



Stall 136 EOI Prospectus SO:ME Space

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



southmelbournemarket.com.au

South Melbourne Market

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!

South Melbourne Market is owned and operated by the City of Port Phillip and advised by a Special Advisory Committee of the Port Phillip Council.

The South Melbourne Market Committee has the responsibility of overseeing the Market on behalf of Council.

Stall 136 – Location & Details

Details :

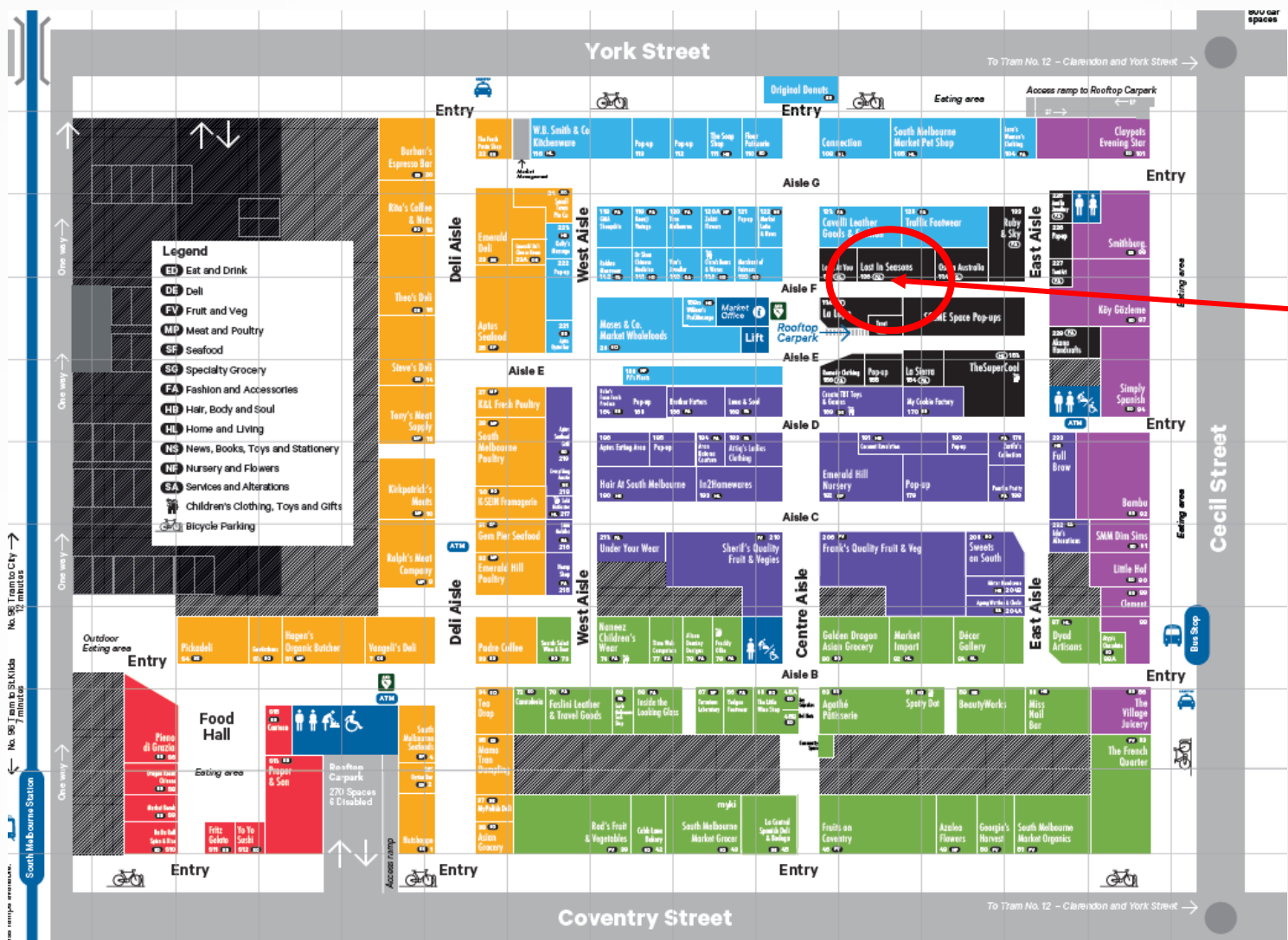
- **Category: General Merchandise** (Non-food or beverage area, applicants must meet SO:ME Space criteria, refer to p5. No food or beverage options will be considered here)
- **Stall location:** SO:ME Space precinct, facing into the SO:ME Space Pop-up stalls
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx 33.2m2

Licensing, fees and stall details:

- **Licence Term:** 3-year and after this period the stall will be offered to another new, emerging business that meets the SO:ME Space criteria
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, in line with SO:ME Space criteria
- **Fixtures and Fittings:** A new fit-out will be required, please provide details on what your concept would be for this space including a proposed Stall Fit-out concept and Plan
- **Rental Fees:** See fee table on page 6
- **Estimated outgoings:** The Licensee will be required to pay any metered charges for utilities. The licensee will also be required to pay a monthly pest control fee, amount TBA.
- The Licensee is responsible for effecting and keeping a **Public Liability insurance** policy for at least \$20 million for their stall.
- **Security Deposit:** The security deposit is equal to three months licence fee excluding GST. and will be required to be paid at the commencement of the licence.



Stall 136 - Map Location



Stall Prospectus

Stall 136 - SO:ME Space Precinct

SO:ME Space - Precinct overview & criteria

SO:ME Space is a unique retail concept in the heart of the Market that is dedicated to great design, homewares, fashion, accessories, innovation and creativity.

The precinct is an incubator space targeting young customers (18 to 45) and is dedicated to emerging designers and creative small businesses that are five years old or less. Featuring some of Melbourne's most innovative young designers selling handcrafted, sustainable, and unique fashion and wares, the mix of pop-up and permanent stalls means you'll always find something new.

There is a focus on sustainability, the handmade and unique, and keeping an element of the business local, whether this means products are designed locally or manufactured locally, or, ideally, both. As is the case for stall throughout the Market, the licensee should play an active role and be present in the stall for a large percentage of time (75%).

Stall Features:

- **Busy location, rare double-frontage stall site in SO:ME Space**, – Positioned facing into the SO:ME Space Pop-up stalls and La Lapa cafe
- **Market visitation** – Total entry into the Market was 5,150,000 customers for 22/23 year
- **Good footfall** –
 - Approx. **687,992 people walking directly past the stall into the SO:ME Space**
 - Approximately **13% of total visitation annually pass the tenancy**
 - A vibrant incubator precinct with a high local & tourist customer visitation
 - Innovative, complementary and changing concepts and operators



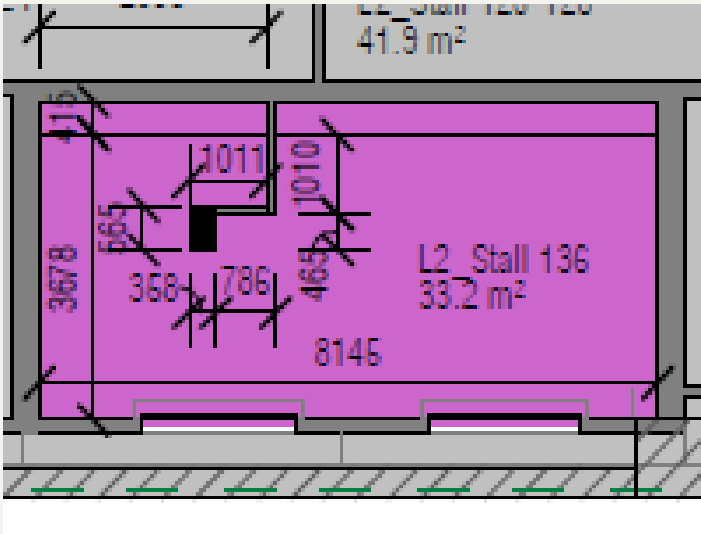
Stall 136 - Rental & Floorplan

Fee Table:

Stall 136	Stall Name		
Commencement			
Annual Fees (incl GST)	Year 1 1 July 2024 To 30 June 2025	Year 2 1 July 2025 To 30 June 2026	Year 3 1 July 2026 To 30 June 2027
Stall fee increase on previous year		3.65%	3.65%
Stall Area Fee	\$ 30,485.79	\$ 31,598.52	\$ 32,751.86
External Area Fee	\$ -	\$ -	\$ -
Display Area Fee	-	-	-
TOTAL incl GST	\$ 30,485.79	\$ 31,598.52	\$ 32,751.86
TOTAL excl GST	\$ 27,714.35	\$ 28,725.93	\$ 29,774.42
GST	\$ 2,771.44	\$ 2,872.59	\$ 2,977.44
Monthly Fees (incl GST)			
Stall Area Fee	\$ 2,540.48	\$ 2,633.21	\$ 2,729.32
External Area Fee	\$ -	\$ -	\$ -
Display Area Fee	\$ -	\$ -	\$ -
Total	\$ 2,540.48	\$ 2,633.21	\$ 2,729.32

The above table is the agreed valuation rental fees for Stall 136

Floorplan:



Stall 136 – Application requirements

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:

- **This stall is in a prominent position within the SO:ME Space, with visibility from Centre Aisle and the SO:ME Pop-up stalls. It is a key tenancy for the SO:ME precinct occupying a double-fronted site facing on the SO:ME Pop-up stalls and opposite La Lapa café.**
- Date your business started, background experience, and details around future vision
- Details about your business, target market, product design and origin, product uniqueness, sustainability practices and focuses
- Details around business focus on local design & manufacturing, uniqueness of product, handmade or artisan qualities, and sustainable practices
- Strong focus on a viable commercial operation
- Best practice, creative and innovative business operations
- Environmental and social sustainability business strategies
- A passion for South Melbourne Market and the local community

NOTE: A new fit-out will be required, please provide details on what your concept would be for this space including a proposed Stall Fit-out concept and Plan

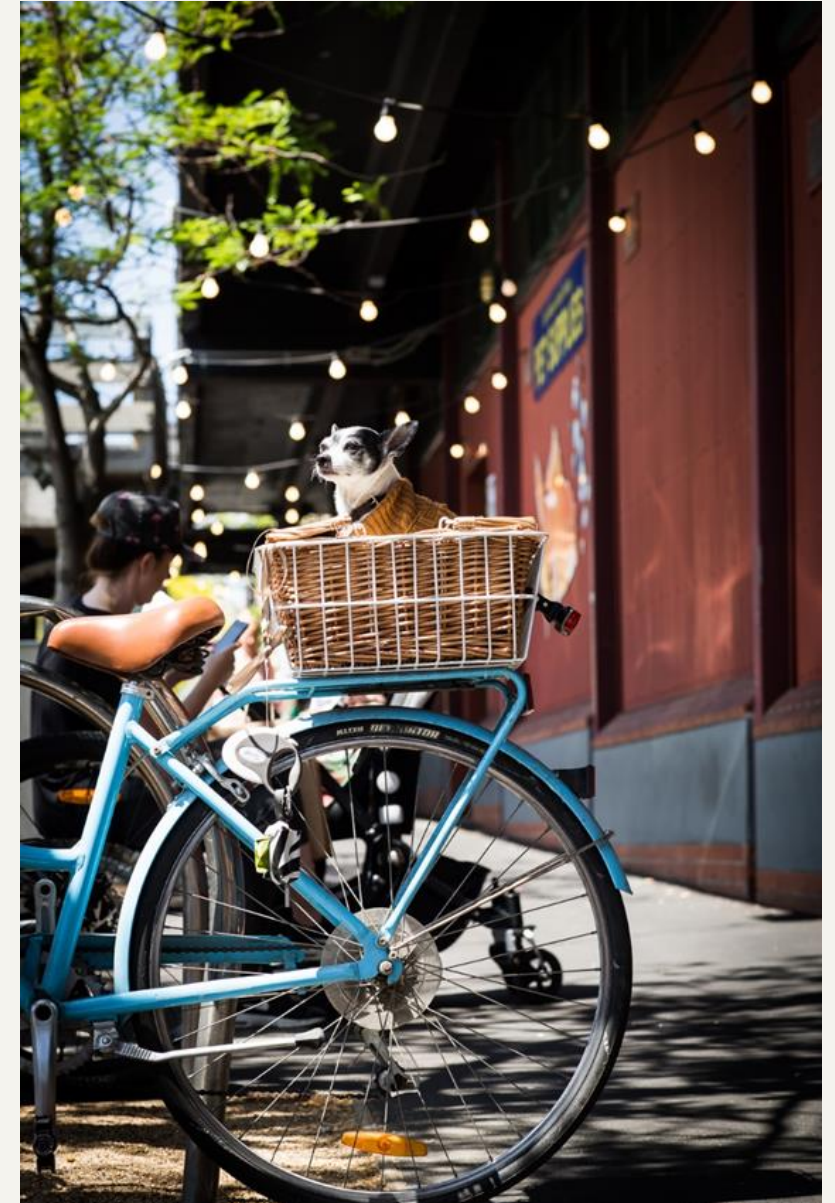


Stall 136 – EOI Process

Expression of interest process

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

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
6. SMM Management & SMM Committee support of applicant(s)
7. Successful applicant advised.
8. Licence prepared and delivered.



South Melbourne Market

Get in touch



South Melbourne Market Management:

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