



# Stall170

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!

An independent committee, appointed by Council, governs the Market with support of the City of Port Phillip.

## Stall Prospectus

# Stall 170

### Tenancy fit out – for sale – Food

SMM is looking for a food offering that will be a destination, located in Aisle D of the Market. There are limitations with cooking. Please make contact to discuss.

The fit out would suit a food specialty product.

- **Category:** Speciality Food
- **Stall location:** Aisle D
- **Sale includes:**
  - Tenancy fit out – inspections welcome
  - Sink, food prep area, built in cabinetry, retail selling space
  - Sealed floor and tiled walls
  - Freshly painted
  - Cool room
  - Airconditioning
  - Shelving and storage area.

**Please note:** There is a purchase price of \$15,000 for the fit out only to be made to the current tenant.





## Stall Prospectus

# Stall 170

### Precinct overview

South Melbourne Market are seeking expressions of interest for a new and exciting speciality food business for stall 170.

#### Features:

- A vibrant precinct with a universally recognised loyal customer visitation
- Quality, complementary concepts and operators
- Central market location with main access to Cecil Streets and main centre aisle.

#### Foot fall tenancy 170.

- Cecil Street entry / exit (Aisle D) 2019 – 636407 / 2020- 354320 / 2021 - 361959
- Centre aisle / Aisle D 2019 – 421995 / 2020 – 220716 / 2021 – 238955
- Information captured by electronic sensors.

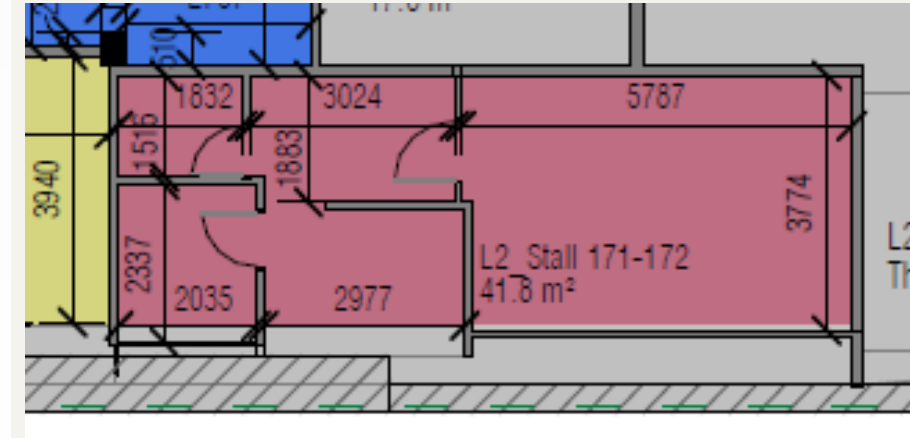


## Stall Prospectus

# Stall 170

### 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::** 3 years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management
- **Fixtures and Fittings:** As part of sale price.
- **Services and Infrastructure:** electricity and water
- **Tenancy Size:** approximately 41.8m<sup>2</sup>
- **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 an annual public liability fee and a monthly pest control fee.



- **Trading hours:** Currently four days;
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm

# Stall 170 Rental

Stall 170			
Commencement:	1-Mar-22		
Annual Fees (incl GST)	Year 1 1 July 2021 To 30 June 2022	Year 2 1 July 2022 To 30 June 2023	Year 3 1 July 2023 To 30 June 2024
Stall fee increase on previous year		3.50%	3.50%
Stall Area Fee	\$ 32,292.00	\$ 33,422.22	\$ 34,592.00
External Area Fee	\$ -	\$ -	\$ -
<b>TOTAL incl GST</b>	<b>\$ 32,292.00</b>	<b>\$ 33,422.22</b>	<b>\$ 34,592.00</b>
TOTAL excl GST	\$ 29,356.36	\$ 30,383.84	\$ 31,447.27
GST	\$ 2,935.64	\$ 3,038.38	\$ 3,144.73
Monthly Fees (incl GST)			
Stall Area Fee	2,691.00	2,785.19	2,882.67
External Area Fee	-	-	-
<b>Total</b>	<b>2,691.00</b>	<b>2,785.19</b>	<b>2,882.67</b>



## Stall Prospectus

# Stall 170

---

### 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
- Potential for extended trading hours in the future
- Best practice, creative and innovative business operations
- Environmental and social sustainability business strategies
- A passion for South Melbourne Market
- A connection to the local community



## Stall Prospectus

# Stall 170

---

### 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](https://southmelbournemarket.com.au)





## Stall Prospectus

# Stall 170

---

### 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

---



SMM Licencing and Retail Department  
P. 03 9209 6295  
E: [SMMLicencing@portphillip.vic.gov.au](mailto:SMMLicencing@portphillip.vic.gov.au)



Corner of Cecil & Coventry Streets, South Melbourne



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



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



[@southmelbournemarket](https://www.instagram.com/southmelbournemarket)

