



# Stall158 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 Prospectus

# Stall 158

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### Business for sale – PJ's Plants

- **Category:** Potted plants and related product. ( no cut flowers)
- **Stall location:** Corner of Centre Aisle / Aisle E
- **Trading hours:** Currently four days;
  - Wednesday 7am – 4pm
  - Friday 7am – 5pm
  - Saturday 7am – 4pm
  - Sunday 7am – 4pm
- **Licence period:** 3 years
- **Size:** approximately 32m2
- Stall has recently had a new fit out and lighting installed.

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





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### 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
- Experience – retail and industry based
- Potential for extended trading hours in the future
- Best practice, creative and innovative business operations
- Environmental and social sustainability business strategies
- A passion for South Melbourne Market
- A connection to the local community



## Stall Prospectus

# Stall 158

### Precinct overview

South Melbourne Market are seeking expressions of interest for a new and exciting business owner for PJ's Plants, a specialist tenant that is centrally located in the busy Centre Aisle precinct. The location has a primary visual sight lines from the Car park internal Market entry .

The Centre Aisle precinct is known for its hustle and bustle, a mix of general merchandise, fresh food and speciality stores.

#### Features:

- A vibrant precinct with a universally recognised loyal customer visitation
- Quality, complementary concepts and operators
- Central market location with main access to both Coventry and York Streets
- Prime location.

#### Foot fall passing tenancy

- Centre aisle traffic towards York Street 1,117,773
- Entry to market via car park stairs 236,518
- Entry to market via Lift 415,284



## Stall Prospectus

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### Licencing, fees and stall details

- **Land Status:** Crown land. The City of Port Phillip is the appointed Committee of Management under the provisions of the Crown Land (Reserves) Act 1978 and by further delegation to the SMMC, as a Special Committee of Council, pursuant to s.86 of the Local Government Act 1989.
- **Licence Term::** 3 years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management – Plants and related product
- **Fixtures and Fittings:** As part of sale price.
- **Services and Infrastructure:** electricity, water.
- **Tenancy Size:** approximately 32m<sup>2</sup>
- **Rental Fees:** See table on next slide
- **Estimated outgoings:** The licensee will be required to pay any metered charges for utilities such as gas, water and electricity where applicable. The licensee will also be required to pay an annual public liability fee of approximately \$391.00 (inc. GST) and a monthly pest control fee of \$8.35 per month (inc. GST)



## Stall Prospectus

# Stall 158 Rental

Stall 158	PJ Plants
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Commencement:	1 July 2021		
Annual Fees (incl GST)	Year 1 1 July 2021 To 30 June 2022	Year 2 1 July 2022 To 30 June 2023	Year 3 1 July 2023 To 30 June 2024
Stall fee increase on previous year		3.50%	3.50%
Stall Area Fee	\$ 35,000.00	\$ 36,225.00	\$ 37,492.88
Display Area Fee	\$ -	\$ -	\$ -
<b>TOTAL incl GST</b>	<b>\$ 30,157.13</b>	<b>\$ 30,158.13</b>	<b>\$ 30,159.13</b>
TOTAL excl GST	\$ 27,415.57	\$ 27,416.48	\$ 27,417.39
GST	\$ 2,741.56	\$ 2,741.65	\$ 2,741.74
Monthly Fees (incl GST)			
Stall Area Fee	2,916.67	3,018.75	3,124.41
Display Area Fee	-	-	-
<b>Total</b>	<b>2,513.09</b>	<b>2,513.18</b>	<b>2,513.26</b>

The above table is the agreed valuation rental fees for Stall 158.

At present during COVID-19 restricted trading periods the rates are as per 19/20.

This will be reviewed as trading restrictions are lifted and normal trade resumes.



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### Expression of interest process

Pre-application recommendations:

- Review stall prospectus and application requirements
- Site visit/s
- Local competition analysis
- Discussions with South Melbourne Market Retail and Licensing Team
- Clear understanding of South Melbourne Market business sale process and transition of business
- Understanding of South Melbourne Market values and qualities

More information can be found at [southmelbournemarket.com.au](https://southmelbournemarket.com.au)





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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. Business sale finalised between old and new tenant.
8. 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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