



# Stall 127-133 Prospectus

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



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

# South Melbourne Market

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## 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 127 - 133 - Location & Details

## Stall 127-133 - Details :

- **Category:** General Merchandise (Non food or beverage area)
- **Stall location:** SO:ME space precinct, corner East Aisle, Aisle G, and Aisle F, opposite Cecil St entrance, prominent location occupying aisle frontages on 3 sides
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** 51m2 internal space.
- **Available from :** February 2022

## Licensing, fees and stall details :

- **Licence Term:** 3 year licence
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Fees & Permitted Use:** By negotiation with South Melbourne Market Management
- **Fixtures and Fittings:** Full, dedicated fit-out required



# Stall 127-133 - Map Location



**STALL 127-133**

SO:ME Space precinct,  
Corner of Aisle E, Aisle G  
and Aisle F  
facing Cecil St Entrance



## Stall Prospectus

# Stall 127-133 - SO:ME Space overview

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### SO:ME Space - Precinct overview

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:

- **Strong location** – Positioned with unique 3 frontages, and facing the Cecil street entrance next to Claypots restaurant
- **Good footfall** - total entry into the Market was 5,839,683 for the 2019 calendar year, with approx 1,277,756 people walking directly past Stall 127-133
- Approximately 20% of total visitation annually pass the tenancy
- A vibrant general merchandise precinct with a loyal customer visitation
- Quality, complementary concepts and operators within the SO:ME precinct
- Numerous established anchor tenants act as drawcards to the area

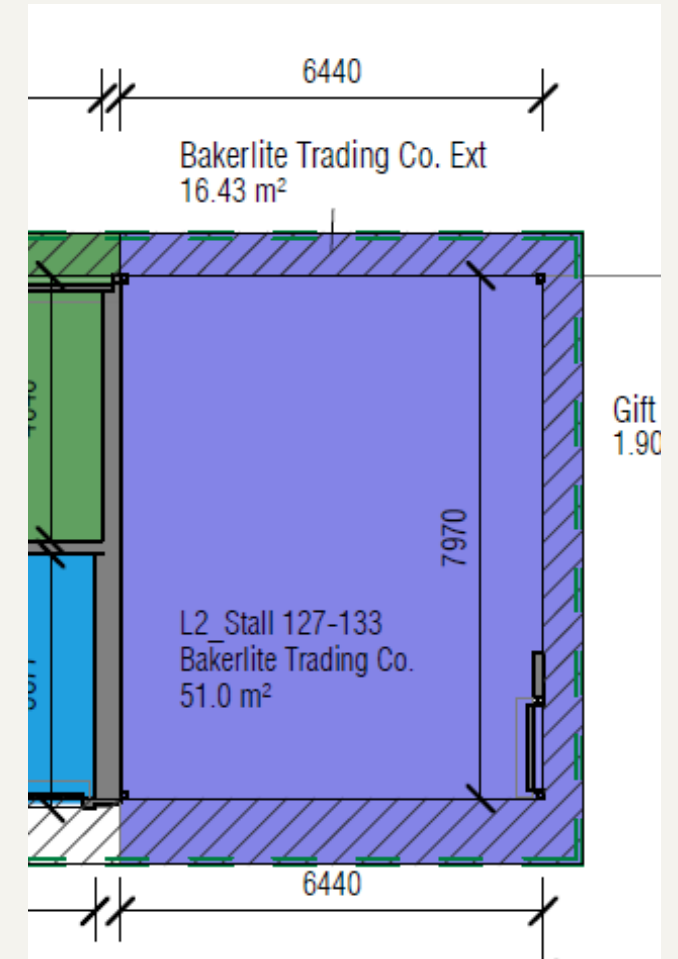


# Stall 127-133 - Application requirements

## 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 location is one of the more prominent locations in the market, and a key tenancy for the SO:ME precinct occupying one of the largest footprints in this area, therefore the successful business must be a drawcard business and primary customer traffic generator for the market, and the SO:ME area.**
- 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 surrounding local community
- **NOTE:** A new, full 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 Prospectus

# Stall 127-133 - EOI Process

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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. Licence prepared and delivered.





## South Melbourne Market

# Get in touch

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