



STORE STANDARDS IN WESTFIELD SHOPPING CENTRES

SCENTRE GROUP

Owner and Operator of *Westfield* in Australia and New Zealand

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WESTFIELD RETAILER STANDARDS IN SUMMARY

1. SIGNS

Signs are professionally produced, installed and maintained to a high standard.

2. TICKETING

Price & promotion ticketing is professionally produced and displayed.

3. LIGHTING

All lighting throughout the store is fully operational and approved.

4. DISPLAYS

Displays are maintained to a high standard at all times to ensure products & tickets are correctly positioned and are clean.

5. CLEANING

The store is thoroughly cleaned on a regular basis.

6. MUSIC & SPRUICKING

In-store Music and Spruicking can be used by Retailers, within agreed guidelines.

7. FIXTURE PLACEMENT & LEASE LINES

Each store operates within its leased & licensed areas.

8. LICENSED SEATING AREAS (CAFES & RESTAURANTS)

Customer seating areas are kept clean and tidy and furniture is maintained to a high standard.

9. BALLOONS

Only air-filled balloons attached to sticks can be used within the Centre.

10. USE OF SHOPPING TROLLEYS

Shopping trolleys are not used by other Retailers.

11. MAINTENANCE

Maintenance is carried out by each Retailer to maintain their store fitout to a high class standard (including shopfront, signs, fixtures & fittings).

12. TRADING HOURS

Each store is open for business during the hours noted in their Lease.

INTRODUCTION

Retailing in Australia is a highly competitive, dynamic and sophisticated industry.

Successful Retail businesses have the following strategic attributes:

- A widely recognised and understood Brand,
- An appealing product offer that has a strong Value Proposition,
- A proactive and innovative Organisational Culture,
- Exceptional Customer Service Standards, and
- Store Presentation Standards that meet their customer's expectations and matches their Brand positioning.

Winning on each of the above attributes, will contribute significantly to the success of any Retail business.

Scentre Group, Owner and Operator of Westfield in Australia and New Zealand, recognises that it operates in the Retail Industry and actively strives to deliver the above to the communities in the markets in which we operate. In particular, we set very high standards in the presentation of our shopping centres and see a direct link in this to our success as market leaders.

We encourage the same level of commitment to standards by all Retailers operating in our centres, in order to drive their individual financial success and to deliver an enjoyable and world class shopping experience for our shoppers. It is important to acknowledge that the collective standards across all Retailers in each centre, contributes to the overall success of the Centre and in turn each of the Retailers.

This is a critical partnership and for that reason it is reflected in the lease arrangements between the two parties. The Lease details various standards that your business is required to meet while operating in a Westfield Shopping Centre. This includes maintaining the premises to a high overall standard and obtaining approval from Centre Management for any store fitout works or changes to signage, fixture design & materials used.

This guide will assist store Owners, Managers and Staff to understand the obligations in the Lease and to explain the broad range of factors that contribute to meeting the relevant standards and achieving excellence.

Centre Management staff work closely with each store to ensure the standards are maintained. If at any time you require assistance in regard to these standards, please approach or make contact with a Centre Management team member who will be pleased to assist.

SIGNS

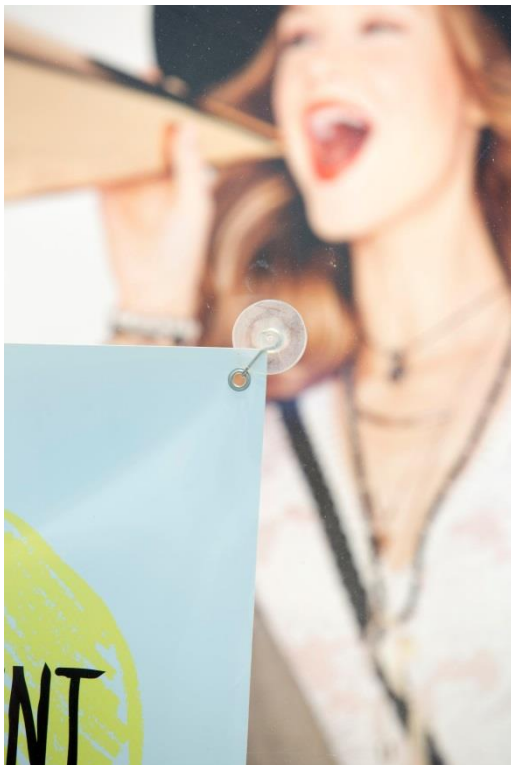
✓ *Signs are professionally produced, installed and maintained to a high standard.*

The following DO NOT meet the agreed standard and are not approved:

- Hand written signs
- Signs installed using sticky tape, Blu-Tack or Velcro
- Signs printed on paper & fixed to the inside or outside of the shopfront or Kiosk fixtures
- Hand written lettering on glass windows using Texta pens (fresh food cabinets excepted)
- Back lit or neon illuminated hand written signs
- Pull up banner signs or flags (casual mall tenants excepted)
- Damaged signs or signs altered by hand
- Signs on the shopfront advertising other businesses/brands/events
- Signs with the words Closing Down or End Of Lease
- Signs placed on top of kiosk fixtures above 1500mm height
- A-Frame or Pedestal signs outside the Lease Line

There are practical alternatives to sticky tape & Blu-Tack such as suction cups with hooks, acrylic stands & poster hangers. Adhesive decals on windows be approved only if they are installed professionally, with no bubbles or crease lines.

Third Party signs are not approved. That is, signage that advertises a business that is not operating in the centre. Food businesses are also sometimes asked by suppliers to place stickers on their display fridges to advertise Supplier's brands. This is not approved.



✓ Suction Cup Hook

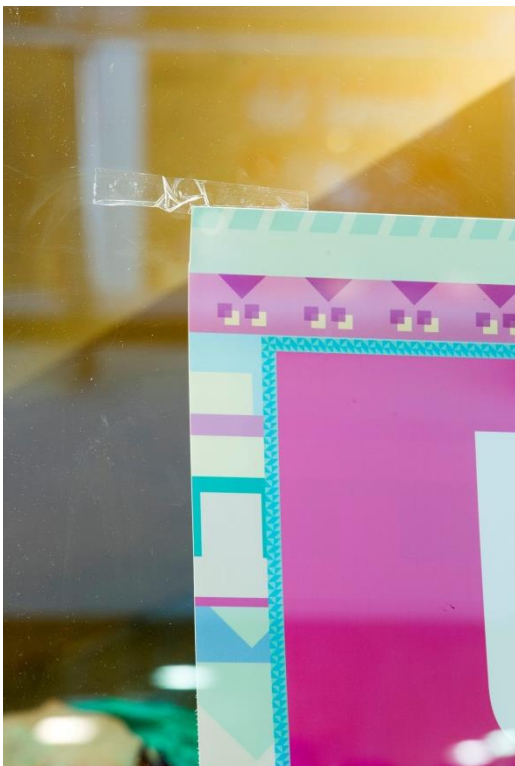


✓ Window Decal professionally

SIGNS (CONT.)



✓ Poster Hangers with Wire Hooks



✗ Sticky Tape



✗ Blu-Tack

If your store must be unattended and the door closed during the centre trading hours, a sign stating the time the store will re-open must be placed on the door or on top of the fixtures for kiosks. "Back in 5 mins" is not helpful to customers as they do not actually know when that means the staff will be back.

TICKETING

✓ *Price & promotion ticketing is professionally produced and displayed.*

If hand written price tickets are used, they should meet a high standard. Calligraphy training for staff is recommended in order to meet that high standard. Tickets should be replaced whenever they deteriorate (become faded, worn, damaged, etc.).



✗ Hand written – poor standard



✓ Calligraphy style used

LIGHTING

✓ *All lighting throughout the store is fully operational and approved.*

Lighting makes a significant contribution to the presentation of the store and can add to the customer experience. Store staff should regularly check all lighting (particularly in display windows and illuminated signage). Care should be taken to ensure new lamps that are fitted match the colour of the existing lamps (i.e. warm white, daylight, etc.).

If your business has external signage on the outside of the Centre, it must also be checked regularly to ensure it is fully illuminated at night.

Flashing or strobing LED lights, Rope lights & Christmas Tree type lights are not approved for use in shopfront displays or on kiosks inside the Centre as they can cause distress to some customers and can detract from store presentation. Festive lights may be used during the Christmas trading period to add to the ambience of the centre. However, they must not be flashing.



✗ Light out



✓ All lights working & illuminated

DISPLAYS

- ✓ *All displays are maintained to a high standard at all times to ensure products & tickets are correctly positioned and are clean.*

For kiosks, it is important that line of sight across the mall is not blocked and that the kiosk is kept looking neat and tidy. Items must not be displayed on top of fixtures above 1400mm height.. This includes counter top fridges for food businesses, which are not approved for any stores or kiosks.

Trestle tables are not approved unless part of a centre-wide promotion that has been co-ordinated in advance by the Marketing Team from Centre Management (for example – Market Day events).



✗ Displays items fallen



✗ Trestle table not approved



✗ Kiosk displays above 1400mm blocking line of sight

CLEANING

✓ *The store is thoroughly cleaned on a regular basis.*

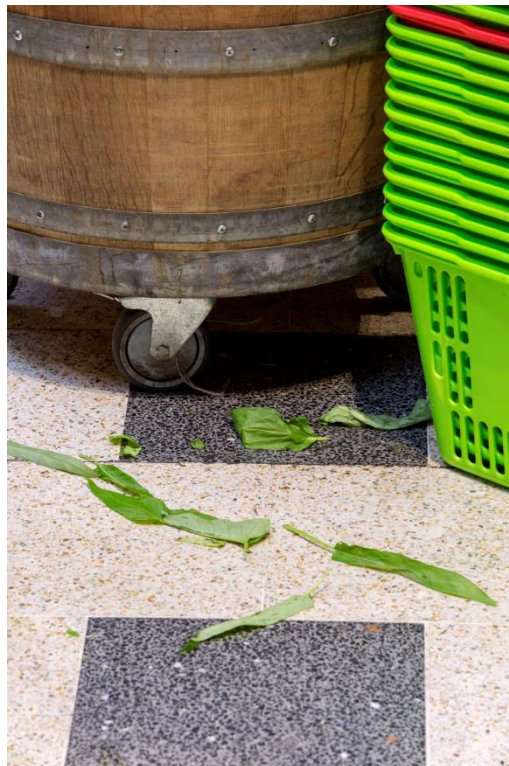
Whether your store is inside an enclosed centre or located in an external precinct, the air conditioning system and the weather can cause dust, dirt, fluff, insects and even rubbish to enter stores. Regular vacuuming of the floors, inside window displays and around air conditioning vents is important to maintain a high standard of presentation.

Glass surfaces should be cleaned regularly to remove hand prints and dust that collects. Store staff should stand outside the store on a daily basis and thoroughly inspect the store shopfront, windows and displays to check cleaning standards.

While the front door to your store may typically be stored away during trading hours, there are times when there are customers in the centre and your door is visible. For that reason, you should include the cleaning of your front door in your cleaning routine.



✗ Dead insects and dust in window



✗ Fresh food – clean up after customers

MUSIC & SPRUICKING



In-store Music and Spruiking can be used by Retailers, within agreed guidelines.

Each Retailer must not cause any unreasonable impact on surrounding businesses. That includes noises that may cause an annoyance to customers or staff working in other stores.

Spruiking can work well for some Retailers and can add to the ambience of the Centre (particularly when used by fresh food businesses to create a market atmosphere). However, it may also impact on surrounding businesses so it should be managed to avoid any concerns amongst surrounding businesses and customers. Any business wishing to use spruiking should lodge their request in advance with Centre Management via a Concierge Desk in the centre and must strictly adhere to the Centre Rules in regard to Spruiking.

Spruikers and staff may not approach customers outside the store to attract business. Staff can stand in the doorway and offer flyers or samples, but they must not move out and approach customers or hinder the customers' free movement in the mall. For kiosk staff, a handy guide is that the staff should be able to touch their kiosk fixtures with an outstretched arm at any time.

Retailers are able to have music playing in their stores. However, it must impact on surrounding businesses. For Store, the easiest way to assess this is that store music should not be able to be clearly heard from outside the store. For Kiosks, the music must not overpower the Centre's PA & Music system and should only be heard in close proximity to the Kiosk. Store staff must follow the direction of Centre Management staff if instructed to reduce or remove noise coming from their store.

FIXTURE PLACEMENT & LEASE LINES

✓ *Each store operates within its leased & licensed spaces.*

The Lease details the space that a Retailer can occupy and operate their business within. The Retailer is legally responsible for that space from a liability point of view and does not typically have any rights outside of that space. We often refer to the delineation between the Retailer's space and the common space managed by Centre Management as the Lease Line.

Retailers are not typically authorised to operate their business or place any fixtures, signs or products outside their Lease Line. The only exception to this is where a formally documented Licence Agreement has been entered into between the Retailer and Centre Management.

Centre Management manages the common areas of the centre (that is all areas outside Retailer's Lease Lines) and store staff must follow their direction to remove any fixtures or signs.

Fixtures should not be placed to restrict access into the store for customers. Customers will often avoid entering the store if they feel it is congested. Some fixtures may also be a safety issue if they pose an obstruction to customers.

Sampling outside your premises and the handing out of offers/brochures by roaming around the centre is available if booked in advance with our Brandspace Division. Contact details for Brandspace are available our Concierge Desks in each centre. There will be a charge for this activity outside your premises.



✗ Sign placed outside Lease line



✗ Displays outside Lease line

LICENSED SEATING AREAS (CAFES & RESTAURANTS)

- ✓ *Customer seating areas are kept clean and tidy and furniture is maintained to a high standard.*

For Retailers that have a licensed seating area outside their Lease Line, it is their responsibility to ensure the seating area is kept clean and tidy and the fixtures are maintained in good condition and positioned correctly. The Retailer should also co-ordinate a floor cleaning routine with the Centre's cleaner contractors, where the furniture is moved to allow the Centre's cleaners to thoroughly clean the floor overnight.



- ✓ Seating tidy & clean



- ✓ Seating kept within licensed area

BALLOONS

✓ *Only air-filled balloons attached to sticks can be used within the Centre.*

Something as fun as balloons, can still cause a number of issues in shopping centres and can detract from the presentation standards of a store.

As our ceilings are so high, helium balloons can float up there if they get away and stay out of reach for days. For that reason, helium balloons must not be used inside the Centre.

Air filled balloons must not be offered to customers if tied to a piece of string or wrapping ribbon as the string or ribbon will not weigh down the balloon if the person holding the balloon lets go.

Air filled balloons can be offered to customers if they are attached to a balloon cup and dark coloured stick. White sticks should not be used as they are difficult to see if they are dropped by the customers on light coloured floors and can become a slip & fall hazard.

For kiosks, air filled balloons can be used as part of a promotion if they are attached to sticks and displayed in a balloon stand. The balloons must not block line of sight across the mall and Centre Management staff can assist with assessing whether a balloon display meets this standard.

For all stores & kiosks, balloons should not be used in displays where they are simply stuck to fixtures or the shopfront using sticky tape or string.

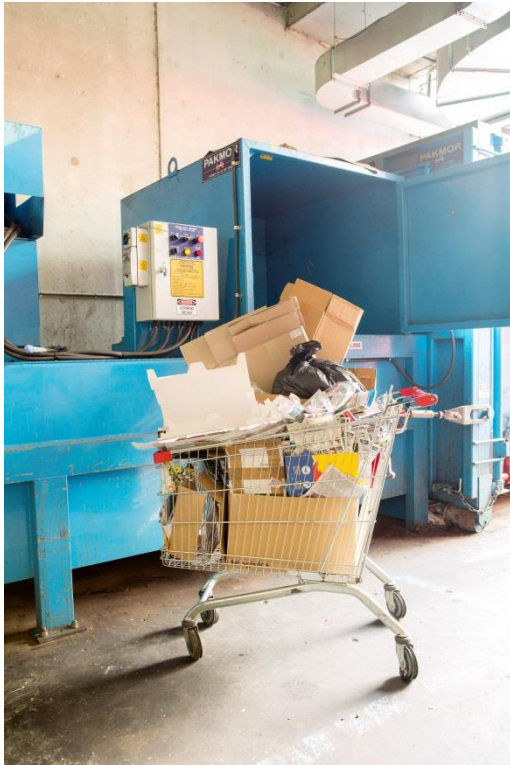


✓ Balloons attached to cups & sticks

USE OF SHOPPING TROLLEYS

✓ *Shopping trolleys are not used by other Retailers.*

Shopping trolleys are owned by the major retailers and are for the use of their customers. It is not appropriate that other Retailers use them for their business, especially for transporting rubbish and stock. If your business needs a trolley, please purchase one to suit your needs.



✗ Trolleys must not be used by Retailers

MAINTENANCE

- ✓ *Maintenance is carried out by each Retailer to maintain their store fitout to a high class standard (including shopfront, signs, fixtures & fittings).*

Any damage to the shopfront (including roller/sliding shutters) should be repaired promptly.



✗ Shopfront damage needs repair



✗ Painting required



✗ Stainless trim missing



✗ Part of cupboard door missing

TRADING HOURS



Each store is open for business during the hours noted in their Lease.

It is important for our customers and also the Retailers that each store is open for business during the agreed trading hours. This issue is noted in the Lease and was agreed at the time each Retailer entered into their Lease agreement.

If a Retailer is not open for business, customers can be frustrated as they may have planned their shopping visit with the expectation that they could visit all stores.

Food businesses (café's and takeaway food stores) must remain open for business and must continue to serve hot drinks or hot food up to the advertised closing time of the centre. We understand that some food businesses do not have products that ideally suit the early part of the day for a breakfast meal. However they should still have staff in the store carrying out food preparation tasks and be able to serve customers who may still choose to make a purchase.

All lights must be on during the agreed trading hours.

For Sundays and Public Holidays, Retail trading hours may be covered by state laws. You can confirm if this applies to your business by contacting a Retail Manager from Centre Management.

CONTACT DETAILS – CENTRE MANAGEMENT

If at any time you have any questions about these standards, feel free to contact or approach any member of the Centre Management Team. Alternatively, you can visit a Concierge Desk in your Centre and the Concierge staff will assist you with identifying the member of the Centre Management Team best placed to assist you and provide you with their contact details.

Signage & Fixture Placement Changes

It is always best to discuss in advance any plans you have for new types of signage or changes to fixture placement with a Retail Manager from Centre Management. This will avoid any issues if the proposed changes are not consistent with these standards.

Store Fitout Changes & Upgrades

If your business is planning to make any changes to the fitout of your store (i.e. fixtures, fittings, shopfront, lighting, flooring, fixed signage, security surveillance, etc.), those changes must be approved in advance by a Retail Design Manager from Scentre Group. Please contact a Retail Manager from Centre Management to obtain contact details for the relevant Retail Design Manager for your centre.

Maintenance Assistance

If you require access to a Contractor who carries out work within your centre and may be able to assist your business with maintenance tasks, the Facilities Manager from Centre Management may be able to assist.

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