs. H. Haryadi Suyuthi to be elected the Mayor of this wonderful city.

## Mayor Haryadi Suyuthi's Presentation

The Mayor began by showing a Title slide carrying the Main Theme: *Liveable City for Human*, and a Sub-Theme: *Managing a Vibrant City Suitable and Sustainable for People Living*. As this Special Region of Yogyakarta is situated near active volcanos and in the tectonic earthquake zone, it must be systemically managed to render it a resilient city so that the people would be able to deal with relentless natural disasters.



## Basic Information about the City of Yogyakarta, Special Region of Yogyakarta, Java

The city of Yogyakarta (locals affectionately call it Jogja) is the capital of the Special Region of Yogyakarta, which has a provincial status. Its total area is 3,133.15 km<sup>2</sup> comprising 1 Municipality and 4 Regencies as shown in the following Table:

City (C)/ Regency (R)	Area (km <sup>2</sup> )	Populat'n (2014 est.)	Density (p/km <sup>2</sup> )
Yogyakarta C	32.50	404,003	12,431
Sleman R	574.82	1,136,360	1,977
Bantul R	508.13	947,568	1,648
Kulon Progo R	586.28	404,155	689
Gunung Kidul R	1,431.42	702,104	473
<b>TOTAL</b>	<b>3,133.15</b>	<b>3,594,190</b>	<b>1,147</b>

In terms of land area, the Special Region of Yogyakarta is Indonesia's second smallest province after DKI Jakarta. The Sleman Regency is situated in the northern part of the Special Region of Yogyakarta. Unfortunately, it also lies at the southern foot of the Merapi Volcano, which is still active. In fact, vulcanologists tell us that it is the most active volcano in Indonesia and has been regularly erupting since 1548. It last erupted during October/November 2010, killing many people and displacing some 100,000 residents.

The Special Region is also in the earthquake zone and was last struck by a 6.3 magnitude tectonic earthquake on 27 May 2006. It killed 5,782 people and injured some 36,000 people – some 600,000 people became homeless. The Bantul Regency was worst hit, suffering most property damage and fatal injuries.

### Why Yogyakarta declared a Special Region?

Historians tell us that when the Republic of Indonesia was proclaimed, the Sultan of Yogyakarta and the Prince of Regent of Pakualaman gave their written support. The city of Yogyakarta became the Republic's capital when Jakarta fell to the Dutch. When the war of Independence finally ended in 1950, Yogyakarta was proclaimed as the Special Region with special administrative rights. The Sultans of Yogyakarta in succession would be the hereditary Governors of the Special Region, with the Prince of Pakualaman as the Vice Governor, as the two regions had unified to form the Special Region. This has made Jogja the only region in the nation that is a monarchy, even to this day. *Ed.*

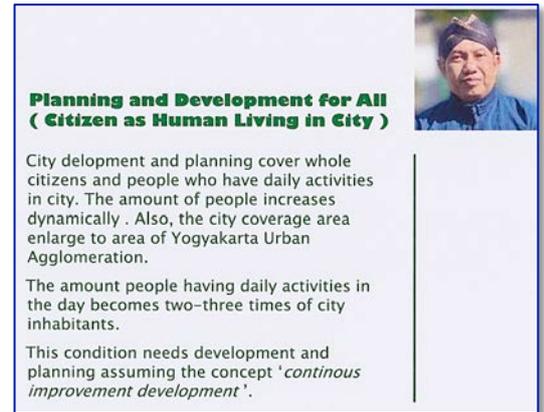
# 1. PLANNING AND DEVELOPMENT FOR ALL – Citizens as Humans Living in the City

With this Slide, Mayor Haryadi was telling the EAROPH Mayors’ Caucus that a city is an urban area for not only those who live there but also for those who come to work, do businesses, study in an institution, carry out research, provide entertainment, perform in this city daily but live elsewhere, or just to visit, attend meetings or enjoy what the city has to offer on a temporary basis for tourists.

He says that those who come to the city daily to be involved in various activities could amount in total to two to three times more than the actual inhabitants.

He therefore suggests that the city’s planning and development must take all the people into consideration. The city government must therefore administer it and manage it for the wellbeing of the entire society and not just for the permanent residents. Additionally, a city concerns not only its legal domain, but also those other territories with which the city is interrelated, especially those in the urban agglomeration, and which the city’s planning and development in all aspects must include in the systemic consideration.

Mayor Haryadi therefore declares that under his leadership, the City of Yogyakarta must have “**Planning and Development for ALL**”.



# 2. THE VISION and PLANNING CONCEPT

With this Slide, Mayor Haryadi was telling the Caucus about his Vision and Mission for the City of Jogja.

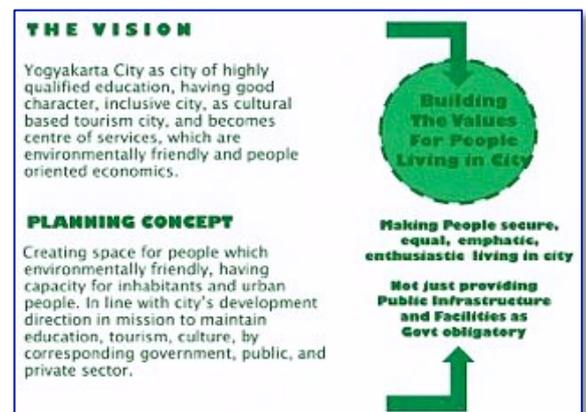
## 1) Vision

Mayor Haryadi’s Vision of the City of Yogyakarta includes maintaining a high quality education, and a high level of urban popularity leading to a culturally based centre for tourism, as well as a centre for services, while being environmentally friendly and progressing towards a prosperous economy that is people-focused.

## 2) Mission

The Mission in the form of a Spatial Planning Concept is the fulfilment of his Vision. He explains it involves the creation of urban space for all the people. It is environmentally friendly while enabling them to realize their respective work objectives. The Spatial Planning Concept also ensures that the urban development programs are in line with the people’s objectives in education, tourism, culture and all other activities as identified in the Vision. Such are the government’s development programs in association with the public and private sectors.

Graphically, Mayor Haryadi illustrates how the aim of the city government under his leadership is to create urban values through its Spatial Planning and Development programs for all the people in the city. It is more than government provision of infrastructure and



supporting facilities; it must ensure that the people working or living in the city feel secure and able to enjoy equity and support, so much so that they all want to be in the City of Jogja to enjoy their activities or just live there in full confidence and with enthusiasm.

### 3. VARIOUS IMAGES OF THE CITY

Mayor Haryadi declared to the EAROPH Mayors' Caucus that the City of Yogyakarta gives the local residents, visitors and investors from other Regencies and Provinces as well as other countries the following realistic images:

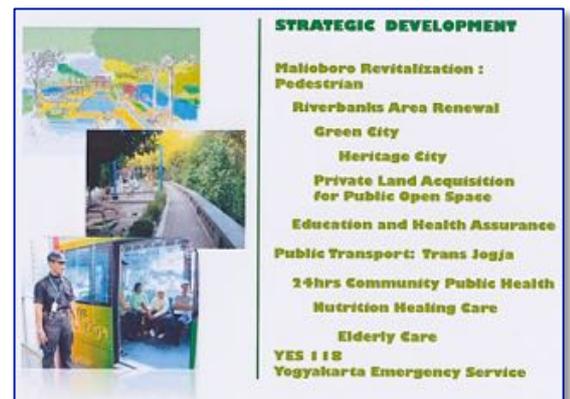
- Jogja is a MOST LIVEABLE CITY as it is Creative, Child Friendly, Cultural and Historical, Popular for Tourism, and has all the conditions conducive to Investment;
- It is also a City for Education;
  - A City of Tolerance; and
  - A City of Bicycles.



### 4. STRATEGIC DEVELOPMENT

Mayor Haryadi explained the Malioboro project to the EAROPH Mayors' Caucus.

He said Malioboro is the tourist shopping centre of the City of Jogja, and includes the Tugu Train Station. This urban hub has been progressively revitalized annually since its launch at the end of 2012. Its popular shopping arcades in the heart of the city will be transformed into a modern commercial centre—the pride of the locals and the delight of visitors and tourists. The whole precinct is progressively becoming pedestrian friendly, promoting the Javanese culture, the traditional market, souvenir shops, restaurants, galleries, and street-music, not forgetting the display of quality batik cloth and apparel of unique design.



Currently, the National Development Planning Agency (Bappenas) is working closely with the city government for the complete realization of this project, which includes the following upgrading projects as outlined in this PPT Slide on the right. Briefly they are:

- Riverbank Areas Renewal;
- Green City;
- Heritage City;
- Private-Lands Acquisition for Public Open Spaces;
- Education and Health Assurance Programs including the 24-hrs Community Public Health schemes, Nutrition Healing Care Services and Elderly Care Services;
- Public Transport Upgrading, such as the introduction of the Trans Jogja; and
- The YES 118 communication program and the Yogyakarta Emergency Service.

## 5. LIFE EXPECTANCY

Mayor Haryadi said Life Expectancy of its inhabitants is 73.5, which is the highest amongst Indonesia's average scores in 2014. This reveals the level of education attained by the people who value their quality of public health and general welfare services provided by the government.

This is a good indicator of the quality of Jogja's urban environment and liveability, so enjoyed by its residents and temporary visitors, as compared with others in the archipelago of Indonesia.

**LIFE EXPECTANCY**

Livable city factually is not just providing public infrastructure and facilities. A good indicator to examine the level of livability is Number of Life Expectancy of the people with qualified condition of health and education.

The number of Life Expectancy of people Yogyakarta City reaches 73,5 years old. This number is the highest average over national scale.

This condition exposes high resilient people combined the high level of health, education, and welfare of people living in livable city.



## 6. BUILDING AN INCLUSIVE CITY

With this last of his seven PPT Slides, Mayor Haryadi said that under the city government's pragmatic policies managed by the Mayoral Committee for Disability Rights Protection and Fulfilment, Jogja has become an Inclusive City.

This Spatial Planning Concept is reflected in the recent urban development to benefit all people, especially with regard to people with special needs and the disabled as well as those in marginalized communities.

**BUILDING AN INCLUSIVE CITY**

Yogyakarta City develops into an inclusive city. This commitment is adjusted into Mayor's Regulation (local regulation), forming the Committee for Disability Rights Protection and Fulfilment.

This effort encourages disability persons take place into development and planning activities.

In this moment, the city attempts the best way doing development and planning for all people, as well as special need people, disabilities, and also marginal people.



## Final remarks from the Editors of EAROPH-Australia e-Bulletin

- Although Drs. Haryadi Suyuthi was sworn in as the Mayor for Yogyakarta only on 29 September 2011, within a period of slightly over 3½ years, he, with the support of the Vice Mayor Imam Priyono and the city government of Jogja, has provided many urban improvements, delighting the inhabitants. The hereditary Governor of Special Region of Yogyakarta, HRH Sultan Hamengkubuwana X must have been pleased.
- On 2 March 2012, Mayor Haryadi Suyuthi on behalf of the City of Yogyakarta and Regional Director Victorino Aquitania of ICLEI Southeast Asia Secretariat (ICLEI SEAS) jointly signed a Memorandum of Understanding (MoU) to launch the Project on **Local Renewables: South-South Cooperation between Cities in India, Indonesia and South Africa**. The Renewable Energy and Energy Efficiency Partnership (REEEP) funded the Project. ICLEI reveals that under the MoU, the City of Yogyakarta agreed to collaborate with ICLEI SEAS and ICLEI South Asia Secretariat (ICLEI SAS) for the development of a model on **Local Renewable Initiative**. Specifically, the agreement aims to develop and maintain a framework of co-operation between the parties to motivate and enable Yogyakarta City to formulate an action plan to effectively promote and integrate energy efficiency and renewable energy generation into all city systems and activities.
- On 25 September 2012, ASEAN Secretariat News reported that the City of Yogyakarta, in collaboration with ICLEI-Local Governments for Sustainability held a two-day workshop in Yogyakarta City to present the city's **Greenhouse Gases (GHG) Emission Inventory Report**. In this workshop it demonstrated the use of ICLEI'S internationally recognized monitoring software system, namely: **Harmonized Emissions Analysis Tool (HEAT+)**. At the workshop, Mayor Haryadi announced: "Yogyakarta is committed to sustainable growth." He further

emphasised that “we are pleased to be able to be among the first cities in ASEAN to be able to formally report our emissions data.”

- On 2 April 2013, the Director of UNESCO, Dr. Hubert Gijzen, and Mayor of Yogyakarta, Drs. Haryadi Suyuthi jointly signed a **Partnership Agreement for Future Collaboration on Awareness Raising and Capacity Building Activities for the Social Inclusion of Persons Living With Disabilities in Indonesia**. This agreement is part of a new joint UN project to promote the implementation of the UN Convention of the Rights of Persons Living with Disabilities (UNCRPD) ratified by the Indonesian Government in 2011. Dr. Hubert Gijzen at this high-level meeting stressed UNESCO’s commitment to train local officials on implementation of the UNCRPD. He disclosed that the choice of Yogyakarta to launch this project was due to the Jogja City’s and Special Region’s advanced regulations, the commitment of local government officials to the improvement of the rights of disabled people which in line with the UNCRPD, and the active participation and involvement of local Disabled Peoples Organisations (DPOs) in the City of Jogja.
- At the **Special Event of Asian Mayors of the 8<sup>th</sup> Regional EST Forum in Asia of the Intergovernmental and Integrated Conference of BAQ 2014 held in Colombo, Sri Lanka on 19-21 November 2014**, Mayor Haryadi Suyuthi presented a Report on the City of Yogyakarta. His main points on the City of Yogyakarta are as follows:
  - public transport system;
  - non-motorized transport system;
  - provision for the needs of women, children, elderly and disabled persons;
  - policies on off-street and on-street parking; and
  - policies on road safety.
- While the Island of Bali is no doubt Indonesia’s most popular destination for foreign tourists, the City of Yogyakarta remains second in popularity. As Jogja is Indonesia’s only remaining Sultanate in this Special Region of Yogyakarta, both locals and visiting foreigners are delighted with the Region’s regal culture and colourful history—the arrival of tourists increases steadily. The cityscape, urban and semi-urban architecture, housing and infrastructure are getting better and enjoyable while becoming stronger to withstand natural disasters. With help from the International Federation of Red Cross and Red Crescent Societies, its local partner the *Palang Merah Indonesia* (PMI) and support from many foreign aid organisations around the world, Jogja and its people in this resilient community are ever ready with improved technologies to tackle natural disasters. Mayor Haryadi knows that; he and his government are focusing on making this wonderful traditional city ever better to welcome the visitors.

The editors will watch the continuing progress of the City and the Special Region of Yogyakarta with keen interest and report to our members. We look forward to getting more details from EAROPH-Indonesia, especially if Mayor Haryadi becomes a fellow member of EAROPH.

## **End of Report**

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Day-2 24<sup>th</sup> EAROPH Congress, 11 August 2014

## MAYORS' CAUCUS

Theme: *Challenges in the Governance of Cities Today*



### Mayors' Caucus Presentations:

#### Presentation 7 –

#### “Advancing Tourism Development Towards Social Welfare in Banyuwangi Regency, East Java”

by HE H. Abdullah Azwar Anas, Regent of Banyuwangi Regency, East Java



#### Introducing Regent H. Abdullah Azwar Anas:

Regent H. Abdullah Azwar Anas was born in Banyuwangi and celebrated his 41<sup>st</sup> birthday in August 2014. On 21 October 2010 he was inaugurated as the *Bupati* (Regent) of Banyuwangi, which will end in October 2015.

Scanning his Bio data, one can sense his huge appetite for formal knowledge empowerment. That explains why he has had long years of tertiary education and postgraduate studies, such as:

- **1992-1998:** studied in the Faculty of *Teknologi Pendidikan* (Technology Education at Teachers' Training Collage, Jakarta) IKIP, Jakarta.
- **1994-1999:** also studied in the Faculty of *Sastra* (Arts) at University Indonesia, Jakarta.
- **2002 and 2005:** studied in the Faculty of *Ilmu Sosial and Politik* (Social and Political Science) at University Indonesia, Jakarta.
- **1995:** also did a *Peserta Kursus Kepemimpinan – Suspim* (Entry Course on Public Leadership) at LEMHANAS (National Resilience Institute).
- **2011:** while in office as the Regent of Banyuwangi, he did a special short course on “Transforming Leadership in Indonesia” at the Harvard Kennedy School in USA to strengthen his performance.
- **2012:** during the 2<sup>nd</sup> year in office as the Regent, he also did a special short course on “Mission of a Public Leader” at the Institute of Public Administration Canada (IPAC) and put his newfound knowledge to good use, benefiting Banyuwangi and its people.

Some of his work experiences leading him to the elected office of Regent of Banyuwangi:

- **1997-1999:** *Anggota MPR RI* (Member of People's Consultative Assembly of the Republic of Indonesia).
- **2001-2005:** *Dewan Pengurus Pusat Partai Kebangkitan Bangsa – DPP PKB* (The National Awakening Party), *Jabatan Terakhir Wakil Sekjen* (Deputy Secretary General).
- **2004-2009:** *Anggota DPR RI/MPR RI* (Member of People's Representative Council and Member of MPR RI).
- **2008-2009:** *Lembaga Pemenangan Pemilu* (Institute of PKB election), *Wakil Bendahara* (Deputy Treasurer).
- **2008-present:** *Wiraswasta Bidang Agrobisnis* (Entrepreneurship in the Agrobusiness sector)

Before Regent Abdullah took over the leadership of the Banyuwangi Regency in October 2010, the nearby Island of Bali just completely overshadowed it; local and overseas tourists in the past often used it as a transit point to Surabaya, Yogyakarta and other well-known destinations in Java. In fact, before he became the Regent, Banyuwangi was considered the poorest regency in East Java.

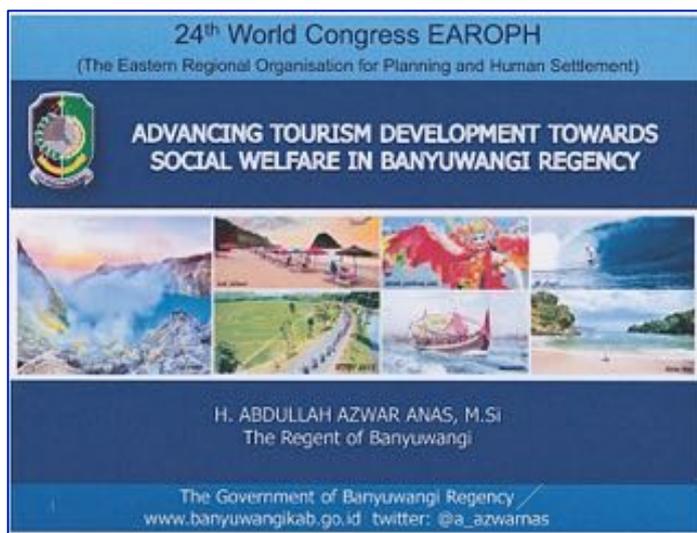
In the 1990s, Indonesians feared the rampant practice of black magic in Banyuwangi. Some tribal people used it woefully against an elected Regent, which shamed the locals. However all this changed when Abdullah became the Regent. He mixes the local Osing culture and traditions with that of other ethnic groups, such as the Javanese, Madurese and Bugis, to encourage the human value of pluralism. He encouraged the locals to practise the annual *Kuwung* (Rainbow) Festival on 13 December under the theme “*Gumelare Cindhe Sutra* (Spreading the Silk Mat of Banyuwangi)”, on which the cultural life of the Osing people from childhood to adulthood is illustrated. This is a popular event as the performers and dancers are dressed in colourful, beautifully designed traditional dresses. On 4<sup>th</sup> August 2014 (just before attending the EAROPH Mayors' Caucus on 11<sup>th</sup> August 2014), Regent Abdullah signed Indonesia's first ever Charter for Compassion of the Compassion Action International, thus gaining global recognition of Banyuwangi's values of compassion, humanism and pluralism. Once it was a sleepy town, but no more. We have been told that in 2014, some tens of thousands of foreign tourists participated in this Regency's tourism programs.

Do enjoy Regent Abdullah Azwar Anas' exciting PPT presentation. *Eds.*

**His** Excellency, Regent Abdullah Azwa Anas, was sworn in as the Regent of Banyuwangi on 21 October 2010 and his tenure will end this year in October 2015. He is very popular and is hailed as a role model by many young locals. They consider him the best leader in this regency government—youthful, intelligent, well educated, always smiling and friendly, highly responsible but a calm and authoritative leader. They also find him religious, respecting the principles of morality while believing in pluralism. Most importantly, being a local born in the village of Blokagung, he loves the local culture and traditions and devoted to the wellbeing of Banyuwangi, socially, economically and environmentally. He has high regard for the local natural assets—the white sand beaches, huge surf, pure blue water, idyllic islands, beautiful forests with animals roaming freely, magical volcanic craters and majestic mountain ranges—which he considers a blessing to the people of Banyuwangi.

## Regent Abdullah Azwar Anas's Presentation

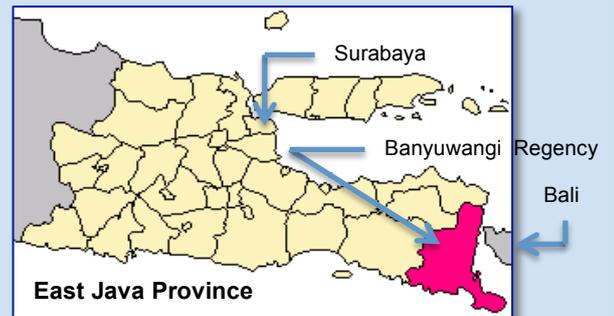
Regent Abdullah began his PPT presentation with a title slide.



Following the theme of his presentation “Advancing Tourism Development Towards Social Welfare in Banyuwangi Regency”, he focused his presentation on four current issues:

1. Banyuwangi at a Glance.
2. Tourism Development Policy Framework.
3. Supporting Infrastructure.
4. Banyuwangi Festival – Cultural and Heritage Interests.

## Basic Information about the Regency & City of Banyuwangi



The Regency of Banyuwangi is at the eastern tip of the Island of Java, with the Strait of Bali separating it from the Island of Bali. The Regency (area 5,782.40 sq.km.) is the largest in the Province of East Java and had an estimated population of 1.556 million (January 2014). The Regency is administered under 24 *Kecamatan* (districts) including the Capital City of Banyuwangi—it is a Javanese name meaning “fragrant water”.

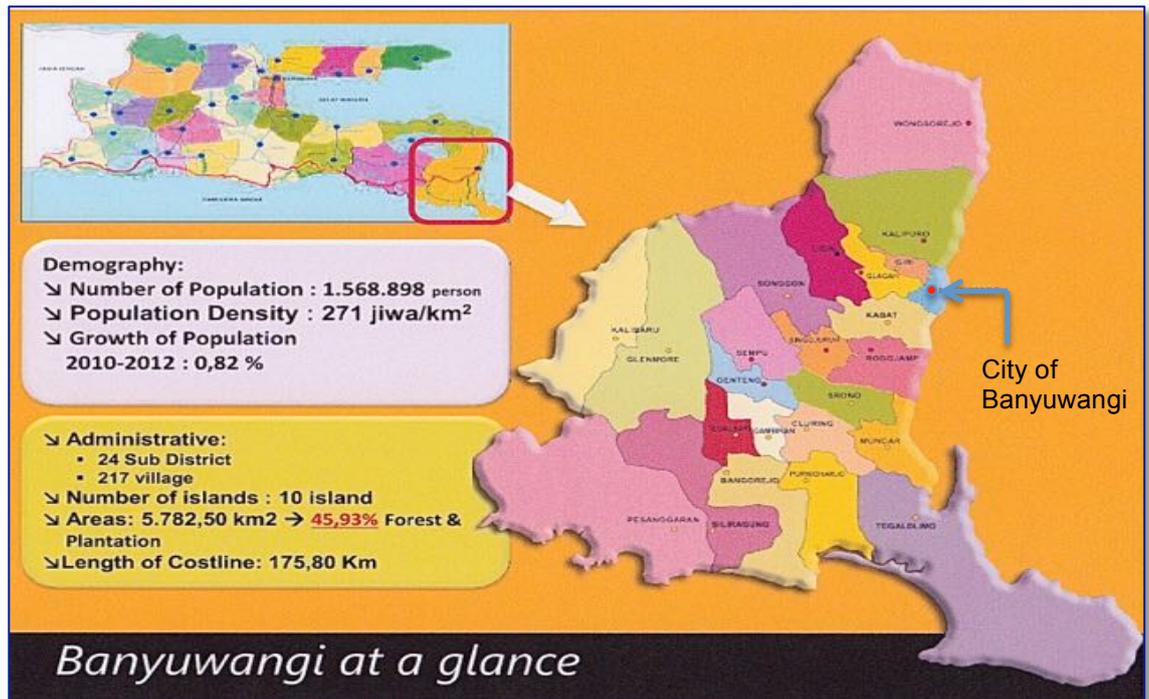
The local native group—the Osing community fragrant with its early infusion of Hindu culture, stands out in the Banyuwangi Regency even though it is considered a sub-ethnic group of the Javanese. They are found predominantly in the central region of the Regency and they think of themselves as the descendants of the once powerful Majapahit Kingdom during the period 1293 to about 1500. Historians tell us that the empire based in Java occupied almost the entire region of Southeast Asia covering present day Indonesia, Singapore, Malaysia, Brunei, southern Thailand, Sulu Archipelago, Manila, and East Timor. The locals call the Kingdom by other names, such as *Mojopait*, *Bhumi Jawa* or *Mandala Jawa*.

After the collapse of the Majapahit Kingdom, the Blambangan Kingdom in the region of Banyuwangi became independent as the last Hindu Kingdom of Java, but was unable to protect itself against the military hegemony of the Sultanate of Demak founded near today's Semarang. Upon Blambangan's calling for help, Balinese troops came, but it soon became part of the Balinese kingdom. Following the Balinese occupation, the region was deeply influenced by the Balinese culture for some 150 years. The Sultanate of Mataram in Bali took over this region and renamed it Banyuwangi. So during the 18<sup>th</sup> century when the Dutch East India Company (VOC) took control of the Mataram territory, Banyuwangi went with it in 1770. Soon many parts of Banyuwangi became VOC plantations for coffee and sugar cane, especially during the 19<sup>th</sup> century. Today, this plantation landscape still features.

The locals tell us that during the fall of President Suharto, there was a witch-hunt rising against sorcerers. As the commotion becoming ugly and violent, civil insurrections were out of control. The practice of black magic became even more secretive and cruel.

Today, the Regency of Banyuwangi is a region of fun and joy. Thanks to the leadership of Regent of Abdullah Azwar Anas, the people of this region including more than half a million national and foreign tourists come together to appreciate the Osing culture and traditions, and also attend the annual festivals, races and competitions in the giant surf, the scenic beauty of the national parks, the volcanic craters, the rivers and the mountainous highlands. *Ed.*

# 1. Banyuwangi at a Glance



Since the slide is self-explanatory in English, it is produced here for your convenience. The top left inset shows the map of the Province of East Java. Banyuwangi is the largest Regency in this Province.

# 2. Tourism Development Policy Framework

On this Policy Framework, Regent Abdullah discusses it under nine headings.

## 1) Opportunity and Threat

Ppt slide No. 8 contains three sets of performance data: **a)** Tourism and other sectors' contribution to the Banyuwangi Regency's economy from 2010 to 2013; **b)** number of domestic and foreign tourists visited this Regency during 2013 and 2014; **c)** Global figure of international tourists in 2010 and estimated figure in 2020, plus that projected in the Asia and the Pacific regions. *(A more appropriate heading would have been better? Eds.)*

### a) Tourism's Contribution to Banyuwangi's economy

(in million IDR)

NO.	MAIN INDUSTRY	2010	2011	2012	2013
1	AGRICULTURE	5,185,828.09	5,454,518.03	5,753,427.69	5,992,818.88
2	MINING & EXCAVATION	485,195.00	519,887.03	553,901.78	581,649.09
3	MANUFACTURING	698,108.83	737,999.60	784,093.71	826,837.36
4	ELECTRICITY, GAS, & WATER SUPPLY	50,201.57	52,848.10	55,621.42	58,683.70
5	BUILDINGS	93,624.47	104,147.86	114,476.09	123,782.07
6	TRADE, HOTEL & RESTAURANT	2,778,110.25	3,077,801.19	3,412,285.67	3,737,288.97
	a. Grocery & Retails	2,346,728.58	2,608,341.88	2,899,344.88	3,187,112.31
	b. Hotel & Restaurant	431,381.67	469,459.30	512,940.79	550,176.68
7	TRANSPORTATION & COMMUNICATION	483,920.15	518,769.74	555,670.22	589,679.46
8	FINANCE, RENTAL & BUSINESS	648,097.34	692,882.73	738,631.90	789,105.46
9	SERVICES	592,109.47	629,794.66	670,423.21	714,806.05
	<b>GRDP</b>	<b>11,015,195.17</b>	<b>11,788,649.35</b>	<b>12,638,531.69</b>	<b>13,504,604.08</b>

(Source: BPS/Statistics of Banyuwangi, 2014)

- Regent Abdullah points out that in 2013 the Tourism sector contributed nearly 34% to the total economy of the Regency of Banyuwangi. He clarifies that the Tourism sector includes Trade, Hotel, Restaurant and Manufacturing, which is shown as Items 6 and 3 respectively in the above table. Manufacturing is included as its products are mostly related to the Tourism industry.
- Abdullah Azwar Anas was inaugurated the Regent of Banyuwangi in October 2010. By end of 2013 and over a duration of 3 years, revenue for the Sector of Trade, Hotel and Restaurant had gone up by some 34.5%, while the Manufacturing Sector had also gone up by 18.4%, and the whole Tourism Industry had increased by 31.3%. As all Sectors had gone up, the Regency's economy had expanded upwards by 22.6%. With the island of Bali, the nation's giant player in Tourism so close to the Regency Banyuwangi and overshadowing it enormously in every aspect, the Regency's economic improvement through Tourism during Regent Abdullah's first three years was all the more impressive.

**b) Number of Domestic and Foreign Tourists came to Indonesia and Banyuwangi in 2013 and 2014**

**Indonesia:**

“In 2013, it was noted that 8.8 million tourists came to *Nusantara* (Archipelago of Indonesia). In 2014, the target for tourist attendance is 9.3–9.5 millions (Ministry of Tourism and Creative Economy, 2014).”

**Banyuwangi:**

“In 2013, it was noted that 540.562 domestic tourists and 45.085 foreign tourists had come. In 2014, the target for domestic tourist attendance is 550–570 million and 47-48 million for foreign tourist attendance.”

- The data shown under *Indonesia* above appears in line with data released by the Statistics Indonesia (BPS). They should be as they were taken from the statistics provided by the Ministry of Tourism and Creative Economy, 2014.
- The figures shown under *Banyuwangi*, however, appear to have been confused due to the local usage of dots and commas for numbers; hence the figures for 2014 were stated as millions. If this were correct, Banyuwangi figures on tourist arrivals would be way above the size of the national population—so it could not be correct.
- We think the statement under Banyuwangi should read as follows:  
 “In 2013, it was noted that 540,562 domestic tourists and 45,085 foreign tourists had come. In 2014, the target of domestic tourist attendance is 550,000–570,000 and 47,000–48,000 for foreign tourist attendance.”

**c) Global figure of International Tourists in 2010 and estimation for 2020**

Regent Abdullah quotes this from WTO:

“The number of international tourists was 1,046 billion people (in 2010) and 1,602 billion people (in 2020), 231 million people in the Region of Eastern Asia and 438 people in the Pacific Region. It is estimated to contribute to the world revenue as much as USD 2 quintillions in 2020.”

- We think by quoting this, Regent Abdullah is planning to tap into these sources and get these international tourists to come to Banyuwangi.

## 2) Tourism Development

Tourism Development is not something that can be done in isolation. In order for it to be an asset to the local community of a region within a nation, it has to be planned, implemented and managed systemically with other sectors' programs, as they are all interrelated.

Ever since Regent Abdullah Azwar Anas took up the leadership of the Banyuwangi Regency Government near the end of 2010, he has been implementing the Medium-Term Planning for 2010–2015, as his tenure of office also ends around October 2015. He has about seven months remaining in this year (2015) to complete the Medium-Term program.

Regent Abdullah presents his PPT slide No. 9 showing 9 priorities under 3 groups (see Table below, which is compiled from slide No. 9).

- **Group-1 “Obligatory”** has 2 Priorities, namely: Education, and Health (each of which has 1 Fundamental Conception for Development).
- **Group-2 “Leading Sector”** has 3 Priorities, namely: Agriculture, Tourism, and SME’s (each of which has 2 Fundamental Conception for Development).
- **Group-3 “Supporting”** has 4 Priorities, namely: Infrastructure (which has 3 Fundamental Conception for Development), Social Security (which has 5 Fundamental Conception for Development), Environmental (which has 1 Fundamental Conception for Development), and Bureaucracy (which has 3 Fundamental Conception for Development).

Group-1 <b>Obligatory</b> 2 Priorities	Education	1. Improving Access & Quality of Education with a moral and a certain character.
	Health	2. Improving Accessibility & Quality of Public Health.
Group-2 <b>Leading Sector</b> 3 Priorities	Agriculture	3. Agriculture Revitalization. 4. Processed & Creative Industry Development-Based Agriculture.
	Tourism	5. Local Wisdom-Based Tourism Development. 6. Preservation & Development of Local Culture.
	SME’s	7. Improving Competitiveness of Cooperatives, Micro, Small and Medium-Based Groups and Clusters. 8. Strengthening Local Democracy Economic Regulation.
Group-3 <b>Supporting</b> 4 Priorities	Infrastructure	9. Infrastructure & Spatial Development. 10. Improving Accessibility of Transportation & Information. 11. Increasing an Investment.
	Social Security	12. Poverty Reduction & Unemployment Reduction. 13. Community Empowerment. 14. Gender Mainstreaming & Child Protection. 15. Development & Social Security Protection Program. 16. Increasing Legal Awareness.
	Environmental	17. Land & Forest Rehabilitation.
	Bureaucracy	18. Networking the Development of Economic Power between Regions, Provinces and the Central Government. 19. Improving Bureaucratic Capacity and Quality of Public Services. 20. Establish Good & Effective Governance.

Although the focus is on Tourism, under which there are only 2 fundamental conceptual programs of development, the whole fundamental conceptual programs involved are 20 as shown in the above table.

Regent Abdullah points out that in order for Tourism to be a real asset to the Regency, all the other 18 fundamental conceptual programs of development, which are interrelated with Tourism, must be systemically implemented.

### 3) Strategic Spatial Planning

Following previous slide No. 9, Regent Abdullah shows PPT Slide No. 10 on Strategic Spatial Planning to guide his Regency Government's current implementation of major infrastructure development programs. The PPT Slide is reproduced below, as it is self-explanatory in English.



### 4) The DIAMOND TRIANGLE Concept

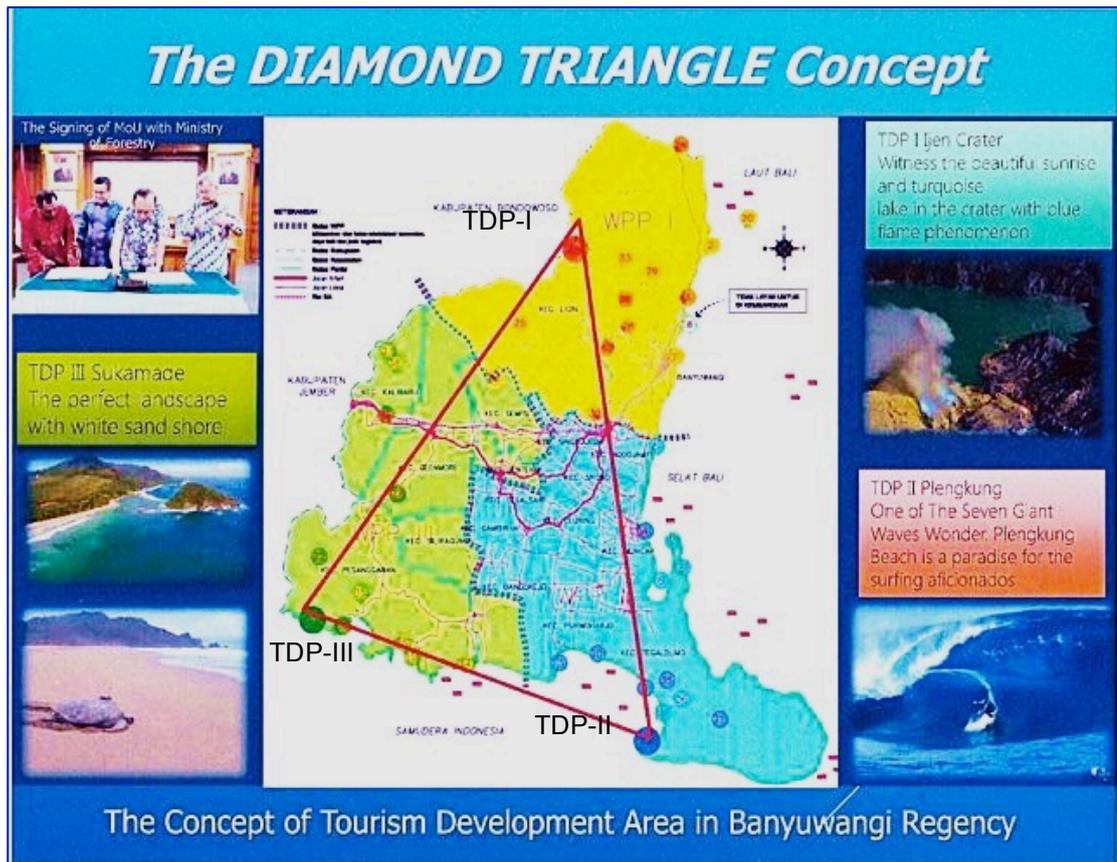
In order to be emphatic and not losing the government's focus on Tourism, details of the Diamond Triangle Concept are given on Regent Abdullah's Slide No. 11, which is shown on the next page.

The forests and rivers in Banyuwangi are well preserved and managed, consequently three native species of dragonfly are found there.

The three popular tourist spots that form the Golden Triangle are:

- TDP-I Ijen Crater in the north at the Ijen Crater Nature Tourist Park;

- TDP-II Plengkung/G-land Surf and Red Island (waves 6 to 8 meters high and 400 meters long for world competition) at the southeast corner close to the Alas Purwo National Park; and
- TDP-III Sukamade Turtle Breeding Beach near the Meru Betiri National Park.



## 5) Tourism Development STRATEGY

When the STRATEGY pertains to Tourism Development itself only, Regent Abdullah crystalizes it into five Principles:

### A. Sport & Tourism Concepts

International surfing competitions and bike races are combined to strengthen the popularity of Banyuwangi and recover from the previous Banyuwangi image as the ‘the City of Black Magic’.

Surfing: Regent Abdullah points out “There is no need to make preparations—God the Almighty has settled it.”

### B. Consolidating Infrastructure

Organizing the ‘Tour de Ijen’ Bike Race event demands the construction of international-class roads. Thus, 300 km of roads are made every year. Buffalo tracks are now ‘things of the past.’

### C. Strengthening Local Culture

Traditional ethnic cultural parades are now a modern package. The locals declared that the 2013 Banyuwangi Ethno Carnival, “The Legend of Kebo-Keboan,” is different from other carnivals.

#### D. Empowerment of Bureaucrats

External event organizers are no longer needed by the bureaucrats of the Regency as they themselves are competent to manage such events—recruitment of the best candidates must have a cumulative achievement index of more than 3.5 points and the bureaucrats have surpassed it.

#### E. Best CEO is a Salesman

It is critical for a CEO to be able to promote Banyuwangi to the world, in order to make progress and have this Regency acknowledged as the best in Tourism. Incidentally, this Regency prohibits the development of public hostels; three-star hotels are now the basic category of tourist accommodation.

### 6) Tourism Development Policy in Harmony

Tourism Development is now Local Wisdom-Based—Local Culture Conservation and Development.

Regent Abdullah reveals that Banyuwangi’s Tourism Development Policy is in HARMONY with the following Four Approaches:

#### A. Eco-Tourism Concepts

Developing Centres for exciting natural tourism, especially in the regions for Ijen Crater International Bicycle Race, Plengkung Surfing, and Sukamade Beach Tourism Programs to implement the Eco-Tourism concepts.

#### B. Banyuwangi Festivals

Diversifying cultural tourism products by combining tradition and modernity in the Banyuwangi Festivals, resulting in high quality events.

#### C. Close Collaboration with Bali and Yogyakarta

Promoting cooperation between tourism destinations and tourism entrepreneurs in tourism publication through “Gatherings in Bali and Yogyakarta.”

#### D. Use of Digital Social Media to promote Banyuwangi Tourism

Enhancing marketing and expanding tourism networks through Electronic Media (such as that ‘to Discover Banyuwangi’), Social Media (such as Facebook, Twitter, etc.), and cooperation with enterprises, etc., in the private sector.

### 7) Banyuwangi’s Ecotourism (Slide No.14)

#### A. Definition

A sustainable tourism concept optimizes and conserves the natural potency and unique culture of Banyuwangi.

#### B. New Capabilities

There is no disturbance of nature – no noise, discotheques or pubs.

#### C. Potentiality

A Community-based Tourism Development Approach involves the community to achieve prosperity.

**Definition:** A sustainable tourism concept which optimizes and also conserves the natural potency and unique culture of Banyuwangi

**New capabilities:** no disturbance of nature, no noise, no discotheques and pubs

**Potential:** Community-Based Tourism Development Approach; involving community to achieve prosperity

## D. Infrastructure Development (Slide No.15)

This involves:

- Management of ecotourism, destinations and attractions;
- Community empowerment and SME Industry; and
- Standardization for competent ecotourism guides and marketing.



## 8) Banyuwangi's e-Tourism (Regent Abdullah's Slide No.16)



**Supply Information:**

- Tourism Destination,
- Hotel & restaurant
- Travel
- Distance between previous location and destination
- Position update ([google map](#))
- Other facilities



"If you are not online, then you are not on-sale. If your destination is not on the Web then it may well be ignored by the millions of people who now have access to the internet and who expect that every destination will have a comprehensive presence on the Web. The Web is the new destination marketing battleground and if you are not in there fighting then you cannot expect to win the battle for tourist dollars"

## 9) Creative Industry Supports Tourism Development

The photo in the left inset (see Slide No.17 on the right) shows Minister of Tourism & Creative Economy, HE Marie Elka Pangestu and Regent Abdullah visiting a handicraft shop in Banyuwangi on 23-24 May 2014.

Around that time Banyuwangi had 296,706 SMEs providing employment for 501,379.

The Regent states that, "The moves of creative industry are crucial in enhancing the region's economy, for it's the most anti-crisis sector. Craftsmen's creative economic activities and tourism development in Banyuwangi are important as they support each other."



### 3. Supporting Infrastructure for Banyuwangi's Tourism

#### 1) Infrastructure Development

This supports Tourism Development in Banyuwangi Regency. Regent Abdullah reveals that:

- Infrastructure conserves Banyuwangi's Local Wisdom, especially with regards to Local Culture and Local Materials;
- Infrastructure creates Green Architecture for Sustainable Development in Banyuwangi;
- Infrastructure creates Icons of Banyuwangi, which has a multiplier effect towards tourism, economic, social and cultural activities; and
- Infrastructure promotes Transfer of Knowledge in collaboration with National Architects.

#### 2) Green Architecture to Preserve Local Wisdom

Banyuwangi's proposed new Bandara Blimbingsari (Blimbingsari Airport) employs the principle of Green Architecture, which is considered a preservation of 'local wisdom'. This is an urgently needed transport infrastructure, especially for foreign tourists. (See Regent's PPT Slide No.20 below.)

The first phase of the Blimbingsari Airport with a runway of 1,400 m in length was completed in November 2010 and opened for flights in December 2010. In 2012 the runway was extended to 1,800 m to accommodate the operation of larger turboprop aircraft – the Fokker 50 and the ATR 72. In that year some 25,000 passengers went through this airport, an increase of 7,000 during the first year of operation. Following the extension of the runway, its thickness was also raised from 12 PCN (Pavement Classification Number) to 17 PCN thus enabling the operation of Boeing 737-200 aircraft. By 2013/2014, the annual passenger volume was expected to increase to 44,000. Currently many Indonesian airports have domestic flights to Banyuwangi's Blimbingsari Airport, such as those in Banjarmasin, Batam, Denpasar Bali, Jakarta, Makassar, Malang, Surabaya and Yogyakarta. As the Regency's economic growth is fanned by rapid growth of the local sectors in agribusiness, industry and tourism, the increase in annual passenger volume is also significantly impacted. Regent Abdullah is therefore keen to see that the new Terminal Complex of Bandara Blimbingsari is completed as soon as possible.



### 3) Allocation of a Local Budget for Tourism Development & for Infrastructure Development that Supports Tourism Development

Allocation of local budget for Tourism Development				
Year	2011	2012	2013	2014
Million IDR	5,036	6,298	6,724	11,448
USD (Mar 2015 Exch. Rate)	387,779	484,941	517,765	881,520

Allocation of budgets for Infrastructure Development to support Tourism Development (in Million IDR)					
No.	REGION	2012	2013	2014	TOTAL
1.	RED ISLAND	11.74	9.59	2.39	23.72
2.	IJEN CRATER	5.97	7.26	1.60	14.84
3.	ALAS PURWO N. P.	8.38	7.20	0.40	15.97
	<b>TOTAL</b>	<b>26.09</b>	<b>24.05</b>	<b>4.39</b>	<b>54.54</b>

### 4) Banyuwangi’s Digital Society – the Fifth Infrastructure

Regent Abdullah informs that Banyuwangi Digital Society is the 5<sup>th</sup> Infrastructure after roads, bridges, airport and seaport.

He further reveals that the Managing Director of PT Telkom has announced that:

“Nowadays, **Banyuwangi is a Regency with the biggest and the most complete WIFI Network and Digital Ecosystem in Indonesia.** By this Internet access, Banyuwangi people have opened the door to the world.”

### 5) Good Environmental Management and Conservation

In showing PPT Slide No.23, Regent Abdullah states that the local government of Banyuwangi Regency has committed to continuous development with concern for environmental and conservation aspects. He further explains that Banyuwangi develops a city that is not only human friendly but also nature-friendly—this can be seen from the layout of the city.

Regent Abdullah points out that the pavilion, hotels, parks, and also airport, have included environmental quality in their planning and implementation.



## 4. Banyuwangi Festival – Cultural & Heritage Interest

### 1) Banyuwangi Festival 2014 (and also the Events of 2015)

The first Banyuwangi Festival of 2012 was a great success. Since then, it has been held every year with more items added to the annual program. At the EAROPH Mayors' Caucus held in Jakarta on 11 August 2014, Regent Abdullah showed PPT Slide No.26, the Banyuwangi Festival 2014. For the interest of our members and readers, we have included the list for the Banyuwangi Festival 2015, which has increased from 23 events to 36 this year. You may notice the retention of the popular national and international events, such as the Banyuwangi Batik Festival, Banyuwangi Ethno Carnival, Infatuating Festival Gandrung Sewu (the fascinating Gandrung dance and their colourful costumes), International Surfing Competition, and International Tour De Ijen Bicycle Race.

Regent Abdullah is so proud of the Annual Banyuwangi Festival Events that he and his Vice Regent have personally launched them.



01	INTERNATIONAL SURFING COMPETITION	23 - 25 MEI	PULAU MERAH	WIB
02	BARONG IDER BUMI	29 JULI	DESA KEMIREN	14.00
03	SEBLANG OLEHSARI	1 - 7 AGUSTUS	DESA OLEHSARI	14.00
04	BANYUWANGI BATIK FESTIVAL (BBF)	20 SEPTEMBER	GESIBU	19.00
05	BANYUWANGI ART WEEK	20 - 27 SEPTEMBER	DEPAN GESIBU	08.00
06	FESTIVAL RUJAK SOTO	20 SEPTEMBER	DEPAN GESIBU	08.00
07	MAMAH DEDEDH NGAJI BARENG PEREMPUAN BANYUWANGI	20 SEPTEMBER	GOR TAWANG ALUN	14.00
08	TUMPENG SEWU KEMIREN	25 SEPTEMBER	DESA KEMIREN	18.00
09	SEBLANG BAKUNGAN	12 OKTOBER	DESA BAKUNGAN	18.00
10	INTERNATIONAL TOUR DE BANYUWANGI IJEN	16 - 19 OKTOBER	4 ETAPE	08.00
11	FESTIVAL ANAK YATIM	23 OKTOBER	PENDOPO	13.00
12	FESTIVAL WAYANG KULIT	1 NOVEMBER	TEGALDLIMO	10.30
13	KEBO-KEBOAN ALIYAN & ALAS MALANG	2 NOVEMBER	DESA ALIYAN DESA ALAS MALANG	05.30 10.00
14	BANYUWANGI ETHNO CARNIVAL (BEC)	22 NOVEMBER	TAMAN BLAMBANGAN	14.00
15	FESTIVAL NGOPI SEPULUH EWU	23 NOVEMBER	DESA KEMIREN	18.00
16	FESTIVAL GANDRUNG SEWU	29 NOVEMBER	PANTAI BOOM	13.00
17	BANYUWANGI JAZZ FESTIVAL	6 DESEMBER	GESIBU	19.00
18	FESTIVAL KUWUNG	13 DESEMBER	DEPAN PEMKAB	12.30
19	FESTIVAL NGARAK 1771 ANCAK	20 DESEMBER	TMN BLAMBANGAN	15.00
20	MALAM APRESIASI SENI BANYUWANGI	20 DESEMBER	TMN BLAMBANGAN	19.00
21	AGRO EXPO	20 - 27 DESEMBER	TMN BLAMBANGAN	08.00
22	INTERNATIONAL ADVENTURE TRAILL	21 DESEMBER	PERKEBUNAN BWI	07.00
23	REFLEKSI AKHIR TAHUN (UST. YUSUF MANSUR)	31 DESEMBER	TMN BLAMBANGAN	13.00



1	FESTIVAL TOILET BERSIH	30 JANUARI	TAMAN BLAMBANGAN
2	FESTIVAL BEDAH RUMAH	18 FEBRUARI	
3	INDONESIA FASHION WEEK BATIK BANYUWANGI	28 FEBRUARI	JCC JAKARTA
4	GREEN N RECYCLE FASHION WEEK	14 MARET	PANTAI BOOM
5	BANYUWANGI NASIONAL DRAGBIKE	15 MARET	DEPAN BRI
6	FESTIVAL KULINER "SEGO TEMPONG"	28 MARET	TAMAN BLAMBANGAN
7	FESTIVAL BUAH LOKAL	28 MARET-3 APRIL	GESIBU
8	BANYUWANGI ART WEEK	28 MARET-3 APRIL	GESIBU
9	BANYUWANGI CITY TOUR & RACE	18 APRIL	KOTA BANYUWANGI
10	FESTIVAL WAYANG KULIT	25 APRIL	LAP SUMBER MULYO
11	FESTIVAL KALI BERSIH	26 APRIL	KAB. BANYUWANGI
12	INTERNATIONAL TOUR DE BANYUWANGI - IJEN	6-9 MEI	KAB. BANYUWANGI
13	BANYUWANGI ISLAMIC FASHION WEEK	1 JUNI	TRM MUNCAR
14	FESTIVAL MAJIAN ANAK TRADISIONAL	15 JUNI	TAMAN BLAMBANGAN
15	BARONG IDER BUMI	19 JULI	DESA KEMIREN
16	DIASPORA BANYUWANGI	20 JULI	PENDOPO
17	SEBLANG OLEH SARI	24 JULI	DESA OLEH SARI
18	FESTIVAL PERKUSI DAN LARLARE ORKESTRA	1 AGUSTUS	GESIBU
19	BANYUWANGI KITE FESTIVAL	15 AGUSTUS	PANTAI BOOM
20	JAZZ IJEN BANYUWANGI	22 AGUSTUS	PERKEBUNAN LIEN
21	KITE AND WIND SURFING	23 AGUSTUS	PULAU TABUHAN
22	FESTIVAL SANTRI	29 AGUSTUS	KEC. GENTENG
23	BANYUWANGI PEACEFULL CONCERT	29 AGUSTUS	STADION DIPONEGORO
24	FESTIVAL BARONG AN NUSANTARA	6 SEPTEMBER	PANTAI BOOM
25	BANYUWANGI BEACH JAZZ FESTIVAL	12 SEPTEMBER	PANTAI BOOM
26	TUMPENG SEWU KEMIREN	19 SEPTEMBER	DESA KEMIREN
27	SEBLANG BAKUNGAN	19 SEPTEMBER	KEL. BAKUNGAN
28	INTERNATIONAL SURFING COMPETITION	25-27 SEPTEMBER	PULAU MERAH
29	FESTIVAL GANDRUNG SEWU	26 SEPTEMBER	PANTAI BOOM
30	FESTIVAL WAYANG KULIT	3 OKTOBER	RTH. MARON GENTENG
31	BANYUWANGI PLANTATION FESTIVAL	4 OKTOBER	KEC. GLENMORE
32	BANYUWANGI BATIK FESTIVAL	10 OKTOBER	GESIBU
33	FESTIVAL ANAK YATIM	14 OKTOBER	PENDOPO
34	BANYUWANGI ETHNO CARNIVAL	17 OKTOBER	KOTA BANYUWANGI
35	FESTIVAL NGOPI SEPULUH EWU	20 OKTOBER	DESA KEMIREN
36	FESTIVAL KUWUNG	5 DESEMBER	KOTA BANYUWANGI

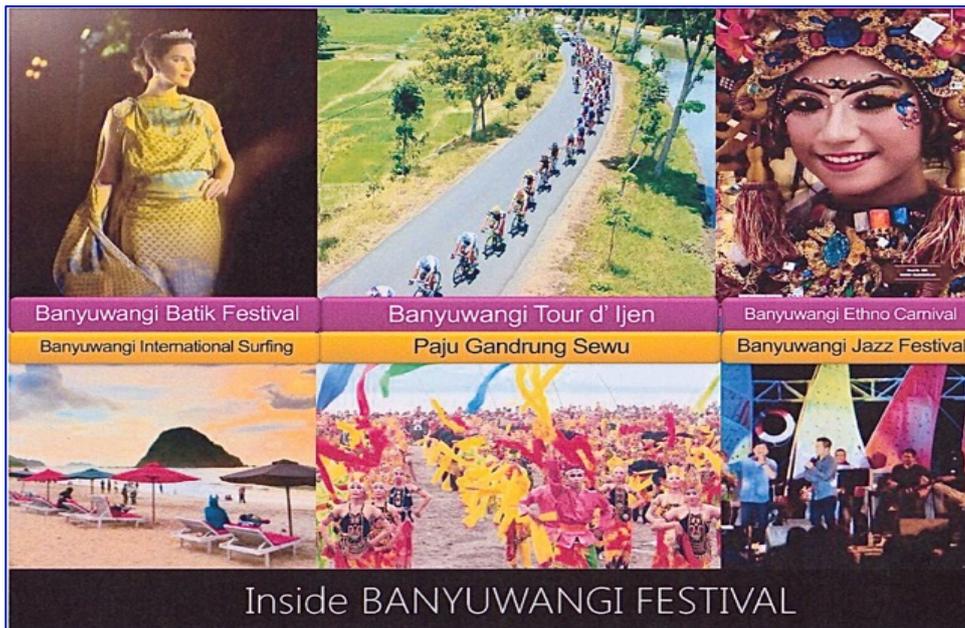
**JADWAL KEGIATAN TINGKAT PROVINSI DI BANYUWANGI**

- HUT SATPOL PAMONG PRAJA (11 MARET)
- MTQ XXVI JATIM (21-30 MEI)
- PERAN DLHRAGA PROV. JATIM (6-13 JUNI)
- PARADE BUDAYA JATIM (14 NOVEMBER)

www.banyuwangitourism.go.id | banyuwangitourism.com | @banyuwangi\_tour | @bwi\_festival

## 2) Inside BANYUWANGI FESTIVAL

Regent Abdullah's PPT Slide No.27 as shown below recaps some of the events that have attracted tourists from all over the world.



## 3) CONSOLIDATION to Maintain Regional Stability

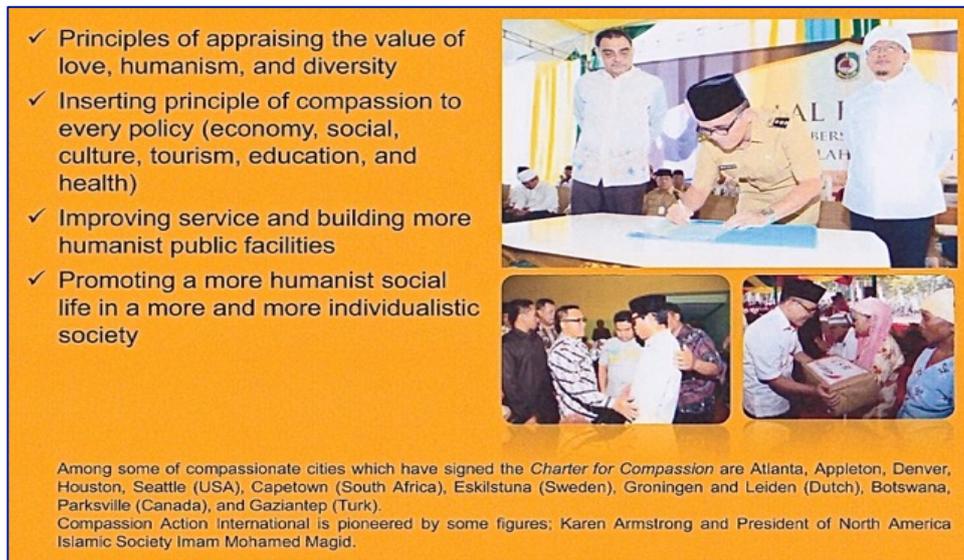
Regent Abdullah does not believe in using Event Managers from the private sector, not even foreign experts. He firmly believes government agencies that are involved directly or indirectly are able to perform as expected, since government officers go through knowledge empowerment programs annually. In addition they are required to attend regular working meetings and workshops. He also believes local journalists and NGOs have vital roles to play in order to ensure the objectives and principles of Tourism are followed through with minimal adverse impacts to the wellbeing of Manyuwangi. He therefore regularly holds the Three-Pillar Forums, i.e. the Forum of Followers' Unity, Forum of Journalists, and Forum of NGOs. His Slide No.28 is shown below.

- Three-Pillar Forum (The Government of Banyuwangi Regency-TNI-Polri), Forum of Followers' Unity, Forum of Journalists, and Forum of NGO
- hold a routine consolidation in order to maintain conducive atmosphere, to socialize the regional government programs, and to refresh both the spirit of volunteerism and nationalism concept.

Consolidation to maintain regional stability

#### 4) Signing the Charter for Compassionate City

Finally, Slide No.29 shows Regent Abdullah signed the Charter for Compassionate City on 4<sup>th</sup> August 2014.



- ✓ Principles of appraising the value of love, humanism, and diversity
- ✓ Inserting principle of compassion to every policy (economy, social, culture, tourism, education, and health)
- ✓ Improving service and building more humanist public facilities
- ✓ Promoting a more humanist social life in a more and more individualistic society

Among some of compassionate cities which have signed the *Charter for Compassion* are Atlanta, Appleton, Denver, Houston, Seattle (USA), Capetown (South Africa), Eskilstuna (Sweden), Groningen and Leiden (Dutch), Botswana, Parksville (Canada), and Gaziantep (Turk).  
Compassion Action International is pioneered by some figures; Karen Armstrong and President of North America Islamic Society Imam Mohamed Magid.

#### Final remarks from the Editors of EAROPH-Australia e-Bulletin

- Regent H. Abdullah Azwar Anas, is a remarkable, young, dynamic leader of the Banyuwangi Regency. As other Mayors before him, he was happy to share his views, policies and experience at the EAROPH Mayors' Caucus.
- Banyuwangi City used to be a sleepy town in the Regency and was taken to be of no significance. Although the region at the eastern tip of Java is blessed with magnificent natural assets, it has been completely overshadowed by the magical island of Bali, the political and economic importance of Surabaya and cultural and historical importance of Yogyakarta. Worst of all, Banyuwangi Regency was besieged by the practice of black magic and haunted by destructive witch-hunts. All these drove away the hard-to-come-by tourist dollars, badly needed by the local economy.
- When Regent Abdullah was inaugurated to lead the Regency Government, he changed all that. He inculcates the people's pride and love for local culture, traditions, customs and heritage; for local natural assets, such as beaches, islands, forests, mountains and volcanoes that are still active; for local artefacts, handicrafts, agribusinesses, mining, manufacturing; and for local dances, traditional costumes, folklore, music, cuisine, and history. He advances tourism development programs not just to benefit the social welfare of the Regency, but also the economics and the environment. Best of all, he will not privatize any parts of the Government's responsibilities on Tourism. As his plans are highly systemic, he is able to mobilize all related agencies to carry out their designated responsibilities to support Banyuwangi's Tourism, which is a great success. It is really exemplary.

This Bulletin is watching Banyuwangi's progress with interest and will report to our members. We trust EAROPH-Indonesia will invite Regent Abdullah to join the EAROPH membership. Banyuwangi will certainly be a future venue for an EAROPH Congress or an EAROPH Regional Seminar.

#### End of Report

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## MEMBERS' CORNER

MEMBERS' CORNER is a platform for members of EAROPH-Australia to express views on human settlement matters.

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## REDISCOVERING MARKETS

I was introduced to the profound social significance of markets when I was living in West Africa in the 1970s. I arrived at the compound of my host family in northeast Ghana to find the whole extended family excitedly preparing for a market to be held the next day. The women were potting their “*pito*” (millet beer), the men were rounding up livestock, and everyone was discussing what they would wear. That was the “Day Before Market Day” and we were told how lucky it was that we had arrived on such a day.

The next day was “Market Day” and it was a splendid occasion. People came from miles around, drank far too much *pito*, exchanged gossip, arranged marriage betrothals, and bartered for goods. Inexplicably I came home with a baby goat I don’t remember buying. The following day was all rest and recuperation, as befitted the “Day After Market Day”. But then the next day was the “Day Before Market Day” again – it was an exhausting three-day cycle, a veritable social whirl.

More recently I became familiar with the economic significance of markets when working for the UN in Papua New Guinea, the Solomon Islands, Vanuatu and Fiji. My consultancy was charged with mapping out market activities (56 markets in all) and then promoting improvements in a selected group of markets over a two-year period. It was readily apparent that some of these markets were critically important to local and national economies, turning primary produce into cash and starting an extended

chain of value adding. The larger markets had literally thousands of traders as well as thousands of customers, with a cumulative annual turnover in the millions of dollars. Not without reason was the betel nut market in the PNG Highland town of Goroko called the World Trade Centre!

It was also clear that the politicians in these countries as well as international aid agencies tended to view markets as secondary to the formal economy, pushing aside their real importance. As a result there was constant pressure for the larger central markets to be moved to more peripheral locations, making way for offices and the like. In Port Vila, capital of Vanuatu, the main food market and adjacent craft market are located on a central waterfront that is of considerable interest to tourism developers. I worked out that the combined site generated ten times the amount of money that could be expected from a successful tourist resort.

Of course the importance of these markets was not measured only in economic terms. They provided access to the necessities of life for a majority of the population, in a way that would not be achievable through formal shopping infrastructure. This vital role was well illustrated when a cyclone hit Fiji in the middle of our project, and the first sign of recovery was only days afterwards as the informal markets became re-established, so that people could buy their food and other household necessities.

Throughout the world we are aware that markets had a significant role to play in the history of urbanisation. Establishing places where people could trade goods and services enabled societies to move from a subsistence economy, creating specialisation of production and generating wealth. This was the foundation for building towns and cities, as well as strengthening positive relationships across territorial boundaries. Markets back then were much more than just places for trade – they were central to political and cultural development.

The multifunctional role of markets has been retained in some of the Melanesian markets I visited, where the following activities were apparent:

- buying fresh produce and other goods with known provenance;
- comparison shopping for price and quality, seeking the best bargain;
- recycling damaged and substandard goods;
- earning a living;
- new business incubation;
- meeting people (old friends and new acquaintances);
- eating and drinking;
- getting involved in participative activities (darts, cards);
- being entertained (music, performance);
- enjoying the space and colours, smells etc.;
- getting specific local information;
- finding out what is happening more generally;
- political lobbying;



New market at Kundiawa, Highlands of PNG  
NOTE: The Australian Government funded this new market structure. Unfortunately it is only half completed, and there are lots of asset management problems.



Dart entertainment is a common component of PNG markets



Women's String Band playing at Port Vila market, Vanuatu

- advertising;
- looking for particular people (information on their whereabouts);
- accessing services provided (advice, child care, banking, transport);
- tourism – finding out about local culture;
- emergency relief;
- courtship;
- gambling, and...
- prostitution, pick pocketing and money laundering.

A resurgence in the popularity of markets is apparent in the western world, recognising many of the more positive social and cultural opportunities. Buyers appreciate being able to find out where their food comes from by establishing relationships with growers and producers, as well as being able to smell, touch, see and taste a wide variety of fresh produce, and seek best value from competitively priced goods. But not only this, there is a sense of excitement about the frenzied activities in a market, and a clear differentiation in the sense of place emanating from different markets. There is often entertainment to be had, people to meet, and a whole cultural experience that our increasingly homogenous supermarkets and shopping malls lack. A social mix of traders and customers is apparent across age, ethnicity and class, and being in this melting pot is part of the positive experience. The economic role of markets is also increasingly recognised, with this informal sector enabling people to gain a foothold on the economy, through business start-up, as a basis for building their enterprises. Now as at all times throughout history, markets can be business incubators, which ultimately strengthen the formal economy.

This concept has been taken further in the USA, particularly relating to the market's role as a food centre. Some locally based markets have been developed into more broadly based Food Innovation Hubs. In this model the hub acts as an adjunct to the market, and provides food growers and processors with facilities for packaging, processing, product development, market testing and promotion. Unlike a few top-down food innovation centres developed in Australia and New Zealand, which are geared to big business and export products, the US hubs are very much grounded in the local community to support farmers and small businesses. State or local government, as well as corporate sponsors have funded them, but they remain in local management. In Hawaii the Food Innovation Centre is based at the university, but it similarly acts as a business incubator for local farmers and small-scale entrepreneurs, and it has a further role in supporting Hawaii's food security. In the event of a cyclone or other event, which might disrupt food imports, this food hub can prepare meals for mass distribution – resonant of the role of Melanesia's informal markets.

So markets can be much more than places to shop. Nevertheless, their prime role is to facilitate buying and selling of food as well as other goods, and in this their popularity is resurgent. So why are markets becoming increasingly popular at precisely the same time as consumers are moving away from personal contact to do more of their shopping online? Well maybe this is part of the same pattern of rediscovery. If there is no cultural and social value to the shopping experience in supermarkets and shopping malls, and no concern about provenance, then shopping online becomes more logical. However as the social and cultural dimensions of the shopping experience are missed, including the contact between producers and consumers, this gap can be well filled by occasional or regular visits to informal markets. Markets provide an intensified emotional and functional experience, which can compensate for sterility in other aspects of the urban environment.

We are clearly at a crossroads in redefining how we buy and sell goods within urban centres, as well as how we enjoy urban space. The opportunities for markets to meet our needs have often been overlooked in the past, with markets being dismissed as an anachronism. Maybe we got this wrong, and overlooked the many ways in which markets can enrich our lives in urban centres. Maybe we need to go back to where it all began, and rediscover the multiple functions and pleasures of the marketplace. ■

## MARKETS IN EAROPH COUNTRIES, ESPECIALLY IN AUSTRALIA

Dr Jane Stanley's paper talks about markets in some of the Pacific island nations, as well as those in developed nations. The focus of her paper is Rediscovery of Markets, i.e., markets are becoming popular again. She ends her paper by asking why shopping is now going online, in spite of the important social and cultural values of traditional markets. This has prompted us to touch on the market culture in EAROPH, including Asian countries as well as Australia, which though a part of EAROPH, is actually a multicultural country but with strong western influences.

EAROPH is the acronym of the Eastern Regional Organisation for Planning and Human Settlements. The Eastern Region it covers is extensive, stretching from Turkey in the west to Pacific Islands of Hawaii in the east. However, due to spatial constraints, we will focus this discussion on some countries in East Asia and finally lead to Australia, which we will discuss more fully.

Asians love markets. It doesn't matter which country it is, the people all love the daily activities in markets—the noise, smell, produce of all kinds, their colours, textures. The people jostle to get a better view of the products they love to touch, and bargain for the best price. They bump into old friends, they gossip, laugh and talk loudly and sometimes, they hug and embrace each other in greeting. If you are visiting Shanghai, China, you may visit Suzhou (蘇州), which is 100 km west of Shanghai. Do try and get a copy of the **Imperial Painting of ancient Suzhou City** scroll painting of urban and semi-urban scenes, including market scenes, painted during the Qing Dynasty (清朝 1644~1911) by the imperial painter Xu Yang (徐揚 active ca. 1750-1776) at the order of Qing Emperor Qianlong (乾隆 reined 1736~1795). It is over 20 m long, containing

some 4,800 people, more than 2,100 buildings and over 200 boats depicting ancient urban life from *Yanlingshan* (炎陵山) Mountain to *Huqiu* (虎丘) Tiger Hill. It is a vivid account of semi-rural and urban townscapes including urban market and festival scenes. Otherwise, see a video produced by CNTV.CN on your laptop. In this painting the people are shown enjoying Suzhou's prosperity via its thriving market culture. Now let's introduce some of the city markets in the Eastern Region of EAROPH.



Part of Imperial scroll painting of ancient Suzhou by Xu Yang during Qing Dynasty

Source: CNTV.CN, in Shanghai World Expo 2010 Report

### 1. Kuala Lumpur, Malaysia

All Malaysian cities have many permanent markets, and the British colonial administrations before WWII initially constructed many of them. In Kuala Lumpur, there are many district markets well patronised by the local community as well as tourists. Back in 1888, the British colonial government built the Central Market as a wet market to supply local produce to the local community. Strangely, this was also the year when the city experienced great urban fires, since most of the urban buildings on the eastern side of the river were of timber construction. The government created many brick kilns; hence this area was named Brickfields. It supplied all the bricks for rebuilding the city of KL. The Central Market was expanded in 1889, 1895, 1920, 1921 and 1933.



Central Market in Kuala Lumpur established since 1888

In the 1970s the Malaysian government was planning to demolish it, as traffic in the city was too congested and delivery of fresh supplies to the Central Market had been difficult. Fortunately, the Malaysian Heritage Society was established and declared it as a Heritage Building just in time. In 1985, the building was upgraded and converted to a Crafts Market. In 1986, it was renamed *Pasar Budaya*, but the locals still call it the Central Market. In the mid-2000s, a new annexe building was constructed at the back along *Jalan Hang Kasturi*. It was opened in 2006.

*Jalan Hang Kasturi* (formerly Rodger Street) running parallel to the Central Market (the blue building in the photo on the right) was converted to a pedestrian mall, used by local musical performers and buskers as well as stalls set up to sell arts and crafts related to the music industry.



Central Market's Walking Mall along *Jalan Hang Kasturi*

## 2. Hanoi, Vietnam

Vietnamese cities also have many markets—food markets, street markets and specialty markets.

Đông Xuân Market (同春市場) is the largest roofed market in Hanoi. Today wholesale traders sell just about anything from household materials, apparels, handicrafts, agricultural produce to fresh and cooked food.

Đông Xuân Market is located in the central district, Hoàn Kiếm, the commercial hub of Hanoi. Consequently, all the banks' headquarters and big public corporations are found here. In 1889, the French colonial government built the Đông Xuân Market here to replace the two markets at Hang Duong Street and Hang Ma Street. The covered floor area of the Market was about 6,500 m<sup>2</sup>. Its most prominent feature was the five-arch entrance to reflect the five domes of the building measuring 25m in width.



Hanoi Cho Dong Xuan Market  
Source: ntt – Own Work; Licensed under GNU Free Documentation License, Version 1.2

In early 1947, the First Indochina War broke out and there was fierce fighting between **Việt Minh** and the French colonial army around the market area. Hence today one can see a memorial erected at the main gate of the Market in 2005.

In 1994, the market was nearly demolished by a fire that destroyed some USD\$4.5 million of stock. It was rebuilt to the original design. Today, it is still the largest fully covered market in Hanoi. About half of the households in Hanoi have trading activities in this Market.

In 2003, Đông Xuân Market opened a night market with additional activities to serve the increase of tourists to Hanoi, especially to show off Vietnam's culture. At the end of 2004, the street front of the Đông Xuân Market was converted into a pedestrian mall to expand its weekend night market trading areas. Thousand of small souvenir items are offered here at reasonable price. Although this huge market is a wholesale centre, it is a popular destination for foreign tourists seeking souvenirs or gifts. This does not in any way affect the sales of other markets in Hanoi.

## 3. Tokyo, Japan

All the cities in Japan have their own popular markets and street malls. Due to space constraints in this issue of the eBulletin, we focus on the Tsukiji Fish Market of Tokyo, which is the largest in the world.

Here are some facts about the Tsukiji Fish Market of Tokyo:

- The Japanese name of the Tsukiji Market is 築地市場 *Tsukiji shijō*. It is founded on reclaimed land.
- Its official name is Tokyo Metropolitan Central Wholesale Market, or 東京都中央卸売市場 *Tōkyō-to Chūō Oroshiuri Shijō*.
- The Market is sited at Tsukiji in central Tokyo between the Sumida River and the Ginza shopping district.
- The Market complex covers a huge site of 56 acres or 22.66 Ha.
- The Market comprises two sections: The inner market, known as *Jonai Ichiba*, measuring 230,000 m<sup>2</sup>, housing all the larger stalls, is located near the water. The outer market, known as *Jogai Ichiba*, comprising wholesale and retail shops selling restaurant supplies, kitchen equipment, seafood, sushi restaurants as well as fresh food and vegetable supplies, is located in the inner semi-circular buildings. More than 1,000 tons of vegies and fruits are moved through here daily.
- The main area houses 1,200 fish stalls selling over 480 kinds of seafood—both alive and deep-frozen. They come daily from some 60 countries—from as far as Spain, Oregon in the USA, Australia and Peru, each supplying a specific kind of seafood.
- Five million pounds (2.268 million kg) valued at US\$28m changes hands every day through auction or direct sale. Some 60,000 people supported by 32,000 vehicles are involved in moving the seafood through the Market.
- The inner wholesale market has strict rules for tourists and those allowed in must not touch the fish. By 7.00am, the auction is over. It is busiest between 5:30 and 8:00am. Most shops are closed by 11:00am. The outer retail market and restaurants are popular destinations for tourists.
- The Great Kanto earthquake destroyed most parts of central Tokyo on 1<sup>st</sup> September 1923 and the Nihonbashi fish market was moved to the Tsukiji district. The Tsukiji Fish Market was constructed by 1935 and it was opened for business in accordance with the 1923 Central Wholesale Market Law.
- Now the Tsukiji Fish Market is old and congested. Former Governor Shintaro Ishihara planned to move the market to Toyosu, Koto with construction finishing in 2014. But the site has been criticized for being contaminated with heavy pollution, which must be cleaned and made safe.
- What about the gigantic amount of waste from this Market? Yes, it is indeed huge. But all markets generate enormous amounts of waste. It will be discussed in a future report.



Aerial view of Tsukiji Fish Market in Central Tokyo. The whole market complex is designed as a series of semi-circular building structures to provide easy access and vehicular movements with less columns to support. The main fish wholesale market is in the Outer Market, which is located nearest the water.

Image Source: Tsukiji as seen from Shiodome, Chris 73 / Wikimedia Commons, <en.wikipedia.org>

Source: Compiled from “Tsukijio Fish Market in Tokyo”, Jeffrey Hays, Facts And Details, <factsanddetails.com>; and Tsukiji Fish Market – Wikipedia, <en.wikipedia.org/wiki/Tsukiji\_fish\_market>, Creative Commons Attribution-ShareAlike License.

#### 4. Adelaide and Melbourne, Australia

In her paper, Dr Stanley talks about “resurgence in the popularity of markets in the western world, recognising many of the more positive social and cultural opportunities.” In the EAROPH Region, there are also oceanic countries considered as part of the western world. One of these is Australia. Because of: (a) its profound embrace of multiculturalism, (b) in 2011, 2.4 million or 12% of the

Australian population was Asian-born (Australian Bureau of Statistics, 2011 census), and (c) Australia is in the Asian hemisphere with China now its biggest trading partner, Australia's policies and views of Asia is not blindly western, but becoming more balance. As far as markets are concerned, Australians have always been enthusiastic and many major cities established permanent city markets by the 1880s. The most well known are the Adelaide Central Market, Melbourne's Queen Victoria Market and the Prahran Market in the inner Melbourne suburb.

## A. Adelaide Central Market

The Adelaide Central Market, located in the centre of the city, is an iconic landmark for inter-state and foreign tourists to admire. This beautiful redbrick building displays a colourful range of fresh and multicultural products. Incredibly statistics tell us that this is the most visited place in the State of South Australia; some 8 million visitors a year have come through this market in recent years.

The Adelaide Central Market is sandwiched between Grote Street and Gouger Street, just behind the present day Hilton Adelaide Hotel at the western side of the Victoria Square.

Today the Market is embraced by the Central Market Arcade, Market Plaza and China Town. Around the perimeter of the Market, there are popular cafes, restaurants and specialty stores. The Central Market has a total lettable area of 3,349 m<sup>2</sup>, in which 76 shops and stalls operate. Together with the stores in the Market Arcade and Plaza, the Central Market has more than 250 storekeepers trading under one roof. Located on top of the Market's redbrick building, there are about 1,000 car park spaces with entry from Grote and Gouger Streets.



Adelaide Central Market from Grote Street  
Image Source: Scott W., own work, licensed under the Creative Commons Attribution-Share Alike 3.0 Unported license.

Some key development facts about the Central Market:

- The Adelaide Central Market was originally called City Market.
- Three acres of the present Central Market site were bought in September 1867 for a total sum of AU£2,600.
- With eight carts of fresh green produce and accompanied by the lively music of a Concordia Band and a noisy procession, the City Market was opened on Saturday, 23 January 1869 for the day-1 trading.
- Two wood and iron sheds, each measuring 160ft x 50ft x 16ft high were erected in June 1869, with gas lighting installed.
- On 22 January 1870, the City Market with 50 to 100 produce carts was officially opened.
- Each year more shops with street frontage were added to the market's perimeter.
- By 1878, four more acres were bought. The whole market with its expanded structures was then worth a total of £25 000.18.
- In the early 1880s the market sold vegetables, fruit, hay, fish and game. Although the Mayor was pressured to develop a fish market, the supply of fish was hard to come by, as they had to be brought over from Port Augusta and Port Pirie. This was difficult until the railway to these ports were opened, and worth the Mayor's consideration.
- Thirty-one years after the wood and iron sheds were erected, plans for the redbrick building of the City Market were drawn up by chief draughtsman R Sloan, under the City Engineer, J Vicars. The foundation stone was finally laid on 8 February 1900.

- As the building was progressing, a 121-foot veranda was added to the brick façade facing Grote Street. In March 1902, electricity was installed replacing the gaslights that had been working for almost 35 years. The Mayor and members of the City Council were at the City Market that evening to witness the turning on of the lights to the cheers of all the local citizenry.
- In 1906, more shops were built to take advantage of the City Market's success. In 1911 a theatre, now known as Her Majesty's and in 1914, the huge Moor's Department stores made their appearance. As more buildings were added to expand the city's businesses, the City Market was upgraded to cater for the shopping demands. It also acted as an amusement centre with facilities for darts, billiards, shooting galleries, bowling, hoop-la and cheap jacks.
- In 1915, the vacant land between Grote and Gouger Streets was filled in by new arcade shops.
- In 1922, the lease of the fish market expired. It was not renewed and was replaced by 32 new shops.
- On 27 December 1925, the first fire damaged the north-eastern part of the Market and this part had to be repaired.
- On 3 March 1933, seven new butchers' stalls were opened.
- During the depression and up until 1960s, there were no improvement works at the Market.
- In November 1963, architectural plans for redevelopment were finally prepared by appointed architects. On 18 January 1965, construction commenced. On 17 June 1966, Lord Mayor Irwin opened the new Market for trade. In August 1965, the City Market changed its name to the Central Market.
- On the night of 27 June 1977, a second fire badly damaged the southern stall area of the Market and restoration works had to be carried out.
- In 1999, the Central Market celebrated 130 years of trading. Since then, business has been improving, attracting a lot of tourists. Today it is one of Australia's most popular landmarks offering finest fresh produce and a wide range of multicultural products.

Source: Compiled from the Adelaide City Council's paper recording the History of the Adelaide Central Market

## **B. Melbourne's Queen Victoria Market (QVM)**

Many Australians consider Melbourne's Queen Victoria Market (or QVM for short) as the biggest, oldest and most famous market in Australia. The market in its present form occupies about 7 hectares, (17 acres) of land at the top end of Melbourne's CBD. Although the main QVM building facing Elizabeth Street and the sheds selling fresh produce and other household goods were officially opened in 1878, the Meat Hall building was in operation earlier, from 1869. Following an official opening, the single-storey shops facing Victoria Street operated from 1884, followed by 2-storey shops on the same street in 1887 and more single-storey shops in 1890.

As Queen Victoria ruled the British Empire from 1837 to 1901, this 19<sup>th</sup> Century Market was named after her. The Queen Victoria Market is listed on the Heritage Register of Victoria State.

Today, the 2-storey brick entrance building fronting Elizabeth Street houses the meat hall, fish, delicatessen and bakery sections. The fresh produce and other general and specialty goods are housed in a series of large metal-roofed sheds. Altogether, there are more than 1,000 stalls to cater for the needs of their customers. There are popular cafes and multicultural restaurants surrounding the whole market complex, in addition to a huge specialty food stalls located at various strategic spots within. During the summer, from

November to March, the “Suzuki Night Market” operates from 5:30pm to 10:00pm with emphasis on music, art and craft, natural health products and a variety of multicultural food stalls.

Although the Market opens only five days a week, it is incredible that a weekly average of about 200,000 visitors come to patronize it; this means that annually some 10.4 million visitors visit the QVM, spending more than AU\$155 million.

Here are some key development facts including its future renewal program under implementation by the City Council of Melbourne:

(Source: <qvm.com.au>)



Main 2-storey brick building of Queen Victoria Market fronting Elizabeth Street  
Image source: <planetden.com>

### Stalls and shops in QVM and surrounding areas

- **The Lower Market at the QVM site:** The Lower Market at what is now the front block of the QVM bounded by Elizabeth, Victoria, Queen and Therry Streets is the oldest section of the QVM. In 1857, the site was set aside for a fruit and vegetable market, but it was logistically not favourable and the market gardeners would not use it. So it was operated as a livestock and hay market. In 1867, it was established as a permanent Market of Melbourne.

In 1868, a Brick Market Building was erected on the site and operated as a Wholesale Meat Market. But the Wholesalers were dissatisfied with the location and shifted out to North Melbourne. The building was then used as a Retail Meat and Fish Market and Slaughterhouse. In 1878, the Market sheds B, H, I and J were erected and operated as wholesaling and retailing of fruits and vegetables. While H and J sheds remain, G shed was demolished and replaced with the current brick Meat Hall loading bay, which includes a block of public toilets.

In 1880, shops fronting Elizabeth Street were erected, while space was allowed for the Meat Hall’s extension. The current brick façade of the Meat Hall facing Elizabeth Street was built in 1884. Finally, the Dairy Produce Hall (also known as the Deli Hall) was erected in 1929. That completed the Lower Market.

- **The Upper Market:** The Upper Market site is bounded by Queen, Victoria, Peel and Franklin Streets. This area initially included a school, a drill hall and Melbourne’s first cemetery. In 1877, part of A-F sheds were built. Between 1903 and 1905, A-C sheds were extended fully to reach Peel Street. In 1922 D-F sheds were also extended. In 1929 and 1930 the larger K and L sheds were erected for the growers, while 60 brick stores were built on the current car park for wholesale agents to house their offices and merchants.
- **Meat Hall:** Customers can also get cut meat to suit various cuisines, such as Italian or Asian. The seafood section is also housed here; it has the best range of quality fresh seafood in Melbourne.
- **Deli Hall:** The Deli Hall, also known as Dairy Produce Hall, is a multicultural delicatessen where customers can get cakes, chocolates and other mouth-watering food. That’s why it is also called the Second Food Court of the Market. At the back of the Hall is Deli Lane where chairs and tables are provided. However, investigation into corruption and racketeering carried out by the Royal Commission in 1960 led to the Wholesale Market being relocated to Footscray in 1969. Today only one of the Agents’ stores along Franklin Street remains.

- **Fruit and Vegies:** These are housed in A & B, and H & I huge sheds. A wide range of fresh produce is found here. Seasonal fruits are conveniently packed in boxes for foreign tourists to take home.
- **Organic Produce:** These, including biodynamic produce, are housed in I shed. Various stalls in the Meat Hall and Deli Hall sell certified organic fresh or dried foods.
- **General Goods:** A wide range is sold in dedicated sheds. Customers will find CDs & DVDs, electronic goods, clothes, handicrafts, souvenirs, home-appliances, and even furniture.
- **Victoria Street Shops:** These specialty shops were opened far back in 1884, 1887 and 1890. Over time they have been beautifully restored.
- **Elizabeth Street Shops:** These shops were built in 1884. Today you will find the famous coffee roasting café here.
- **F Shed Shops:** Young customers love to patronize these quaint shops. They also love the cuisine offered here from Japan, Malaysia, Italy and South America.
- There are many more attractions for visitors to explore, such as the recently opened String Bean Alley, which is the Market's latest precinct of artisan workshops; very popular when the night market is open during summer.

### **QVM's Sustainability**

- **No Plastic Bags:** In July 2010, traders in Deli Hall and Meat Hall ceased using plastic bags, and replacing them with biodegradable cornstarch bags.
- **Recycling Program:** QVM has an extensive recycling program for market waste. Go to the Market's website to view the details. It has won the Silver Certification for Sustainability in Victoria's voluntary Waste Wise Program.
- **Solar Photovoltaic Energy:** In April 2003, QVM started to go Solar, and installed 1,328 solar panels on one third of the Market roof generating 252,000 kilowatt hours of electricity each year. The benefits were impressive. For more details, go to the Market's website.
- **Rainwater Harvesting:** The Market has installed a Rainwater Harvesting System including treatment of the roof-water. This has reduced the Market's potable water consumption by some 25% each year.
- **Litter Prevention:** The Market's Litter Prevention Program launched in 2008 has reduced the Market's litter loads by 25% annually. This involves regular programs of education, infrastructure planning and management, and strict enforcement.
- **Eco-Buy:** The Market is a member of ECO-Buy and follows its rules strictly.
- **Fair Trade:** The Market has met strict criteria and has been admitted to the membership of the Fair Trade Association. The Market advocates paying a fair price to producers of goods and ensures fair wages and conditions for workers.
- **Sustainability and Compliance Management:** The Market has a full-time Manager to ensure the standards of Market's Sustainability Performance are kept. It also set up a Green Team to monitor performance.

### **Locals Love QVM**

- In the 1970s when the Wholesale Market was moved away from QVM, politicians and developers were trying to pull down the QVM and replace it with a trade centre, hotels and office complexes. A huge public outcry followed; finally the Market site was listed in the Historic Heritage Buildings Register. QVM thus survives till this day as Australia's largest 19<sup>th</sup> Century Market.

## Renewal of QVM by the City Council of Melbourne

- **A \$250 million Renewal Project for QVM:** In October 2013, Melbourne Lord Mayor Robert Doyle announced the \$250 million Project for the renewal of Queen Victoria Market (QVM) Precinct.



LEFT: Site Plan of Melbourne's Queen Victoria Market (QVM) Precinct including the newly purchased Munro Site bounded by Therry Street, Queen Street and rear of Franklin Street.

RIGHT: Base Plan for the QVM Precinct Renewal Draft Master Plan marked in 4 Quartrands for Renewal Planning Proposals Study.

SOURCE: Fri, 27/02/2015 – 07:00 Mark Baijak, *Queen Vic Set to Become the 'Market of Markets'*, <urban.melbourne>.

- **3-Phase Consultations with the Community for the Renewal Master Plan:** The City Council of Melbourne overseeing the Renewal Project had since then carried out the 3-phase consultations with the stakeholder community of traders, shoppers, residents and visitors. After each consultation, a draft Master Plan was drawn up for the next consultation.
- **Phase-Three Consultation:** The Phase-Three Consultation with the Stakeholder Community has just been completed on 29 March 2015.
- **Munro Site Purchase:** In October 2014, the Melbourne City Council announced it had purchased the Munro Site bounded by Therry Street, Queen Street, and the rear of Franklin Street measuring 6,500 m<sup>2</sup> for AU\$76 million. This was included in the draft Master Plan for consultation with the Stakeholder Community, completed on 29 March 2015. The Munro family had held the Munro Site for over a century. Lord Mayor of Melbourne Robert Doyle said this new purchase had certainly created new renewal planning possibilities for all to consider.
- **What's Next:** The final Master Plan will be released for further community consultation in May 2015 to commence finalisation of the Master Plan.
- **Would Barcelona's 40 Markets be a Model for Melbourne's QVM Renewal:** Having some 40 markets in one city says a lot about Barcelona. QVM executives have recently been to Europe in attempts to draw parallels with market renewals, especially in the City of Barcelona where 20 of its markets have been modernised. The researchers presented their findings to the Consultation Meetings in March 2015.
- **Final Renewal Master Plan of QVM for Implementation:** Like so many in Melbourne, this EAROPH-Australia eBulletin is eagerly awaiting the final result of QVM's Renewal Master Plan and Implementation. Once the result is released, we will keep our members and readers informed.

## C. The Prahran Market

The website of Melbourne, Australia declared “Prahran Market is Australia’s oldest continuously running food market, proudly being in operation since 1864.”

Going to the section on “History of Prahran Market”, one can extract some basic but interesting facts about the Prahran Market:

- “... in 1856, Prahran’s first Council was elected.
- “Prahran was famous for its small farms and market gardens, ...
- “What was needed was a central market place in the municipality of Prahran and this was organised by the Prahran Council in 1864 in Greville Street where a smaller Prahran Market began.
- “[In] 1891 ... the Prahran Market opened in its current Commercial Road location.
- “The Market was extended in 1923 ... Even The Great Depression of the 1930s had little impact on the market.
- “In the years of World War II ... men in the Market went to war and their wives and children took on the hard job of buying, carting and selling the produce.
- “On Boxing Day 1950, the fruit and vegetable section of the Market was gutted by fire... the Council erected a temporary replacement structure ... it was not until 1972, that they appointed Gunn Hyball Pty Ltd to complete a new market. The final stage was completed in 1976 at a total cost of AU\$6.5 million.
- “Land was also bought behind the Market between Elizabeth Street and Barry Street to extend the car park.
- “In 1994, Council appointed an independent board to run the market, free from political interference.
- “Over the 18 year period since the 1970s’ renovations, the market was in need of major structural repairs ... as well as attending to ... [other essential] changes...
- “The old brick wall facing Elizabeth Street was ... replaced with glass windows to allow natural light to flood the fruit and vegetable hall.
- “The old liquor arcade ... was converted into a Gourmet Food Hall and the Market Square was covered with Glass sails.
- “The Council then developed a multilevel carpark between Elizabeth and Barry Street which is managed separately.
- “While other Melbourne Markets [especially those in the suburbs] were experiencing a downward trend in food retailing, Prahran Market became home



Prahran Market's new building opened in 1891



Gourmet Food Hall or Deli Hall



Fruit & Vegetable Main Hall

to Australia's food experts.

- "Prahran became a place to discover new and unique produce and to learn about the latest cooking trends."

In fact, residents living around Prahran, such as those in South Yarra, Toorak, Windsor, Armadale, Malvern, St. Kilda and as far as Brighton, love the Market and bring their whole families on Saturday to enjoy not just buying but also eating. The Market is not too big for the little ones and their grandparents. While the adults love the coffee, the young ones adore the great variety of ice creams from the bar.

The elderly like the Market on Saturday too. They can come by tram or bus, right to the Market's entrance. Best of all, all seniors get free rides on the public transport system during weekends. As there are so many shops around here, it is a shopper families' paradise. The Market is compact and they can get all they need within an hour or so, and spend more time eating, socialising, or enjoying the jazz band in the semi-open Market Square.

## 5. Conclusion

Many consider Australia a "western style" country, but in reality it is also a multicultural country that fits into the eastern region of the world. As far as markets are concerned, Australians love them.

These Bulletin editors believe that no amount of supermarket domination and online shopping will take away this pride. With new technologies, the markets will only get better, to serve the local communities and tourists. *Eds.*



Market Square with Glass Sail Canopies



Meat & Seafood Hall at Seafood Stalls end



Chinese Grocery Shop, almost anything Chinese are there.

**Source:** the editor for this report recently took all photos of Prahran Market.

## End of Report

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