



# Stall 232 EOI 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.



# Stalls 232 - Location & Details

## Details :

- **Category:** General Merchandise – Specialist Clothing Alterations

(NOTE: No food offers will be accepted)

- **Stall location:** East Aisle, opposite Aisle C and close to Aisle B entrance from Cecil street
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** Approx 13.6m<sup>2</sup>
- **Available** from early 2024, date to be negotiated with successful applicant

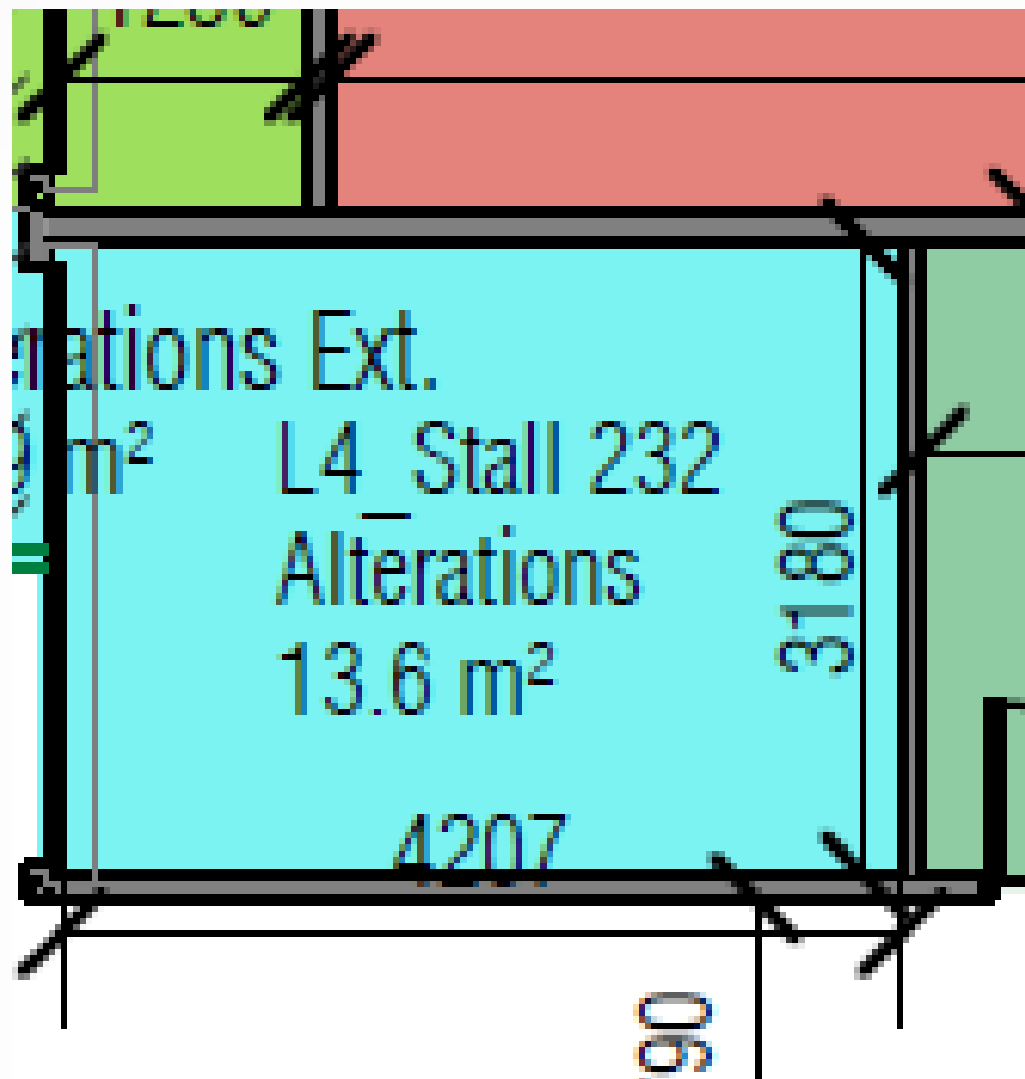
## Licensing, fees and stall details:

- **Licence Term:** 1-year licence
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management
- **Fixtures and Fittings:** Full, dedicated fit-out required of the stall, all concepts and plans to be approved by the Market
- **Rental Fees:** Please contact 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 one month licence fee excluding GST and will be required to be paid at the commencement of the licence.





## Stall 232 - Plan



### STALL 232 on East Aisle

The new appointed stallholder will be responsible for undertaking a full, dedicated fit-out of the stall, with all concepts and plans to be approved by the Market



## Stall Prospectus

# Stall 232 - East Aisle precinct

### East Aisle - Precinct overview

East Aisle is the general merchandise, service and personal care destination in the South Melbourne Market, offering a variety of essential market stalls such as [Décor Gallery](#) frame shop, [Beauty Works](#) beauty products, [Miss Nail Bar](#) nail salon, [Full Brow](#) brow shaping, [Sweets on South](#) sweet shop, and [Pearl'n'Pretty](#) make it yourself jewellery.

The precinct is the go-to for locals and visitors alike for services such as barbers, nails, brows, framing and hair products, beads and jewellery essentials to an incredible range of local and imported lollies!

### Stall Features:

- **Busy location** – Positioned on East Aisle, close to the Cecil Street Market entrance at Aisle B, one of the busiest entrances to the Market.
- **Market visitation** – Total entry into the Market was **5,150,000 customers** for 22/23 calendar year
- **Good footfall** –
  - Approx. **1,364,148 people walking directly past the stall**
  - Approximately **26% of total visitation annually pass the tenancy**
  - A vibrant wellness and service precinct with a high local & tourist customer visitation
  - Enticing, complementary food & drink offers within the Cecil St precinct



# Stall 232 – 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
- Experience – details around:
  - background and previous relevant experience,
  - small business experience,
  - small business management and/or ownership
  - understanding of **clothes alteration service**, previous experience required
  - 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



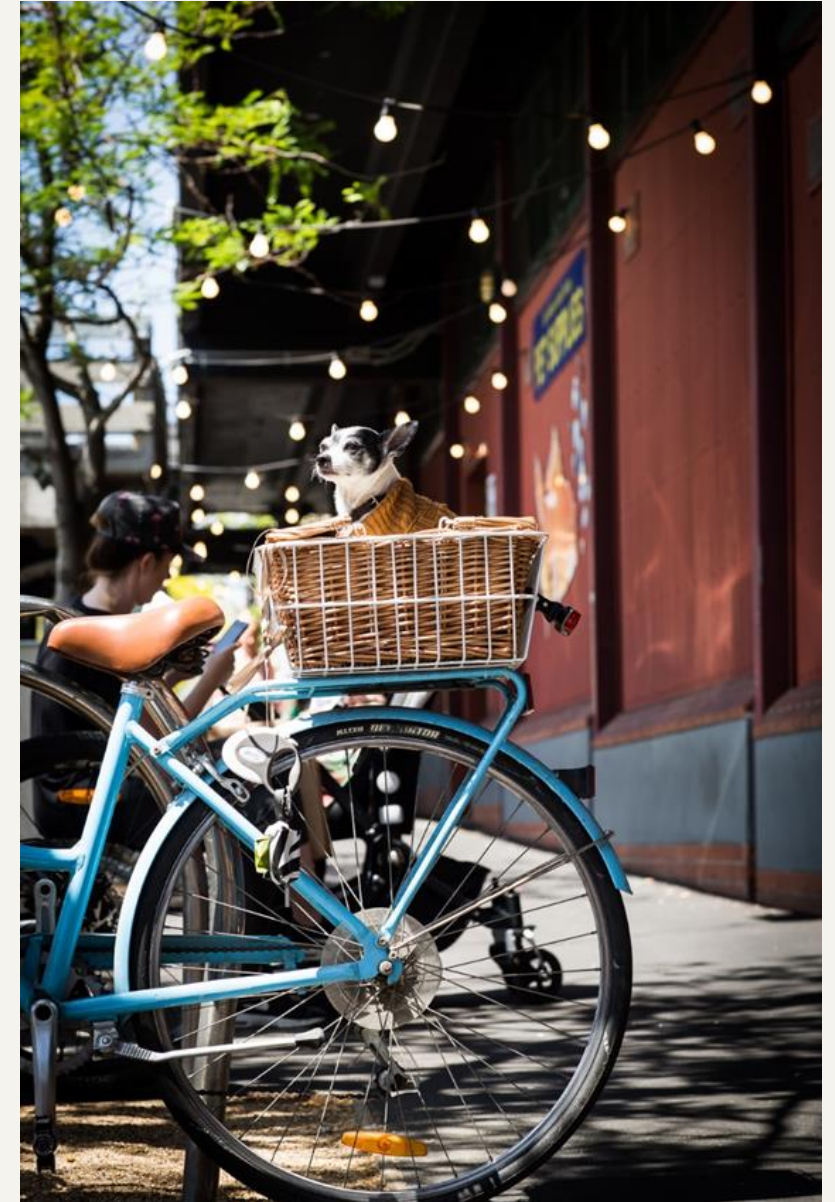
# Stall 232 – EOI Process

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## 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.

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.





## South Melbourne Market

# Get in touch

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South Melbourne Market:

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Corner of Cecil & Coventry Streets, South Melbourne



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