

GEELONG CITY MARKET ENGAGEMENT SUMMARY

JUNE 2026



COMMUNITY AND STALLHOLDER ENGAGEMENT SUMMARY

The City engaged with the attendees and stallholders at the Geelong City Market in January and May 2026 through the Have Your Say online platform and in-person engagement.

Held every Saturday, the market features local and sustainable producers, creatives, and makers offering fresh produce, handmade goods, street food, and entertainment. It provides a vibrant weekly activation for Central Geelong and serves as an important community gathering space.

To support continuous improvement, the City designed surveys to gather community feedback on what they value about the market, ideas for future programming, opportunities to enhance the customer experience, and how to better support both stallholders and visitors.



25 Total Days

of engagement

Stage 1: 24 online, 2 in-person

Stage 2: 1 in-person



208 People Engaged

Stage 1: 174 people

Stage 2: 34 people



60% respondents reported
being very satisfied

40% reported being satisfied



62%

62% of respondents indicated
they stayed 30–60 minutes, with
a further 24% staying 1–2 hours



76.5%

74–75% (Stage 1) &
76.5% (Stage 2)
visited Central Geelong
specifically for the
market

68% + \$

Average of 68% participants
across both engagement stages
also spent locally

NEXT STEPS

Community engagement for the Geelong City Market, undertaken in January and May 2026, is now complete. Insights from this engagement, together with visitation, economic, and operational data, are informing ongoing improvements. The City, in partnership with Barwon Events, the market operator, remains committed to evolving the market to support long-term sustainability and the continued revitalisation of Central Geelong. The market will continue to refine its offering, strengthen its stallholder mix, and diversify programming to enhance the visitor experience. Further community engagement is planned for August and October 2026.