



Stall13

Tony's Meats

Prospectus

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!

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

Stall Prospectus

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Business for sale

- **Category:** Butcher Red Meat
- **Stall location:** Central Market – Deli Aisle
- **Trading hours:** Currently four days;
 - Wednesday 7am – 4pm
 - Friday 7am – 5pm
 - Saturday 7am – 4pm
 - Sunday 7am – 4pm
- **Licence period:** Up to five years by negotiation
- **Size:** 48.9m2 internal space and back of house area access via Market loading bay and coolroom.

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



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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:

- Specialised deli, with a point of difference to current Market offers
- Strong focus on a viable commercial operation
- A new, full fit-out will be required
- Complementary uses/operation with strong synergies to current market trading in deli precinct
- Potential for extended trading hours in the future
- Best practice, creative and innovative business operations
- Environmental and social sustainability business strategies
- A passion for South Melbourne Market
- A connection to the local community



Stall Prospectus

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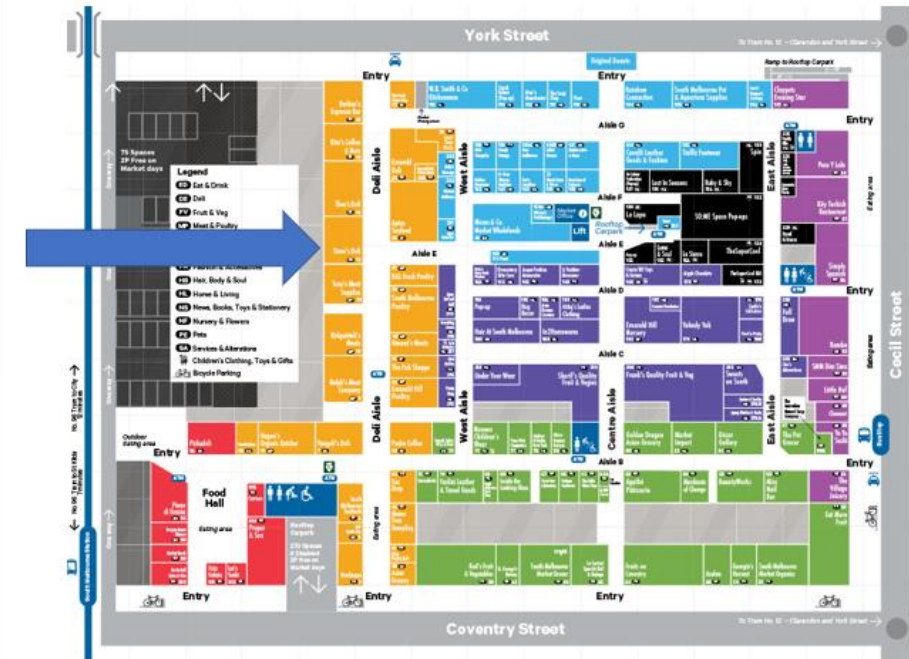
Precinct overview

South Melbourne Market are seeking expressions of interest for a new and exciting deli specialist concept to be a premium tenant that is centrally located in the busy Deli Aisle precinct. The location has a primary visual sight line from Aisle E.

The Deli Aisle 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 a variety of deli offers. In recent years, South Melbourne Market visitation in this precinct has grown by approximately 8% each year (exception of 2020 due to COVID-19).

Features:

- High footfall - total entry into the Market was 5,839,683 for the 2019 calendar year, with 63% of visitation entry via the Deli Aisle
- Approximately 3,685,021 people annually pass the tenancy (63% of total visitation)
- A vibrant precinct with a universally recognised *foodie profile* with loyal customer visitation
- Quality, complementary concepts and operators
- Central market location with main access to both Coventry and York Streets
- Direct loading bay / delivery access



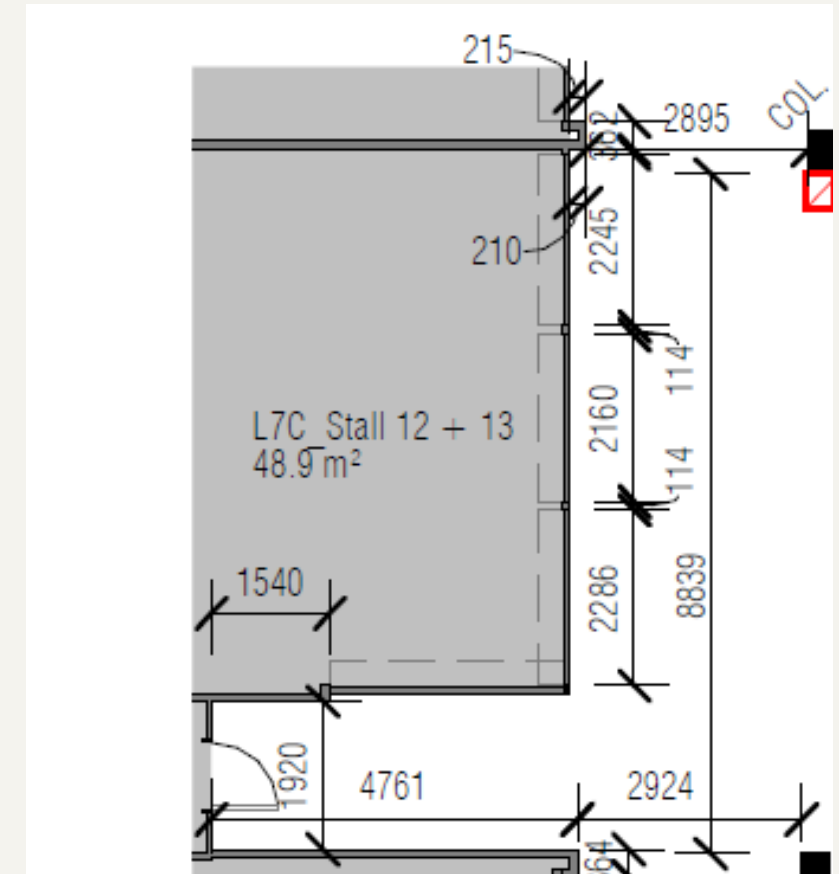
The Deli Aisle is displayed in yellow on the above Market Map.

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Licencing, fees and stall details

- **Land Status:** Crown land. The City of Port Phillip 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.
- **Rental:** by negotiation – current licence fee 2021-22 \$81,927 , plus 3.5% pa increase
- **Licence Term::** Negotiable up to five years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management
- **Fixtures and Fittings:** Fit out negotiated in sale price
- **Services and Infrastructure:** electricity, water, pest control
- **Tenancy Size:** 48.9 m2 and back of house area access and cool room.
- **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 an annual public liability fee of \$874.94 (inc. gst) and a monthly pest control fee of \$70.79 per month (inc. gst).
Optional car park space \$166.67 pm , Cool room \$280 pm These fees are estimates only.



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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



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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



SMM Licence Team

E: SMMLicencing@portphillip.vic.gov.au



Corner of Cecil & Coventry Streets, South Melbourne



southmelbournemarket.com.au



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