



Welcome to South Melbourne Market

Expressions of Interest (EOI) – Sale of Business

Stall 65



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.

Stall 65 – Precinct

Stall 65 is located in Aisle B on the corner of Centre Aisle.

Centre Aisle Centre Aisle is the beating heart of the South Melbourne Market, alive with hustle and bustle. It acts as a major thoroughfare connecting Coventry Street to York Street and is one of the Market's greatest drawcards. From here, Aisle B leads directly to the Food Hall and continues the vibrant energy, showcasing an eclectic mix of food and general merchandise.

Discover delights like **Agathe Patisserie**, **Joy Cupcakes**, and **Deli Nuts**, alongside specialty retailers such as **Yodgee Footwear** and **Naneez Children's Wear**.

The stall, located in one of the highest customer traffic areas of the Market and has strong site lines from the length of the Aisle B, and is positioned centrally for maximum exposure.

Features:

- A vibrant precinct with a loyal customer visitation
- Quality, complementary concepts and Market retailers
- Great location – Positioned prominently in a central location of Aisle B
- Great footfall – total entry into the Market was 5,423,065 for the year 2025, with approx. 2,044,951 people walking directly past Stall 65 in Aisle B
- **Approximately 38% of total visitation annually pass the tenancy**



Licensing, Fees and Stall Details

Business for Sale

The Little Wine Shop has been a beloved fixture at South Melbourne Market for over 13 years, with a strong, loyal customer base, earning a reputation for quality and exceptional service. Specialising in both Australian and imported wines, the store also offers an impressive selection of cleanskins, spirits, and beers sourced from around the globe

The Market is seeking **expressions of interest** for a new, quality Liquor Store featuring :

- High quality, specialty liquor offers such as local and imported wines, boutique beers, distilleries of gin, etc
- A diverse, enticing variety of liquor offers that showcase local Victorian and imported producers
- Strong, curated selection of liquor offers, to take home or for in-house tastings.

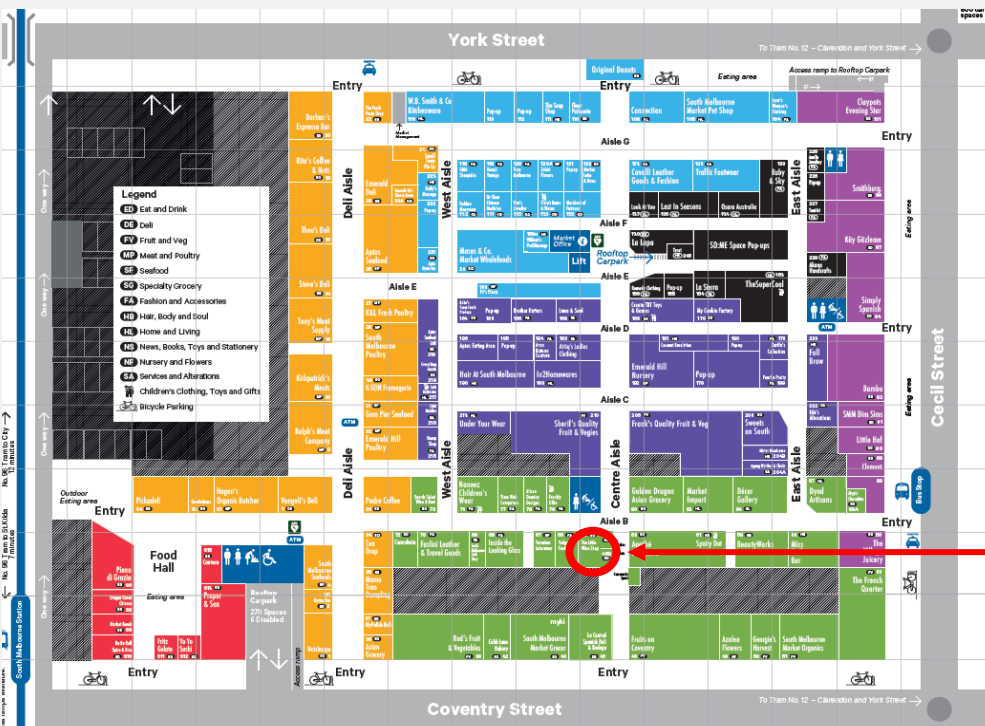
Sale includes:

- Premium corner Centre Aisle/ Aisle B location, with strong traffic and high visibility, positioned in the centre of the South Melbourne Market's busiest aisle
- Large single fronted, prominently positioned stall
- Shop fit out and fixtures and all display cabinets (fixtures & lighting)
- Well-established reputation & good will
- Business name by negotiation (with provision)
- Vendor support and handover

Fees and Stall Details

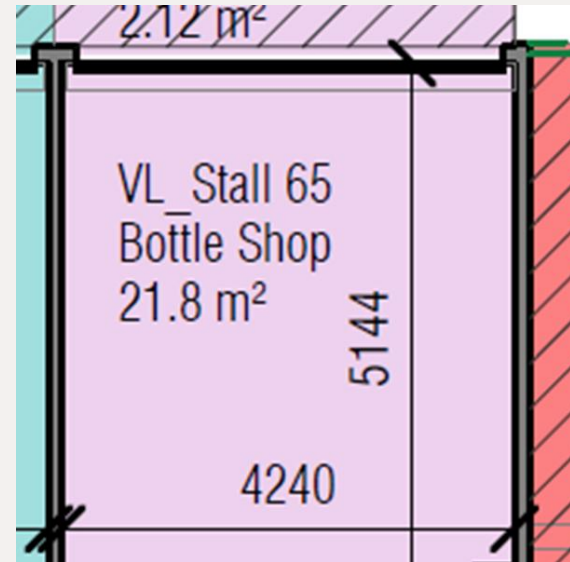
- **Category & Permitted Use:** Bottle Shop – Speciality Liquor Offer
- **Licence Term:** 3-year licence
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Fixtures and Fittings:** If a new fit-out will be required, please provide details on what your concept would be for this space 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.

Stall 65 – Map Location and Floor Plan



Stall 65

Size: Internal: 21.8m²
Aisle display area 2.12m²



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 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

Clarissa Madden – Head of Retail & Business Development

E : clarissa.madden@portphillip.vic.gov.au

M: 0468 562 990

Zoe Ali – Retail Development Coordinator

E : Zoe.Ali@portphillip.vic.gov.au

M: 0478 380 406





322-326 Coventry Street, South Melbourne 3205
Phone 9209 6295 Email smm@portphillip.vic.gov.au

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