# <text>

# **DANDENONG MARKET**

# CASUAL LEASING OPPORTUNITIES

DANDENONGMARKET.COM.AU CORNER OF CLEELAND AND CLOW STREET



# INTRODUCTION

Dandenong's historic market has been the jewel in the city's crown since 1866.

The Market is a unique meeting place, a place of economic contribution and of community celebration, bringing together more than 156 nationalities.

We are the last genuine example of Melbourne's traditional working markets, welcoming 5.6 million visitors last year. The rich cultural tapestry means you can enjoy the most authentic street food in Melbourne.

We are home to 200 small family-owned businesses, selling a wide variety of fresh produce, unusual and hard to find foods and other goods.

But it's not just the wide range of fresh produce that makes us who we are - the many faces, accents and languages are all part of the experience of visiting. The Market is a vital economic generator for the city.

We understand everything about our customer - we know their age, gender, background, where they live and how they like to shop with us.

Our 8.3 customer satisfaction rating ranks higher than Australia's top 100 brands.

Of the 200 small independent family businesses at the Market, 80% are start-ups. Markets have the unique potential to incubate small businesses and have a track record in shepherding them to success.

Dandenong Market is an ideal low risk, high exposure option to start your retail journey or test your product.

We look forward to your call.

**5 REASONS TO TRADE AT DANDENONG MARKET** 

Dandenong Market Melbourne's best kept secret

## **KEY BENEFITS**



4.1 million visitors in 2019



200 strong community of like minded businesses



Access to 93,000 loyal customers across social media platforms



Access to Dandenong Market's marketing expertise



Business mentoring through City of Greater Dandenong and Small Business Mentoring Service

Doncaster Croydon Montrose Box Hill Nunawading Ringwood Camberwell Heathmont Olinda Wantirna Malvern Boronia Carnegie Glen Waverly Knox Oakleigh Scoresby Brighton Upwey Rowville Clayton Moorabin Emerald Lysterfield Springvale Cheltenham Dandenong North Mentone Dingley MARKET Hallam Beaconsfield Upper Mordialloc Aspendale Hampton Park Berwick Narre Warren South Chelsea Cranbourne North Patterson Lakes Pakenham Cranbourne West Seaford Cranbourne East Skye Frankston North Frankston Frankston South Langwarrin

## DANDENONG TRADE AREA



35km

1.9M +

Southeast of Melbourne's CBD in a major growth corridor

Number of people working in Dandenong



Number of people living in Dandenong

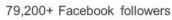
2016 ABS Census.

# **KEY STATISTICS**



## **Centre Information**

Total GLA (sqm)	15,037
Total NLA (sqm)	8,413
Number of carparks	1000





## **Core Trading Hours**

7am - 4pm
7am - 4pm
7am - 4pm
9am - 4pm
8am - 4pm)

10,800+ Instagram followers



Fruit & Vegetables	15
Meat and Fish	10
Specialty food and Groceries	17
Food and Beverage	32
Fresh Flowers and Nursery	8
General Merchandise	110







Dandenong Market first opened in 1866. Serving the community for more than 155 years

57% of customers are female 43% are male

Shoppers spend an average of \$86 per visit



67% of customers visit weekly



57% of customers live within 10km of the Market. 87% live within 20km

9,100+ newsletter subscribers

## **TARGET AUDIENCE**



#### PRIMARY

Women aged 25+ living within 30km radius of Dandenong Market and are the person primarily responsible for the household shopping. She supports her local community and loves to cook. She will try new foods, enjoys international cuisine and is interested in other cultures.

#### SECONDARY



Gen Y women aged 26-40 aspiring for the "insta-perfect" lifestyle. She's young, affluent, with or without children, enjoys eating healthy food, enjoys entertaining friends and has disposable income to buy flowers, imported cheese and salmon as part of her weekly shop.



#### TERTIARY

Gen Z predominantly women aged 18-25 looking for new experiences and loves being the first in her circle of friends to find events. She may or may not live at home. She experiments with new recipes, love street food, prefers organic, healthy eating.



# **FROM OUR TRADERS**



<mark>melina</mark> Melina's Bakery and Larder 5th generation baker

When I was looking to expand my business, I chose Dandenong Market for my second shop and I'm about to open my third.

It was a really good opportunity and I have nothing but praise for the Market.

I will always be thankful for the opportunity.



#### sam

Peanut Market 2nd generation market trader

My parents started our business at Dandenong Market in 1974.

Now my kids work in the business and we have three successful shops at the Market.

I am so appreciative of the long standing and fortunate position we have had with the Market.



alem

Abyssinia Coffeeland Micro business owner

When I decided to convert my business from a home based business to a bricks and mortar outlet, I chose Dandenong Market.

It was the best decision I've made.

The Market team supported me as I established my business and I am so happy to be able to be able to give back to the local community.



## **CML OPPORTUNITIES**



#### **PROMOTIONAL STALL**

Product launches, tastings and demonstrations Point of sale merchandising, brand exposure Access to Dandenong Market marketing streams and database Minimal cash outlay \$250 per day

#### POP UP TRADER

Market cart or pop up suitable for smaller products with seasonal or batch production Opportunity to test the market on a short- term commitment and minimal cash outlay Flexible trading terms No upfront capital required 1-2 days per week \$250.00 - \$300.00 per day

#### **ROAMING PROMOTION**

Suitable for any advertising, flyer distribution, roaming activity \$200.00 per hour Minimum 2 hours per day Maximum 4 hours per day

#### **BANNER ADVERTISING**

Suitable for local advertising, event advertising, general information, etc. Maximum Banner Height 1.75m \$300.00 per day (minimum 2 days)









# **Area Usage**

## BAZAAR

Sale of goods or merchandise

## MARKET SQUARE

Ready to eat food Pre-packaged food Promotional activities

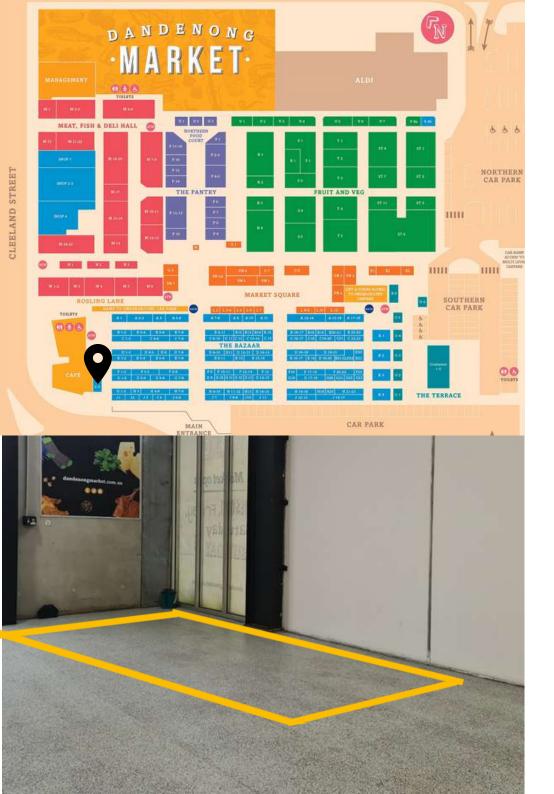
## **MEAT FISH & DELI**

Promotional activities

# **PRICE LIST**

Site	Location ID	Size	Charg	ge (ex GST)
		BAZAAR		
CML 1	POPGM01	5 x 3	\$	250.00
CML 2	POPGM02	4 x 3	\$	200.00
CML 3	POPGM03	15 sqm	\$	300.00
	MARKET SQUARE			
CML 4	POPMSQ01	3 x 3	\$	250.00
CML 5	POPMSQ02	850w x 2300L	\$	250.00
CML 6	POPMSQ03	3 x 3	\$	250.00
CML 8	POPMSQ05	2 x 3	\$	250.00
TERRACE				
CML 10	POPTCE01	2 X CAR SPACE	\$	300.00

Site	Location ID	Charge (ex GST)
	OTHEF	2
	ROAMING PROI	MOTIONS
CML 14	ROAM001	\$200.00 per hour, minimum 2 hrs
CML 15	ROAM002	\$200.00 per hour, minimum 2 hrs
CML 16	ROAM003	\$200.00 per hour, minimum 2 hrs
BANNER ADVERTISING		
CML 18	ADVERT001	\$300.00 per hour, minimum 2 days
CML 19	ADVERT002	\$300.00 per hour, minimum 2 days
CML 20	ADVERT003	\$300.00 per hour, minimum 2 days





CML 1 THE BAZAAR

Location ID	POPGM01
Size	5m x 3m
Power	Yes
Rate	\$250 (plus GST) per day
Minimum	1 - 3 day trading week

## Available immediately for casual pop up





CML 2 THE BAZAAR

Location ID	POPGM02
Size	4m x 3m
Power	Yes
Rate	\$200 (plus GST) per day
Minimum	1 - 3 day trading week

## Available immediately for casual pop up



# **Existing availability** CML 3 **THE BAZAAR** Location ID POPGM03 Size 15 sqm (approx) Power Yes

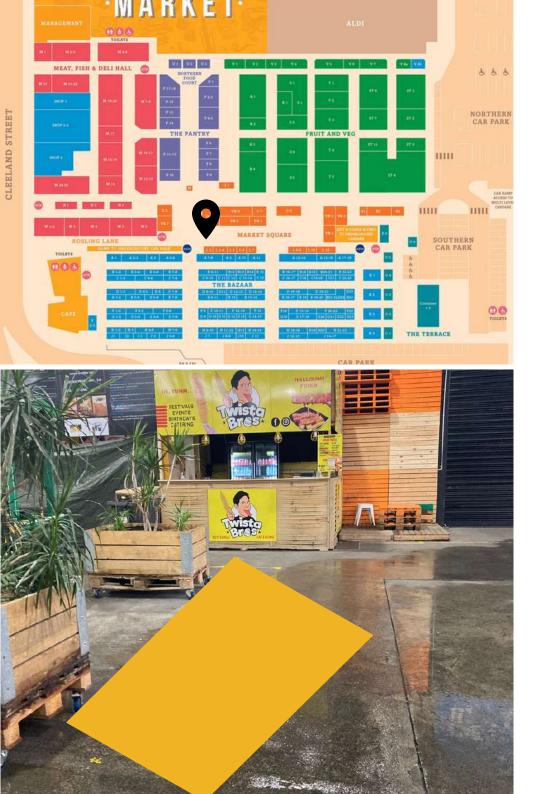
#### Available immediately for casual pop up

Rate

Minimum

\$300 (plus GST) per day

1 - 3 day trading week





MARKET	SQUARE

Location ID	POPMSQ01
Size	3 x 3 sqm (approx)
Power	Yes
Rate	\$250 (plus GST) per day
Minimum	1 - 3 day trading week

Available immediately for promotional stall; casual pop up or short term casual \*





## **MARKET SQUARE**

Location ID	POPMSQ02
Size	850w x 2300l
Power	Yes
Rate	\$250 (plus GST) per day
Minimum	1 - 3 day trading week

## Available immediately for casual pop up cart

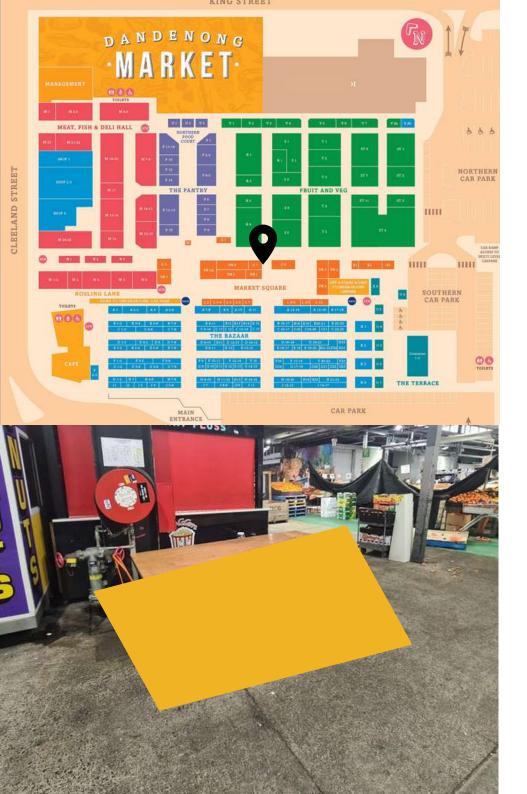




## **MARKET SQUARE**

Location ID	POPMSQ03
Size	3 x 3 sqm (approx)
Power	Yes
Rate	\$250 (plus GST) per day
Minimum	1 - 3 day trading week

Available immediately for promotional stall or casual pop up

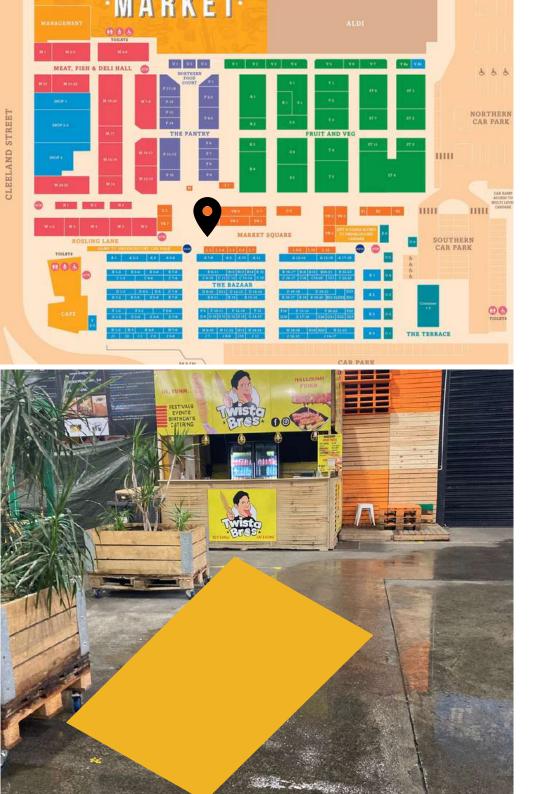




## CML 8 MARKET SQUARE

Location ID	POPMSQ05
Size	2 x 3 sqm (approx)
Power	Yes
Rate	\$250 (plus GST) per day
Minimum	1 - 3 day trading week

## Available immediately for casual pop up



## \*Short Term Casual



CML 4 MARKET SQUARE

Location ID	POPMSQ01
Size	3 x 3 sqm (approx)
Power	Yes
Rate	\$250 (plus GST) per day
Minimum	2 weeks 4 days per week

\* This specific location is also available as a short term casual pop up. Please contact Moni at via email at mcullin@dandenongmarket.com.au with enquiries



- ➔ The Bazaar
- Market Square
- The Kitchen
- Southern Food Court
  Northern Food Court

## **OTHER OPPORTUNITIES**



#### **SUPPLY A MARKET BUSINESS**

Introduction to existing traders that are a good fit for your product. \*price on application\*



#### **FESTIVAL STALLS**

Suitable for part-time, seasonal businesses or cultural and community groups Book a stall at one of our many festivals or create your own community celebration \*Price on Application\*



# You're just one step away!



**Please contact:** 

## Moni Cullin Retail and Casual Leasing Executive



Landline: 03 9701 3850



Email: mcullin@dandenongmarket.com.au