



DAIRY HALL PROSPECTUS

Submit an Expression of Interest
to be part of Melbourne's iconic
Queen Victoria Market

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THE QUEEN VICTORIA MARKET

The Seasonal Counter - Dairy Hall

Queen Victoria Market is seeking Expressions of Interest from quality-led food operators to take part in **The Seasonal Counter**, a rotating three-month opportunity in Dairy Hall.

The Seasonal Counter is designed to bring fresh seasonal concepts to the Market, give customers something new to discover, and provide a platform for distinctive operators whose offer complements the existing Dairy Hall mix.

This is not a standard long-term tenancy opportunity. It is a curated short-term residency intended to showcase seasonal products, emerging food concepts and specialty operators in a way that adds interest, supports the Dairy Hall experience and aligns with the Market's broader seasonality program.

The successful operator will bring a clear point of difference, strong product quality and a concept suited to a small-footprint environment. Offers should feel considered, well presented and complementary to the surrounding Dairy Hall traders.



THE OPPORTUNITY

A highly visible Dairy Hall counter space offering:

- approximately 15.5 sqm of retail space with an existing fit-out suitable for light food handling
- strong internal sightlines and customer flow within Dairy Hall
- a three-month residency under **The Seasonal Counter** program
- an opportunity to trial a seasonal concept within one of Melbourne's most recognised market precincts
- a curated environment focused on quality, presentation and alignment with the Dairy Hall offer

Concepts should be suited to a small format and low-impact operation. Offers must complement existing traders and should not rely on high-volume cooking or complex back-of-house preparation.

The Market is seeking operators who can deliver a seasonal, distinctive and customer-ready offer that adds freshness and energy to Dairy Hall.



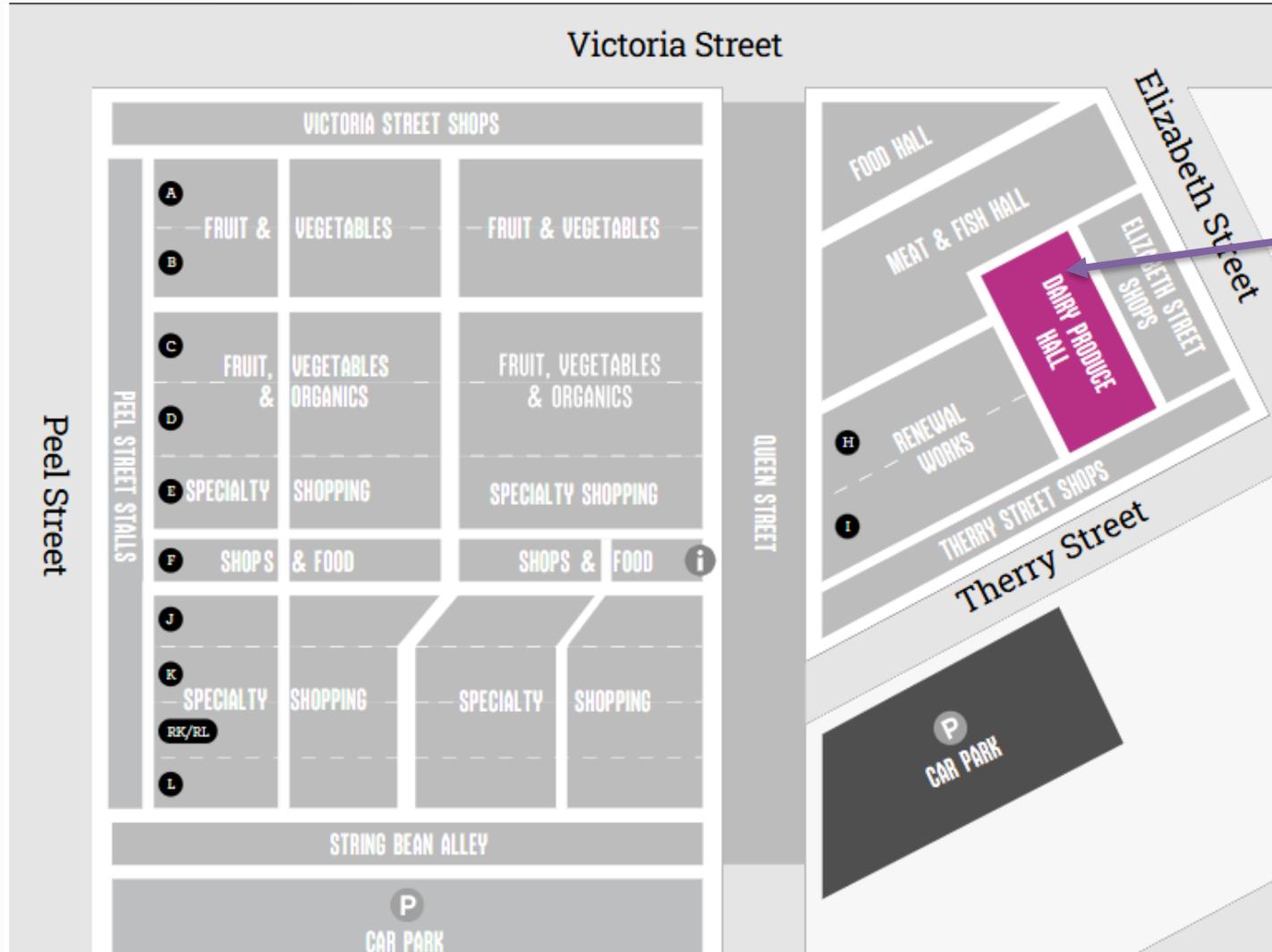
DAIRY HALL TENANCY

Details :

- Category: –
- Shop location: Dairy Hall In-between Market Lane Coffee and M&G Caiafa
- Trading hours: five days :
 - Tuesday 6am – 3pm
 - Thursday 6am – 3pm
 - Friday 6am – 3pm
 - Saturday 6am – 4pm
 - Sunday 9am – 4pm
- Size: approx. **15.5 m2** internal stall space.
- Services available:
 - Air conditioning
 - Electrical distribution board (single phase or 3 phase)
 - Separate utility metre Water & Electrical
 - Tiled walls
 - Water supply
 - Waste.
- Term: by negotiation
- Proposed Form of Agreement: Lease/Licence
- Permitted Use: By negotiation with Queen Victoria Market Management
- Fixtures and Fittings: Must be of high display standard as per Market requirements & Heritage Victoria Approval
- Rental : **Approx \$43,000 + GST pr annum**
- Estimated outgoings: **\$2500 Inc. GST**
- Public Liability insurance policy required for at least \$20m.



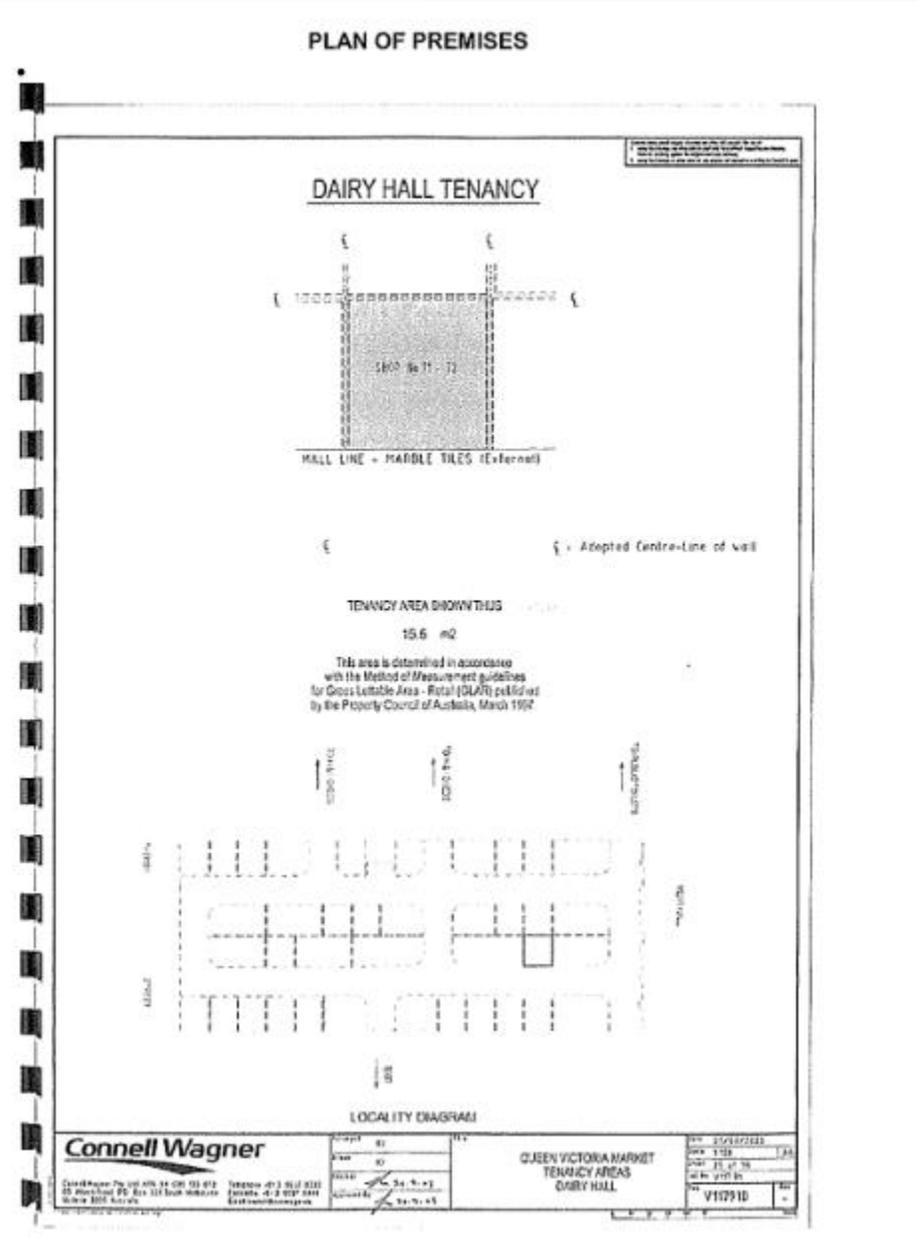
SHOP LOCATION



Dairy Hall
Lower Market Precinct
High traffic crossroads
Opposite Elizabeth St



FLOORPLAN



GET IN TOUCH



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