

DANDENONG  
MARKET.

*Fresh & Vibrant Since 1866*

Welcome

**DANDENONG MARKET**

**CASUAL LEASING  
OPPORTUNITIES**

**DANDENONGMARKET.COM.AU**  
**CORNER OF CLEELAND AND CLOW STREET**

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# 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

# DANDENONG TRADE AREA



35km

Southeast of Melbourne's CBD in a major growth corridor



12,211

Number of people working in Dandenong



1.9M +

Number of people living in Dandenong



# KEY STATISTICS



79,200+ Facebook followers



10,800+ Instagram followers



9,100+ newsletter subscribers

## Centre Information

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

## Core Trading Hours

Tuesday	7am - 4pm
Friday	7am - 4pm
Saturday	7am - 4pm
Sunday	9am - 4pm
(Bazaar Trading	8am - 4pm)

## Market Traders

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

# 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



melina

Melina's Bakery  
and Larder  
5th generation baker

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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

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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

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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	Charge (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)
OTHER		
ROAMING PROMOTIONS		
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



# Existing availability



## 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**



## Existing availability



## 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
Rate	\$300 (plus GST) per day
Minimum	1 - 3 day trading week

**Available immediately for casual pop up**



# Existing availability



## CML 4 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 \***



# Existing availability



## CML 5 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**



# Existing availability



## CML 6 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**





# Existing availability



## 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](mailto:mcullin@dandenongmarket.com.au) with enquiries





## 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](mailto:mcullin@dandenongmarket.com.au)