



Stall 53-55 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 Prospectus

Stall 53-55 Cornerstone Site

Business for sale

- **Category:** Speciality fresh food provided / Fruit and Veg / Cook on site Options
- **Stall location:** Corner Cecil and Coventry Street
- **Trading hours:** Currently four days; up to 7 days
 - Wednesday 7am – 4pm
 - Friday 7am – 5pm
 - Saturday 7am – 4pm
 - Sunday 7am – 4pm
- **Licence period:** Up to 10 years by negotiation
- **Size:** . 123m² internal space; 42.8m² external yellow line area; 51.5m² cool room and back of house area. Footpath trading is in addition

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:

- Food Provedore, F&V , Hospitality, Food and Beverage Mix
- Strong focus on a viable commercial operation
- Potential for community education and inclusion
- Visually interesting fit-out which responds to different times of the day/night and seasons. New fit out required.
- Complementary uses/operation with strong synergies to current market trading in linked precincts.
- Potential for extended trading hours
- Best practice, creative and innovative business operations
- Environmental and social sustainability business strategies and practices.
- A passion and connection with the SMM local community



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Precinct overview

The South Melbourne Market is seeking expressions of interest for a new and exciting food concept to be the cornerstone tenant that links the Cecil Street Dining and the Coventry Street Fresh Produce precincts.

The **Cecil Street Dining precinct** is one of Melbourne's best hospitality locations with daytime and nighttime activation across the 7 days of the week.

- High footfall
- Vibrant precinct with extended trading hours
- Day and nighttime economy
- Quality complementary concepts and operators
- Footpath cooking operation and seating with options for a liquor licence
- Weather protected outside areas.

The **Coventry Street Fresh Food precinct** is a much-loved place for locals to shop for fresh produce and specialty items, supplying a wide variety of day-to-day essentials and niche delicacies.

- High footfall
- Vibrant local precinct
- Quality complementary concepts and operators
- Footpath trading



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Footfall

Features:

- Entry to SMM site from Corner Cecil and Coventry (Stall53 location) - 1,780,043 pa
- Footfall Coventry street frontage – 806,505 pa
- Footfall Cecil Street frontage – 973,538 pa

Note - Data from Pre Covid period Y19-20

Current data on request

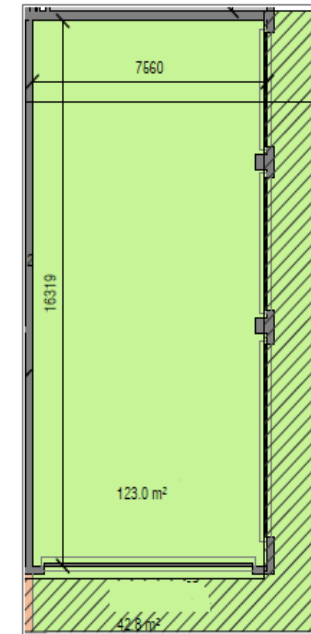


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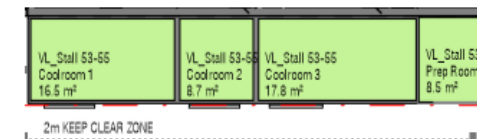
Stall 53-55

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:** Negotiable up to 10 years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management
- **Fixtures and Fittings:** A full, dedicated fit-out is required
- **Services and Infrastructure:** electricity, water , gas.
- **Tenancy Size:** 123m² internal space; 42.8m² external yellow line area; 51.5m² cool room and back of house area and upstairs office space. Ability to make use of footpath trading zone (kerbside) for seating or display, as per other stalls along Coventry St and Cecil St, subject to other infrastructure in that zone adjacent to Stall 53.
- **Rental Fees:** Net rental offers (base rent plus %) to be submitted.
- **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 , duct cleaning, footpath trading and a monthly pest control fee.



The shaded area denotes the yellow line area which does not form part of the stall but forms part of the licence at the Licensor's discretion. Coolrooms and back of house areas are shown below.



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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



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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



Victoria Niewalda

Business Development and Partnerships Coordinator

M: 0466 773 318

E: victoria.niewalda@portphillip.vic.gov.au



Corner of Cecil & Coventry Streets, South Melbourne



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