

BRAND & CASUAL LEASING

Welcome Guide



WELCOME

Thank you for choosing Waverley Gardens Shopping Centre as the platform to place your brand top of mind and convert our visitors into your customers.

This welcome guide has been specifically developed to assist you in achieving the best possible result whilst at the Centre. The guide includes a number of tips, general info and rules, which are to be considered before your booking commencement.

Please don't hesitate to contact me directly, should you have any further questions or concerns.

Kind regards,

Carolyn Hughes
Casual Leasing Manger
0499988712
Carolyn.hughes@ap.jll.com

WHEN & WHERE

SITE LOCATION

Your site location is as per your license agreement. Should you need assistance finding your site, please don't hesitate to contact our 24hr security team. If you have chosen to utilise the Centre's equipment, this will be setup for you before 8am on booking commencement.

GETTING HERE

Waverley Gardens Shopping Centre, Police road & Jacksons road, Mulgrave, VIC 3170

AFTER HOURS ASSISTANCE

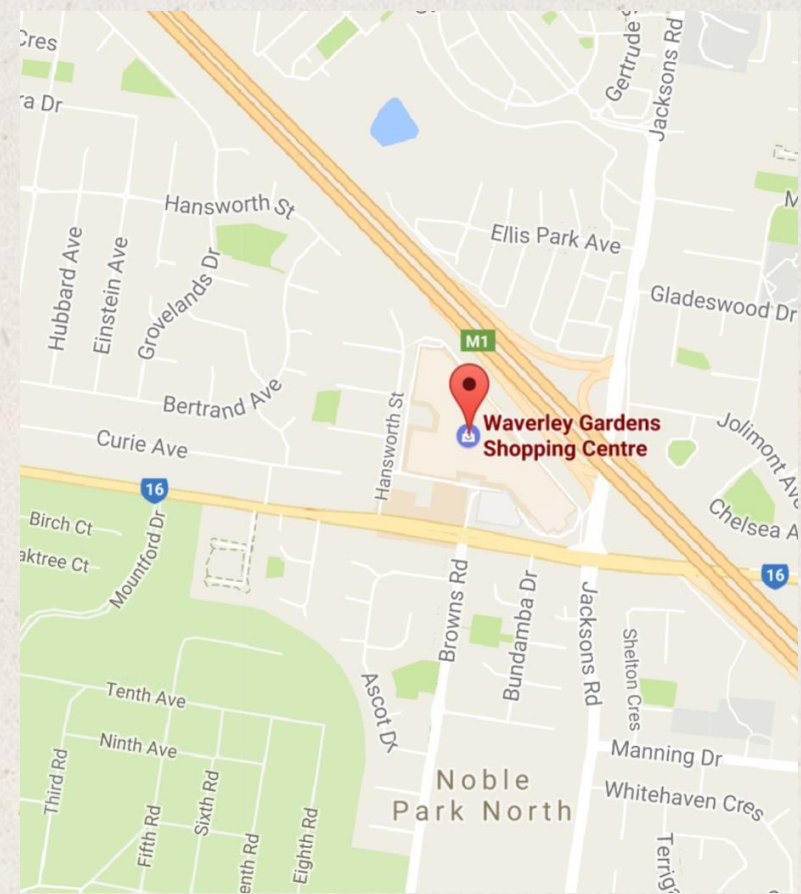
Should you require afterhours assistance, please contact our 24hr security team on 0439 156 918.

TRADING HOURS

As per your agreement all clients are required to trade the minimum hours.

- Monday 9am - 5:30pm
- Tuesday 9am - 5:30pm
- Wednesday 9am - 5:30pm
- Thursday 9am - 9pm
- Friday 9am - 9pm
- Saturday 9am - 5pm
- Sunday 10am - 4pm

Please ensure you are ready to trade by the opening times, as set above. This is to ensure you get the most of your casual trading experience. Closing early is not permitted in this Centre and may result in termination of your booking.



YOUR DISPLAY

We encourage you to think outside the square and display your product in a way that's enticing to customers. However we do have a few display standards you must abide by.

HEIGHT

- Maximum height for a display and pull up banner is 1.4m.
- Heights may vary depending on the location and centre. Please confirm this prior to set up.

KIOSK FOOTPRINT

- Equipment must fit within the "site area" as per the agreement.

POWER

- If you require power, please request in advance together with your booking form.
- Power cords and electrical equipment must be tagged and tested by a licensed electrician. Cable covers must be used where electrical cords are a trip hazard.
- Cords must be covered with runners or covers at all times.

STATUTORY REQUIREMENTS

- The design of the kiosk must comply with all current statutory requirements e.g. Building Code of Australia, Australian Standards and relevant Council Authorities.



YOUR DISPLAY

SIGNAGE

- All signage, including ticketing must be professionally printed & laminated.
- Hand written signage will *not* be accepted.
- Signage must be neatly attached to the fixture - no sticky tape.
- Only one double sided pull-up banner permitted per site.
- Centre Management reserves the right to limit the number signs per site.
- Should you require any assistance with any printed material, the centre representative can assist at a cost.

THE STALL / DISPLAY

- Please ensure all areas are kept neat and tidy, including storage. Personal belongings should not be visible.
- The licensee shall only use the premises for the purpose outlined when booking was made.
- Any rubbish left will be removed at the cost of the licensee.
- Trestle tables are not permitted.

STAFF

- Clients should consider branded shirts, name tags or uniform, to best represent your product. Appropriate footwear is a requirement (ie no thongs).



PRESENTATION STANDARDS

To ensure you make the right impact with our customer's. how your pop up stand looks will make or break your m centre presence.

As you can see by the below images, it is more appealing for you to have correct signage and a neat display

The licensor has the right to terminate any display if it is found to be of poor standard



→
Messy,
unprofessional
signs will not
assist retail sales



PRESENTATION STANDARDS



LESS IS MORE.
Keep your displays simple. Keep them uncluttered.
Leave some space around them.
The most common mistake is trying to show too much at the same time.



CODE OF CONDUCT

PLEASE DO NOT:



- Touch or grab customers.
- Follow customers.
- chase customers



- Thrust samples or brochures at customers.
- Block a customer path.



- Wave samples or brochures in the air



- Yell or try to talk to a customer after they've passed your kiosk.
- Attempt to make the customer turn back to your kiosk.



- Try to gain the customer's attention by using any sort of gesture or commentary.
- Approach the customer.



- Discard boxes, water or other items in mall trash containers.

CODE OF CONDUCT



- Open hand means “NO”



- Keep the sample tray close to your body.
- Allow the customer to take a sample from the tray.



- Always be ready for a sale
- Don't be on your phone



- Always wear your uniform.
- Always look presentable and fresh.
- Keep area well presented
- Smile to the customers
- Be ready to make a sale

IMPORTANT INFORMATION

PAYMENT

- All clients must pay prior to commencement. You will not be permitted to trade if payment is not received in full.
- Payment methods: Direct Deposit and/or Bank Cheque, as per your invoice.
- Please ensure you send a remittance advice to the casual lease executive no later than 4pm Friday before your booking.
- Failure to do so will result in license agreement termination.
- If your license agreement is reoccurring, payments must remain one week in advance at all times.

INSURANCE

- Please note all licensees must have a \$20 million dollar coverage for insurance and certificate of currency must be provided when booking.

CANCELLATION

- If you wish to cancel your booking, written notification must be provided within 7 days of the booking commencement. Failure to do so will not void such agreement and full payment will be required.

VEHICLE DISPLAYS

- All car displays require a mat or drip tray to be placed underneath, and a mat under each wheel. Mall access for vehicles will be granted access in line with centre rules (outside of trading hours).
- A spare key must be left with Centre Management should the vehicle need to be moved.
- Centre Management will not be held responsible for any damage that may occur during your lease.



TIPS FOR SUCCESS

Presentation is key

- Studies show that customers shop at places that are appealing to the eye.
- We are naturally attracted to nice looking things, this includes
- How your shop is presented including signage and merchandise
- How your staff are dressed, presented and body language is important to your business and reputation *'Dress to impress'*
- *You don't get a second chance to make a first impression. Make a great one!*

Less is more

- It is more impactful to have a smaller range of one product vs a lot of stock.
- Customers prefer to choose from a boutique selection then a large range of stock.
- This can be replenished as you sell.
- It is important for the shopper to be able to see all of your product then have to rummage to find.

Connect with the customer

- People like to connect.
- Be engaged and welcoming to your customers.
- If your head is down and you're not engaging this risks the customer going elsewhere.

Go the extra mile

- When a customer approaches your store, smile and greet them.
- By engaging with them you have made it a welcoming shopping environment and they will be more inclined to stay look and buy.
- If you are on your phone or ignoring your customer you may just miss out.

Make it easy for a sale to be made

- To make it easy for the shopper this includes:
- The stock is easy to see find and is labelled
- The pricing is clear and not hand written
- It is clear what your business is about and your brand is obvious
- Your easy to deal with and it's a good experience to shop with you - you have given good service and made them feel good about the exchange

THANK YOU

Thank you for choosing Waverly Gardens Shopping Centre.
We wish you success in your booking here and we look forward to seeing you in the coming weeks.

Don't forget to let us know how you went - we'd love to hear success stories or welcome any feedback.

To [book again](#), please don't hesitate to contact me.

Kind regards,

Carolyn Hughes
Casual Leasing Manager
049 998 8712
carolyn.hughes@ap.jll.com

