

SHOPPING

Melbourne city centre has a blend of historic and ultra-modern shopping arcades and shopping malls. The best of Melbourne's shopping styles are located within a few city blocks of each other.

The [Emporium Melbourne](#) is located in Lonsdale Street with access to David Jones and Myer, the major department stores which front onto the busy Bourke St Mall. There are the lane ways of Flinders Lane and Little Collins St which are full of boutiques and the "Paris End" of Collins Street for the international fashion brands.

Chadstone Shopping Centre, known as The Fashion Capital, is the largest shopping centre in Australia located in the south-eastern suburb of Chadstone. There are buses from the Central Business District of Melbourne that transport customers free of charge to this enormous shopping centre. There is a luxury hotel situated within the shopping centre as well as fine dining restaurants. People travel in from all over Australia for a few days of shopping in Melbourne and Chadstone.

The larger shopping centres in general have a variety of stores including general food items, specialty foods, food courts, cafes, pharmaceutical items, cosmetics, fashion, footwear, electronic equipment and household items. In some centers there are also cinemas & restaurants. Other well known suburban centres are The Glen in Glen Waverley (which is also managed by the same company as Chadstone Shopping Centre), Westfield Doncaster and Westfield Southland (located in Cheltenham). All offer a similar wide range of shopping.

Direct Factory Outlet Stores or [DFO](#) stores are becoming increasingly popular. These large DFO centres are located in Essendon, South Wharf, Moorabbin and Bundoora.

Melbourne is famous for its village style shopping in all well-established suburbs which reflects a community feel of each suburb. There is an array of bakeries, food shops, cafes, restaurants, banks, boutiques, retail shopping and pubs which are very popular in the local areas.

FOOD & GROCERY SHOPPING

Melburnians like to shop at local food markets, notably Queen Victoria Market, City Centre, South Melbourne Market, South Melbourne, Prahran Market, South Yarra.

There are also Farmers' markets located throughout Melbourne on Saturdays usually on Sports Ovals or Parks. These markets offer strictly controlled organic grown produce and artisan specialty products.

There are also many specialty grocery "boutique" style grocery stores that provide quality local and overseas produce, wine and plants. These tend to be located in the more expensive suburbs. "The Leaf Store" and "Gum Tree Good Food" stores are examples of these quality stores.

As well, there are Asian, Indian, Japanese, Korean, African produce grocery stores catering for the many cultures in Melbourne.



Woolworths (Woolies), Coles, Aldi and IGA are the main supermarkets in Victoria supplying groceries, meat, fruit & vegetables. They also stock a variety of items and some have separate beer wine and liquor outlets attached or close by. Re-usable bags and chiller bags may be purchased at the checkout, shopping bags are no longer provided free of charge. Online purchasing and home delivery is available from most supermarkets for a small fee.

There are some reward schemes available through which 'loyalty' points on everyday spending can be earned and loyalty card holders can also receive discounts on future purchases, the main grocery loyalty cards are:

- [Everyday Rewards](#)
- [Flybuys](#)

A Goods and Services Tax (GST) of 10 percent applies to most goods and services. It is included in the ticket price of goods and in restaurant menus, although many groceries are exempt. GST does not apply to most basic foods such as bread, milk, fruit, vegetables and meat.

