

Are you the missing ingredient in  
our Jam?

**jam**  
FACTORY

CASUAL MALL LEASING

Information Booklet



CB RICHARD ELLIS PTY LTD  
CENTRE MANAGEMENT OFFICE

Level 1, 500 Chapel Street  
South Yarra VIC 3141

T 03 9860 8500

## Challenger Property Portfolio:

The Challenger Property Group Portfolio includes properties worldwide.

Note: Casual Leasing is currently only available at the Jam Factory.

For more information about Challenger Group please refer to the website: [www.challenger.com.au](http://www.challenger.com.au)

## A Desirable location:

### Jam Factory

500 Chapel Street,  
South Yarra VIC 3141

Including tenants such as;

- Village Cinema x 15 screens (including 1 Gold Class)
- Borders Books
- Virgin Mega Store
- Villa & Hut
- Pancake Parlour
- TGI Fridays
- Gloria Jeans Coffees

And various other food and fashion.

## Casual Leasing Rates:

Become part of the flavour at The Jam Factory and take advantage of the trade within the centre without the commitment of a long term lease.

Monday – Thursday \$150 per day

Friday – Sunday \$200 per day

Or

Book for a seven (7) day period and pay \$1000

All prices are inclusive of GST.

\* Please note: Rates are negotiable subject to individual leases.

### Trading hours

Monday	0700 to 0200
Tuesday	0700 to 0200
Wednesday	0700 to 0200
Thursday	0700 to 0200
Friday	0700 to 0400
Saturday	0700 to 0400
Sunday	0700 to 0200

### How to become part of the flavor:

To apply for Casual Mall Leasing at the Jam Factory the Application Form provided with this document must be completed in full and accompanied by appropriate supporting documentation photographs or samples of proposed products and display set up. Please be aware that photos you submit this application will be kept on file by Centre Management, but will not be used in a manner which will breach your rights under the Privacy Act (Cth) 1988.

If your application is approved you will be required to sign a "Casual License Agreement" that is the terms of your license to trade. Payment must be made prior to the booking commencing for final confirmation of your ability to trade.

### Displaying your ingredients:

Short term leasing is no different to any retail operation. The stock must be presented effectively to ensure it is shown at its best and in turn increase the likelihood of making a sale.

Visual merchandising is responsible for the look, style, identity, product presentation and image and ambience of a retail environment. For example, the design and layout of a stall creates a show place for merchandise and should prove a high standard of presentation for customers.

The layout, finishes, fittings, lighting of your cart and merchandising should be compatible with the shopping mall's theme and customer profile. It should also be functional whilst enhancing the sales potential of the product or service.

It is important to consider prior to creating your stall, how in principle you feel you would like the space to work, or to be laid out. In the establishment of what is going to be used to present and display the merchandise, it is important to remember that it is the merchandise that is on sale, not the props or stall. The stall serves merely as a backdrop to the merchandise and should enhance the product, not overshadow it.

### The following is specifically not allowed:

- Undressed tables
- Flashing, strobe or laser lights
- Exposed electrical cords
- Hand written signs
- Displays made of cardboard boxes

### Conditions for becoming part of the Jam:

- The entire display, including rubbish, must be removed from the area after the close of trade on the last day of the agreement.
- All signs and ticket writing must be written and displayed in a professional manner. No signs are to be fixed to Centre Property. No hand written signage is permitted.
- All displays are to be of an acceptable standard and will be subject to Centre Management Approval. All cardboard boxes, bags and excess stock items must be completely covered or hidden from general view.
- Due to safety reasons, racks, A-frames and any display stand with dangerous protruding edges are not permitted.
- Your stand must be attended at all times during your trading hours, unless otherwise approved by Centre Management.
- Microphones, flashing lights, helium balloons, PA systems, radios/CD players and musical jingles are not permitted in our Centre.
- Staff are urged to move away from the display area while eating and drinking as this activity distracts from the display.
- Staff tending the display must be professionally attired. (At the discretion of the Centre Management).
- Smoking is not permitted at any casual leasing stands or common area.
- The security of your merchandise and display is the sole responsibility of the Lessee.
- You are not permitted to carry out a major restock of your display during trading hours.

### Payment Policy:

Payment can be made by EFT or cheque payable to CB Richard Ellis Pty Ltd. We ask for payments made by cheque to allow time for clearance before confirming the booking. Once the cheque has cleared or cash is received we are able to confirm your booking.

### Insurance:

A copy of your Public Liability Insurance for \$10,000,000 must be provided.

### Arrival at the Jam:

Prior to setting up your site, you must report to Centre Management (Monday to Friday) or to the onsite security guard.

- Jam Factory Security – Mob 0409 173 701

### Locations

There are 7 locations around the Centre available for casual leasing. Their positions are indicated on the map below (1,2,3,4,5,6 & 7).



**JAM FACTORY**  
**CASUAL LEASING CONDITIONS OF ENTRY**

PLEASE READ ALL CONDITIONS CAREFULLY BEFORE SIGNING AGREEMENT FORM

1. At all times store or company branding must be clearly identified in a professional manner.
2. A product range listing must be provided to Centre Management before commencement dates.
3. Only core products are permitted to be sold within the centre area space provided. Centre Management have the right to refuse the sale of any product at any time.
4. All displays must be presented in a professional manner at all times.
5. The lessee will obtain their own insurance cover over their property, all employees and public risk to an amount not less than \$10 million. The centre's insurance policies cover only articles owned by the centre.
6. A copy of this insurance "Cover - Note" and all relevant paper work plus FULL PAYMENT must be provided to the Centre Management office prior to the first day's trading at the centre.
7. The lessee hereby must indemnify the shopping centre and CB Richard Ellis Pty Ltd against all claims, demands, losses, damages, costs and expenses for which the centre may become liable in respect of or arising from the casual leasing.
8. The physical appearance of the display must be in a professional manner not exceeding 1.5m in height or 3m x 5m in area and produce a quality image enhancing both the product and the centre. All display plans and materials must be given to Centre Management for approval prior to setting up the display.
9. Centre Management reserve the right to refuse displays that do not measure up to the standard set and to request that any substandard material be removed or upgraded.
10. The lessee shall not in any way obstruct the free movement of customers in walkways, entrances, shopfronts, service corridors or fire exits.
11. The fixtures must in no way cause permanent damage or disfigurement to the centre and the lessee will pay all charges resulting from any such damage.
12. All displays must be completely erected prior to 9am centre opening. No display is to be dismantled or removed prior to the cessation of the final day of trade unless authorised by the Centre Management office.
13. Display must be manned **at all times**. Displays must operate during all centre opening hours including Friday evenings and weekends (Saturday and Sunday). Display staff must remain within their predetermined area.
14. Pamphlets, brochures or leaflets to be distributed inside the centre must be totally acceptable to the public and must be submitted through the Centre Management office for approval before the promotion commences.

15. No voice amplification, flashing lights and other electronic effects, loud music, portable PA systems, jingles etc. Centre Management reserves the right to stop any such activity not deemed acceptable within the centre.
16. No responsibility will be accepted for displays during or after centre trading hours by the centre or its management.
17. All equipment required for the display is to be provided by the hirer. All signage erected must be in a professional manner and with the consent of Centre Management.
18. The lessee is responsible at the conclusion of casual leasing for the removal of all fittings, equipment or other articles from the shopping centre and shall forthwith make good any damage by the casual leasing, remove all rubbish and leave the area in a clean state and condition.
19. The lessee is responsible to see that the purposes and use of the casual licence complies with all statutes, ordinances or regulations issued by Government Authority and the lessee shall keep its square, its owners and agents so indemnified in respect of any or all matters.
20. The shopping centre, through its Centre Manager or Operations Manager reserve the right to relocate your display if for any reason it is considered necessary at any time.
21. All requests and instructions made by the Centre Manager are to be strictly adhered to and we reserve the right to terminate the agreement at any time with no refund of monies paid to the lessor.
22. The lessee acknowledges that they have read the rules and regulations of the shopping centre and agrees to comply with the same during the term of this casual licence.
23. If the agreement is not returned seven days prior to the first day of casual leasing it will be assumed you do not wish to proceed with the promotion and other organisations will be given consideration.
24. In the event that the display includes a motor vehicle then it is mandatory that carpet tiles (or the equivalent) are placed under the tyres and an oil tray is placed under the engine.
25. All lessee staff must use public toilets and public telephones; these facilities are not available from the Centre Management office.
26. The attached document forms a legal agreement between Jam Factory and the named organisation.
27. Product on sale must be within the tenant's existing lease approved product items.
28. The amount of the Casual Licensing fee charged to the Licensee does not include GST. In addition to paying those amounts the Licensee agrees to pay to the Owner any GST on those amounts to the extent permitted by law.
29. Cancellation Fee - 14 days notice is required for any cancellation of a casual mall leasing space booking. If this notice is not supplied a charge of 10% of booking fee will apply.

## APPLICATION FORM

### Contact Details

Name of Applicant(s)	
Company Name (if applicable)	
ABN (if applicable)	
Address (all correspondence will be sent to this address):	..... ..... .....
Phone (bus. hrs):	
Mobile:	
Fax:	
Email/website:	
Dates you wish to trade:	

**Products:** Please provide a brief outline of the products you wish to sell, or the services you will provide;

.....  
 .....  
 .....  
 .....  
 .....  
 .....

Referring to the map provided of our sites please state your preference (please note preferences are not guaranteed they are merely used as a guide depending on what is available at the time you wish to trade);

.....  
 .....  
 .....

### Photographs Of Products

Where applicable please include photographs. Photos should show both range/quality and display of products to be sold.

### Details Of Person/S Manning Stall

Name	Mobile Number
1.	
2.	
3.	

### Special Requirements

Please list: Electricity etc.


**Stall Display**

Centre management supplies traders with two trestle tables with covers.

If you are providing your own display equipment please provide a description of it, noting dimensions.  
Please also advise if you will require it to be locked away over night in storage:

.....  
 .....  
 .....

**Public Liability**

Please ensure that you have attached a copy of your public liability insurance certificate for \$10 million	<input type="checkbox"/> <b>yes</b> <span style="margin-left: 200px;"><input type="checkbox"/> <b>no</b></span>
---	---

**Terms and Conditions**

The applicant has read and acknowledged all terms and conditions as set out in this document	<input type="checkbox"/> <b>yes</b> <span style="margin-left: 200px;"><input type="checkbox"/> <b>no</b></span> Sign:.....Date:..... .....
--	--

**Comments/Additional Notes:**


Please send completed applications to:

**Centre Management Administrator**

C/o- The Jam Factory  
 Level 1, 500 Chapel Street  
 South Yarra VIC 3141

Email: [amy.boston@cbre.com.au](mailto:amy.boston@cbre.com.au)  
 Phone: 03 9860 8505  
 Fax: 03 9824 1746

Please be advised further information regarding the Jam Factory can be found at:  
[www.thejamfactory.com.au](http://www.thejamfactory.com.au)