



HomeCo West Ryde Marketplace

Casual Leasing Essential Information Pack





INTRODUCTION

Thank you for choosing HomeCo West Ryde Marketplace, the platform to place your brand top of mind and convert our visitors into your customers.

This Welcome Guide is specifically designed to assist you in achieving the best possible results 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 do not hesitate to contact me directly should you have any further questions or concerns.

Kind regards,

Jessica O'Brien
Casual Leasing Manager
jessica.obrien@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 security team.

Getting Here

14 Anthony Road
West Ryde, NSW 2114

After-Hours Assistance

Should you require afterhours assistance, please contact our security team on 0439 735 306

Trading Hours

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

Monday	9:00 am - 5:30 pm
Tuesday	9:00 am - 5:30 pm
Wednesday	9:00 am - 5:30 pm
Thursday	9:00 am - 9:00 pm
Friday	9:00 am - 5:30 pm
Saturday	9:00 am - 5:00 pm
Sunday	10:00 am - 4:00 pm

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



SET UP & DISMANTLE TIMES

Set-Up & Dismantle Times

The following time is allocated for the set-up and dismantling of site displays

Monday	7:00am – 8:45am & 5:30pm – 10:00pm
Tuesday	7:00am – 8:45am & 5:30pm – 10:00pm
Wednesday	7:00am – 8:45am & 5:30pm – 10:00pm
Thursday	7:00am – 8:45am & 8:00pm – 10:00pm
Friday	7:00am – 8:45am & 5:30pm – 10:00pm
Saturday	7:00am – 8:45am & 5:00pm – 10:00pm
Sunday	8:00am – 9:45am & 3:00pm – 10:00pm

Entrance to the shopping centre is via the main loading dock.

Site phone is 0439 735306.

If you are finishing your booking on a Sunday evening, you will be required to dismantle and pack up your setup that night in order to make way for incoming tenants.

Set up or dismantle times outside of those above are subject to approval by Centre Management. Please contact Centre Management Security to arrange.

There is no staff parking available at the centre, free parking is recommended near Miriam Park 250m away.

We encourage you to think *outside the box* and display your product in a way that is enticing to customers. However, we do have few display standards you must abide by.

Height

- Maximum height for a display and pull-up banner is 1.5m

Kiosk Footprint

- Equipment must fit within the “site area” as per the agreement.
- 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 always covers.

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.



Signage

- All signage, including ticketing must be professionally printed & laminated.
- **Hand-written signage will not be accepted.**
- Signage must be neatly attached to 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 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.

Staff

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



Not Permitted

- Spruiking and PA Systems, Flashing lights, etc.
- Combustibles such as gas cylinders
- Members of the Media are not permitted around your display without expressed consent from the Centre Manager.
- Retailer trolleys are not to be used to transport or store stock.
- The Centre asks that you refrain from waving signs at customers from your nominated area.
- If customers do not acknowledge you, please do not persist in calling out to them. Always stay within the area.
- Your display must always be manned during Core Trading hours except for breaks which when taken should be appropriately staffed or a printed sign should be displayed to communicate your return
- You are responsible to ensure that your site is always manned. Centre security or cleaners are not permitted to mind your display.





PRESENTATION STANDARDS

To ensure you make the right impact with our customers, the presentation of your pop-up stand will make or break your 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 it is found to be of poor standard



Messy,
unprofessional signs
will not assist retail
sales



JLL | PRESENTATION STANDARDS



Common Mistake:
Trying to show too much at the
same time

Less is More:
Keep your display simple
Keep them uncluttered



JLL | CODE OF CONDUCT – THE DON'Ts



- Touch or grab customers
- Follow customers
- Case customers



- Thrust samples or brochures at customers
- Block a customer's path



- Wave samples or brochures at customers



- Yell or try to talk to a customer after they have 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



- Open hand means "No!"



CODE OF CONDUCT – THE DOs



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



- Keep 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 at customers



IMPORTANT INFORMATION

Payment

- All clients must pay prior to commencement. **Payment must be received 5 days prior to a booking proceeding.** If payment is not receipted before a booking commences, a remittance receipt will be required to be sent through to the Leasing Executive.
- **Payment methods:** DEFT, BPay or Credit Card. Please see payment details at bottom of your invoice.
- Please ensure you send a remittance advice no later than **12pm Friday** before your booking. Failure to do so may result in license agreement termination.
- If your license agreement is reoccurring, payments must always remain one week in advance.

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 may result in financial penalties as highlighted in your licence agreement.

What to Do In The Instance of Theft

If witnessing theft, stay calm and do not engage with the offender. If you have items stolen, please contact the local police and make an official report. They will then liaise with Centre Management and Security to investigate.



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 to 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 the 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



*Achieve
Ambitions*

Thank you for choosing Bega Village. We wish your booking the best of luck here and we look forward to seeing you back here in the future.

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

To book again, please do not hesitate to contact me.

Kind regards,

Jessica O'Brien

Casual Leasing Manager

0414 442 940

jessica.obrien@jll.com

