



Stall 137 Prospectus SO:ME Space

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!

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 137 - Location & Details

Details :

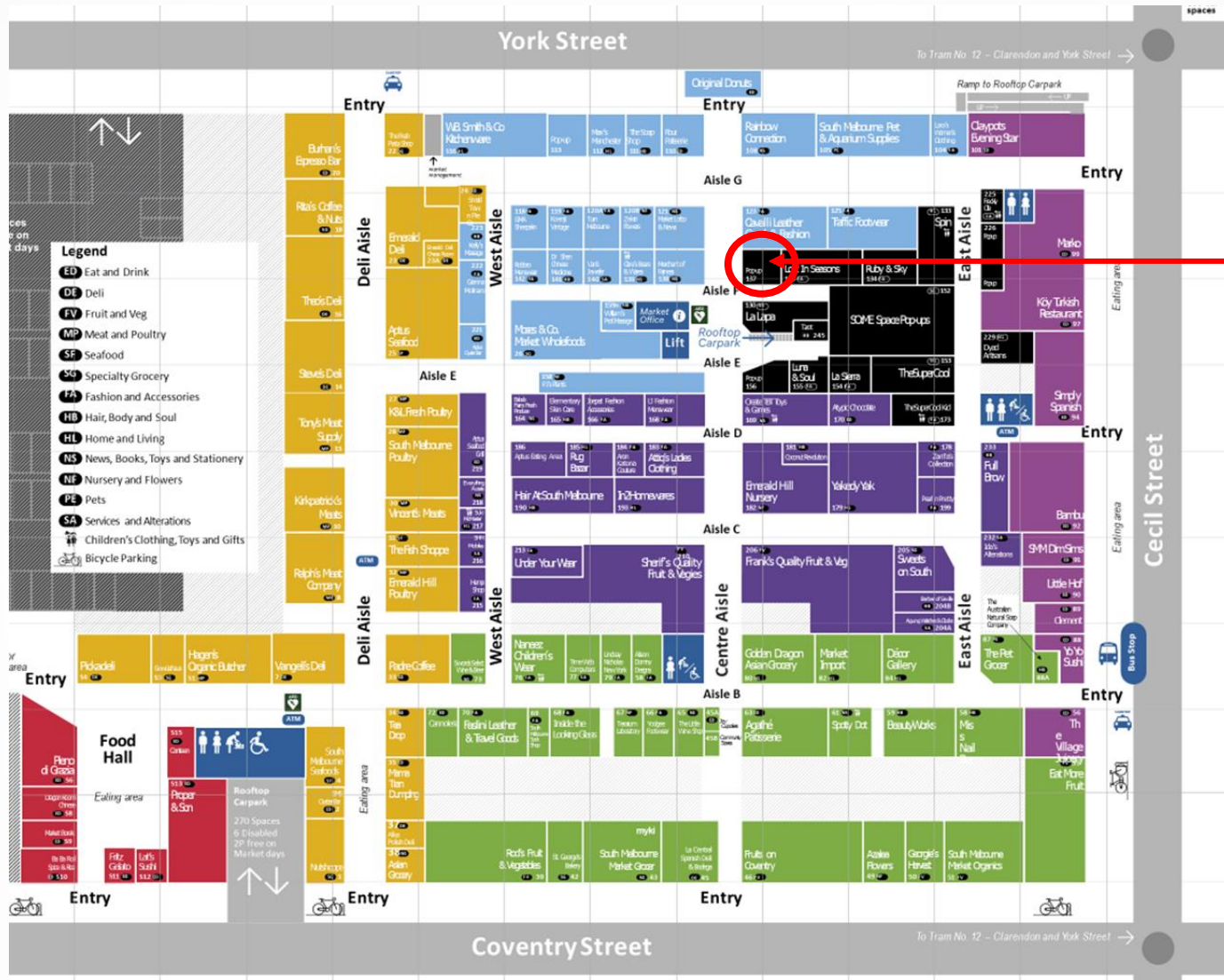
- **Category: General Merchandise** (Non-food or beverage area, applicants must meet SO:ME Space criteria, refer to p5)
- **Stall location:** SO:ME Space precinct, Centre Aisle
- **Trading hours:** Currently four days :
 - Wednesday 8am – 4pm
 - Friday 8am – 5pm
 - Saturday 8am – 4pm
 - Sunday 8am – 4pm
- **Size:** Approx.24m² (18.2m² internal, 5.8m² external to yellow line)

Licensing, fees and stall details:

- **Licence Term:** 1 year
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management, in line with SO:ME Space criteria
- **Fixtures and Fittings:** A new fit-out will be required, please provide details on of your concept for this space including a proposed Stall Fit-out concept and Plan
- **Rental Fees:** See Fee Table page 6
- **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's licence fee excluding GST. and will be required to be paid at the commencement of the licence.



Stall 137 - Map Location



STALL 137
SO:ME Space precinct,
Centre Aisle

Stall Prospectus

Stall 137

SO:ME Space - Precinct overview

SO:ME Space is a unique retail concept in the heart of the Market that is dedicated to great design, homewares, fashion, accessories, innovation and creativity.

The precinct is an incubator space targeting young customers (18 to 45) and is dedicated to emerging designers and creative small businesses that are five years old or less.

Featuring some of Melbourne's most innovative young designers selling handcrafted, sustainable, and unique fashion and wares, the mix of pop-up and permanent stalls means you'll always find something new.

There is a focus on sustainability, the handmade and unique, and keeping an element of the business local, whether this means products are designed locally or manufactured locally, or, ideally, both. As is the case for stall throughout the Market, the licensee should play an active role and be present in the stall for a large percentage of time (75%).

Stall Features:

- **Prime location**, Positioned in SO:ME Space, on Centre Aisle and near to stairs and lift to car park
- **Market visitation** – Total entry into the Market was 5,150,000 customers for 22/23 year
- **Good footfall** –
 - Approx. **2,661,150 people walking directly past the stall**
 - Approximately **51% 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 137 - Rental & Floorplan

Fee Table:

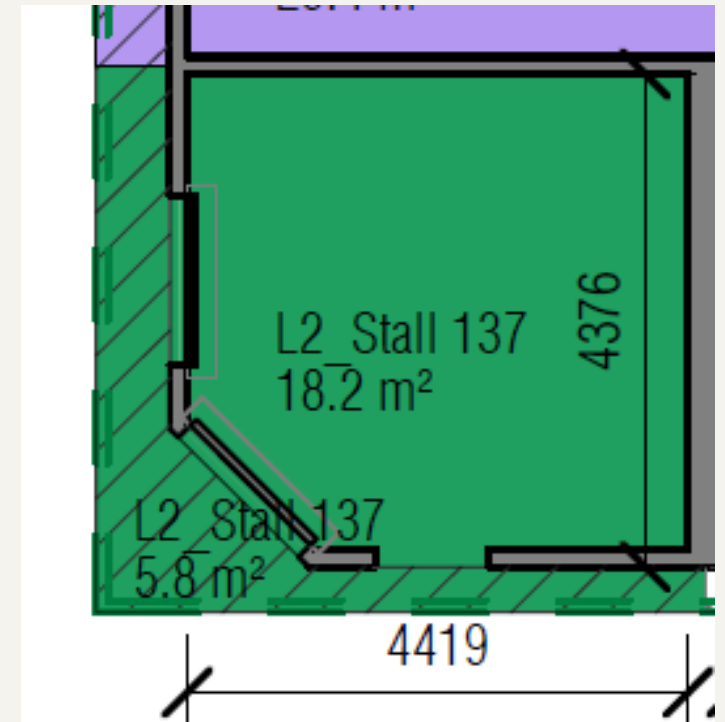
| | | |
|------------------|-------------------|----------------------|
| Stall 137 | Stall Name | 1 Jul 24 - 30 Jun 25 |
|------------------|-------------------|----------------------|

| Commencement | 1-Jul-24 | |
|-------------------------------------|--|--|
| 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% |
| Stall Area Fee | \$ 30,680.00 | \$ 31,799.82 |
| External Area Fee | - | - |
| Display Area Fee | - | - |
| TOTAL incl GST | \$ 30,680.00 | \$ 31,799.82 |
| TOTAL excl GST | \$ 27,890.91 | \$ 28,908.93 |
| GST | \$ 2,789.09 | \$ 2,890.89 |

| Monthly Fees (incl GST) | | |
|-------------------------|--------------------|--------------------|
| Stall Area Fee | \$ 2,556.67 | \$ 2,649.99 |
| External Area Fee | \$ - | \$ - |
| Display Area Fee | \$ - | \$ - |
| Total | \$ 2,556.67 | \$ 2,649.99 |

The above table is the agreed valuation rental fees for Stall 137

Floorplan:



Stall 137 - 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:

- **Note : This location is focused on General Merchandise, therefore no food or beverage options will be considered for this site.**
- Date your business started, background experience, and details around future vision
- Details about your business, target market, product design and origin, product uniqueness, sustainability practices and focuses
- Details around business focus on local design & manufacturing, uniqueness of product, handmade or artisan qualities, and sustainable practices
- Strong focus on a viable commercial operation
- Best practice, creative and innovative business operations
- Environmental and sustainability business strategies
- A passion for South Melbourne Market and the local community

NOTE: 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](#)



Stall 137 - EOI Process

Expression of interest 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. SMM Management & SMM Committee support of applicant(s)
7. Successful applicant advised.
8. Licence prepared and delivered.

Pre-application recommendations:

- Review stall prospectus and application requirements
- Site visits/s
- Local competition analysis
- Understanding of South Melbourne market values and qualities



South Melbourne Market

Get in touch



South Melbourne Market:

Anne Hynes

Retail Development Coordinator

E: anne.hynes@portphillip.vic.gov.au



Corner of Cecil & Coventry Streets, South Melbourne



southmelbournemarket.com.au



facebook.com/southmelbournemarket



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

