



HARBOUR TOWN
PREMIUM OUTLETS

CASUAL LEASING GUIDELINES

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Introduction

We are Australia's first and largest Outlet Shopping Centre and the Centre of choice for sought-after global brands making their Gold Coast Outlet debut. We are 52,000m² of Outlet footprint on solid ground. We are now home to a delicious dining destination. The newly renovated and extended Harbour Town Eats is now open with all your long-time favourite foodies as well as new restaurants Crafty's Sports Bar, 8 Street, Zeus Street Greek, and Sanctum, plus a new social space.

We are always on the look-out for like-minded brands to join our winning campaign.

We're committed to growth and offering our unique Outlet point-of-difference that makes us a thriving tourist hot-spot and a friendly favourite for locals.

Our casual leasing opportunities provide high exposure to international and domestic visitors, day-trippers and locals in a buying frame of mind. It's the smart, cost-effective way to sell, sample, launch or trial products and increase brand awareness.

Unbeatable rates and the right kind of traffic.....it's the perfect time to move in!

Snapshot

Harbour Town currently has 7 casual leasing sites available.

Bookings are available for a single day, multiple days, weekly or monthly.

All sites are powered and include the free hire of a mall cart.

Keys to a successful casual lease include:

- Creative displays
- Quality product
- Value driven price points
- High level customer service
- Staff presentation

Please note Harbour Town is not able to accept bookings for clothing or food (except for select pre-packaged food items).

All other products will be considered but are subject to approval. With over 240 retail stores in Centre we are focused on showcasing casual leasing clients that can offer a point of difference to our current retail mix.

Booking Requirements

All prospective clients are required to complete a booking application which is available for download via our website.

When submitting your application, you will be required to provide a copy of your Public Liability which **MUST** include the following information:

- Minimum \$20 million coverage.
- Certificate in the same name as the business on your application.
- The location/situation must be specified as either Harbour Town Shopping Centre, Anywhere in Australia or Worldwide.

Failure to provide the correct PL cover will result in your booking application being declined.

Once approved you will be issued a Licence Agreement which outlines all the details of your booking. The Licence Agreement must be signed and returned to confirm a booking.

Invoicing and Payments

Once your signed paperwork is returned to Centre Management you will be issued an invoice for your booking. All invoices must be paid in full at least one week prior to the start of your booking.

A copy of your remittance is to be sent through as proof of payment.

No client will be permitted to set up for trade without receipt of payment.

Payment is to be made by direct deposit – no credit card facilities are available.

Centre Trading Hours

You must be open at all times during designated trading hours of the Centre, which are as follows:

- | | |
|-----------------------------|----------------|
| a. Monday - Wednesday | 9:00am-5:30pm |
| b. Thursday | 9:00am-7:00pm |
| c. Friday - Saturday | 9:00am-5:30pm |
| d. Sunday & Public Holidays | 10:00am-5:00pm |

Failure to operate during the centres core trading hours will result in the issuing of a breach notice. Repeated breach notices will result in the termination of your licence agreement.

Bump In & Out

Bump in and out must be done outside of the Centres core trading hours (refer to above). Stock deliveries can be received via the loading bays located around the perimeter of the Centre (short term unloading only – maximum 15 minutes). Clients should bring their own trolleys for transporting stock and are not permitted to use Woolworth's trolleys.

Security

Harbour Town has security on site 24 hours. While trading in the centre, should you have any security related issues you can contact security directly for assistance.

Staff Parking

Staff are permitted to park around the outskirts of the car park in the west, north and south car parks (furthest away from the centre) – as per the map below. It is important that the parks closest to the centre remain available for customers.



Short Term Shop Lease

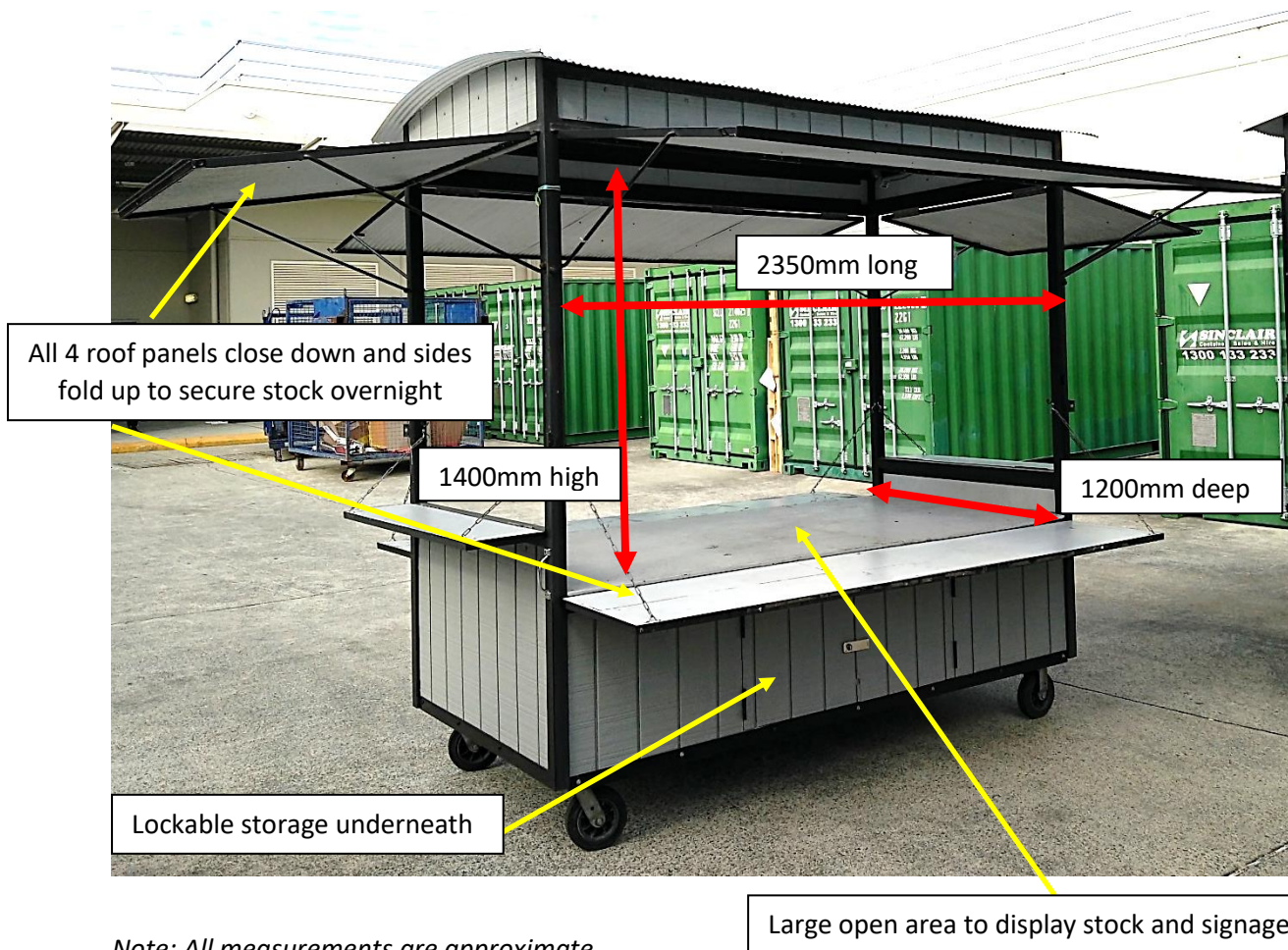
From time to time vacant shops will become available that can be leased on a casual month to month basis. Shops vary in size and rent and all bookings exclude electricity which is charged separately based on usage.

There are no shops currently available for casual leasing. To be added to our wait list please complete a Leasing Application Form which is available for download via the leasing enquiries section on our website <http://harbourtowngoldcoast.com.au/centre-info/leasing-enquiries>

For permanent leasing enquiries please contact our Leasing Manager Karen Buric. Karen is based out of Melbourne and can be contacted on 0409 066 676 or email Karen.buric@lendlease.com

Mall Carts

- Mall carts are provided free of charge with every booking.
- Clients are to provide their own padlocks to secure the mall cart – 6 required in total.
- The upper section of the mall cart opens up for retail display and there is storage in the cupboards underneath.
- Please note stock cannot be hung from the mall cart awning/roof or displayed on the floor surrounding the cart.



Note: All measurements are approximate.

Outlet Pricing

Harbour Town is an outlet centre so customers have an expectation that products sold will be at outlet prices. Therefore it is strongly recommend that you take this into consideration with your pricing strategy. You are competing with name brands at up to 70% off every day so it is recommended that your product range contains a portion of stock that is marked down as sale or clearance lines to entice customers.

Staff Guidelines

Staff presentation is a reflection of your business and the Centre.

All staff must be presented in a neat and tidy manner and present a professional attitude at all times including the following conditions:

- Enclosed footwear must be worn at all times (no thongs) and clothing should be appropriate for a retail sales assist – e.g. no beach wear, no uggs, no short cut off shorts etc.
- If your staff do not have a set uniform it is recommended that some guidelines be provided to staff on what is acceptable work wear.
- Where possible staff should wear name badges.
- Your kiosk must be open, set up and ready to trade from 9am every day (10am on Sundays). You will need to roster staff to commence prior to 9am so they have time to retrieve stock and set up by 9am.
- Your kiosk must remain open and trading until the close of business each day.
- Shaking of donation tins (charities) or noise makers and jumping around is not permitted.
- Maximum of two staff permitted to work at the kiosk at any one time.
- Staff must stay within arm's length of the kiosk at all times.
- Government regulations on smoking mean that Harbour Town is a smoke free Centre. Staff are not permitted to smoke anywhere inside the Centre.

Visual Merchandising Guidelines

One of the most important elements of a good casual lease is presentation. There are a number of compulsory VM requirements for trading at Harbour Town including:

- Maximum 1.4m height from ground to avoid blocking sight lines.
- Nothing is to be hung from the mall cart unless approved by Centre Management.
- No stock or equipment is permitted to be displayed on the floor.
- No hand written signage including chalk board signage.
- Trading name must be clearly displayed.
- Test and Tag all electrical leads.
- Ensure no leads are laid across the floor or if required cover with a cord cover.
- No open flames are permitted including the burning of candles and incense.

Other points to consider include:

1. Don't overstock your display – less is more if it means the customer has better access to the products!
2. Leave a lot of space around - the most common mistake is trying to show too much at the same time.
3. Props should be simple in shape, preferably something that provides a large mass of colour or texture, such as blocks, covered boxes or risers.
4. An odd number of elements is always more attractive to the eye than an even number. That's because an asymmetrical arrangement is slightly off balance and keeps the eye moving around to look at each frame.
5. Pyramid method - Place one element at the top of the display which is clear and focussed. Below that, in the form of a pyramid, place other elements which provide choice.

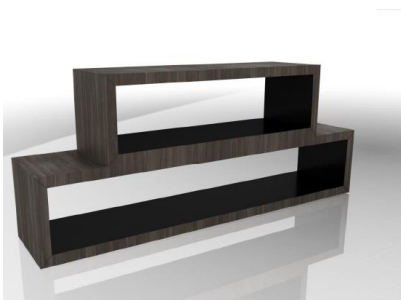


Mall Carts have a flat level interior.

To add dimension to your display and maximize the available space you should consider added risers or shelving.

Clear or neutral colour risers will allow the product to remain the focus.

Group product by type or by colour for maximum impact.



Signage

Signage can be used to provide information about products, show pricing, promote business name and brand positioning etc. Signage requirements for Harbour Town include:

- No handwritten signage is permitted including handwritten chalkboard signage.
- Do not stick signage all over the mall cart/kiosk, it should be neatly displayed in signage holders.
- Your business name must be displayed on the mall cart/kiosk.

Examples of custom signage holders



Suppliers

Need some help?

The following businesses provide products and services that may be able to assist you.

Signage Printing

Signage printing including posters, decals and banners

Gold Coast Signworx

Contact: Nathan

info@gcsignworx.com.au

0418 763 551

Electrical Lead Test & Tag

Ian Want Electrical

0418 727 384

CUSTOMER ENGAGEMENT POLICY

The following guidelines are for all casual leasing clients at Harbour Town Shopping Centre and are designed to ensure best practice in regard to both behaviour and presentation.

Please ensure a copy of these guidelines is issued to all staff before commencing work at the Centre.

- A maximum of two staff permitted at the stand at one time.
- Staff must remain within an arm's length of the stand at all times.
- Staff are not permitted to call out or whistle at customers.
- Shaking of donation tins (charities) or noise makers and jumping around is not permitted.
- All signage must be professionally printed.
- For service-based business you are permitted to use box tables for your set up. Pull up banners are subject to approval and must be double sided or have two banners placed back to back. Maximum of two banners permitted at a time. All signage must be securely weighted.
- No "A" Frame signs permitted.
- You are permitted to engage with customers who make eye contact with you or approach the stand with interest only. Please note that even when a customer engages with you, they may not have the time to stay and speak with you and should not be pressured to.
- Customers are not to be followed and if a customer ignores you, declines to engage they should be thanked and left alone to carry on with their shopping.
- Customers should be spoken to respectfully and staff must not make comment on their appearance, behaviour etc or make customers feel uncomfortable.
- Stock and personal items must be stored out of sight from customers.
- No eating at the stand and drinks should be kept out of sight.
- Be conscious of other retailers in the Centre as overly aggressive behaviour can drive away customers from other retailers.
- Staff must dress in a professional manner and where possible wear identification e.g. ID or name badge.
- You must have a COVID-19 safe plan in place including maintaining social distancing.

Contact Us

Download our Site Map/Rate Card, Booking Application, Full Terms and Conditions or make an enquiry via the Harbour Town website:

<http://harbourtowngoldcoast.com.au/centre-info/leasing-enquiries>

**Information provided is correct at the time of print but is subject to change at any time without notice. All bookings are subject to availability and the meeting of selection criteria.*