



Stall 87 EOI : Stall Prospectus

Submit an Expression of Interest
to be part of the iconic
South Melbourne Market



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 87 - Location & Details

Details :

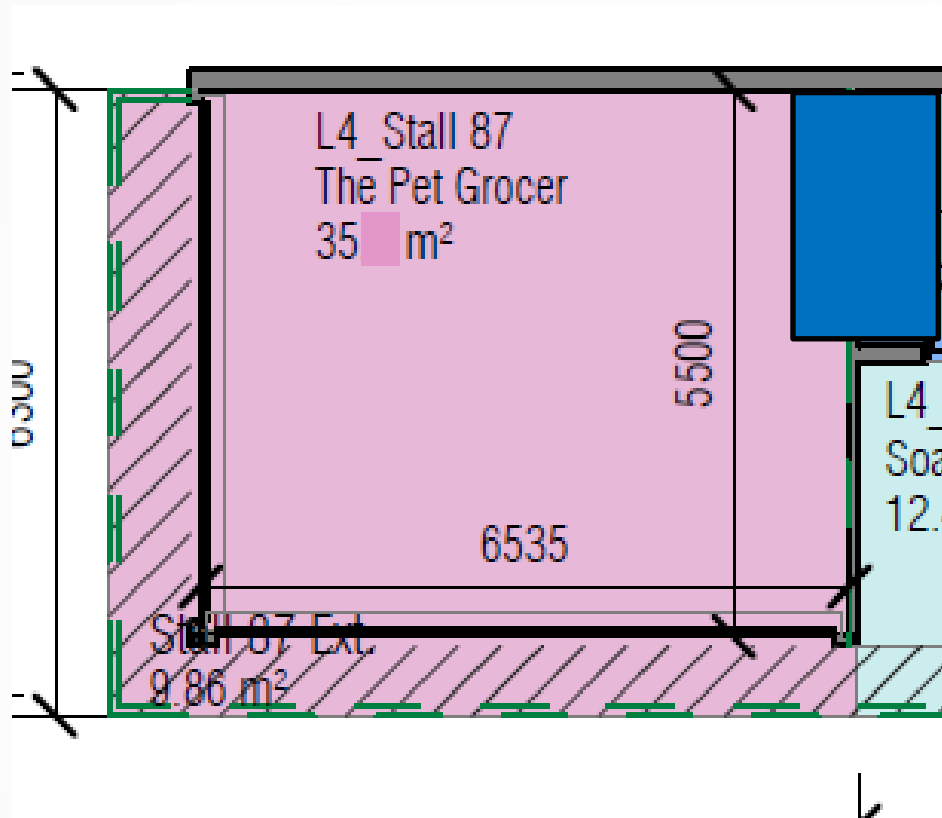
- **Category:** General Merchandise (Non-food or beverage area)
- **Stall location:** Aisle B, corner of East Aisle
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx 35m2 internal plus 9.86m2 external display space
- **Available** from July 2024, date to be negotiated with successful applicant

Licensing, fees and stall details:

- **Licence Term:** 2 years
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management,
- **Fixtures and Fittings:** New fixtures and fittings 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:** To be supplied upon request for applicants
- **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 two months' licence fee excluding GST. and will be required to be paid at the commencement of the licence.

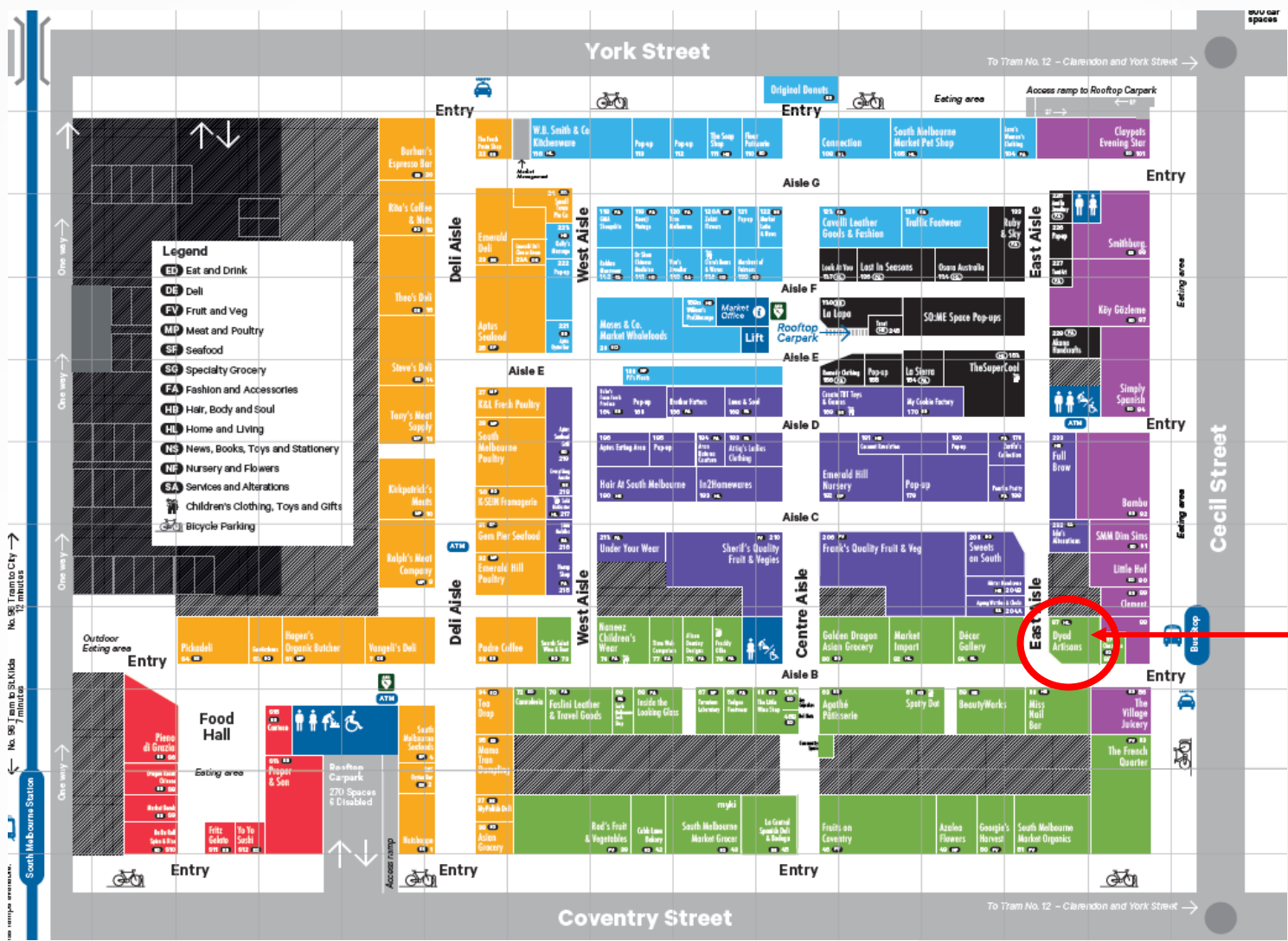


Stall 87 - Stall Plan



The above map is indicative only, internal stall size measures approx. 35m²

Stall 87 - Map Location



STALL 87
Aisle B on corner of
East Aisle,
Close to Cecil Street
entrance

Stall Prospectus

Stall 87 - Aisle B Precinct

Aisle B - Precinct overview

Aisle B is one of the busiest aisles in the Market, and Stall 87 occupies a corner site that benefits from high foot traffic from the Cecil Street entrance on Aisle B, and faces onto both Aisle B and East Aisles in this location.

The precinct is known for its hustle and bustle, a mix of general merchandise, beauty treatments such as Beauty Works, the Nail Bar, the famous Agathé French patisserie, Juicello juice bar, Décor Gallery framers, Spotty Dot children's toys & gifts, and Maison Otto French homewares.

This aisle acts as a major thoroughfare for customers from Cecil St through to the Deli Aisle, Centre Aisle and the Food Hall, with regular, high traffic levels in this aisle.

Stall Features:

- **Busy location,** – Positioned on Aisle B, on the corner of East Aisle
- **Market visitation** – Total entry into the Market was 5,150,000 customers for 22/23 year
- **Good footfall** –
 - Approx. **2,072,159 people walking past/near the stall**
 - Approximately **40% of total visitation annually pass the tenancy**
 - A vibrant general merchandise precinct with a high local & tourist customer visitation
 - Innovative, complementary and changing concepts and operators



Stall 87 – 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

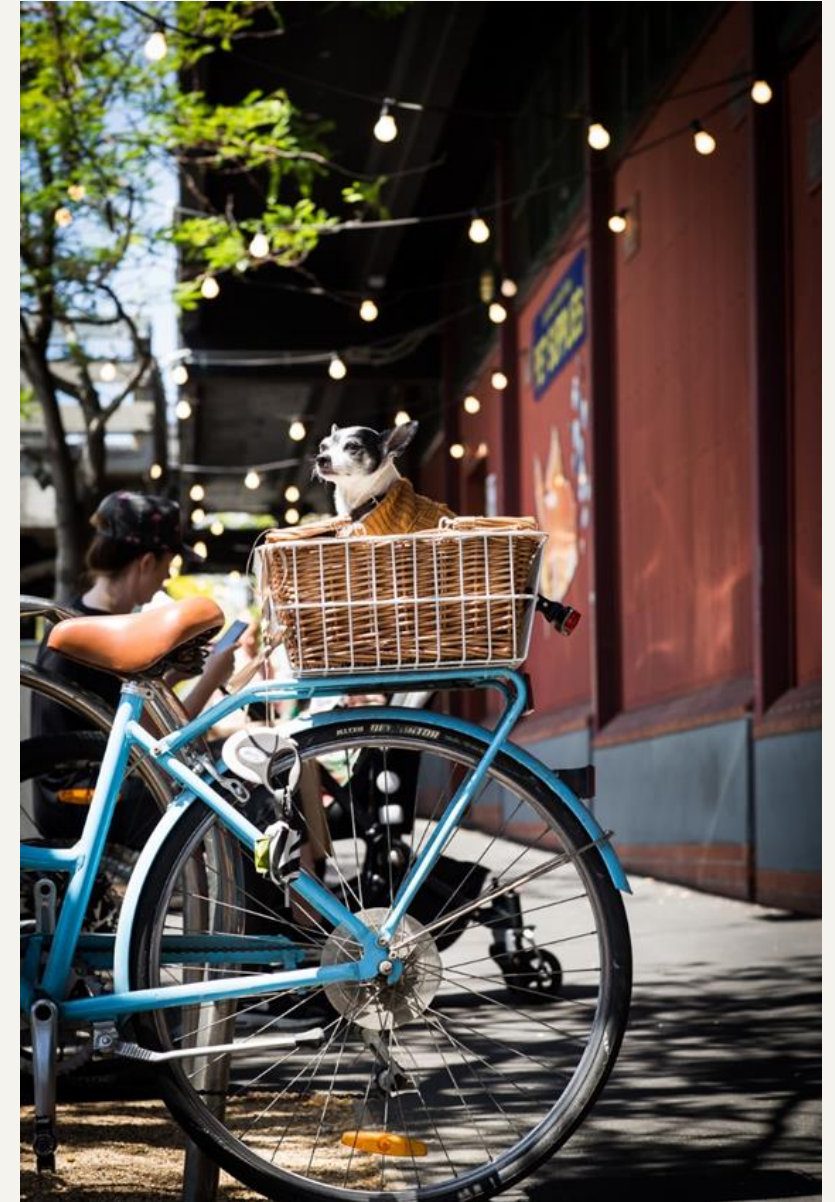


Stall 87 – EOI Process

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.



South Melbourne Market

Get in touch



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Corner of Cecil & Coventry Streets, South Melbourne



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