

Harbour Town Premium Outlets Adelaide Casual Mall Leasing Brochure 2019

CENTRE SUMMARY:

Harbour Town Premium Outlet (HTPO) is **South Australia's only outlet centre located 9km from Adelaide CBD and 5km from Glenelg**. The centre is open seven days a week, including public holidays excluding Good Friday and Christmas Day*. HTPO is made up of 30,000sqm of retail area comprising of 135 outlet stores, with 3.6 million customers through the centre each year and an annual sales turnover of more than \$164 million.

The centres catchment area is 1.2 million residents with over 400,000 in the main trade area. Regional SA visitors make up 12% of our customers, and to the domestic and international tourist markets account for 5%.

Our key brands include Tommy Hilfiger, Calvin Klein, Polo Ralph Lauren, Adidas, Orotton, RM Williams, Seed and many more. Major retailers include Woolworths, Chemist Warehouse and McDonalds.

CASUAL MALL LEASING OVERVIEW:

Casual mall leasing (CML) provides a unique offering to promote product and/or services in an already successful retail environment. A pop-up space can provide an exciting opportunity to trial new products/services, markets and provide customers with one-on-one experience. A short term space provides a cost-effective opportunity with minimal risk exposure and maximum brand exposure. Please note casual mall businesses that are in direct competition with current retailers of HTPO may not be permitted to trade in casual mall sites at the centre.

PRECEDURE AND PRICING:

We require a copy of your Certificate of Currency for Public Liability cover of no less than **\$20 million with the policy cover to be state or nationwide (i.e. "Anywhere in Australia")** or for Harbour Town Centre Management to be listed as an interested party.

All our casual mall leasing sites are 3 x 3 metres and height restriction of 2.2m unless otherwise stated on the site map attached. Carparks can also be utilized for CML on request, please enquire for more detail. Most of our sites also have power supplied and all electrical equipment is to be approved by Harbour Town Centre Management on booking.

All bookings include a 3m x 3m marquee (sides available upon request), trestle table, table cloth, and chair(s) unless you have equipment of your own. We also have more trestle tables, table cloths and chairs which are available upon request and are subject to availability.

Our Casual Leasing rates are as follows (inclusive of GST):

	Weekly	Daily	Weekend (Sat + Sun)
Standard	\$1,400	\$300	\$500
January	\$1,700	\$350	\$600
December	\$2,500	\$500	\$800

*Discounts available for monthly or long term bookings and Charities that operated independently (not through a Casual Mall Leasing Booking Organisation) will receive 50% discount.

Should you wish to make a booking, please fill out the attached new client application and advise the dates you would like to book (as per the rates above) as well as which site you are interested in and we will advise of the availability during that period. Please note a signed agreement and proof of payment must be received three days prior to the booking for administration purposes.

Once booking is confirmed/invoiced, cancellations are not permissible but can be transferred to another time over a 12 month period (on a similar site and excluding December-January).





NEW CLIENT APPLICATION

Company Name	
Trading Name	
ABN	
Client Name	
Contact Number	
Email Address	
Address	
Website	
Insurance Company	
Policy No	
Expiry Date	

PUBLIC LIABILITY – all three conditions below must be stated on Certificate of Currency

- Public Liability Certificate \$20m attached
- Policyholder name is the same as applicant/client name
- Situation/location listed or Anywhere in Australia or Worldwide unless Harbour Town Centre Management is stated as an interested party

PROPOSED USAGE (E.g. products to sell, services offered etc. Attach photos for reference)

DISPLAY SET UP

Marquee, Table and 2 Chairs Required? YES NO (please detail below)

If NO, please attached details of your proposed set up (including photos of any marquees, kiosk, tables etc. you intend to use)

Electricity Required? YES NO

(If yes, ensure all electrical cords are tested and tagged)

Note: The Client Application Form does not constitute a booking.

SUBMIT APPLICATION TO: HARBOUR TOWN ADELAIDE CENTRE MANAGEMENT

E: madeleine.downer@harbourtownadelaide.com.au