

DANDENONG  
MARKET.

*Fresh & Vibrant Since 1866*

Welcome

Dandenong market  
MELBOURNE'S BEST  
KEPT SECRET

[dandenongmarket.com.au](http://dandenongmarket.com.au)  
CORNER OF CLEELAND AND CLOW STREET

DANDENONG  
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*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 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.



## Key statistics



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

# Key statistics

## Centre information

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

## Core trading hours

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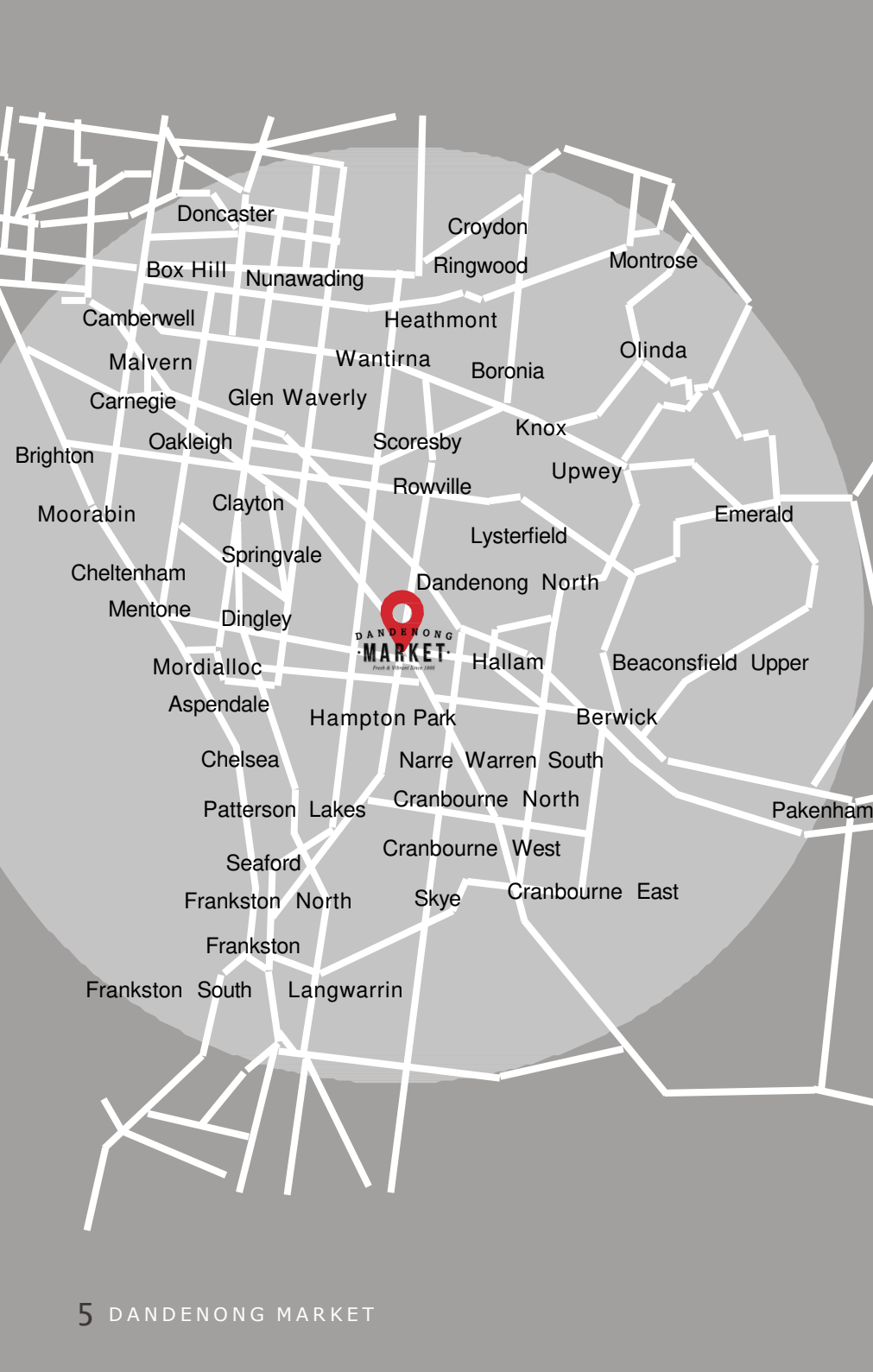
Tuesday	7am-4pm
Friday	7am-4pm
Saturday	7am-4pm
Sunday	9am-4pm

## Market traders

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Fruit and vegetables	15
Meat and fish	10
Specialty food and groceries	17
Food and beverage	32
Fresh flowers and nursery	8
Other	110





# Dandenong trade area

35km



Southeast of Melbourne's CBD  
in a major growth corridor

12,211



Number of people working in  
Dandenong

29,906



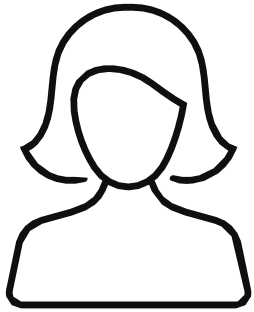
Number of people living in  
Dandenong

2016 ABS Census.

# Target audience

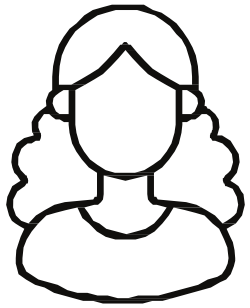
## PRIMARY

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.



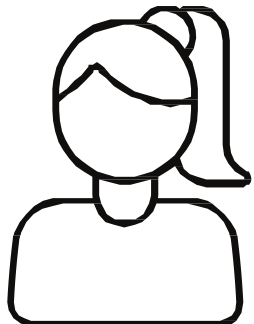
## SECONDARY

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.



# 5

## REASONS TO TRADE AT DANDENONG MARKET

*Dandenong Market  
Melbourne's best kept secret*

### Key benefits



5.6 million visitors in 2019



200 strong community of like minded businesses



Access to 90,000 loyal customers across social media platforms



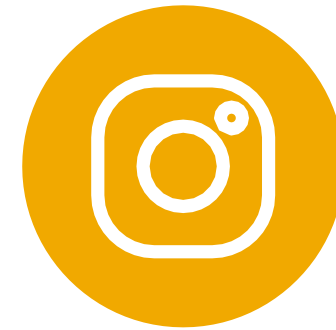
Access to Dandenong Market's marketing expertise



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



89k Facebook followers



20k Instagram followers



17k newsletter subscribers





# Trading opportunities

## bazaar stall

Suitable for importer or designer  
looking for a permanent retail outlet

Opportunity to test the market on a short-term  
commitment and minimal cash outlay

Flexible trading terms

No upfront capital required

Flexible days



## casual stall

Market cart suitable for smaller  
producers 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

Flexible days



## pop up trader

Market cart suitable for smaller  
producer 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

4 days per week

Price on application



# Trading opportunities



## permanent stall

Suitable for grower, reseller or cooperative looking for a permanent location

Low start up costs  
minimal up front capital  
Flexible sizing  
Short and long term opportunities  
4 days per week

Price on application



## permanent shop

Suitable for food manufacturer, hospitality or value add food retailer looking for a permanent outlet

Opportunity to test the market on a short-term commitment and minimal cash outlay  
Flexible trading terms  
No upfront capital required  
4-7 days per week

Price on application





## Other opportunities



### promotional stall

Product launches, tastings and demonstrations

- Point of sale merchandising, brand exposure
- Access to Dandenong Market marketing streams and database
- Use of kitchen cart and tasting tables for demonstrations
- Minimal cash outlay



### supply a market business

Introduction to existing traders that are a good fit for your product

- Point of sale merchandising, brand exposure, product
- Access to Dandenong Market marketing streams and database
- Use of kitchen cart and tasting tables for demonstrations
- No cash outlay required



### 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

# 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.



# Existing availability



Shop P07  
The Pantry

Suitable for specialty food and Pantry Items

29 square metres Electrical power from switchboard  
Water and sewer connected 4 day trading week

Available immediately for long term lease





# Existing availability



Shop W01/02

Meat, Fish & Deli

Suitable for a sit down food dining option

70.4 square metres Electrical power from switchboard

Water and sewer connected 4 day trading week

Available immediately for long term lease





# Existing availability



Shop Y01

Cnr Cleeland / Clow Street

Suitable for sit down food dining option

201.0 square meters

7x day trading option

Available immediately for long term lease





You're just one step away!



Joyanna Barlow

Retail Leasing Manager



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