

DANDENONG
MARKET.

Fresh & Vibrant Since 1866

Welcome

DANDENONG MARKET

**TRADER VACANCY
OPPORTUNITIES**

DANDENONGMARKET.COM.AU
CORNER OF CLEELAND AND CLOW STREET

DANDENONG
MARKET.

Fresh & Vibrant Since 1866

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 over 5 million visitors a 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.

Our 8.5 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



Over 5 million visitors per year



200 strong community of
like minded businesses



Access to 100k + loyal customers
across social media platforms



Access to Dandenong Market's
marketing newsletter database of 16k +



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

DANDENONG TRADE AREA



Southeast of Melbourne's CBD in a major growth corridor



Number of people working in Dandenong

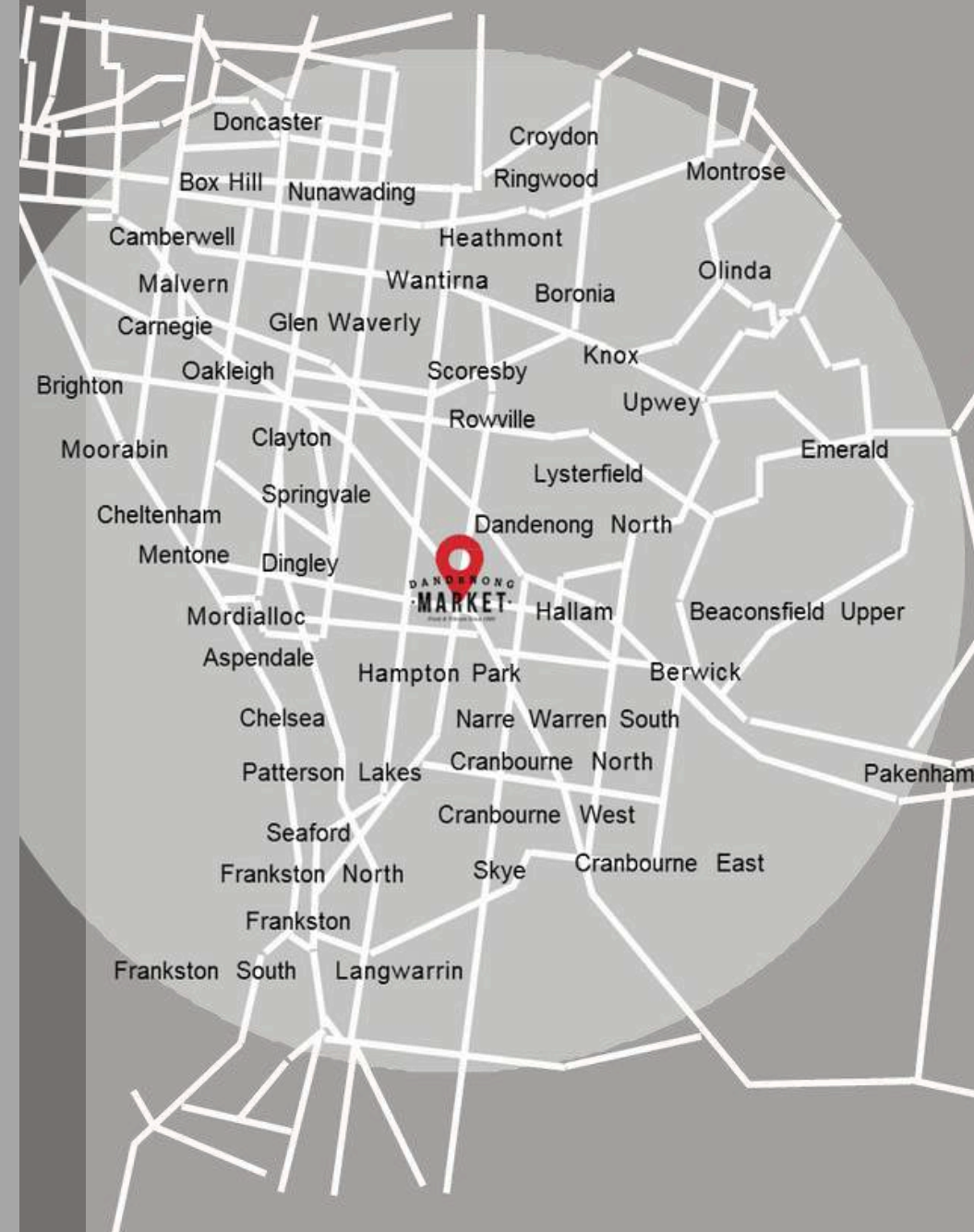


Number of people living in Dandenong

35km

73,965

158,205



KEY STATISTICS



85k + Facebook followers

Centre Information

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



Dandenong Market first opened in 1866.



49% of customers are female
51% are male



16k + Instagram followers

Core Trading Hours

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



Shoppers spend an average of \$101 per visit



16k + Newsletter subscribers

Market Traders

- Fruit & Vegetables
- Meat and Fish
- Specialty food and Groceries
- Cafes and takeaway food
- Fresh Flowers and Nursery
- General Merchandise



72% of customers are regular shoppers



38% of customers live within 10km of the Market. 83% live within 30km

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

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
1-2 days per week



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
1/3/6 month casual leasing options



ROAMING PROMOTION

Suitable for any advertising, flyer distribution, roaming activity
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



Area Usage

BAZAAR

Sale of goods or merchandise

MARKET SQUARE

Ready to eat food

Pre-packaged food

Promotional activities

PRICE LIST

Site	Location ID	Size	Charge (ex GST)
BAZAAR			
CML 3	POPGM03	15 sqm	\$ 300.00
MARKET SQUARE			
CML 4	POPMSQ01	3 x 3	\$ 250.00
CML 5	POPMSQ02	850w x 2300L	\$ 200.00
CML 6	POPMSQ03	3 x 3	\$ 250.00
CML 7	POPMSQ04	2 x 3	\$ 250.00
CML 8	POPMSQ05	2 x 3	\$ 200.00
TERRACE (DURING EVENTS)			
CML 9	POPTCE01	3 x 3 MARQUEE	\$ 200.00
CML 10	POPTCE01	TRAILER < 4M	\$ 300.00
CML 11	POPTCE01	TRUCK/VAN > 4M	\$ 400.00

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



Casual Vacancy



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





Casual Vacancy



CML 4 MARKET SQUARE

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

This location is available as a short term casual pop up.





Casual Vacancy



CML 5 MARKET SQUARE

Location ID	POPMSQ02
Size	850w x 2300l
Power	Yes
Rate	\$200 (plus GST) per day
Minimum	1 - 3 day trading week

Available immediately for casual pop up cart



Casual Vacancy

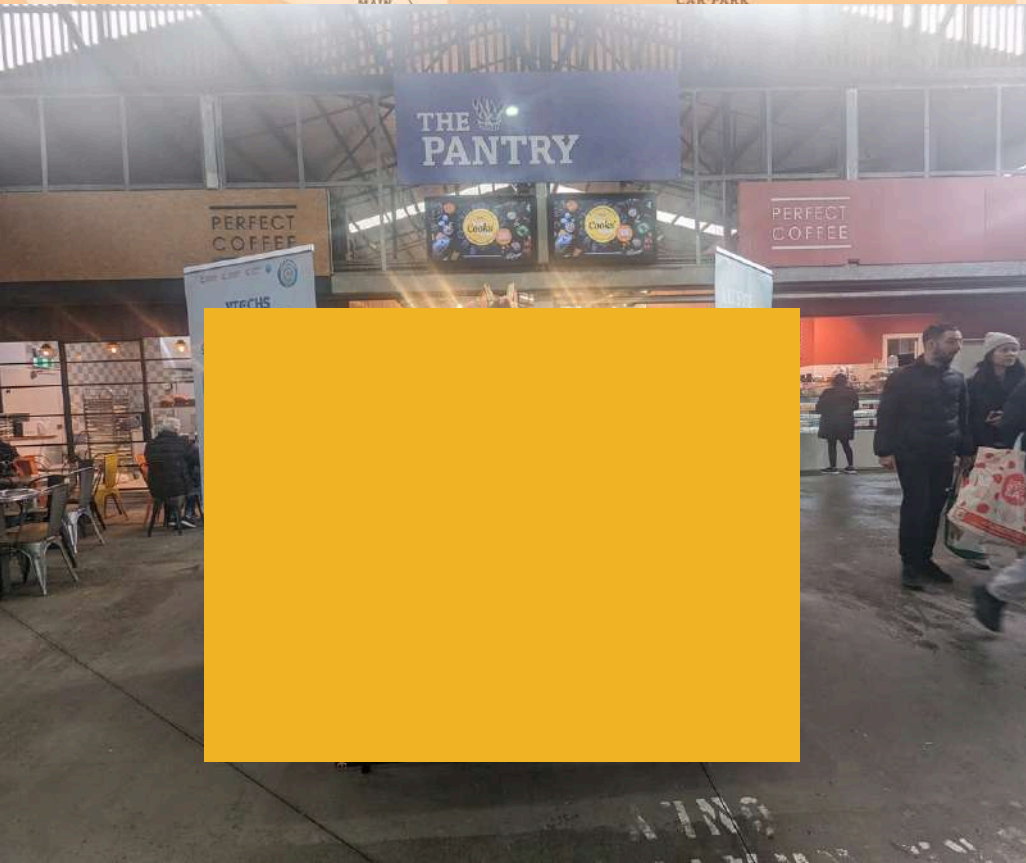


CML 6 MARKET SQUARE

Location ID	POPMSQ03
Size	3 x 3 sqm (approx)
Power	Yes 2 x 15amp (max)
Rate	\$250 (plus GST) per day
Minimum	1 week
Maximum	3 months

This location is available as a short term casual pop up.





Casual Vacancy



CML 7 MARKET SQUARE

Location ID	POPMSQ04
Size	2 x 3 sqm (approx)
Power	No
Rate	\$250 (plus GST) per day
Minimum	1 - 4 days

Available immediately for promotional pop up



Casual Vacancy



CML 8 MARKET SQUARE

Location ID	POPMSQ05
Size	2 x 3 sqm (approx)
Power	Yes
Rate	\$200 (plus GST) per day
Minimum	1 - 3 day trading week

Available immediately for casual pop up



*Long-term Lease



SHOP W01 & W02 MEAT FISH & DELI HALL

Suitable for food tenancy

70.4 square metres

All greasy waste, electrical, water and power

connections available

Potential for longer trading hours beyond than

regular market hours

* This location is available immediately for long term lease.





*Long-term Lease



SHOP P07 PANTRY HALL

Suitable for pantry or dry goods

29 square metres

All greasy waste, electrical, water and power connections available

4 day trading week



* This location is available for long term lease.



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:

For long term lease enquiries

**Joyanna Barlow
Retail Leasing Manager**



Mobile: 0488 055 353



Email: jbarlow@dandenongmarket.com.au

For casual & pop up enquiries

**Moni Cullin
Retail and Casual Leasing Executive**



Landline: 03 9701 3850



Email: mcullin@dandenongmarket.com.au