



Stall 222 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 222 - Location & Details

Details :

- **Category:** General Merchandise (Non-food or beverage area)
 - NOTE - No food or drink offers will be accepted here**
- **Stall location:** West Aisle, opposite Aisle F
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx 19.9m2 internal plus 4.29m2 external display space
- **Available** from May/ June 2024, date to be negotiated with successful applicant

Licensing, fees and stall details:

- **Licence Term:** 2 year
- **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:** Please see Rental Fee Table next page
- **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 one month licence fee excluding GST. and will be required to be paid at the commencement of the licence.



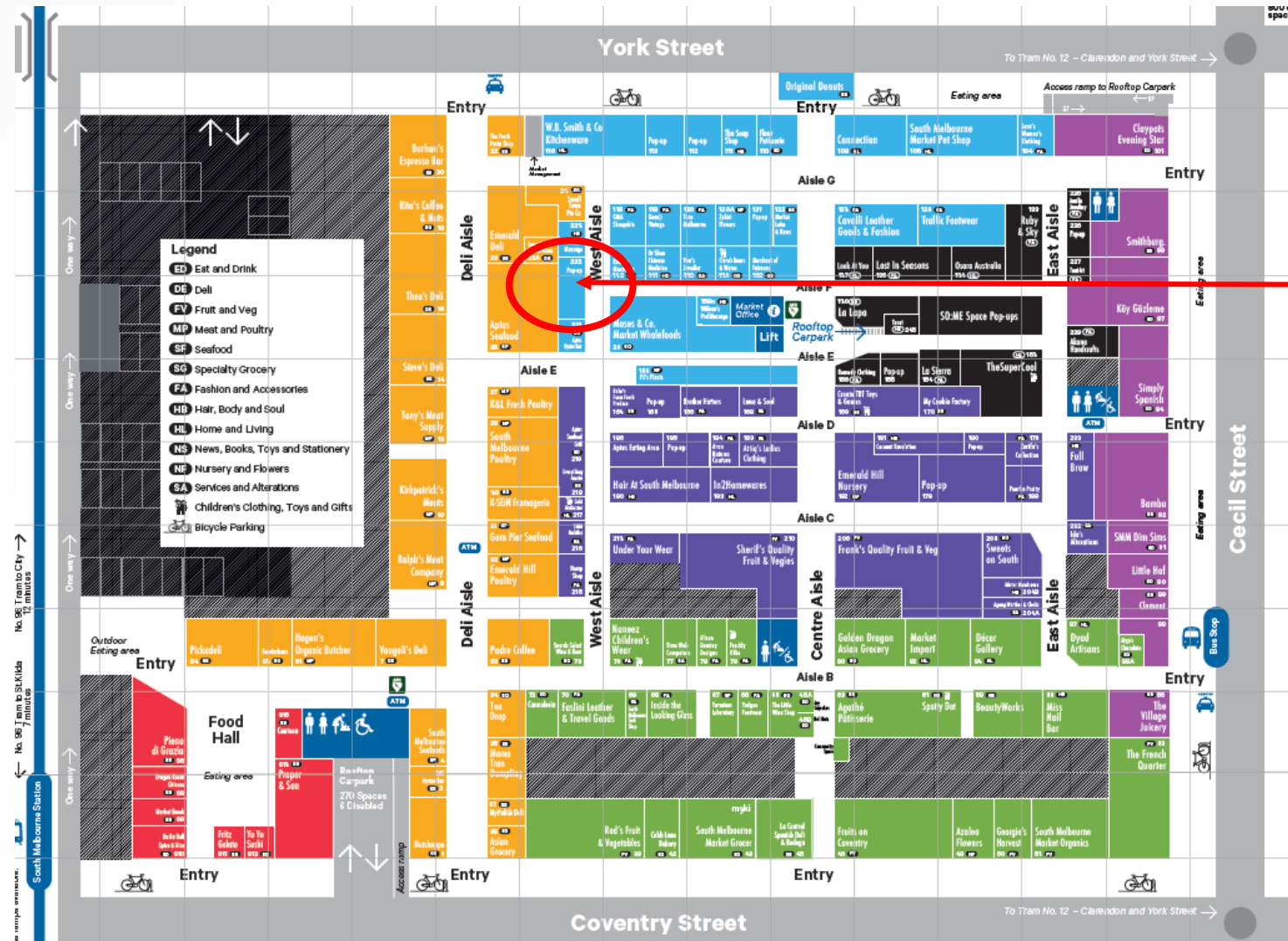
Stall 222 - Rental

Fee Table:

Stall 222		
Commencement	1 July 2024	
Annual Fees (incl GST)	Year 1 1 July 2024 To 30 June 2025	Year 2 1 July 2025 To 30 June 2026
Stall fee increase on previous year	3.65%	3.65%
Stall Area Fee	\$ 26,420.36	\$ 27,384.71
External Area Fee	-	-
Display Area Fee	-	-
TOTAL incl GST	\$ 26,420.36	\$ 27,384.71
TOTAL excl GST	\$ 24,018.51	\$ 24,895.19
GST	\$ 2,401.85	\$ 2,489.52
Monthly Fees (incl GST)		
Stall Area Fee	\$ 2,201.70	\$ 2,282.06
External Area Fee	\$ -	\$ -
Display Area Fee	\$ -	\$ -
Total	\$ 2,201.70	\$ 2,282.06

The above table is the agreed valuation rental fees for Stall 222

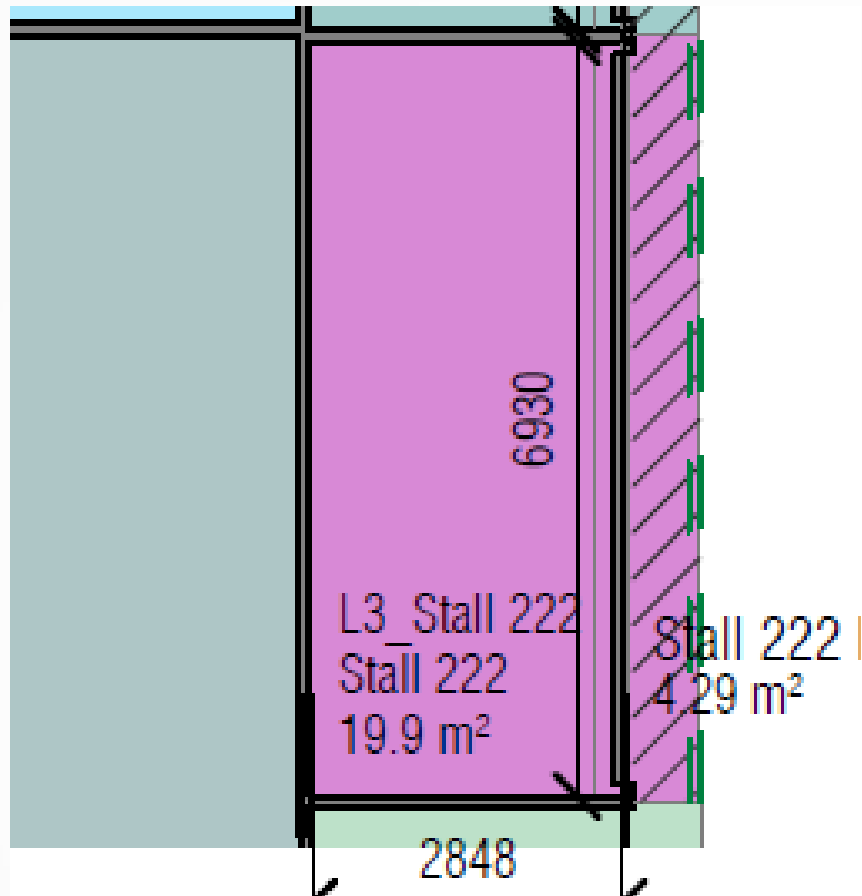
Stall 222 - Map Location



STALL 222

West Aisle,
Between Aisle G and Aisle E,
opposite Aisle F

Stall 222 - Plan



STALL 222 on East Aisle

The new appointed stallholder will be responsible for dedicated fit-out of the stall, with all concepts and plans to be approved by the Market

Stall Prospectus

Stall 222 - West Aisle Precinct

West Aisle - Precinct overview

West Aisle is known for its general merchandise, health and wellness and food retail stalls. With a mix of general merchandise stalls such as Mitchell McCabe menswear, Everything Aussie and GMA Sheepskin; and health & wellness stalls such as Moses & Co Market Wholefoods, and Kelly's Massage, and destination food stalls such as Aptus Oyster Bar, and The Small Town Pie Company.

This aisle acts as a thoroughfare for customers from the York St and Deli Aisle entrance, and from the car park stairs to the Deli Aisle through either Aisle E and Aisle F.

Stall Features:

- **Busy location,** – Positioned next to the Aptus Oyster Bar and opposite Moses & Co Market Wholefoods
- **Market visitation** – Total entry into the Market was **5,150,000 customers** for 22/23 year
- **Good footfall** –
 - Approx. **1,330,022 people walking past/near the stall**
 - Approximately **25% of total visitation annually pass the tenancy**
 - A vibrant incubator precinct with a high local & tourist customer visitation
 - Innovative, complementary and changing concepts and operators



Stall 222 – 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

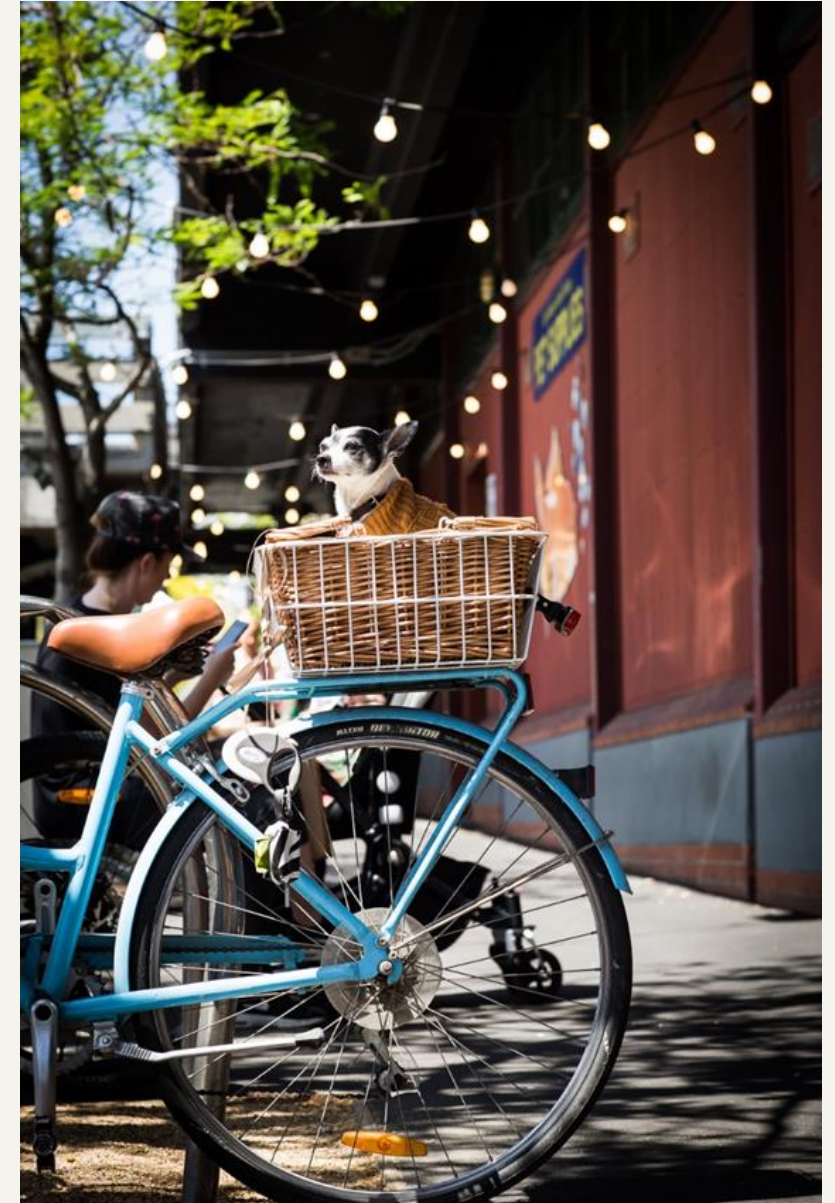


Stall 222 – EOI Process

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



South Melbourne Market Management:

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Corner of Cecil & Coventry Streets, South Melbourne



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