



Stall 122 Sale Prospectus Market Lotto & News

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 122 - Overview

Business For Sale – Market Lotto & News

Newspapers, magazines, stationery and all your party needs – **Market Lotto & News** is your go-to conveniently located in the heart of the Market!

They also stock artist supplies at great prices, including paint and craft supplies, greeting cards, seasonal decorations, paper plates and pinatas.

Feeling lucky? **Market Lotto & News** is where you can pick up your Powerball, Tatts, scratchies, super 7 or Keno tickets.

Sale includes:

- Shop fit out and fixtures; stock; Tatts Agency (subject to Tatts approval process)
- Premium corner location on Centre Aisle, with strong traffic and visibility
- Established reputation & destination
- Business name and supplier contacts
- Vendor support and handover

Please Note:

There is a purchase price for this business that will need to be negotiated with the current Licensee's broker once the Market has provided approval



Stall 122 - Location & Details

Details :

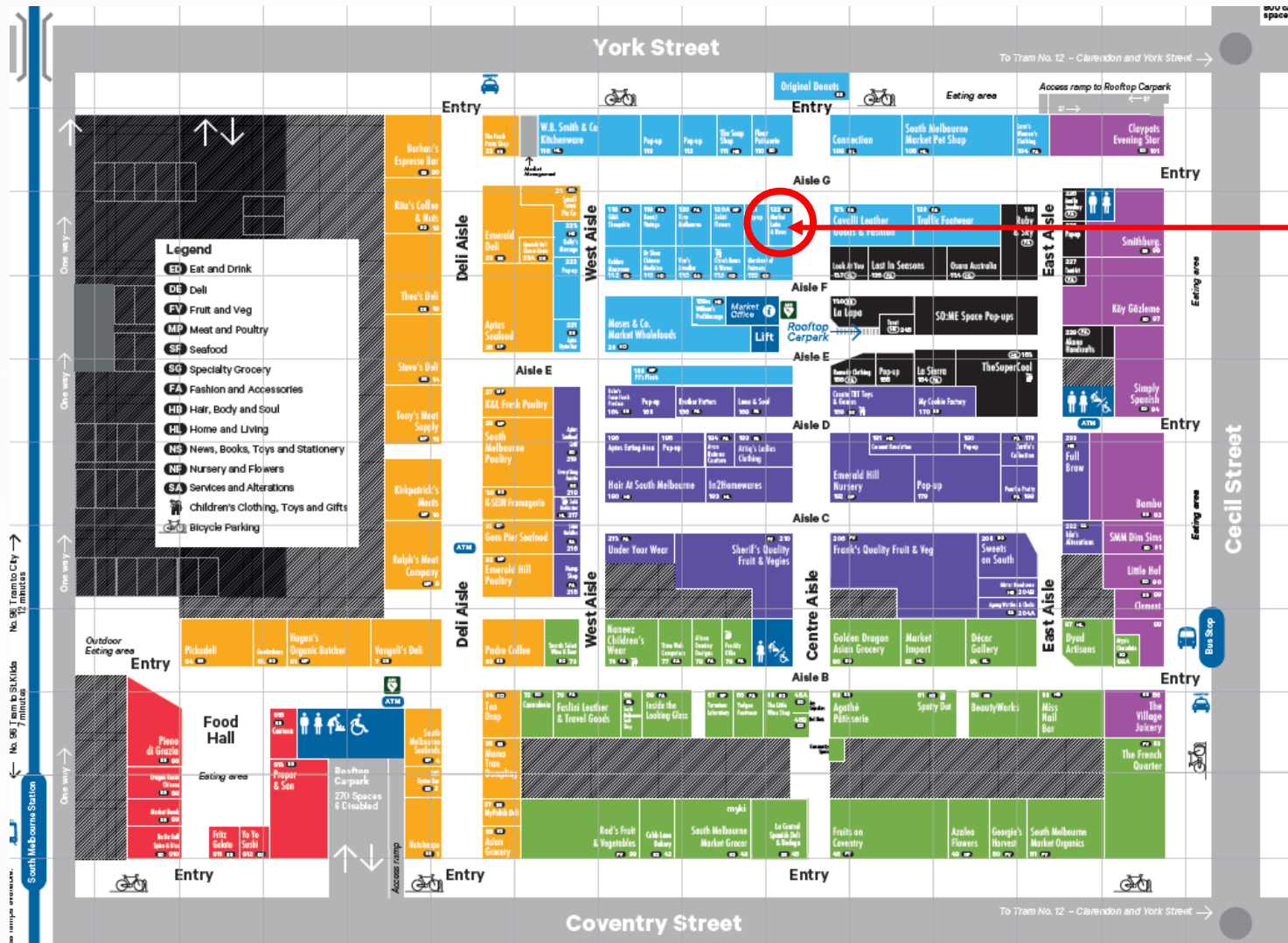
- **Category:** General Merchandise – Tattersall’s agency, newsagent, stationery, party supplies
- **Stall location:** Centre Aisle, corner of Aisle G
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx 30m2 internal, plus external display area in Aisle G
- **Sale Of Business:** Please note this is a sale of business, there is a purchase price for this business. Please enquire with the current Licensee’s broker for details

Licensing, fees and stall details:

- **Licence Term:** 3 years or by negotiation with the successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, following current Licensee permitted use agreement
- **Fixtures and Fittings:** All existing fixtures & fittings included in the sale
- **Rental Fees:** By negotiation with SMM Management
- **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 122 - Map Location



STALL 122
Centre Aisle,
Corner of Aisle G and close to
York Street entrance

Stall Prospectus

Stall 122 - Centre Aisle precinct

Centre Aisle - Precinct overview

Centre Aisle is the main north/south thoroughfare of the Market, and is known for its hustle and bustle, a mix of general merchandise and food stalls such as Cavalli Leather Goods & Fashion, The Merchant of Fairness, Look At You!, Flour Patisserie and La Lapa Coffee & Donuts.

This location is one of the most prominent stall locations within the market, occupying a key corner site on Centre Aisle, on the corner of Aisle G. Centre Aisle acts as a major thoroughfare for customers from Coventry Street and York Street entrances.

Stall Features:

- **Premium corner location** – Positioned on Centre Aisle, and on the corner of Aisle G, visible from York Street entrance to the Market.
- **Market visitation** – Total entry into the Market was **5,150,000 customers** for 22/23 calendar year
- **High footfall** –
 - Approx. **2,457,875 people walking directly past the stall**
 - Approximately **48% of total visitation annually pass the tenancy**
 - A vibrant corner site in the heart of the Market with a high local & tourist customer visitation



Stall 122 - Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting Market Lotto's broker, or SMM for more details. The South Melbourne Market requires any interested parties to submit an application, supported by a Business plan which focuses on the following:

- Strong focus on a viable, commercial operation
- Proposed business strategy
- Experience – details around:
 - background and previous relevant experience,
 - small business experience,
 - small business management and/or ownership
 - understanding of related products and lottery,
 - understanding of product innovation and trends,
 - future vision
- A passion for sustainability in business, environmental and social sustainability business strategies
- Best practice, creative and innovative business operations
- A desire to join the thriving and unique South Melbourne Market community



Stall 122 - Application requirements

The Lottery Corporation (Tattersall Agency) Application Process

Once the successful applicant has been advised and before the sale has been completed, the Lottery Corporation (Tattersalls) will commence their application process by sending a change of ownership form directly to them that requires the following:

- To complete the form which includes full name and email details; police checks etc.
- To complete a business plan to explain that they understand financially what they are buying, how they are going to drive the business, their skills in being able to run the business etc. (the guidelines are available on the email)
- They will then submit the application to applications@thelotterycorporation.com
- Once the paperwork is completed the Lottery Corporation will then interview the applicant.
- The Lottery Corporation will require 2 people to be trained either 2 x applicants or 1 x applicant and a supervisor .
- If successful, there will be 2 weeks training, the training is one week online and consecutive week at a Lottery Corporation approved training outlet.
- On successful completion of the training the Lottery Corporation approve the changeover and final details of the sale of business can be determined between the vendor and the applicant.

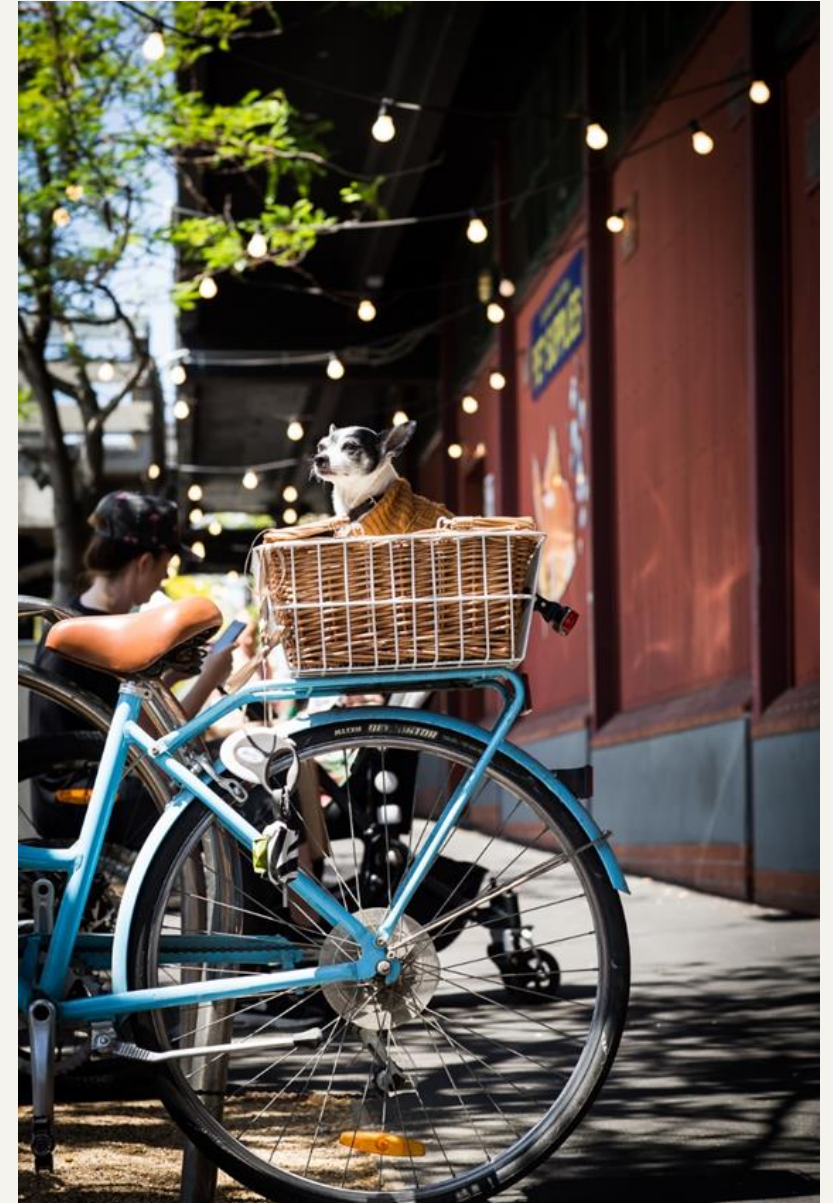


Stall 122 - EOI Process

Expression of interest 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, after discussion and agreement with the Licensee's broker regarding the sale of business.

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. The Lottery Corporation (Tattersalls Agency) application and interviews process undertaken.
9. Business sale finalised between old and new tenant.
10. 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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