



Stall 118 Sale 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 118 - Overview

Business For Sale – GMA Sheepskin

GMA Sheepskin is a long established Market business, having traded successfully for 25 years . They are the only stall offering quality Australian Made sheepskin products for the whole family – long, short and ¾ length boots, kangaroo slippers and moccasins in a myriad of colours and customisation. You'll also find genuine Australian sheepskins and woollen rugs.

Sale includes:

- All stock holding
- Shop fit out and fixtures
- Sheepskin machinery and cutting tools
- Corner location with good traffic and visibility
- Established clientele, reputation and goodwill
- Business name and great network of suppliers for ongoing business
(including exclusive product agreements)
- Vendor support, handover, transfer of buying agreements with suppliers

Please Note:

There is a purchase price for this business that will need to be negotiated with the current business owner



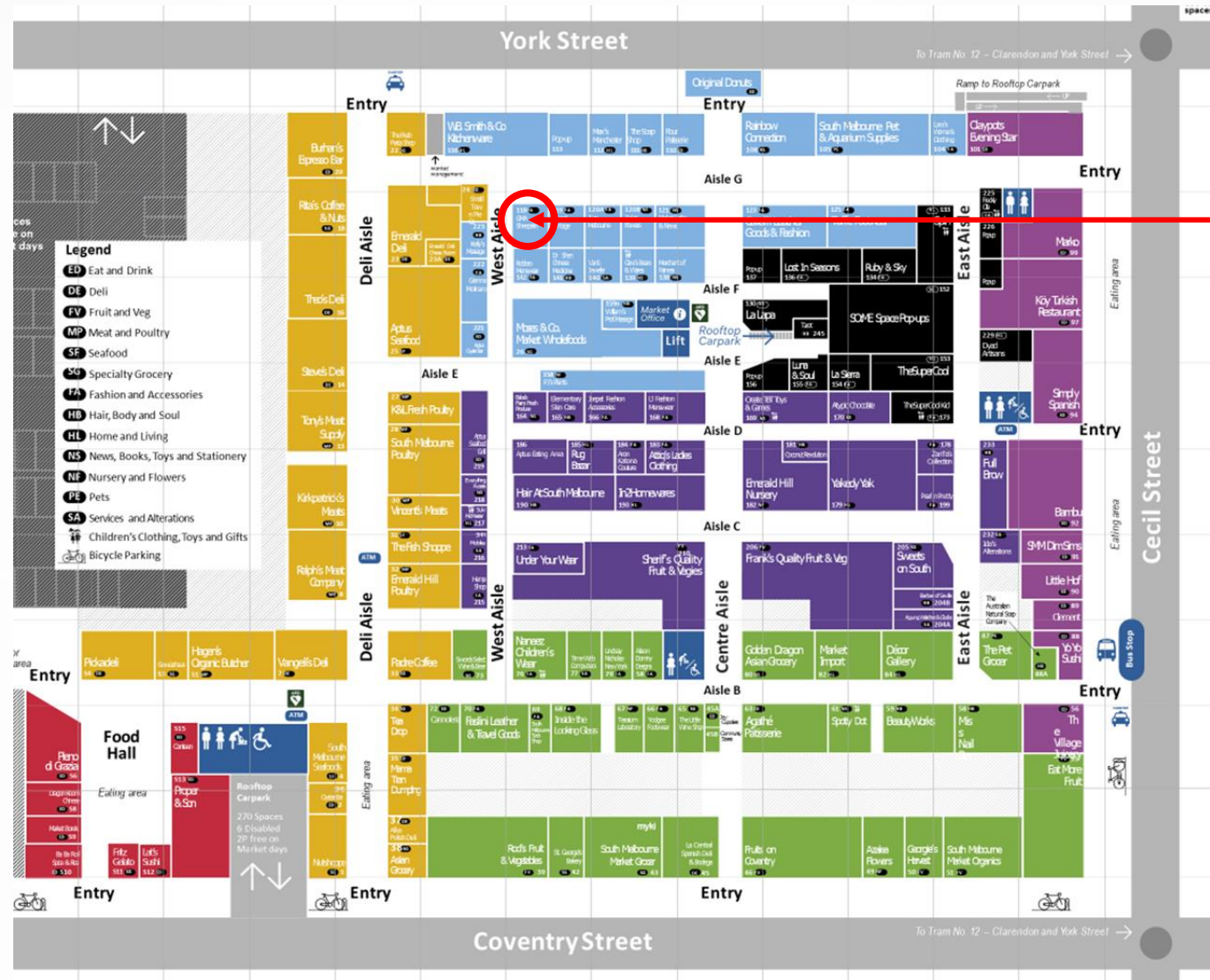
Stall 118- Location & Details

Stall 118 - Details :

- **Category:** General Merchandise (Non food or beverage area)
- **Stall location:** Corner of Aisle G and West Aisle, near to York St entrances for Deli and Centre Aisles.
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** approx. 21m2 internal space plus 5.4m2 of display space (yellow line area)
- **Please note:** There is a purchase price for this business that will need to be negotiated with the current business owner



Stall 118 - Map Location



STALL 118

General Market precinct,
Aisle G on the corner of
West Aisle, near to
York St entrance

Stall 118

Aisle G - Precinct overview

South Melbourne Market are seeking expressions of interest for a new and exciting business owner for **GMA Sheepskin**, a specialist tenant that is located in Aisle G near to the York St Deli Aisle entrance. The stall is a sought after corner facing both Aisles G and West Aisle. Aisle G benefits from being on direct access from the York St and Cecil St entrances.

Aisle G is known for its hustle and bustle, a mix of general merchandise, food stalls such as the Small Town Pie Company, WB Smith & Co Kitchenware, and the Market Lotto & News.

This aisle acts as a major thoroughfare for customers from Cecil St through to the Deli Aisle, York Street entrances into the Deli and Centre Aisles.

Features:

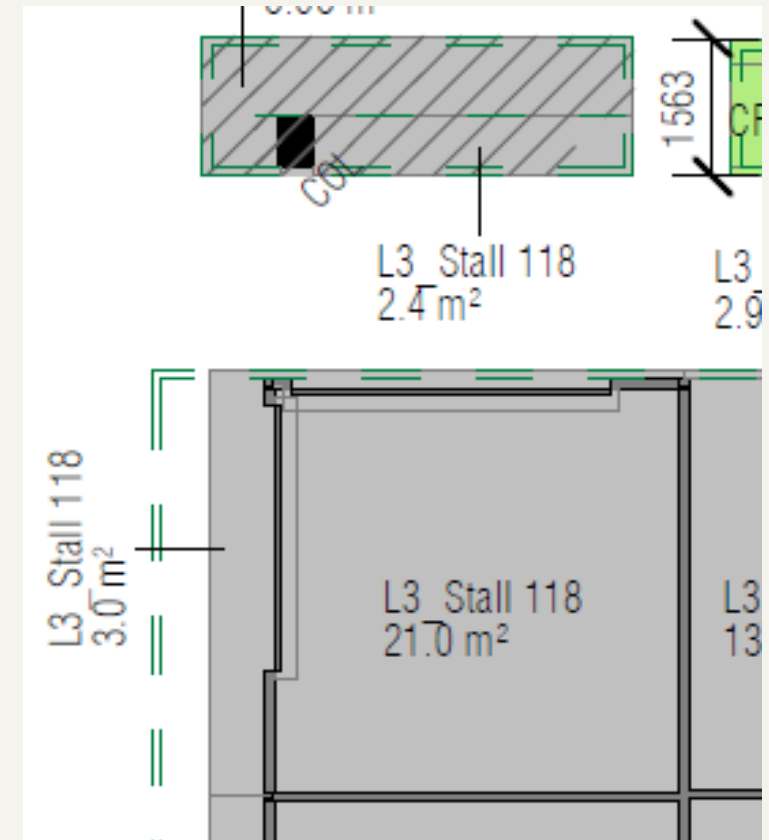
- A vibrant precinct with a universally recognised loyal customer visitation
- Quality, complementary concepts and operators
- **Good location** - – General Merchandise location with main access from Cecil and York Streets, and thoroughfare through to main Deli Aisle
- **Good footfall** - total entry into the Market was 5,839,683 for the 2019 calendar year, with approx. **1,211,535 walking directly past Stall 120** on Aisle G
 - Aisle G traffic towards Deli Aisle – 725,413
 - Aisle G traffic towards Cecil Street: 486,122



Stall 118

Licensing, fees and stall details :

- **Licence Term:** 3 year licence
- **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.
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management – Australian Made sheepskin products, ideally offering bespoke products or customisation on site
- **Fixtures and Fittings:** As part of sale price
- **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 a monthly pest control fee of \$8.35 per month
- The Licensee is responsible for effecting and keeping a **Public Liability insurance** policy for at least \$20 million for their stall.



Stall 118 - Rental

Fee Table:

Stall 118			
Commencement:			
Annual Fees (incl GST)	1 July 2023 To 30 June 2024	1 July 2024 To 30 June 2025	1 July 2025 To 30 June 2026
Stall fee increase on previous year	3.50%	3.50%	3.50%
Stall Area Fee	\$ 25,294.84	\$ 26,180.16	\$ 27,096.46
External Area Fee	\$ -	\$ -	\$ -
Display Area Fee	\$ 1,775.88	\$ 1,838.03	\$ 1,902.36
TOTAL incl GST	\$ 27,070.71	\$ 28,018.19	\$ 28,998.82
TOTAL excl GST	\$ 24,609.74	\$ 25,471.08	\$ 26,362.57
GST	\$ 2,460.97	\$ 2,547.11	\$ 2,636.26
Monthly Fees (incl GST)			
Stall Area Fee	2,107.90	2,181.68	2,258.04
External Area Fee	-	-	-
Display Area Fee	147.99	153.17	158.53
Total	2,255.89	2,334.85	2,416.57

The above table is the agreed valuation rental fees for Stall 118

Stall 118 – Application

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
- Ability to create an offer for making of bespoke or customised sheepskin products
- Best practice, creative and innovative business operations
- Environmental and sustainability business strategies
- A passion for South Melbourne Market and the local community

Please refer to next page for the Expressions of Interest application process



Stall 118

Expression of interest – 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.

Pre-application recommendations:

- Review stall prospectus and application requirements
- Site visits/s
- Local competition analysis
- Understanding of South Melbourne market values and qualities



South Melbourne Market

Get in touch



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Corner of Cecil & Coventry Streets, South Melbourne



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