



# Stall 138 Prospectus

---

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 138- Overview

## Business For Sale – The Merchant of Fairness Bookshop

The Merchant of Fairness is a long-established and sought after Market business, having traded successfully at the South Melbourne Market for 39 years . They are the only stall in the Market offering new & pre-loved books including classics, hardback, paperbacks, crime novels, sport, local and general history, militaria, children's books, poetry and collectibles.

This is a unique opportunity to purchase such valued, specialist, and successful business, a destination stall for many a Market visitor, reading enthusiasts, or those keen to browse and seek out a rare and unique gift.

### Sale includes:

- All stock holding including books onsite and further selection off-site
- Shop fit out and fixtures
- Strong corner location on Centre Aisle with good traffic and visibility
- Established clientele, reputation and goodwill
- Business name, business know-how, and supplier contacts
- Vendor support and lengthy handover

### Please Note:

There is a purchase price for this business that will need to be negotiated with the current business owner.



# Stall 138- Location & Details

## Details :

- **Category:** General Merchandise – New & Second-hand books (Non food or beverage)
- **Stall location:** Prime Corner of Centre Aisle and Aisle F, near to the Market Information Office and the carpark entrance to the Market.
- **Trading hours:** Currently four days :
  - Wednesday 8am – 4pm
  - Friday 8am – 5pm
  - Saturday 8am – 4pm
  - Sunday 8am – 4pm
- **Size:** approx. 30m2 internal stall space.
- **Sale Of Business:** This is a sale of business, no other business offers such as food or other goods will be approved for this location.

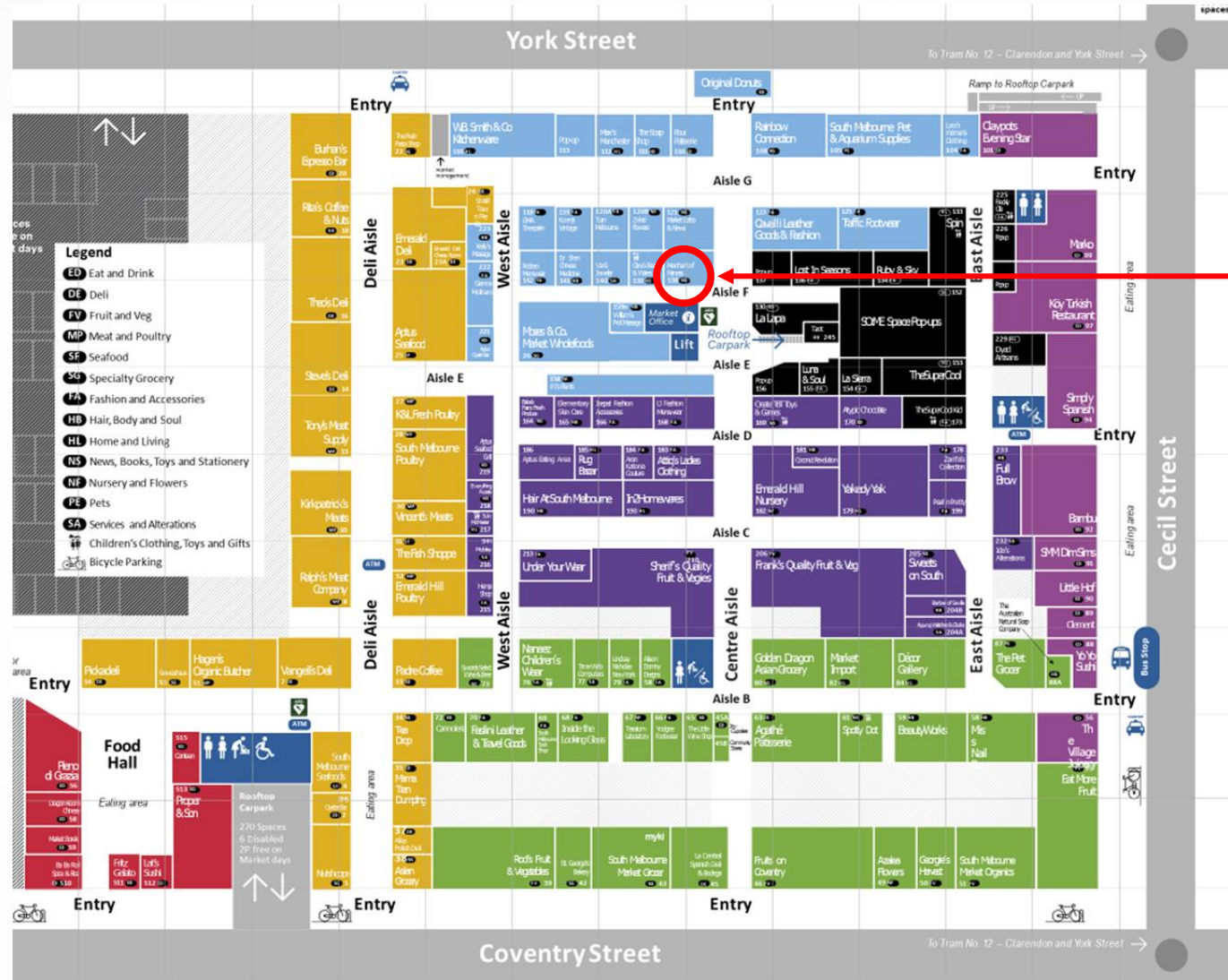
## Licensing, fees and stall details:

- **Licence Term:** 3 years, or by negotiation with successful applicant
- **Proposed Form of Agreement:** South Melbourne Market Licence
- **Permitted Use:** By negotiation with South Melbourne Market Management – new & second hand books
- **Fixtures and Fittings:** All existing fixtures & fittings included in the sale
- **Rental Fees:** See fee table on following slides
- **Estimated outgoings:** The Licensee will be required to pay any metered charges for utilities. The licensee will also be required to pay an 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.





# Stall 138 - Map Location



**STALL 138**  
 General Market precinct,  
 Centre Aisle on the  
 corner with Aisle F,  
 near to  
 Carpark entrance

# Stall 138 - Rental

## Fee Table:

Stall 138	Term			<b>3 years</b>
Commencement	tbd			
Annual Fees (incl GST)	Year 1 1 July 2023 To 30 June 2024	Year 2 1 July 2024 To 30 June 2025	Year 3 1 July 2025 To 30 June 2026	Year 4 1 July 2025 To 30 June 2026
Stall fee increase on previous year		3.5%	3.5%	3.5%
Stall Area Fee	\$ 37,154.84	\$ 38,455.26	\$ 39,801.19	\$ 41,194.24
External Area Fee		-	-	-
Display Area Fee		-	-	-
<b>TOTAL incl GST</b>	<b>\$ 37,154.84</b>	<b>\$ 38,455.26</b>	<b>\$ 39,801.19</b>	<b>\$ 41,194.24</b>
TOTAL excl GST	\$ 33,777.13	\$ 34,959.33	\$ 36,182.90	\$ 37,449.30
GST	\$ 3,377.71	\$ 3,495.93	\$ 3,618.29	\$ 3,744.93
<b>Monthly Fees (incl GST)</b>				
Stall Area Fee	\$ 3,096.24	\$ 3,204.60	\$ 3,316.77	\$ 3,432.85
External Area Fee	\$ -	\$ -	\$ -	\$ -
Display Area Fee	\$ -	\$ -	\$ -	\$ -
<b>Total</b>	<b>\$ 3,096.24</b>	<b>\$ 3,204.60</b>	<b>\$ 3,316.77</b>	<b>\$ 3,432.85</b>

The above table is the agreed valuation rental fees for Stall 138

# Stall 138 - Precinct Overview

## Centre Aisle - Precinct overview

South Melbourne Market are seeking Expressions of interest (EOI) for a new and exciting business owner for **The Merchant of Fairness**, a specialist tenant that is located in Centre Aisle on the corner of Aisle F

The stall is located in a sought after corner facing both Centre Aisles and Aisle F and benefits from being next to the Market Information office, opposite the car park stairs, and on direct access from the York St and Coventry St entrances.

Centre Aisle is known for its hustle and bustle, a mix of general merchandise stalls such as Look at You!, La Lapa cafe, Greener Corner plants, Emerald Hill florist, and the Market Lotto and News.

This location is one of the most prominent general merchandise stall locations in the Market, occupying a key corner site on Centre Aisle, and opposite the SO:ME precinct. This aisle acts as a major thoroughfare for customers from Cecil St through to the Deli Aisle, York Street entrances into the Deli and Centre Aisles.

## Features:

- A vibrant precinct with a universally recognised loyal customer visitation
- Quality, complementary concepts and operators
- **Prime location** - Central Market location with main access to both Coventry, Cecil and York Streets
- **Strong footfall** - total entry into the Market was 5,839,683 for the 2019 calendar year, with approx. **2,661,150 people walking directly past Stall 156** on Centre Aisle
  - Centre aisle traffic towards York Street - 1,117,773
  - Centre aisle traffic towards Coventry St – 1,116,868
  - Entry to market via Lift - 415,284
- Approximately **46% of total visitation** annually pass the tenancy





# Stall 138 - Application requirements

## Registering your interest

Interested parties are invited to express their interest by contacting SMM for more details. The South Melbourne Market requires any interested parties to submit 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 experience,
  - retail and/or business experience,
  - small business management and/or ownership
  - understanding of products, product curation, product buying, and knowledge of books
  - 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 138

## Expression of interest – 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
6. Successful applicant advised.
7. Business sale finalised between old and new tenant.
8. Licence prepared and delivered.

### Pre-application recommendations:

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



## South Melbourne Market

# Get in touch

---



### Anne Hynes

Retail Development Coordinator

E: [anne.hynes@portphillip.vic.gov.au](mailto:anne.hynes@portphillip.vic.gov.au)

### Clarissa Madden

Head Of Retail & Business Development

E: [Clarissa.madden@portphillip.vic.gov.au](mailto:Clarissa.madden@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://instagram.com/southmelbournemarket)

