



# Casual Mall License

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## Showcase Your Business To Over 60,000 Customers Per Week

Take advantage of one of our Casual Mall Licence options, we have 9 sites available, all in high traffic areas. As a casual mall licensee, you have the ability to test new products or services and maximise your potential by gaining exposure to over 60,000 shoppers per week. An exciting and professional display is the key element to successful Casual Mall Merchandising.

## About Mid Valley Shopping Centre

Mid Valley Shopping Centre is located in the geographic centre of the Gippsland region, approximately midway between Traralgon and Morwell, with convenient Princes Highway access from all surrounding communities.

At approximately 36,000 square metres, Mid Valley is the premier Shopping Centre for the Gippsland Region. Mid Valley accommodates:

Big W, Target, Safeway, Coles, Bunnings Warehouse, a Village Cinema Entertainment Complex, a Medical Centre, a Fresh Food Market, a Food Hall and over 60 specialty stores.

Mid Valley is a single level, sub regional shopping centre, with car parking for approximately 1,500 cars and convenient access to bus and taxi services. The Centre has recently completed a refurbishment and is continuing to introduce new stores to the region.

## Mall Sites

Mid Valley Shopping Centre offers a variety of locations for Casual Mall Licences throughout the centre. Our Casual Mall Licence Manager can help tailor a package that will suit your needs. A floor plan indicating the Casual License sites is attached.

## Mall Carts

Coming soon.

## Shop Sites

Shop sites begin at \$1000 per week for a minimum of 3 month booking, or by negotiation for extended periods. Call Centre Management to discuss site options.

## Community Groups

Mid Valley Shopping Centre recognises how important community groups are to the Latrobe Valley and Gippsland. A Community Group location is available for non-profit organisations to sell raffle tickets, display information or to advertise an upcoming event. An administration charge of \$50 applies to all applications and standard Casual License conditions apply.

### Who Can Casual Lease?

Any registered business (you are required to provide details of your Public Liability Insurance)

### What Can I sell or promote?

Please provide details of your product with the application form, we will assess each application on its own merits. Generally anything as long as it does not conflict with our permanent retailers.

### When Can I Casual Lease?

Generally any time of the year, please submit applications at least 2 weeks prior to allow time for processing, for peak periods please book up to 12months in advance.

# Site Rates

Site No.	Area Size (Approx)	Description	Power	Weekly Rate GST Inclusive	Daily Rate GST Inclusive
1	7 x 7m	Located in Centre Court between T20 & the Target entrance. The largest and strongest sales site. Display height is limited due to glass Target windows. Can fit approximately 8 trestles. Suitable for Car displays and raffles.	Yes	\$1320.00	\$270.00
2	4 x 2m	Located in west Mall with site line from Centre Court. Mall includes Bi Lo, newsagent, restaurant and public toilet facilities. Suitable up to 2 trestles in length and 1 trestle wide.	No	\$880.00	\$220.00
3	2 x 2 m	Located in the East mall. Mall entrance hosts ATM's, Medical Centre and Bus Terminal. Site in front of Chain Reaction & The Reject Shop. High traffic site suitable for 1 trestle in length and 1 trestle wide.	No	\$880.00	\$220.00
4	4 x 2 m	Located in the North Mall in front of Priceline and Casual Guy, close proximity to Centre court cafe High traffic site, suitable for 2 trestles in length and 1 trestle wide.	No	\$990.00	\$230.00
5	4 x 2 m	Located in the North Mall in front of T6 and Pharmacy, close proximity to the Food Market. High traffic site., suitable for 2 trestles in length and 1 trestle wide.	Yes	\$1100.00	\$250.00
6	4 x 4m	Located in front of Safeway Entrance. High traffic site suitable for up to 5 trestles, also suitable for car displays & raffles.	Yes	\$1200.00	\$260.00
7	2 x 2	Community Groups and Non Profit organizations Only. Located in the West Mall with sight line from Centre Court. Between Sportsco and Jay Jays. Suitable for 1 trestle in length and 1 trestle wide.	No	\$50.00	N/A
8	4 X 2	Located at entry of West Mall outside Coles and near bakery & fresh food market. Suitable up to 2 trestles in length & 1 trestle wide.	Yes	\$990.00	\$230.00
Ex 1	2 x 2	Located at the main entrance of the Centre. Suitable for Car Raffles or larger displays. Note: Site booking is not transferable if weather is inclement	No	\$880.00	\$220.00
Ex 2	2 x 2	Located at the East Entrance in an under cover area. Entrance includes Medical Centre, Bus Stop and ATM's . Note: Site booking is not transferable if weather is inclement	No	\$880.00	\$220.00
<b>Equipment Hire</b>		TRESTLE TABLES		\$10.00	N/A
		DISPLAY BOARDS / SECTION BOARDS		\$5.00	N/A

**NOTE: Premium Bookings (bookings between 1<sup>st</sup> November to 24<sup>th</sup> December) will incur a 30% loading fee on base rate.**

Always put your request in writing, to support your request please provide all relevant information including diagrams, photographs or anything else that explains your display/merchandise/promotion.

**A Casual Mall License application must be completed, and submitted at least 2 weeks prior to lease.**

Mid Valley Shopping Centre reserves the right to reject licence applications.

**The Casual Mall License fee agreed to by both parties is to be paid in full on the first day of the licence period.**

### RETURN APPLICATION FORMS TO:

**Casual Licence Manager  
Mid Valley Shopping Centre  
PO Box 3114  
MORWELL VIC 3841  
Phone: 0351 337022  
Fax: 0351 339884**

### Equipment

Equipment is available to hire, details and prices are listed on the CML application form.

### Trading Hours

Monday to Wednesday	9am – 5.30pm
Thursday	9am – 6pm
Friday	9am – 9pm
Saturday	9am – 5pm
Sunday	10am - 4pm
Public Holidays	10am – 5pm

### Setting Up & Dismantling Displays

Upon arrival to the Shopping Centre the Licensee must confirm the booked site with Centre Management.

Display material including vehicles for raffles must be installed and removed outside of core trading hours

The Centre will not supply tables and chairs (unless booked and paid for) 'A' Frames and card tables are not permitted.

Trestles must be covered in clean and pressed material that must cover the table legs and reach the floor.

The Licensee shall make good any damage caused by the operation of the licence and pay any charges incurred for such damage. All rubbish is to be removed and the licensed area left in a clean state and condition

All requests and instructions imposed by the Centre Manager or Management staff are to be strictly adhered to and we reserve the right to terminate the casual licence agreement at any time.

Mid Valley Shopping Centre, through its Manager or Management staff, reserve the right to re-locate the display.

The fixtures in no way should cause permanent damage or disfigurement to the centre and the hirer will pay all charges incurred from such damage.

### Appearance

The appearance of the display must be in a professional manner.

Hand written signs are not permitted.

Boxes of stock must not be visible, and rubbish removed immediately.

Display staff must remain within the pre-determined areas and no pamphlets, brochures or leaflets are to be distributed inside or outside the centre without prior approval of the centre management office.

No voice amplification, flashing lights, music jingles etc are permitted unless previously agreed to by centre management. Soliciting sales will not be tolerated.

Personnel manning the display must be of neat appearance.

Eating or drinking should not be conducted in customers view.

### Size of Display

Displays must not exceed height of 1.4 metres.

Displays will be of a professional appearance enhancing both the product and the centre and must not hinder general view of any Licensee shopfronts.

Displays must remain in the designated area and must not obstruct customer traffic.

### Display Vehicles

Vehicles must be installed and removed outside of the centre trading hours and must have a Centre staff member present to escort the vehicle to it's designated site.

Vehicles may only be installed and removed via the an approved entrance.

Mats must be installed under wheels.

Keys to the vehicle must be left with Centre Management for the duration of the licence.

### Public Liability

The Hirer will obtain their own insurance cover over their property, employees and public risk. (The Centre's insurance policies cover articles owned by the Centre). A copy of this insurance or cover note must be provided to Centre Management prior to commencement date.

### Security

No responsibility will be accepted for displays during or after trading hours by the centre or its management.

- 1 The outside of the Demised area the entrance halls passages and stairways of the Centre are under the absolute control of the Licensor and must not be obstructed by the Licensee or its employees agents clients invitees customers or used by it for other purposes except ingress or egress to and from the Demised Premises.
- 2 No sign, device, fitting, furnishing, ornament or object which is visible from the street or from any other building which is in the reasonable opinion of the Licensor incongruous or unsightly or may detract from the general appearance of the Centre is to be erected constructed or maintained by the Licensee in the Centre.
- 3 No signs fascia placard bill advertisement or notice or other notification is to be inscribed painted or affixed on any part of the outside or inside of the Centre or windows of the Centre except with the consent in writing of the Licensor (which consent must not be unreasonably withheld) and then only of the colour size and containing the matter and in the places on or in the Centre as first approved by the Licensor (which approval must not be unreasonably withheld).
- 4 Before any safe furniture office furniture or plant is removed into or out of the Centre written consent of the Licensor or its agent must be obtained by the Licensee (which consent must not be unreasonably withheld) and due notice must be given to the Licensor or its agent by the Licensee and the moving of same on obtaining the consent must be under the supervision of the Licensor or its agent at a time approved by the Licensor or its agent and at no other time (which approval must not be unreasonably withheld).
- 5 The Licensee must give to the Licensor or its agent prompt notice in writing of any breakage or defect in the waterpipes, air-conditioning ducts, electric light or other fittings.
- 6 No article of clothing towels or other similar articles may be hung out of the windows or on the roof of the Centre.
- 7 The Licensees must not bring or permit any person to bring or leave in the Centre or any part of the Centre any bicycle or similar machine or any animal or play or permit any person to play any musical instrument in or about the Demised Premises without the consent of the Licensor or its agent (which consent must not be unreasonably withheld).
- 8 The Licensor is not responsible to the Licensee or its employees agents clients invitees or customers for any loss of property from the Demised Premises or any damage done to the furniture or other effects of the Licensee.
- 9 The Licensee must advise the Licensor and its agent for the time being of the private address and telephone number of the Licensee or if the Licensee is a company of the company's address or if there is more than one Licensee of each of them. The Licensor and its agent must be promptly informed of any change in the Licensee's address or telephone number.
- 10 No blind whether venetian or any other kind of awning may be fitted to the outside of the Demised Premises or the windows from the inside without the consent in writing of the Licensor or its agent which consent may be withdrawn by the Licensor at any time (but which must not be unreasonably withheld or unreasonably withdrawn) in which event all blinds or awnings must be removed within the period specified by the Licensor or its agent and the Licensee must comply with any request made in connection with the blind or awnings and must bear all expense of erection and maintenance of the blind or awnings.
- 11 All doors and windows of the Demised Premises must be securely fastened on all occasions when the Demised Premises are left unoccupied and the Licensor reserves the right for its agent employees servants and workmen at the cost of the Licensee to enter and fasten the same if left not securely fastened.
- 12 Without affecting any obligation set out in the Licence the Licensee must keep all garbage and refuse in tightly secured containers and the removal of the garbage and refuse must be made only by way of the loading area and at the time designated by the Licensor or its agent. All containers must be kept within the Demised area or as otherwise instructed by the Licensor or its agent.
- 13 All receiving and delivery of goods must be made only by way of the loading area and at the time or times as reasonably designated by the Licensor or its agent.
- 14 No goods article or item of any kind may be left in the Common Areas entrance hall passages and stairways of the Centre.
- 15 The Licensee must not hand over or allow its servants or employees to hand over the keys of toilets reserved for Licensees and staff to members of the public.
- 16 The loading bay pertaining to the Centre must not be used by the Licensee to store goods.
- 17 Vehicles using the loading bay area must not park within the loading bay area except when loading or unloading goods.
- 18 The Licensee will keep clean and free from dirt and rubbish the parts of the Common Areas or any public footpath or way as immediately adjoin the Demised Area
- 19 The Licensee will return to the Licensor on the termination of the Licence all keys for locks and doors or other openings of the Demised Area (whether supplied by the Licensor or otherwise acquired by the Licensee) and must not permit those keys at any time to come into possession or control of any person other than the Licensee or the servants or agents of the Licensee.
- 20 No rubbish or waste may at any time be burned on the Demised Area or the Common Areas or any part of the Demised Area or the Common Areas.
- 21 The Licensor is entitled to close lock off or otherwise control the Common Areas or any part from time to time and may take all actions as it deems necessary to prevent and prohibit undesirable persons from entering the Common Areas.
- 22 Notwithstanding anything in these rules and regulations the Demised Area must not be or remain open for business at or during any time or times prohibited by law for that class of premises or the business carried on in the Demised Premises.
- 23 Except with the consent of the Licensor or the Licensor's agent the Licensee must not enter or remain in the Centre on public holidays or any other days on which the Demised Premises or the Centre are required to be closed by operation of law.
- 24 The Licensee must not conduct or permit to be conducted on the Demised Area any auction bankrupt or fire sale.
- 25 The Licensee must not use or permit to be used the Common Areas or any parking area or any part of the Common Areas or parking area for any business or commercial purpose or the display or advertisement of any goods or services nor generally for any other purpose other than a purpose for which those areas were intended or provided.

# Casual Mall Licence Application Form



You are required to submit your application form at least two (2) weeks prior to the requested licence date. Use of the Centre is only authorised upon receipt of a letter and tax invoice from Mid Valley Shopping Centre/The Juilliard Group of Companies, confirming the date of use. Each application is assessed on an individual basis, the Juilliard Group of Companies reserves the right to reject applications, and retains the right to charge, discount or waiver fees at their discretion.

<b>Applicant</b>	Name of Organisation:	
	Requested Dates:	
	Contact Name:	
	Mailing Address:	
	Telephone:	Mobile:
	Fax:	Email:
	ABN:	

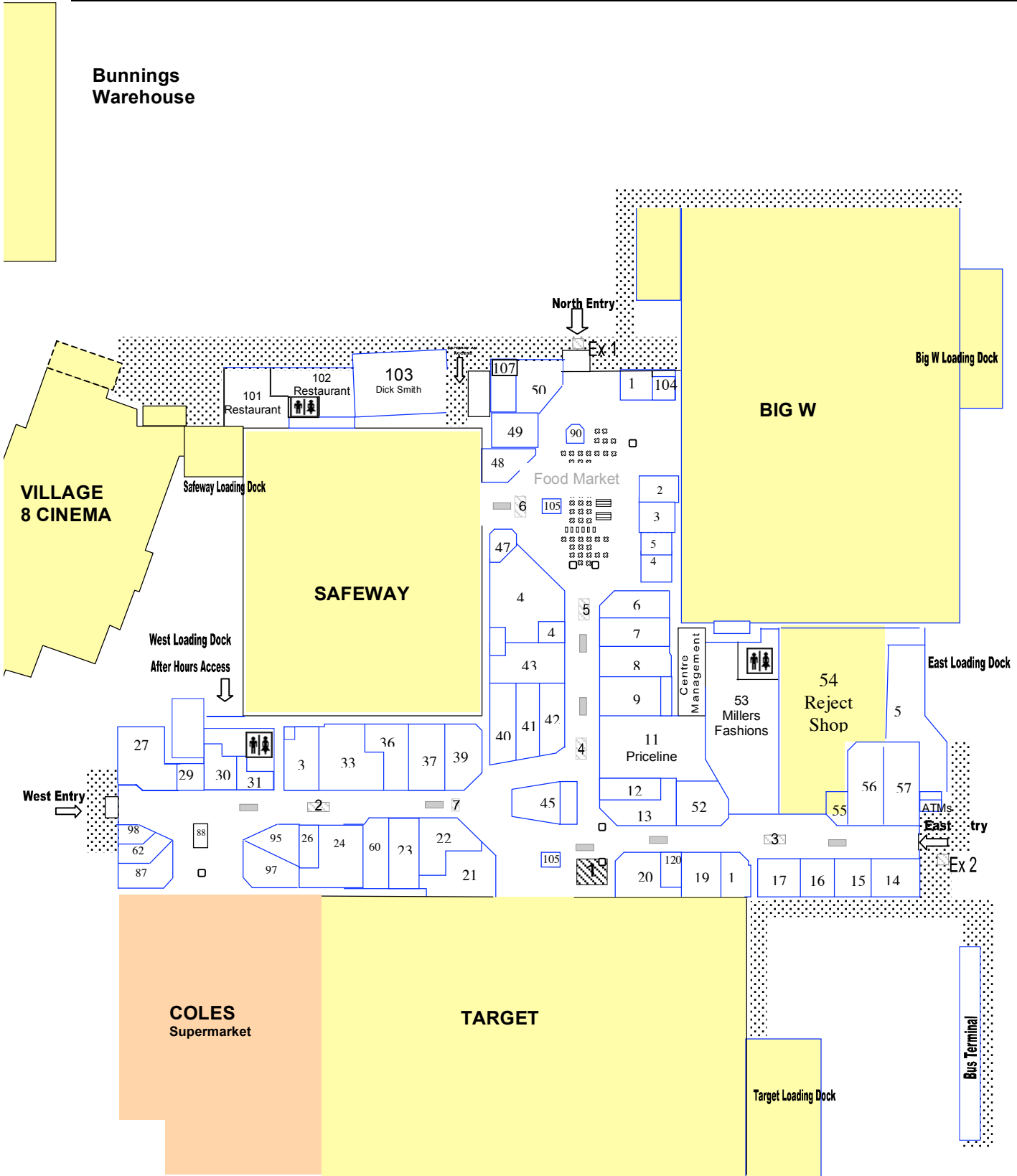
<b>Use of Site</b>	<b>Usage</b> Please be specific	
	<b>Space Required:</b> Measurements	
	<b>Special Requests:</b>	
	<b>Type of Business:</b> <input type="checkbox"/> Community Group <input type="checkbox"/> School <input type="checkbox"/> Non-Profit <input type="checkbox"/> Business <input type="checkbox"/> Not Reg For GST	

<b>Equip</b>	<input type="checkbox"/> Power -Not all sites are powered please refer to page 2.	<input type="checkbox"/> Trestle/s @ \$10 each <input type="text"/> Number Required	<input type="checkbox"/> Display Board \$5 each <input type="text"/> Number Required
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<b>Insurance</b>	<b>Applications will not be processed without receipt of a current public liability certificate of currency valued at no less than \$10,000,000</b>	
	<input type="checkbox"/> Certificate Attached	

<b>Acknowledgement</b>	I/We understand that this application becomes a binding contract once accepted by the Landlord of the premises. By signing this form, the Licensee agrees to abide by the Centre Rules and Regulations and Centre Casual License Guidelines attached to this document.	
	Name:	Date:
	Signature:	

<b>Office Use</b>	<input type="checkbox"/> Approved	Base Rent	
	<input type="checkbox"/> Denied	Other Charges	
	Site Allocated	Sub Total	
	Special Conditions:	GST	
		<b>Total Inc GST</b>	
		Tax Invoice Number	
		Date Paid	
		Processed by	



**Legend**

- Casual Licence Zone
- Mall Furniture Zone