



# Welcome to South Melbourne Market

**Expression  
of Interest**  
Stall 229



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



# About 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 229 – Precinct

Stall 229, located in East Aisle, is visible from Aisle E and is positioned close to the popular Greek'n Out restaurant, and The Super Cool clothing & homewares stall.

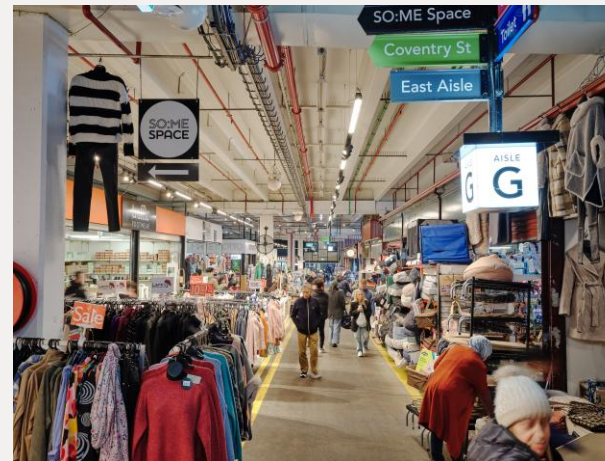
SO:ME Space is a unique retail concept in the heart of the Market that is dedicated to great design, homewares, fashion, accessories, innovation and creativity.

The precinct is an incubator space targeting young customers (18 to 45) and is dedicated to emerging designers and creative small businesses that are less than five years old. 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.

## Features:

- A vibrant precinct with a loyal customer visitation
- Quality, complementary concepts and Market retailers
- Good location - Close to the entrance to Cecil Street, and in the popular SO:ME Space precinct
- Good footfall - total entry into the Market was 5,423,065 for the year 2025, with approx. 1,235,065 people walking directly past Stall 229 in East Aisle
- Approximately 22.77% of total visitation annually pass the tenancy

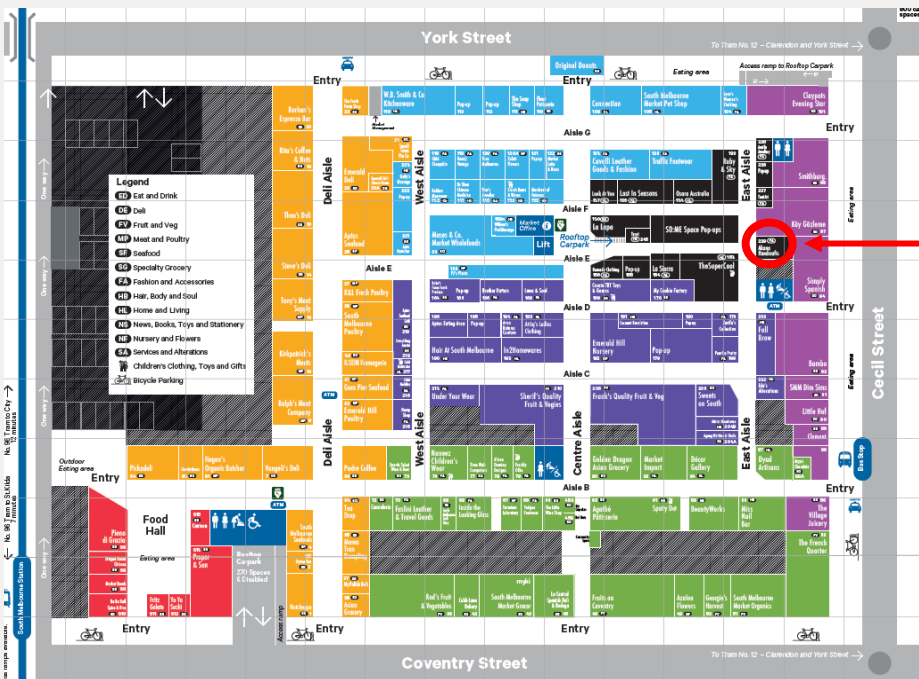


# Licensing, Fees and Stall Details

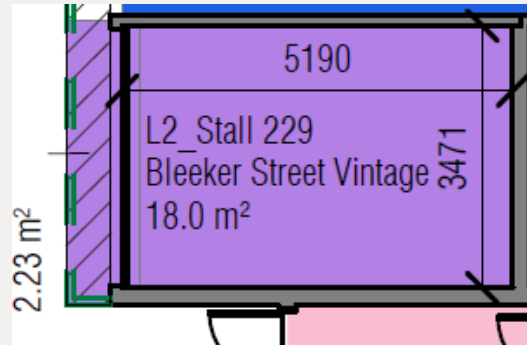
- **Category & Permitted Use:** General Merchandise (Non-food or beverage area)
- **Stall location:** SO:ME Space precinct, East Aisle SMM Stall 229
- **Licence Term:** 3 year licence
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Fixtures and Fittings:** A new fit-out will be required, please provide details on what your concept would be for this space including a proposed Stall Fit-out concept and Plan
- **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 one month licence fee excluding GST. and will be required to be paid at the commencement of the licence.



# Stall 225 - Map Location and Floor Plan



**STALL 229**  
SO:ME Space precinct



Stall 229			
Annual Fees (incl GST)	1 July 2026 To 30 June 2027	1 July 2027 To 30 June 2028	1 July 2028 To 30 June 2029
Stall fee increase on previous year		3.65%	3.65%
Stall Area Fee	\$ 23,567.52	\$ 24,427.74	\$ 25,319.35
External Area Fee	\$ -	\$ -	\$ -
Display Area Fee	\$ -	\$ -	\$ -
<b>TOTAL incl GST</b>	<b>\$ 23,567.52</b>	<b>\$ 24,427.74</b>	<b>\$ 25,319.35</b>
TOTAL excl GST	\$ 21,425.02	\$ 22,207.03	\$ 23,017.59
GST	\$ 2,142.50	\$ 2,220.70	\$ 2,301.76
<b>Monthly Fees (incl GST)</b>			
Stall Area Fee	\$ 1,963.96	\$ 2,035.64	\$ 2,109.95
External Area Fee	\$ -	\$ -	\$ -
Display Area Fee	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 1,963.96</b>	<b>\$ 2,035.64</b>	<b>\$ 2,109.95</b>

# 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:**

- Strong focus on a viable, commercial operation
- Proposed business strategy
- Business that is 5 years old or less – New Business
- Experience – details around:
  - background and previous relevant experience,
  - small business experience,
  - small business management and/or ownership
  - 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



# 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.



# Get In Touch

## South Melbourne Market Management

**Zoe Ali – Retail Development Coordinator**

E : [Zoe.Ali@portphillip.vic.gov.au](mailto:Zoe.Ali@portphillip.vic.gov.au)

M: 0478 380 406

**Carly Moulton – Retail Licensing Coordinator**

E: [Carly.Moulton@portphillip.vic.gov.au](mailto:Carly.Moulton@portphillip.vic.gov.au)

M: 0468 602 201





322-326 Coventry Street, South Melbourne 3205  
Phone 9209 6295 Email [smm@portphillip.vic.gov.au](mailto:smm@portphillip.vic.gov.au)

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

