

PACIFIC FAIR

RETAILER INDUCTION
HANDBOOK



PACIFIC FAIR

CONTENTS

Welcome	3
Centre Management Team	4
Our Centre	5
Centre Opening Hours	5
Centre Map—Ground Floor	6
Centre Map—Level One	7
Centre Services	8
Retailer Engagement	9
Parking	10
Building Maintenance	10
Loading Docks & Goods Delivery	11
Waste Management	11
Access & Security	12
Emergency Management	13
Centre Rules & Lease Obligations	14

CENTRE MANAGEMENT TEAM

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Valet
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MAINTENANCE

Asset Response Centre
1300 478 272

OUR CENTRE

Pacific Fair is centrally located in the heart of the Gold Coast on a 16.6 hectare site, adjacent to The Star Casino and the Broadbeach retail, conference and accommodation precinct.

With over 370 stores, Pacific Fair offers world leading luxury, international and Australian brands. The centre thrives on a diverse trade profile as a premier tourist destination and a hyper-local Queensland shopping centre.

CENTRE OPENING HOURS

Each precinct has unique values and the centre operates at different hours to best cater for customer needs.

	ALL OTHER PRECINCTS	RESORT (RETAIL) PRECINCT	THE PATIO & RESORT (RESTAURANT) PRECINCT
Monday	9am – 5.30pm	10am – 7pm	10am – Late
Tuesday	9am – 5.30pm	10am – 7pm	10am – Late
Wednesday	9am – 5.30pm	10am – 7pm	10am – Late
Thursday	9am – 9pm	10am – 9pm	10am – Late
Friday	9am – 5.30pm	10am – 7pm	10am – Late
Saturday	9am – 5.30pm	10am – 7pm	10am – Late
Sunday	9am – 5pm	10am – 7pm	10am – Late

* These are the hours that the Centre is usually fully operational. The Centre may open or close outside of these times.
Individual retailers may trade at different times, and customers should check retailer trading hours with the relevant retailer.

CENTRE MAP GROUND FLOOR



- | | | | |
|------------------------|--------------------|-------------------------------|---------------------|
| Lifts | Toilets | Information, Customer Service | Parking Pay Machine |
| Stairs | Parents' Room | Locker Storage | Buses |
| Escalators/Travelators | Accessible Toilets | Prayer Room | Taxis |
| Pedestrian Entry | Changing Places | Telephone | G:link |
| | | Automatic Teller Machines | Bikes |

- EV Charging
- Coles Click & Collect
- Australia Post PO Boxes
- Australia Post Regular and Express Mail Box
- Kids Play Areas

THE BOULEVARD

THE RESORT

SPECIALTY STORES

THE PATIO DINING

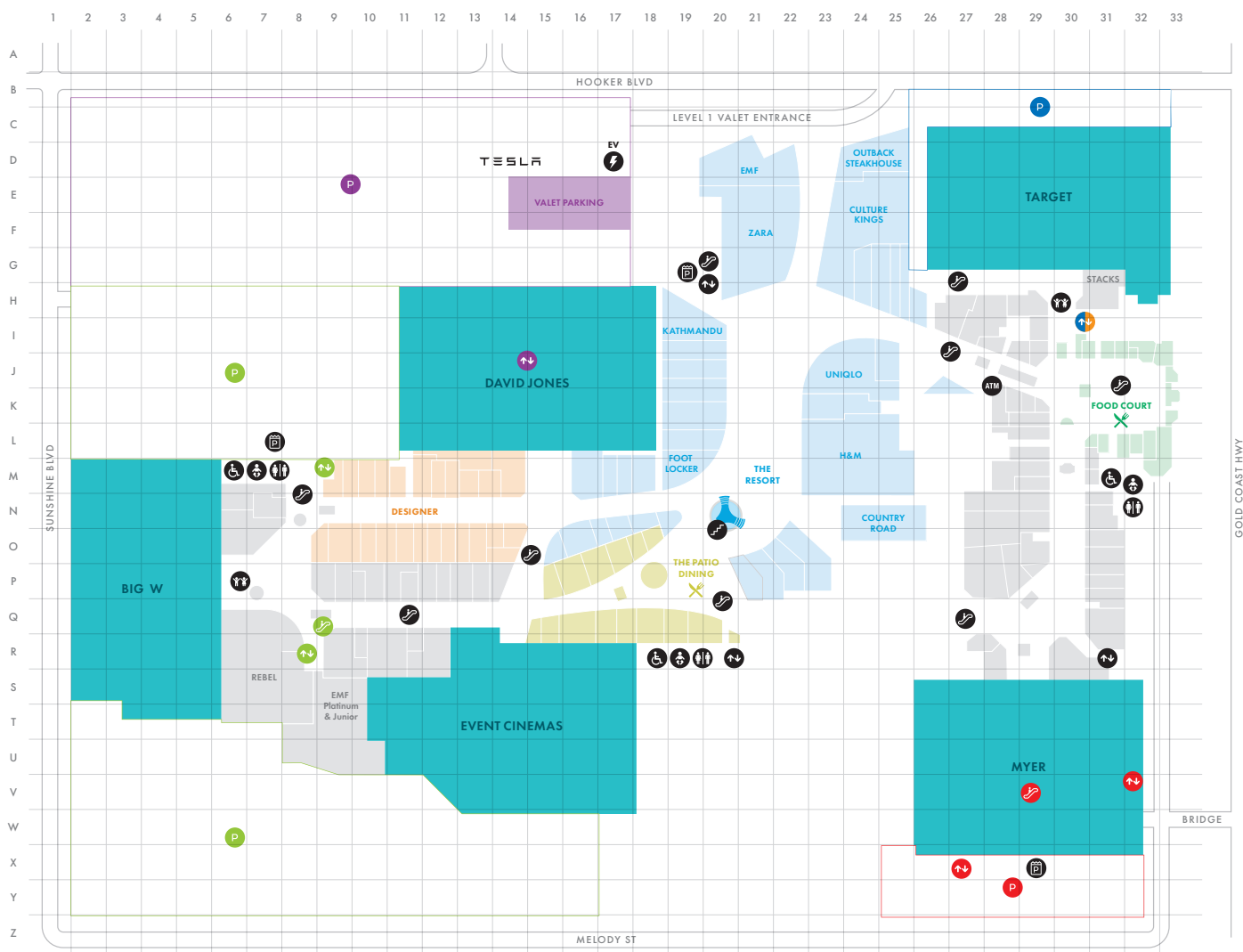
FRESH FOOD MARKET & FOOD COURT



















LUXURY & DESIGNER

PLAY³⁻⁷

KIDS PLAY AREA

CENTRE MAP LEVEL ONE



- | | | | |
|--|--|---|---|
|  Lifts |  Toilets |  Information, Customer Service |  Parking Pay Machine |
|  Stairs |  Parents' Room |  Locker Storage |  Buses |
|  Escalators/Travelators |  Accessible Toilets |  Prayer Room |  Taxis |
|  Pedestrian Entry |  Changing Places |  Telephone |  G:link |
| | |  Automatic Teller Machines |  Bikes |

- ⚡ EV Charging
 - 📦 Coles Click & Collect
 - 📮 Australia Post PO Boxes
 - ✉️ Australia Post Regular and Express Mail Box
 - 👶 Kids Play Areas
 - TESLA Tesla Charging
 - THE BOULEVARD
 - THE RESORT
 - SPECIALTY STORES
 - THE PATIO DINING
 - FRESH FOOD MARKET & FOOD COURT
 - LUXURY & DESIGNER

CENTRE SERVICES

At Pacific Fair, customer experiences are our priority. Presentation of the centre is critical to this, but so is the way in which we interact with our customers. We believe that positive interactions that are informed, proactive and personalised are the key to a genuine connection with our customers that will drive loyalty and repeat visitation.

CONCIERGE DESKS

There are two concierge desks. One is located on the Ground Floor in The Arcade, near The Coffee Club. The second is located on the Ground Floor in the Luxury Mall between David Jones and the Fresh Food precinct. The desks are staffed during normal centre trading hours and have information on all of our customer service facilities which include:

- Motorised scooters
- Gift cards
- Lost property
- Strollers
- Wheelchairs
- Theme park attractions tickets

VALET PARKING

Valet Parking at Pacific Fair allows customers convenient, personalised parking for quick and easy access to the Centre. Open daily, Valet Parking is conveniently located on Level 1 of the Purple Car Park with best access from Hooker Boulevard. Valet can collect customer shopping from our retailers for valet customers, please call 0468 474 176.

PUBLIC TRANSPORT

Bus and taxi services arrive and depart from the bus interchange located adjacent to car park on the corner of Hooker Boulevard and Sunshine Boulevard. Uber services arrive and depart off Hooker Boulevard.

COMPLIMENTARY SHUTTLE BUS SHUTTLE

Guests visiting the Gold Coast can enjoy a free shuttle service from as far north as Sea World Resort and south to Burleigh Heads during key periods. The shuttle stops at the Visitor Lounge. The schedule is available online and at the Visitor Lounge and Concierge desks.

PACIFIC FAIR TAXI

All aboard our free Pacific Fair taxi!

The taxi operates daily on the Ground Floor of the centre. Hail the taxi in-centre or call Concierge if you require the taxi for a customer.

ACCESSIBLE PARKING

Designated parking bays for disabled persons are located adjacent to all mall entries and marked with blue light above the parking bay.

ADULT CHANGE FACILITIES

Pacific Fair has an adult change facility for adults with disabilities and their carers. This facility is located near the amenities on the Ground Floor of the Arcade. The facility includes:

- Adult sized change table
- Moving hoist for use over the change table and toilet
- Alert button to call security in an emergency

PARENTS' ROOMS

Parents' rooms are located in the following locations:

- Ground Level of The Arcade near Sunglass Hut
- Ground Level near Woolworths
- Ground Level in The Resort
- Level 1 near Big W
- Level 1 of The Arcade adjacent to the Food Court

RETAILER ENGAGEMENT

Pacific Fair's goal to be "The Most Loved Shopping Centre In Australia" extends to our retail partners. We have developed a Retail Experience (RX) program to ensure your experience working at Pacific Fair is fun, engaging and supportive.

The below services and initiatives are complimentary and exclusive to all retail staff working at Pacific Fair:

EXCLUSIVE STAFF OFFERS

Pacific Fair Perks is our staff discount program which includes over 100 exclusive offers to retailers working at the centre. To access this program, please complete the Rapid Induction and then pick up your staff discount card from our Concierge desks.

RETAILER INDUCTION SESSIONS

On the first Tuesday of each month, we hold an induction session at 11am in the Pacific Fair Visitor Lounge. Any new retail staff are welcome to come along, meet our Retail Team and ask any questions. Duration 15-20 minutes.

END OF TRIP FACILITIES

The end of trip facilities include a secure bicycle storage area, bicycle work station, lockers and showers as well as male and female changerooms. See Visitor Lounge for access.

RETAILER LUNCHROOM

Need a quiet place to eat your lunch or take 5? Our retailer lunchroom and outdoor area is located on Level 1 in the East Arcade. Access the lunchroom via the glass door adjacent to the escalators (near Sportsgirl).

MEETING ROOM & BUSINESS SERVICE – VISITOR LOUNGE

A dedicated meeting space is available for hire within the Visitor Lounge. Perfect for staff training, recruitment, stylist sessions and the like. Please contact Visitor Lounge on 07 5581 5100 to discuss availability and bookings. We also provide access to printing, laminating and computer facilities – just ask our friendly Concierge team in the Visitor's Lounge.

RETAILER NEWSLETTER

Keep up to date with everything that is happening at Pacific Fair. Each month we issue a Retailer Newsletter highlighting up-coming events, marketing campaigns and in-centre opportunities. Please contact pacificfairmarketing@gpt.com.au to be included on the distribution database.

NETWORKING & WELLNESS SESSIONS

It is important that you have an opportunity to meet other retailers in centre and/or enjoy some time outside of your store with your team. We offer a variety of networking sessions and movie nights throughout the year.

RETAILER REWARDS

We want to recognise retailing and customer service excellence. We encourage you to nominate individual retail staff who proactively deliver outstanding experiences to our customers and visitors. Successful nominations receive \$50 Pacific Fair giftcard. Please refer to the Retail and Customer Experience Manager for more details.



Scan here to access
the Retailer Intranet
for more information

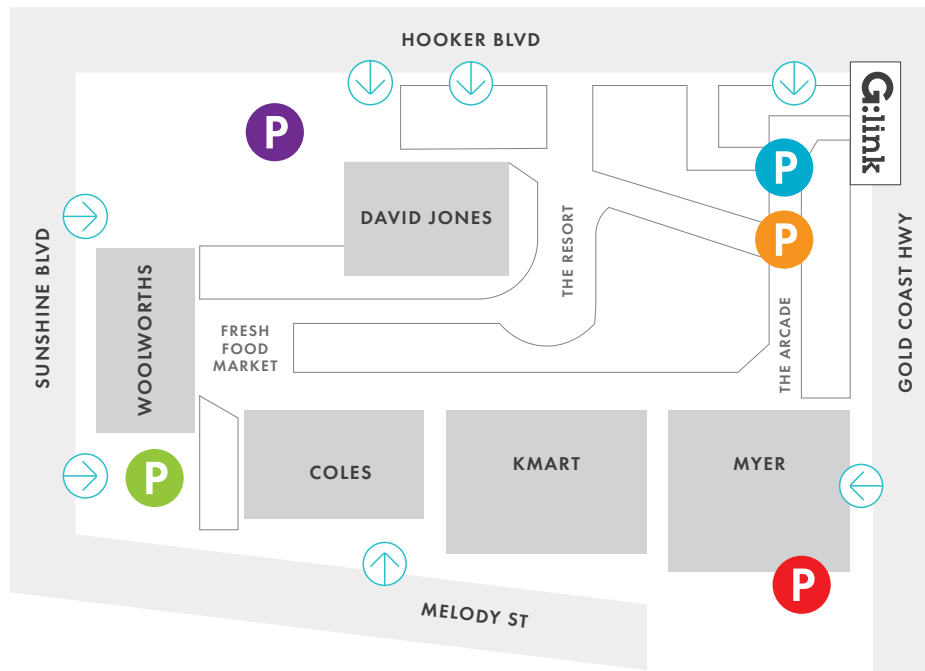
PARKING

Pacific Fair has over 6,200 car spaces providing convenient and easy access for our customers in a controlled parking environment.

Retail staff wishing to park on site will be required to register for a parking account and park in a designated staff parking area in order to access the discounted staff parking rate. Retail staff parking areas are located on Purple, Blue (rooftop) and Red (rooftop and 1 Mezzanine) carparks as shown in the map below:



Scan here for more information and to register a parking account



ROOFTOP



ROOFTOP



ROOFTOP AND
1 MEZZANINE

BUILDING MAINTENANCE

Asset Response Centre (ARC) is an online work request system supported by a 24/7 call centre that can direct your enquiry and assist in the prompt management of building issues.

Pacific Fair Shopping Centre utilises ARC for the benefit of its tenants and to assist in diagnosing and rectifying building issues associated with safety, environment and building services.

Asset Response Centre has the backing of an extensive management framework and contractor database to attend to issues associated with safety, environment and building services. In the event that the request is deemed to be a tenant/owner responsibility, you will be advised accordingly, and if you elect to continue with the work, the response and rectification costs will be passed on for payment.

To ensure that you benefit from the Asset Response Centre, visit gptarc.frc.solutions, enter the Building Code PACFAIR and submit the required registration information. You will be advised by email of your unique login details when your access has been approved. Once approval has been received, you will be able to log in using your email address and password.

If you require assistance in setting up web access to the Response Centre, or if you would prefer to phone the Asset Response Centre please call 1300 478 272.

LOADING DOCKS & GOODS DELIVERY

Pacific Fair has loading docks located around the Centre. Please locate the most convenient loading dock to your store.

Loading dock operating hours are 6am – 9pm daily. Access to docks outside of these times can be approved by Security and Centre Management.

Please note the safety and cleanliness of our docks is of upmost importance – there is no smoking and private vehicle parking is strictly prohibited in our loading docks.

	General Waste	Paper/Cardboard	Soft Plastic	Mixed Recycling	Organics	Cooking Oils	Battery/E-Waste	Bread/Milk Crates
Dock 1/2	✓	✓	✓	✓	✓	✓	✓	✓
Dock 3	✓	✓	✓	✓	✓	✓	✓	✓
Dock 6	✓	✓	✓				✓	
Dock 8						✓		✓
Dock 9/10	✓	✓	✓	✓	✓	✓	✓	✓
Dock 12			✓					
Patio & Food Court BOH				✓	✓			

DOCKS



WASTE MANAGEMENT

Please dispose of rubbish in the compactors or open top bins situated in each loading dock. Under no circumstances should rubbish from individual stores be placed in the centre’s ‘common area’ bins.

The compactors have restricted access to ensure only centre retailers can utilise them for waste disposal. Each retailer will be issued a pin code after completing essential training on how to use the units. Contact the Dockmaster for details about training and pin codes.

Please report any issues with compactors to the Dockmaster immediately and do not leave rubbish if the compactor is not working. Fees apply if Centre Management need to dispose of retailer rubbish left at compactors.

At Pacific Fair, we are committed to building a sustainable future and reducing our environmental footprint across the property which is in part achieved through increasing rates of recycling and landfill diversions. Please follow compactor signage to ensure waste is disposed of correctly in each of the various waste streams.

For all loading dock, delivery and waste management queries please contact:

Dockmaster: 0411 678 596 or via email pfdockmaster@assetlink.com.au.

ACCESS & SECURITY

Pacific Fair is open from 6am to 10pm every day. The centre is secured (locked down) overnight from 10pm to 6am and has 24/7 security on site.

AFTER HOURS ACCESS

For emergency management purposes and to ensure the site is appropriately secured, Security Control must be informed of any tenancy access required outside the permissible tenant access hours (permissible tenant access hours are: Monday to Sunday 6am – 8pm).

This includes but is not limited to activities such as store stocktakes, VIP trading, training and additional late trade.

Approved access outside of these hours will require the submission of an After Hours Access Request form. This form is available from Security Control or Retailer Intranet and must be completed and issued to Security for approval at least 48 hours prior to access (submit 9am to 5pm Monday to Friday only).

SECURITY CONTROL CENTRE

The Security Control Centre is located behind Kmart on the access road from Melody St. The Security Control Centre is operational 24/7.

For all Security queries please contact: Security Control: 07 5581 5121 or 0458 888 026 or email pacfairsecurity@assetlink.com.au

PERSONAL SECURITY

If at any time you or your staff feel that personal security is compromised or recognise suspicious activity, contact Security Control who will attend and provide support.

IN-STORE SECURITY

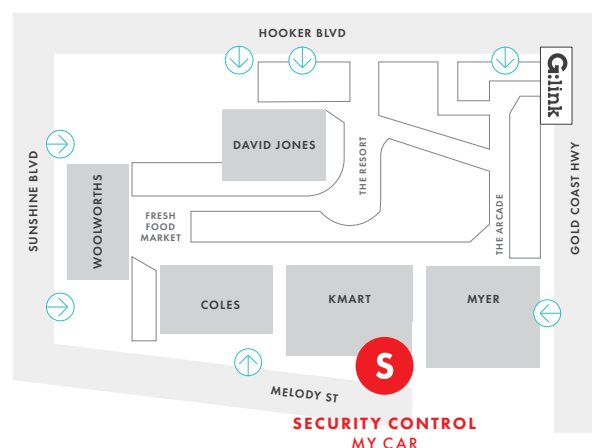
Should a crime be committed in or against your store either during or outside trading hours, contact the Police as a priority and notify Security Control who will support Police as required.

AFTER HOURS SECURITY

Where security services are required for tenancy after hours access, contact Security Control on 07 5581 5121 for details.

REPORTING SUSPICIOUS BEHAVIOUR

The public play a major role in providing information to law enforcement and intelligence agencies charged with protecting the community. If you see something that is unusual or doesn't seem to add up, please speak up by calling the 24-hour National Security Hotline on 1800 123 400.



EMERGENCY MANAGEMENT

FIRST AID

Should you witness an accident within the centre, outside or close by your store, please contact Security Control, who are trained First Aid officers, on 07 5581 5121 immediately and ensure that every care is taken until they arrive on the scene to administer First Aid.

Ensure Security or Centre Management are informed of all and any incidents that occur within the centre's boundaries, regardless of whether or not the customer is injured or requires medical assistance.

Know the location of the nearest Defibrillator which are located throughout the Centre.

FIRE

Clear the immediate danger area

- Close doors and windows to contain the fire and smoke where possible
- Notify neighbouring tenants of the fire and its location
- Notify Security on 5581 5121 or 0458 888 026 manned 24/7
- If installed, activate nearest Break Glass Alarm (BGA)
- When safe to do so, report the fire to the Fire Department by calling "000"
- Evacuate the building via the nearest safe emergency exit/s

Know the location of the nearest

- Emergency Exits
- Break Glass Alarm (BGA)
- Fire Blanket
- Fire Extinguishers
- Hose Reels

BOMB THREAT GUIDELINES

- Remain calm
- Keep the caller on the line as long as possible
- Complete a Bomb Threat Checklist (if available)
- Do not hang up the phone or the line you are using
- Advise Security on 5581 5121 or 0458 888 026 manned 24/7 from a different phone if possible
- Report threat to Police by calling 000
- Hand over Bomb Threat Checklist to the Police upon their arrival

Report the threat to the Police by calling "000"

EVACUATION

If the Alert Signal sounds "BEEP BEEP BEEP"

- Be aware of a possible emergency within your area. Prepare for a possible evacuation.

If the Evacuation Signal sounds "WOOP WOOP WOOP"

- Immediately clear all persons from your store via the nearest safe emergency exit
- Close and secure the area only if safe to do so
- Evacuate the Centre via the nearest emergency exit and disperse
- Wait until given the "All Clear" to re-enter by the Emergency Services or Chief Warden

FOR ALL EMERGENCY SERVICES DIAL

000



POLICE



FIRE



AMBULANCE



DISPERSAL METHOD OF EVACUATION

Red Zone is an Exclusion Zone.

This zone is 250m in any direction from the building.

Orange Zone is the Primary Assembly Area.

This zone is between 250m to 500m or a 10 min walk.

Purple Zone is for a bomb or security threat to the building.

This zone is a minimum distance of 500m, or 20 min walk.

Remain in the zone until you receive an "All Clear" to re-enter the building.

CENTRE RULES & LEASE OBLIGATIONS

Together we are all responsible for ensuring the Centre operates effectively and in the best interest of all stakeholders. We have a set of Centre Rules, which together with retailer's lease obligations, outline the expected behaviours of all retailers and their staff working at Pacific Fair.

CORE TRADING HOURS

All retailer partners must comply with the trading hours as specified within your lease.

If you are unable to open your store due to unforeseen circumstances, please notify our Concierge team who will advise the Retail Manager.

LEASE LINES

Retail Partners (including Kiosks) must at all times, stay behind the lease line of their tenancy unless they have received written approval from the Retail Design team. Security staff and Centre Management staff have been instructed to move all items back into stores that exceed their lease lines.

NOISE

Retail partners must not operate a musical instrument, radio, television, flashing lights or other equipment that can be heard or (in the case of flashing lights) be seen outside the premises.

RUBBISH

Rubbish must be disposed of via the compactors or open top bins situated in each loading dock – refer to page 11 for more information on loading docks and waste management.

SHOPFRONT SIGNAGE & DISPLAYS

The installation of all signage, permanent or temporary, is subject to the approval of the Retail Design team.

Any request for signage must be made in writing.

Any signage which has not been approved will be required to be removed. To uphold the high quality presentation of the centre, and in accordance with your lease, we insist that absolutely no handwritten signage is displayed at your store (including short break signage).

STORE HOUSEKEEPING

Retail partners should always maintain high standards in store presentation by keeping your premises, shopfront, signs and glass spotlessly clean and well maintained. Do not stockpile boxes or other non stock items in customer view – store or dispose of them in an appropriate manner.

STORAGE

Storage space in centre is available for lease. Please contact the Retail Coordinator for further details.

TROLLEYS

Shopping trolleys belong to the Major tenants and are designated for their customer purchases only. These shopping trolleys should not be utilised for transporting stock or waste by retailers. For your store operations involving stock or rubbish, we recommend purchasing your own trolley.



Scan here to access the full set of Centre Rules



PACIFIC FAIR

PACIFIC FAIR - CENTRE MANAGEMENT

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The management of Pacific Fair Shopping Centre regards the contents of this booklet as confidential. Retailers should not disclose its contents to any person other than personnel of the retailers involved in the management or promotion of their business or to any other retailer at Pacific Fair Shopping Centre or otherwise. Whilst all details contained in this document are correct at the time of going to print, unforeseen circumstances may necessitate changes to the plans outlined.