



Stall 159 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 159- Overview

Business For Sale – William's Professional Massage

William's Professional Massage is a long-established Market business, having traded successfully for 22 years. It is the perfect place to restore energy, release stress and get some Chinese massage treatment for aches and pains. With an established clientele, and regular customer base, this is a unique opportunity to purchase this specialised business.

Sale includes:

- Shop fit out and fixtures
- Centre market location next to Market Information Office
- Established clientele, reputation and goodwill
- Vendor support and handover

Please Note:

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



Stall 159 – Location & Details

Details :

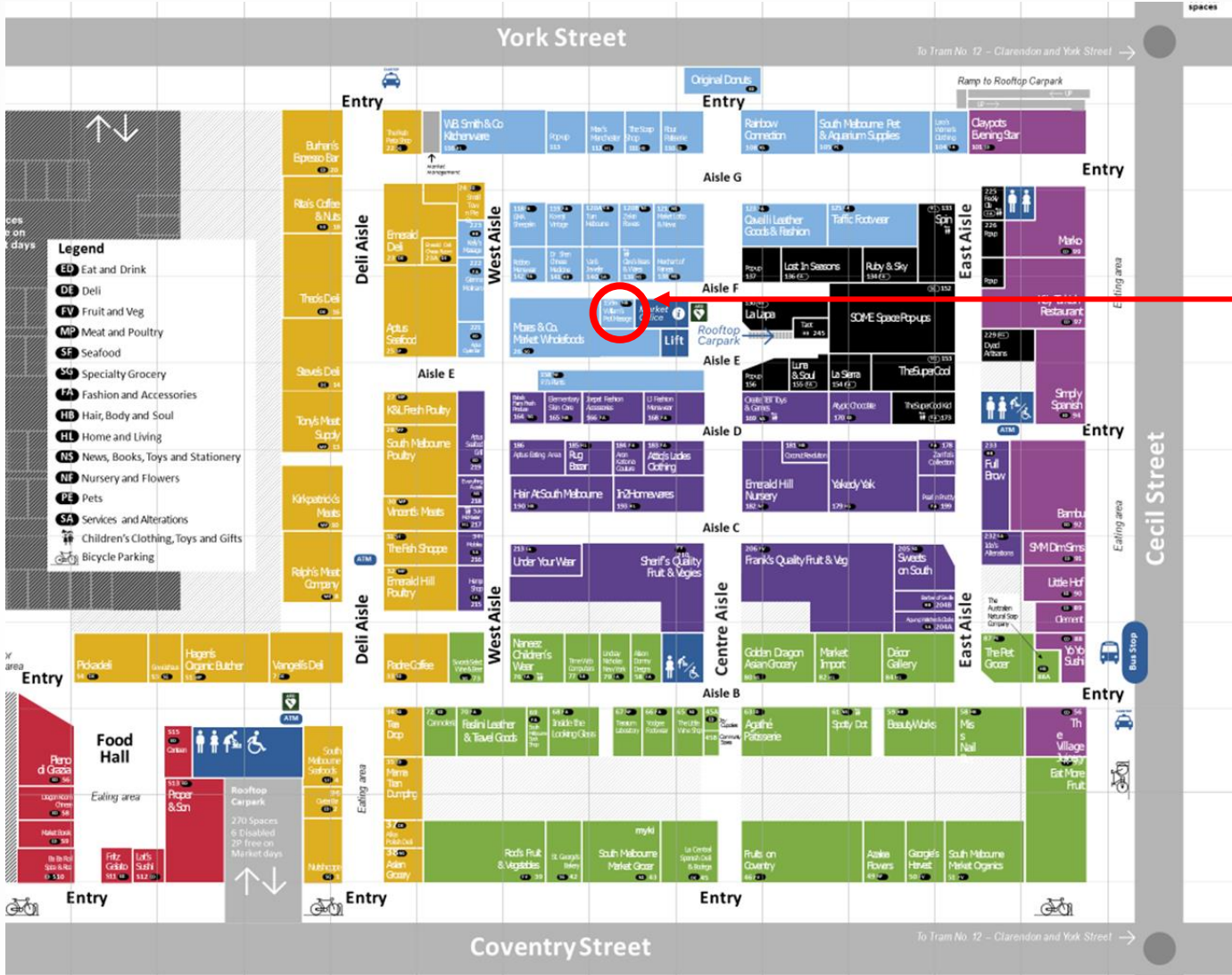
- **Category: Services – Massage Therapies** (Non food or beverage)
- **Stall location:** Aisle F, near to the Market Information Office and close to Centre Aisle.
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** approx. 17.7m2 internal stall space.
- **Sale Of Business:** This is a sale of business, no other business offers such as food or other goods will be approved for this location.

Licensing, fees and stall details:

- **Licence Term:** 3 years, or by negotiation with successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management – massage & massage therapies
- **Fixtures and Fittings:** All existing fixtures & fittings included in the sale
- **Rental Fees:** See fee table on following slides
- **Estimated outgoings:** The Licensee will be required to pay any metered charges for utilities. The licensee will also be required to pay an 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 159 - Map Location



STALL 159

Located in Aisle F,
near to
SM Market Office

Stall 159 - Rental

Fee Table:

Stall 159N			
Commencement	1 July 2023		
Annual Fees (incl GST)	Year 1 1 July 2023 To 30 June 2024	Year 2 1 July 2024 To 30 June 2025	Year 3 1 July 2025 To 30 June 2026
Stall fee increase on previous year		3.5%	3.5%
Stall Area Fee	\$ 16,171.34	\$ 16,737.34	\$ 17,323.14
External Area Fee	-	-	-
Display Area Fee	-	-	-
TOTAL incl GST	\$ 16,171.34	\$ 16,737.34	\$ 17,323.14
TOTAL excl GST	\$ 14,701.22	\$ 15,215.76	\$ 15,748.31
GST	\$ 1,470.12	\$ 1,521.58	\$ 1,574.83
Monthly Fees (incl GST)			
Stall Area Fee	\$ 1,347.61	\$ 1,394.78	\$ 1,443.60
External Area Fee	\$ -	\$ -	\$ -
Display Area Fee	\$ -	\$ -	\$ -
Total	\$ 1,347.61	\$ 1,394.78	\$ 1,443.60

The above table is the agreed valuation rental fees for Stall 159

Stall 159 – Precinct Overview

Aisle F - Precinct overview

South Melbourne Market are seeking expressions of interest for a new and exciting business owner for **William's Professional Massage**, a specialist tenant that is located in Aisle F.

The stall is located in Aisle F and benefits from being next to the Market Information office and the car park stairs and lift, conveniently just off Centre Aisle.

Aisle F is known as the Health & Wellness hub of the Market, a mix of health food, bath & body and massage stalls such as Moses & Co Market Wholefoods, Dr Shen Chinese Medicine and Kelly's Massage. Other Aisle F specialist stalls include Clare's Bears & Wares, and Mitchell McCabe menswear.

This aisle acts as a thoroughfare for customers from Centre Aisle through to Moses & Co and through to the Deli Aisle.

Features:

- A bustling precinct with a loyal wellness customer visitation
- Quality, complementary concepts and operators
- **Good location** – General Merchandise location with main access from Cecil and York Streets, and Centre Aisle thoroughfare through to main Deli Aisle
- **Good footfall** - total entry into the Market was 5,150,000 for the 2022/23 year, with average monthly visitation of 428,988.



Stall 159 – Application requirements

Registering your interest

Interested parties are invited to express their interest by contacting 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 experience,
 - retail and/or business experience,
 - small business management and/or ownership
 - understanding and experience in massage and massage therapies
 - 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 159

Expression of interest – 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.

Pre-application recommendations:

- Review stall prospectus and application requirements
- Site visits/s
- Local competition analysis
- Understanding of South Melbourne market values and qualities



South Melbourne Market

Get in touch



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Corner of Cecil & Coventry Streets, South Melbourne



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