



# Stall 15 Prospectus

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Submit an Expression of Interest  
to be part of the iconic  
South Melbourne Market



[southmelbournemarket.com.au](http://southmelbournemarket.com.au)

Stall Prospectus

# South Melbourne Market

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## The Quintessential Village Market

With over 5.5 million visitors annually, the South Melbourne Market has, and continues to, set the standard in placemaking and has delivered consistent growth in visitation over the past decade. Since 1867, the Market has been a treasured inner-city landmark and a favourite among locals and visitors. It is the quintessential village market, a place where people come not only to purchase fresh food, but to meet, eat, drink, shop, discover, share, and connect.

Inside our Market, authentic traders display their wares with pride and passion. Quirky and playful characters are found behind the counters, delivering old fashioned customer service with a smile. We embrace and showcase the local, supporting local farmers, artisans, and producers. It is a foodie's paradise where freshness, quality and diversity are paramount and foodstuffs from land and sea are on show. We celebrate a philosophy of real food, encouraging you to cook dishes made from great quality, fresh produce sourced from our family of traders you know, love and trust.

We are home to seriously good coffee, specialty tea and a vibrant restaurant precinct for day and night-time activation. There is also an amazing array of merchandise and services with everything from clothing, homewares and second-hand books to hairdressing and pet food. With a calendar of live music, events and activities, the Market is a happy and experiential place that celebrates the senses. Take a trip to the Market: you never know what you will find, but we guarantee it will be full of surprising moments and experiences!

An independent committee, appointed by Council, governs the Market with support of the City of Port Phillip.

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### Business for sale – half of current tenancy site

- **Category:** Speciality fresh food
- **Stall location:** Deli Aisle
- **Trading hours:** Currently four days;
  - Wednesday 7am – 4pm
  - Friday 7am – 5pm
  - Saturday 7am – 4pm
  - Sunday 7am – 4pm
- **Licence period:** Up to 5 years by negotiation
- **Size:** . Size approx.: 29m<sup>2</sup> internal space; and back of house area access via the dock.
- Current location will be split in half to 2 individual shops.

Please note: There is a purchase price for this business that will need to be negotiated with the current business owner.





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### Registering your interest

Interested parties are invited to express their interest by submitting an application, supported by a business plan which focuses on the following:

- Specialty food that compliments the current offering
  - Strong focus on a viable commercial operation
  - Potential for community education and inclusion
  - New fit out required.
  - Best practice, creative and innovative business operations
  - Environmental and social sustainability business strategies and practices.
  - A passion and connection with the SMM local community
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- The South Melbourne Market is seeking expressions of interest for a new and exciting operator in the deli precinct to be a premium tenant that is centrally located. The location has a primary visual sight line from Aisle E.



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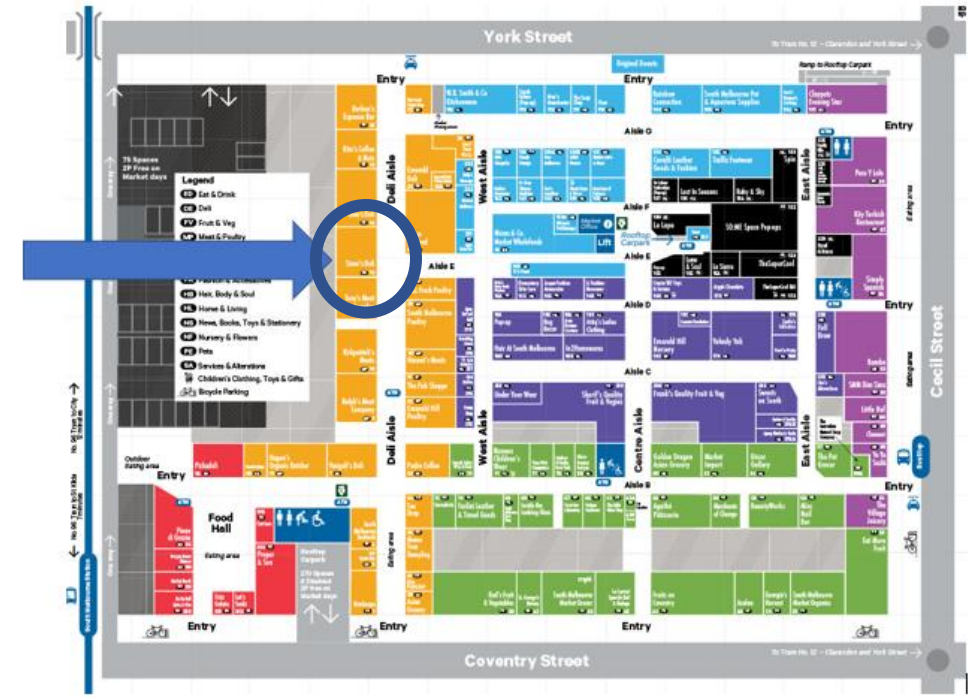
### Precinct overview

The SMM **Deli Aisle Market precinct** is one of Melbourne's best specialty produce locations, known for its hustle and bustle, a mix of ingredient-based produce, fresh meat, poultry and seafood and variety of deli offers. A market experience not to be missed!

In recent years SMM visitation in this area of the Market has grown by approximately 8% year on year (exception – 2020 - COVID) (orange highlighted area on map above)

#### Features:

- High footfall - total entry into the Market was 5,839,683 for calendar year (2019 – pre COVID), 63% of the visitation enter the site via the Deli Aisle.
- Approximately 3,685,021 people annually pass the tenancy, 63% of total visitation.
- Vibrant precinct with a universally recognised Foodie profile and loyal customer visitation.
- Quality complementary concepts and operators
- Central market location with main access to both Coventry and York streets.
- Direct Dock and loading / delivery access.
- Half the current tenancy site – works will be conducted to split the stall.



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### Licencing, fees and stall details

**Land Status** - Crown Land. Council is the appointed Committee of Management under the provisions of the Crown Land (Reserves) Act 1978 and by further delegation to the SMMC, as a Special Committee of Council, pursuant to s.86 of the Local Government Act 1989.

**Licence Term** - Negotiable up to 5 years

**Proposed Form of Agreement** - SMM Licence

**Permitted use** – By negotiation with SMM management.

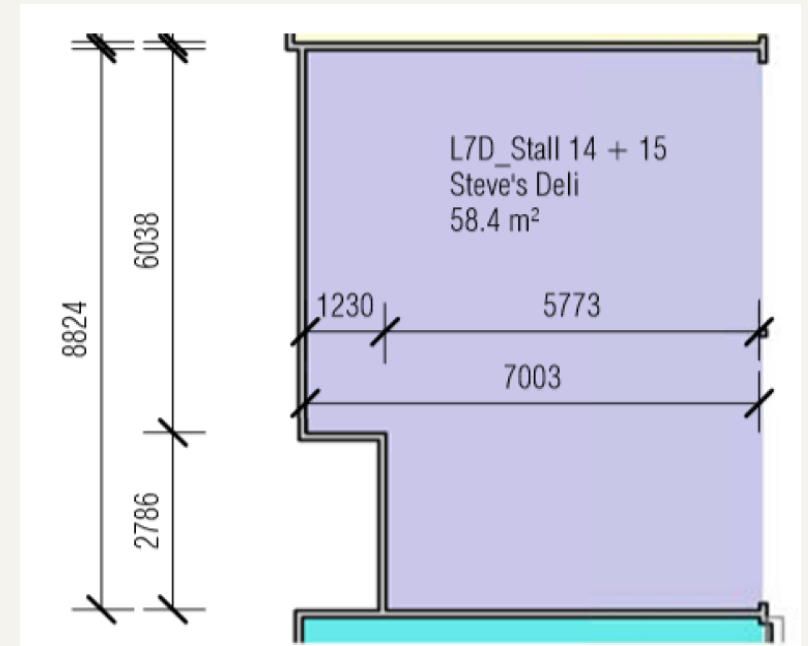
**Fixtures and Fittings** - Full dedicated fit-out is required.

**Services and Infrastructure** - Electricity, Water.

**Tenancy Size:** 29m<sup>2</sup> and back of house area access.

**Rental Fees-** Net rental offers (base rent plus %) to be submitted.

**Estimated outgoings** - The Licensee will be required to pay any metered charges for utilities such as gas, water, and electricity where applicable. The licensee will also be required to pay annual public liability, Annual Public Liability fee approximate : \$350.00 (Inc GST) and monthly pest control fee of \$40.75 per month (Inc GST).



Please note this stall image is for stall 14 and 15 and will be halved for the EOI.

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### Expression of interest process

Pre-application recommendations:

- Review stall prospectus and application requirements
- Site visit/s
- Local competition analysis
- Discussions with South Melbourne Market Retail and Licensing Team
- Clear understanding of South Melbourne Market business sale process and transition of business
- Understanding of South Melbourne Market values and qualities

More information can be found at [southmelbournemarket.com.au](https://southmelbournemarket.com.au)





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### Expression of interest process

#### Application process:

The expression of interest process and business selection will be conducted by members of the South Melbourne Market Management Team. Submissions must be lodged via electronic submission.

1. Applicants to read and understand all documentation.
2. Develop Business Plan: a link to a template is available on the [South Melbourne Market website](#) or you can develop your own addressing the information requested in the template.
3. Fill out and submit the application form online via the Market website before the expression of interest closing date.
4. An evaluation panel comprising of South Melbourne Market Management Team members will evaluate each application based on evaluation criteria.
5. Applicants are shortlisted and interviewed if required.
6. Successful applicant advised.
7. Business sale finalised between old and new tenant.
8. Licence prepared and delivered.





## South Melbourne Market

# Get in touch

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Corner of Cecil & Coventry Streets, South Melbourne



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