

Welcome to South Melbourne Market



Expressions of Interest (EOI)

Sale of Business

Shop 13 – 14 Proper & Son



southmelbournemarket.com.au



About 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!

South Melbourne Market is owned and operated by the City of Port Phillip and advised by a Special Advisory Committee of the Port Phillip Council.

The South Melbourne Market Committee has the responsibility of overseeing the Market on behalf of Council.

Shop 13 – 14, Food Hall Precinct & Coventry Street

Stall 13 – 14 is ideally positioned within the vibrant **Food Hall precinct and Coventry St**, with direct access to Coventry Street through the tenancy.

The South Melbourne Market Food Hall is a vibrant culinary destination that blends rich heritage with contemporary flavours. Showcasing a diverse mix of local and international cuisines, the Food Hall is full of energy and character. With its lively atmosphere and communal seating, it offers a welcoming space where visitors can gather, explore and indulge.

Discover delights like Market Borek, Ba Ba Rolls, and Fritz Gelato, alongside specialty retailers such as Pickadeli and Gewurzhaus Spices.

The stall, located in one of the highest customer traffic areas of the Market and has excellent visibility from Coventry Street and the Food Hall Entrance.

Features:

- A vibrant precinct with a loyal customer visitation
- Quality, complementary concepts and Market retailers
- Premium location – Positioned prominently in the Food Hall
- Excellent footfall – total entry into the Market was 5,423,065 for the year 2025, with **approx. 2,385,600 people walking directly past Stall 13 – 14**
- Approximately 44% of total visitation annually pass the tenancy



Licensing, Fees and Stall Details

Business For Sale:

Proper and Son Market kitchen and café has been a beloved fixture at South Melbourne Market for over 11 years, with a strong, loyal customer base, earning a great reputation for high quality food and exceptional service. Offering delicious breakfasts, coffee, lunches and treats, this is a popular spot for some dwell-time in the busy Market hustle and bustle.

The Market is seeking **expressions of interest** for a new, quality, food & beverage offer.

Sale includes:

- Premium location, with strong traffic and high visibility, positioned with Coventry St street frontage and access, inside the South Melbourne Market's Food Hall
- All cafe fixtures, fittings & chattels – Modern and stylish, well maintained, fit out
- Offsite large cool room
- Under semi management – long term staff and manager in place
- Stall equipment including:
 - 4 x commercial fridges
 - 1 x commercial freezer
 - 1 x 6 burner stove, with under bench oven
 - 1 x large flat grill
 - 2 x salamanders
 - 1 x Convection oven
 - 1 x coffee machine

- 1 x Thermomix & 1 x KitchenAid mixer
- Well-established reputation & good will
- Supplier contacts
- Business name by negotiation (with provision)
- Business website and socials
- Vendor support and handover

Fees and Stall Details:

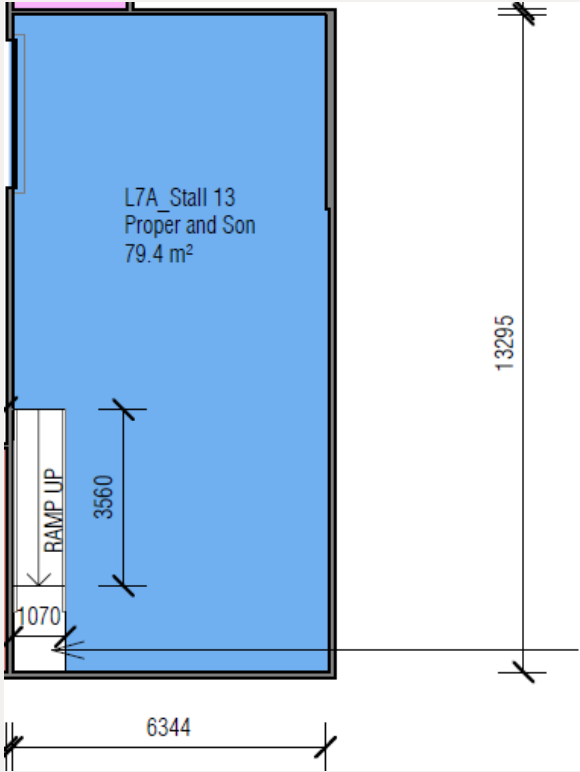
- **Category & Permitted Use:** Premium Food & Beverage offers
- **Licence Term:** 3-year licence (or by negotiation)
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Rental Fees:** By negotiation with SMM Management
- **Fixtures and Fittings:** If a new fit-out will be required, please provide details on what your concept would be for this space including a proposed Stall Fit-out concept and plan
- **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 three months licence fee excluding GST. and will be required to be paid at the commencement of the licence.

Shop 13 – 14 – Map Location and Floor Plan



Shop 13 – 14

Size: Internal: 79.4m2
(excluding Outdoor Dining Area)



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 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



Expression of Interest (EOI) Process

The SMM Expressions of Interest (EOI) Process is as follows:

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(s) advised.
8. Business sale negotiated with exiting licensee
9. New licence prepared and delivered.



Get In Touch

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