



# Stall 218 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!

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.

# Stall 218 - Location & Details

## Details :

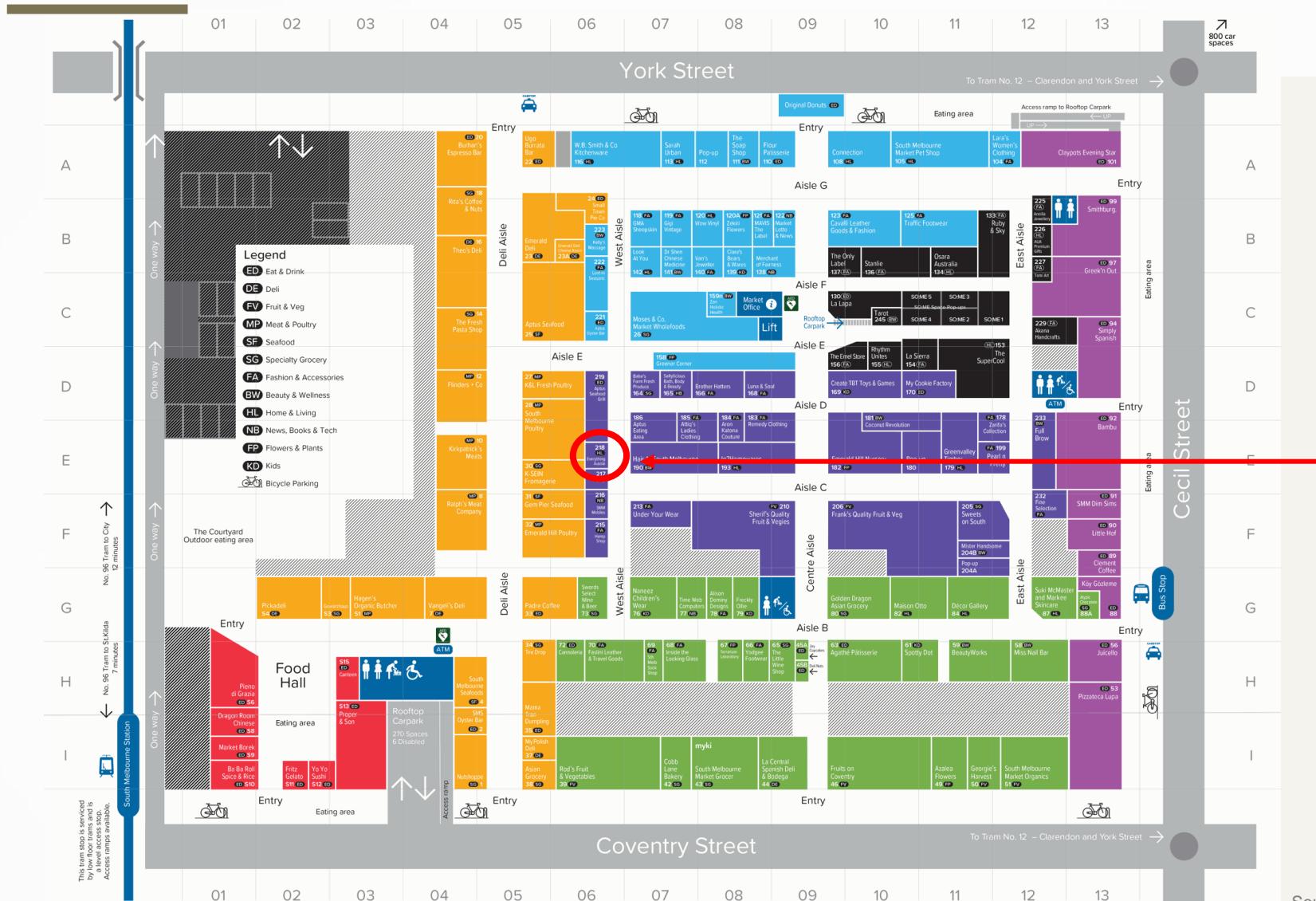
- **Category:** General Merchandise
- **Please Note** – this is a Non-food or beverage area, no food & beverage offers will be accepted
- **Stall location:** West Aisle between Aisle C and Aisle D, close proximity to Aptus Seafood Grill
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** Approx 13.1m<sup>2</sup> internal space + 3.3m<sup>2</sup> display area

## Licensing, fees and stall details:

- **Licence Term:** 3 years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** General Merchandise only (no food will be accepted in this location)
- **Fixtures and Fittings:** 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
- **Rental Fees:** Please contact Market Management for details
- **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.



# Stall 218 - Map Location



## STALL 218

West Aisle between Aisle C and Aisle D

Close to Aptus Seafood Grill

# Stall 218 - Precinct

## West Aisle - Precinct overview

Stall 218 is located in the West Aisle close to Aisle C

West Aisle is known for a mixture of Massage Treatments & Services, Seafood Bars and Grills, and General Merchandise offers such as **Kellys Massage**, **Look at You Iris Photography**, **Aptus Oyster Bar** and **Moses & Co Wholefoods**.

Whilst Aisle C showcases a mix of general merchandise offers, such as **In2 Homewares**, **Sherif's Quality Fruit & Veggies**, **Head South hairdressers** and **Under Your Wear**.

This aisle has the benefit of close proximity to the popular Deli Aisle, and the Car park lift and stairs, with a regular hustle and bustle of customers through it.

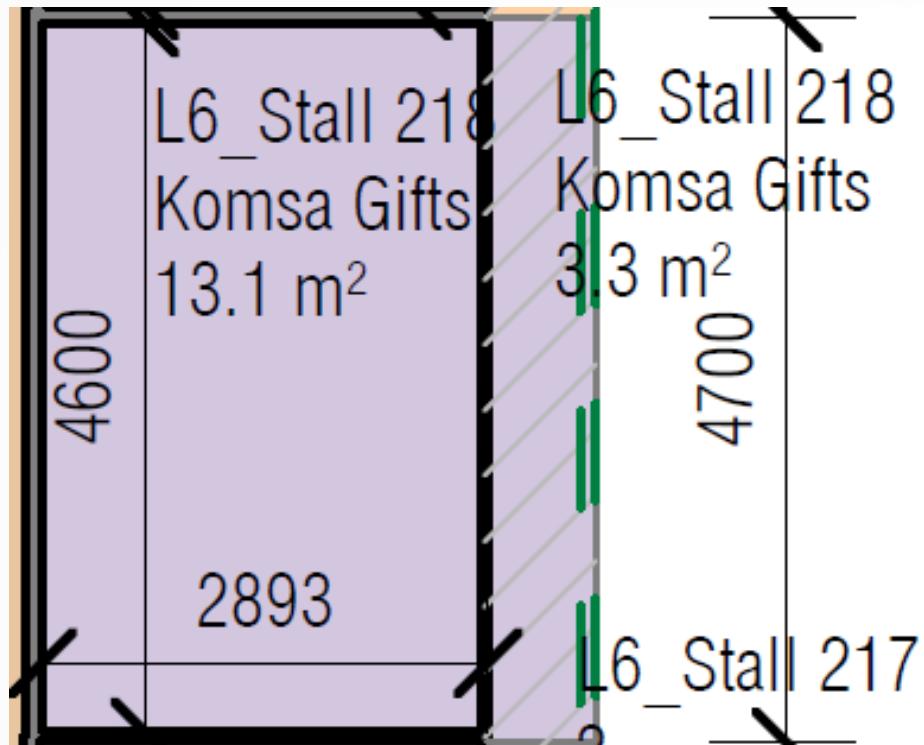
## Features:

- A vibrant precinct with a loyal customer visitation
- Quality, complementary concepts and Market retailers
- **Good location** - Central Market location close to busy Deli Aisle
- **Good footfall** - total entry into the Market was 5,697,197 for the year 2024, with approx. 387,665 people walking directly past Stall 218, West Aisle
- Approximately 6.81% of total visitation annually pass the tenancy



# Stall 218 - Floorplan

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# Stall 218 - 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



# Stall 218 - EOI Process

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## Expression of interest process

Interested parties are invited to express their interest by submitting an application, supported by a Business plan which focuses on the following:

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.



# Get in touch

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South Melbourne Market Management:

**Carly Moulton – SMM Retail Licensing Coordinator**

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Corner of Cecil & Coventry Streets, South Melbourne



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