



# Stall 77 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

---

## 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 77 - Location & Details

## Details :

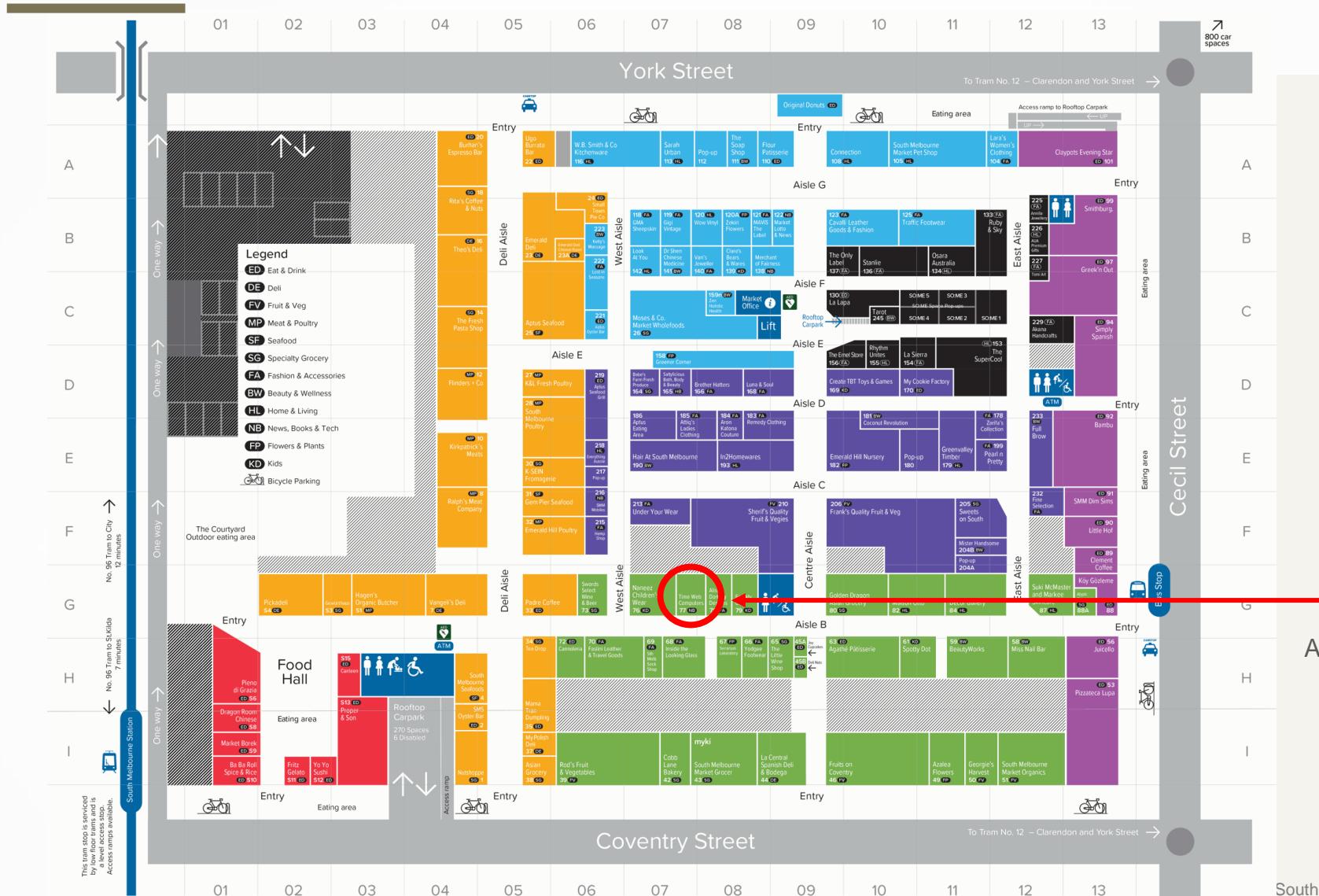
- **Category:** General Merchandise
- **Please Note** – this is a Non-food or beverage area, no food & beverage offers will be accepted
- **Stall location:** Aisle B, in close proximity to **Agathe Patisserie** and **Yodgee Shoe store**
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** Approx 22.3m<sup>2</sup> internal space, plus 3.9m<sup>2</sup> yellow line display area

## Licensing, fees and stall details:

- **Licence Term:** 3-years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** General Merchandise, Menswear or associated products, or by negotiation with South Melbourne Market Management
- **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 77 - Map Location



## STALL 77

Aisle B close to Agathe Patisserie  
& Yodgee Shoe store

# Stall 77- Precinct

## Aisle B- Precinct overview

Stall 77 is located on Aisle B near the corner of Centre Aisle and is one of the Markets most high-traffic aisles, acting as a passageway to the Deli Aisle and Food Hall.

Aisle B showcases a mix of general merchandise & food offers, such as the **Agathe Patisserie**, **Yodgee Shoe store**, **The Little Wine Shop**, **Naneez Children's Wear**, **Joy Cupcakes** and **Deli Nuts**.

This aisle has the benefit of close proximity to the popular Centre Aisle, a major Market thoroughfare, and the Coventry St entry, with a regular hustle and bustle of customers passing through it.

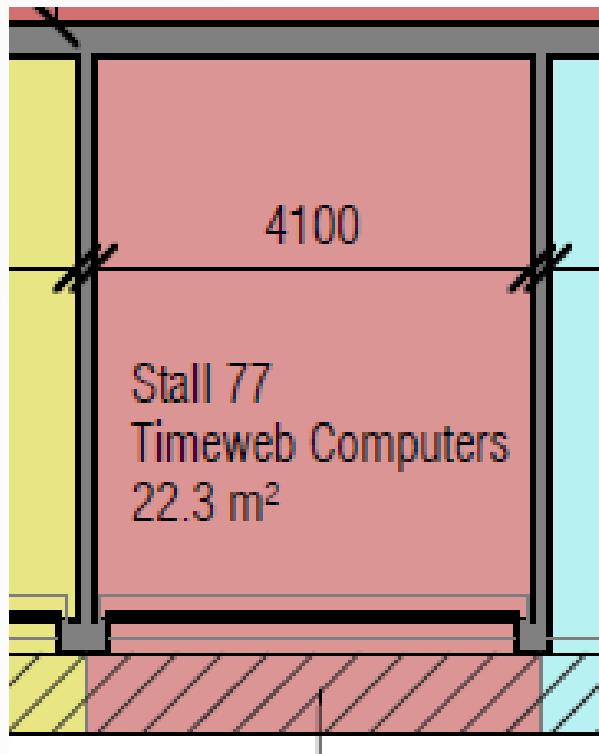
### Features:

- A vibrant precinct with a loyal customer visitation
- Quality, complementary concepts and Market retailers
- **Good location** - Central Market location close to busy Centre Aisle
- **Good footfall** - total entry into the Market was 5,697,197 for the year 2024 with approx. 2,061,695 people walking directly past Stall 77, Aisle B
- Approximately 36% of total visitation annually pass the tenancy



# Stall 77 - Floorplan

---



Stall 77  
Timeweb Computers Ext  
3.9 m<sup>2</sup>

# Stall 77 - 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 77 - EOI Process

---

## 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

---



South Melbourne Market Management:

**Carly Moulton – SMM Retail Licensing Coordinator**

E: [carly.moulton@portphilip.vic.gov.au](mailto:carly.moulton@portphilip.vic.gov.au)

M: 0468 602 201

**Zoe Ali –SMM Retail Development Coordinator**

E : [Zoe.Ali@portphilip.vic.gov.au](mailto:Zoe.Ali@portphilip.vic.gov.au)

M: 0478 380 406



Corner of Cecil & Coventry Streets, South Melbourne



[southmelbournemarket.com.au](http://southmelbournemarket.com.au)



[facebook.com/southmelbournemarket](https://facebook.com/southmelbournemarket)



@southmelbournemarket

