



SettingUpShop

CAPABILITY STATEMENT



Consulting • Tenancy Coordination • Project Management





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**We are your
tenancy
delivery
experts**



KAL-CHER
Coffee



ABOUT SETTING UP SHOP

WHO WE ARE

Setting Up Shop is an independent Australian tenancy coordination and project management firm with decades of experience across hundreds of successful projects.

We offer the full package of tenancy delivery and fitout management for development, redevelopment and mixed-use projects – or we can project manage any aspect of the process you need help with.



A SNAPSHOT OF OUR EXPERIENCE:

We've delivered tenancies in properties managed by every major landlord in Australia: Westfield, Vicinity, ISPT, AMP, QIC, Lendlease, Mirvac, GPT, Stockland, Stockwell, and more.

We've successfully set up shop with diverse retailers from Freedom and Hungry Jacks to Spotlight and Stefan, delivering tenancy fitouts in many of Australia's largest shopping centres.

Our team have managed diverse projects across Australia, including the build of more than 120 Bank of Queensland branches.

And for the past 3 years, we've been delivering retail in mixed-use residential and commercial buildings, helping grow the vibrant King Street shopping and dining precinct in Brisbane and Victoria Harbour in Melbourne.

See page 10 for more detail on the tailored services we offer our clients.

A WORD FROM OUR FOUNDER

Karyn O'Brien created Setting Up Shop to specialise solely in retail tenancy delivery. She has built a growing team of specialists who, like her, are committed to delivering the best outcomes for their clients.

"We understand retail and retailers. Nothing gives us greater pleasure than seeing a shopping centre trading well or a new shop open successfully. And we know that tenancy delivery done well makes for a better project."

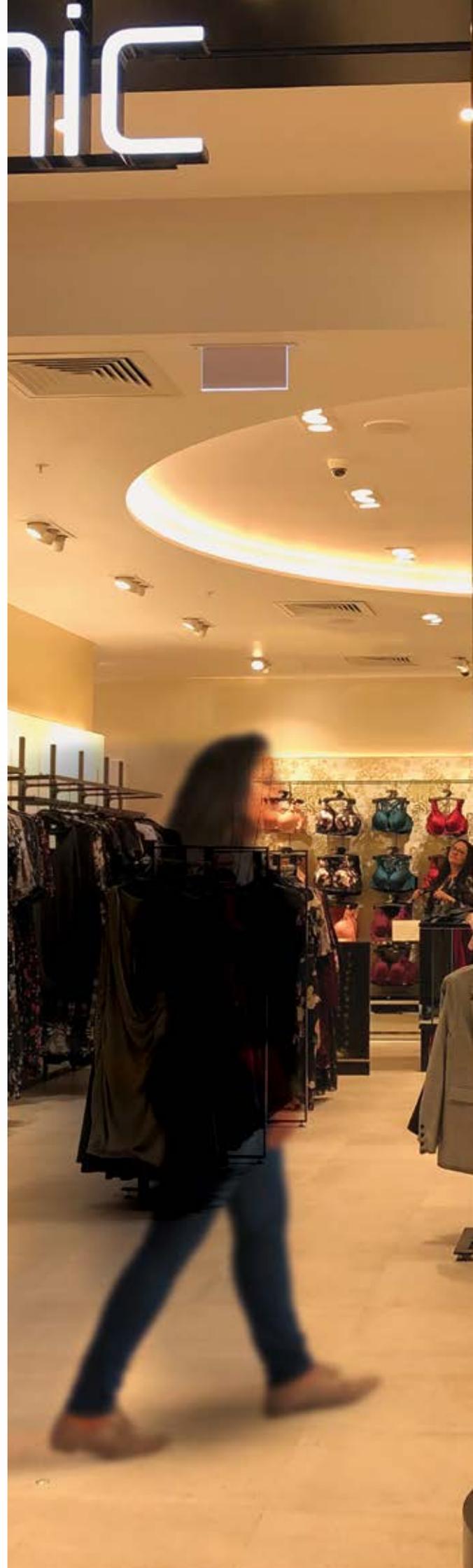
"We have extensive experience in retail, which means we can identify risks to project delivery long before they affect the project, and we're experts in finding quick, robust solutions."

"We're expert strategists who speak builder/tradie, contracts/legal, design/fitout and more."

"We're all about communication because we know that understanding all stakeholders' needs and points of view leads to better decision making and a better result for landlords."

"We know that retailers can be the most challenging part of retail development, and we know how to talk to them, too. We will look after your tenants for you, and will work to get to the heart of any problems to quickly determine why there's an issue and how to solve it."

Karyn O'Brien,
Founder and Project Director







The know-how we've gained from decades of helping others set up shop:

We know that tenants come in all shapes and sizes.

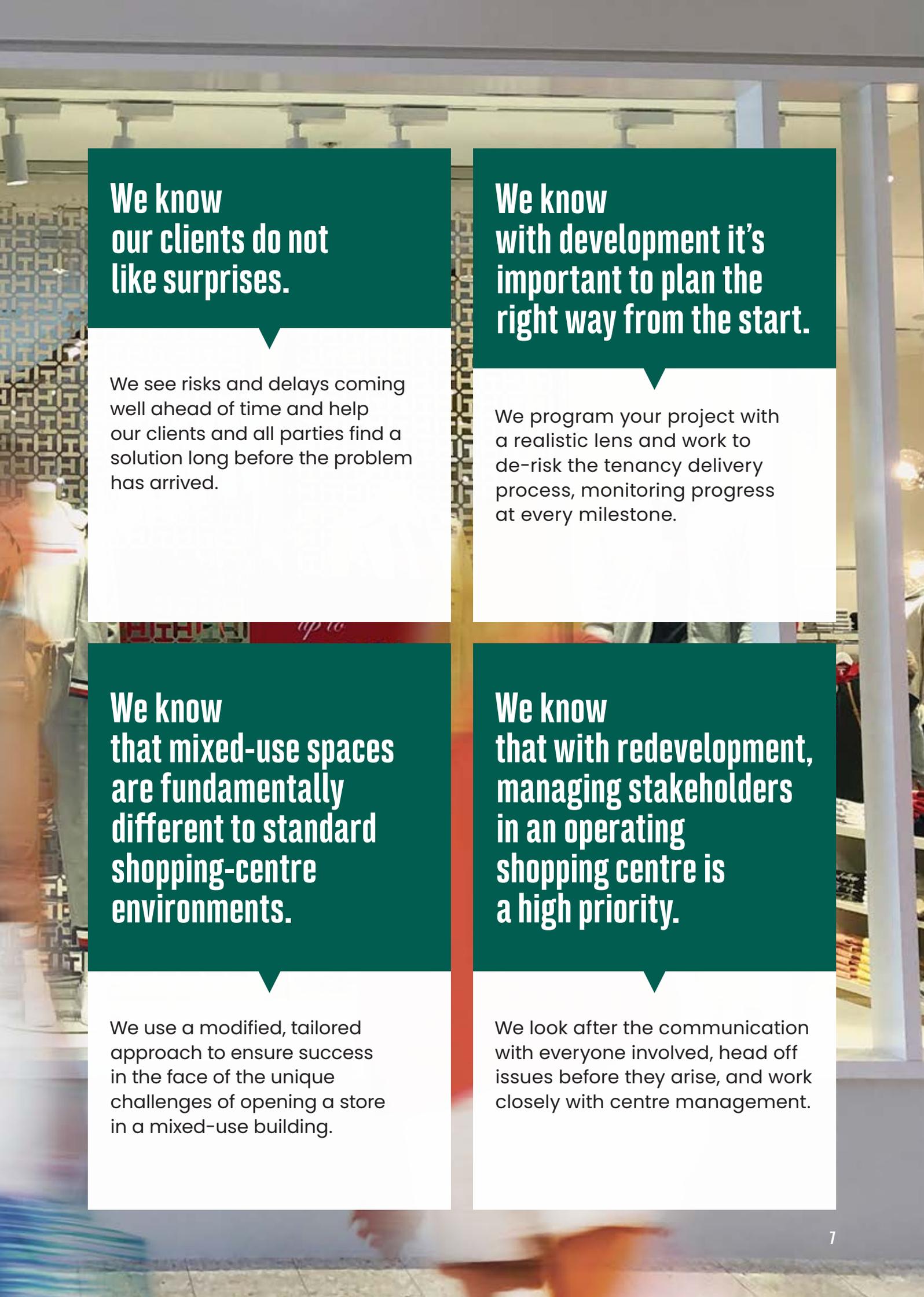
Setting Up Shop's delivery process responds to their varying requirements while minimising landlord risk.



We know the additional compliance issues that can arise.

(For example, when fitting out a tenancy on a street rather than in a centre.)

We build relationships with council and other authorities and suppliers so that we can help tenants work through these concerns smoothly.



**We know
our clients do not
like surprises.**

We see risks and delays coming well ahead of time and help our clients and all parties find a solution long before the problem has arrived.

**We know
with development it's
important to plan the
right way from the start.**

We program your project with a realistic lens and work to de-risk the tenancy delivery process, monitoring progress at every milestone.

**We know
that mixed-use spaces
are fundamentally
different to standard
shopping-centre
environments.**

We use a modified, tailored approach to ensure success in the face of the unique challenges of opening a store in a mixed-use building.

**We know
that with redevelopment,
managing stakeholders
in an operating
shopping centre is
a high priority.**

We look after the communication with everyone involved, head off issues before they arise, and work closely with centre management.

OUR APPROACH

OUR INTEGRATED APPROACH

CONSULTING

TENANCY COORDINATION

PROJECT MANAGEMENT



OUR POINT OF DIFFERENCE:

Setting Up Shop's breadth of experience, attention to detail, specialisation in retail tenancy delivery, commitment to getting the best outcomes for our clients, and proven track record is what sets us apart from our competitors.

Our repeat clients include Lendlease, who hired and fired many leading project management firms before hiring our team and continuing to rely on us for multiple projects in Brisbane and Melbourne to this day.

"We won't waste your time because we'll get straight to the nitty gritty of any issues and into problem-solving mode. We'll simplify the process to reduce the stress for you (and your tenant)."

Karyn O'Brien –
Founder & Project Director

OUR SERVICES

Tenancy coordination is often seen as a basic tick-the-box exercise left to a junior PM with a spreadsheet that they run through in a set order.

We do so much more.



Our comprehensive advice and support has been honed through decades of successful projects across Australia. We guide our clients through all stages of a project from conception to completion.

Our team have backgrounds in project management, architecture, fit out design and more, having successfully managed fitouts in commercial, retail and mixed-use buildings, with budgets ranging from \$100,000 up to \$7 million.



CONSULTING

We offer tailored advice and workshopping to help you set up and run your retail project, including:

Development delivery strategy

Base building provision review

Fitout guide development

Tenancy plan briefing and review

Lease document review

Lessor Lessee matrix development

Process and procedure development

Delivery documentation

Project programming and key date identification

Base build contract inclusions

We understand the commercial drivers behind handover dates and have a proven track record of meeting them.

While we offer all the robust programs, reports and monitoring you'd expect, we also go well beyond the checklist to understand what motivates your project stakeholders.



TENANCY COORDINATION

We provide complete management of tenant fitouts, including:

- Lessor's Works
- Design Process
- Handover & Fitout
- Defect & Close Out

Our unique approach enables us to customise our service to both the landlord and tenant, to:

Minimise risk to the landlord

Identify potential problems long before they start to grow and slow things down

Keep the project on track in terms of both time and budget

Lay the groundwork for a positive relationship between the tenant and landlord to encourage a successful, long-term tenancy, and

Ultimately see the tenant open a business that has a greater chance of succeeding – a win for both tenant and landlord!

We tailor our project management service to each client's unique situation and requirements, drawing on our decades of experience to expertly manage all aspects of the design, construction and delivery of your next project.

Whether you have just one tenancy in an existing centre to be delivered or another ad hoc project that needs attention, Setting Up Shop can supplement your team and manage your smaller projects with ease.



PROJECT MANAGEMENT

Our team can cover the approvals, construction, commissioning and handover of each project for you, ensuring you meet time and budget targets.

Our project management services include:

Project scoping

Procurement planning

Project programming

Budget planning and management

Consultant briefing and management

Design management

Design coordination

Tender documentation

RFI management

Tender recommendation

Contract review and management

Contractor management

Stakeholder engagement

Meeting management

OUR PEOPLE

We know that no matter what a company's advertising has to say, people do business with people. So, we want you to get to know us.

We're expert communicators who can tick all the boxes *and* think outside the box while attending to all the complexities of your tenancy coordination project.

Our senior management team's wealth of experience – with specialist backgrounds in project management, building, design fitout, architecture and more – leads all our clients to success.



**KARYN
O'BRIEN**

Founder & Project Director

Karyn has decades of experience in tenancy coordination and project management. She's an expert strategist who has developed her own systems to de-risk the tenancy delivery process and monitor progress across all project stages, from briefing and design through to opening day. She believes communication is key to a smooth job.

Karyn has gained a wealth of knowledge working in retail fitout and operational management, including specialist knowledge of retail tenancy coordination, retail fitout, base build/lessor works, project programming, tender processes and stakeholder engagement. Karyn believes in going well beyond the standard checklist approach to tenancy coordination. She ensures her team keeps on top of even the most minute details, identifying issues long before they arise.



ALISON McKAY

Project Manager / Expert in Retail Fitout

Alison has extensive experience in project management and specialises in providing tailored retail fitout services for small businesses. She knows how to streamline the entire design and fitout process for new retail outlets to keep projects running smoothly and to time and budget constraints.

Alison knows that a stable and thriving tenant makes for a happy landlord; she stays on top of even the smallest of details to ensure she helps create stores that function perfectly without modification for many years to come. Alison is skilled in retail tenancy coordination across diverse projects, most recently working for the landlord of King Street, Brisbane Showgrounds, and on the Sunshine Plaza redevelopment.



CLARE CARTWRIGHT

Project Manager / Expert in Retail Fitout

Clare has decades of experience in tenancy coordination in large-scale shopping centre environments. With her background in project management on both the builder and client sides of retail fitout, she brings a deep knowledge of compliance, council and food-safety regulations, guiding all her fitouts to technical perfection. Clare is an expert at identifying the limitations of each site and its design plan and quickly creating strategies to address these challenges.

Clare's ability to build rapport with everyone from the landlord and centre management to the tenant and subcontractors means she keeps in close communication with all stakeholders. This ensures that her projects run smoothly across all stages, from negotiating changes to baseworks, getting pricing approvals or instructing works.

OUR CLIENTS

At Setting Up Shop, we know it's all about our clients.

We're here to solve our clients' problems and to ensure they get the successful result they want on time, on budget, and with a happy tenant to boot.

Our team has been privileged to work with every major landlord in Australia.

Happy clients come back: we are regularly approached for repeat business thanks to our unique approach to tenancy coordination and the hands-on, tailored support we offer our clients.

CALVIN KLEIN

JUST A FEW OF THE BIG NAMES WE'VE WORKED WITH:

Mirvac

Lendlease

Stockwell

QIC

AMP

Westfield

Vicinity Centres

Stockland

ISPT

GPT Group

Bank of Queensland

Boost

Hungry Jacks

Freedom

Calvin Klein

Artisan

Il Verde

Supré

The Coffee Club

Anaconda

Gloria Jeans

The Reject Shop

Khul-Cher

Early Settler

Guardian Early Learning Group

Spotlight

Atelier

Cotton On

Motto Motto

Sportscraft

FEATURED PROJECTS

FEATURED PROJECT 1

Artisan King Street, Brisbane

THE CLIENT

Artisan is a not-for-profit organisation that supports and promotes contemporary craft and design by holding workshops and exhibitions and offering a space where artists and craftsmen can sell their wares. When the lease on the space they had been in for 20 years was up, Artisan took a tenancy in King Street to house their combination gallery, retail store, workshop and office.

The new space was far smaller than Artisan's previous location. And while an architect on their board had created a beautiful design for them, the build was going to be very expensive (well beyond their budget).

Setting Up Shop took Artisan on as a client to ensure they could achieve their beautiful vision for the space, despite their modest budget.

Spoiler: the build was delivered on time, bang on budget, and the CEO couldn't be happier.



CHALLENGE ONE: A VERY SMALL BUDGET SOLUTION: VALUE ENGINEERING & RELATIONSHIP BUILDING

Our first challenge was that Artisan's modest budget was absolutely set in stone, with 16% of this budget allocated for specialised lighting supply for the gallery.

One of the first things we did was an audit to determine if there was anything we could re-use from the previous space. We measured these items and ensured the plans were altered so they would fit. For example, we cut the cost of having a workbench specially built for the gallery space by altering the plans to incorporate the tables from Artisan's previous fitout.

Typically, a builder's quote is divided by trade (aka by electrical, plumbing, joinery etc.). But we broke Artisan's quote up room-by-room to help the client understand more clearly where money was allocated. The client chose to prioritise their budget in the retail space and made small changes in the other rooms that added up across

the build. For example, by advising the client not to install a Zip tap in the staff break-out space and only install one in the workshop, Artisan was able to use the Zip tap for functions while putting the extra budget saved on the second tap into a large bench seat that doubled as storage space in the gallery.

We also achieved savings through Karyn's great communication and relationship building, which resulted in the builders being very generous with their time and working with us to source materials that could be bought cheaply from suppliers who had over-stocked or had remnants.

By working very closely with the builder and the CEO of Artisan, we managed to retain the majority of the design intent while creating a practical solution that worked for the client and reduced the initial price by 25%.



CHALLENGE TWO: WORKING WITH LIMITED SPACE SOLUTION: EFFICIENCY & FLEXIBILITY

The new space is far smaller than the area Artisan were moving out of and yet it needed to provide all the functionality of the previous space and more.

To ensure that the new space worked for the client more efficiently, we were very closely involved with workshopping the staffs' requirements to create a flexible, rearrangeable fitout.

Artisan's previous space didn't allow the retail staff to merchandise well, so we set out to give them a retail space with great exposure to the street and that maximised the use of every inch of floor and wall space.

Given that each merchant and each exhibition requires the display of very different wares, we worked out a system for the fitout of the store that is highly

adaptable while still looking stylish. We ensured that all of the display cases are on castors so that they can be rearranged into many configurations, and we encouraged the inclusion of flexible shelving and hidden storage.

One of Artisan's needs was to be able to close off the gallery space from the retail area and have the visibility blocked from the street while exhibitions are being staged.

We added a door that was over-sized to allow for delivery of crates and other materials for exhibitions but is "invisible" when closed so that it can serve as a display wall as well.



THE OUTCOME

The outcome is a stunningly beautiful store and gallery with an adaptable fitout built on time and to budget.

Artists (and Artisan) love the new space, both from an exhibition and retailing perspective.

Visitor numbers and sales have increased dramatically, and Artisan's workshops are booked out every time long in advance.

The board is very happy with the outcome, and the CEO is delighted with the end result.

"Karyn seamlessly project-managed a new build for me over a number of months. I found her to be professional, organised, and an excellent communicator. She brought a wealth of knowledge to the project that resulted in a finished build that was beyond my expectations.

I could not recommend her more highly!"

— Clare Sourignes, CEO Artisan

FEATURED PROJECT 2

Sushi & Nori / Hello Chicken

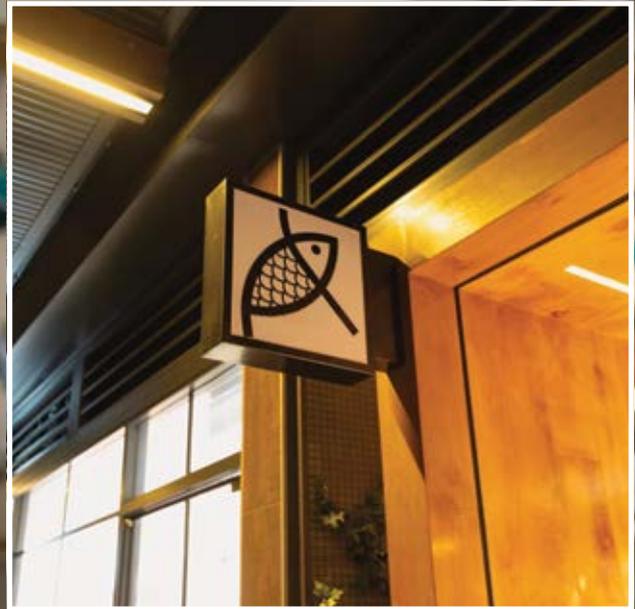
King Street, Brisbane

THE TENANT

Sushi & Nori and Hello Chicken are two eateries on King Street, offering Sushi/Japanese food and Korean fried chicken respectively. They are the first Brisbane tenancies for Eat Gangnam, famous for Sushi & Nori stores in Sydney and Melbourne, plus Umma Kitchen and Sushi Canteen.

With a client based interstate and challenging original design brief, we stepped in to guide the client through all stages of the project.

Spoiler: We kept the tenant in the loop on all decisions, delivered the perfect fitout to meet their high expectations, and met budget and time targets ... and the shopfront has been popular on social media, too.





CHALLENGE ONE: INTERSTATE CLIENT

SOLUTION: EXTRA COMMUNICATION

Eat Gangnam didn't have an on-the-ground presence during the build – a situation which typically causes decisions and the overall build to be delayed. Plus, miscommunications can arise when working from photographs. The client had a very specific vision for the fitout.

While we go well beyond the checklist approach to serve all our clients, we know that not all tenants are created equal. In this case, we tailored our tenancy coordination service to include more frequent reporting to ensure the build stayed on track. We acted as proxy for the client, meeting with the shopfitters and reporting back to the client, confirming measurements by hand and paying extra attention to the tiniest of details to ensure the client was getting the precise result they wanted.

We communicated with everyone onsite – down to the apprentice sweeping the floor – to unearth issues before they impacted the project budget or build time. We took on the stress of any challenges, helped workshop solutions with the designer and trades, and advised the client to help them make quick decisions, reducing delays. We also served as mediator between the Retail Design Manager and the tenant's designer to ensure the outcome was in line with the landlord's expectations for this very visible corner of King Street.

CHALLENGE TWO: AN ERROR OF SCALE

SOLUTION: INITIATIVE & PROBLEM-SOLVING

Part of the design direction of Hello Chicken included a VW combi camper van that was to be sliced in half lengthwise and used as a servery and exterior decoration for the bar. But when it came to installing the van on the external wall, we encountered a major issue: the designer's drawings had the combi 50% larger than in reality.

This scale error meant that the combi was not the appropriate height or width to be used as a servery. In the design drawing, the combi sat with its roof at the ceiling height of the store with the combi's wheels on the ground, but when attached at ceiling height in reality, the combi was flying a metre off the ground with a window that wasn't large enough to use as a servery.

When faced with this challenge, we didn't just leave the shopfitter to solve the issue alone: we collaborated to brainstorm a solution and shield the client from stress.

We had to figure out a way to make the combi look like it was sitting on the ground. The shopfitter's initial thought was to either raise the ground up or lower the bar's ceiling. We came up with a better solution: we'd do a little of both by building up the ground and adding a decorative fence to hide the supports and then adding decorative crates to the

roof of the combi to make it reach up to ceiling height.

This meant the vertical aspect issue was addressed. But in order to make the combi wide enough to be used as a servery, it also had to be cut vertically and have a middle section constructed from wood to look like the middle of the combi and to house the servery window.

Thanks to decades of experience reading engineering and design plans and supervising all aspects of the fitout process, our team took the initiative and a very active role in problem solving. We spent many hours on site, measuring, checking, brain-storming with the contractors and even holding tires up against the shopfront to make sure they would end up in the right place.

We worked to keep all the different stakeholders involved in the tenancy coordination process happy with the changes to the design plan, despite their different agendas, acting as mediator where their priorities didn't line up (e.g. keeping the project to budget to keep the client happy and protected, creating the beautiful outcome important to the designer, client and landlord, and at the end of the day ensuring it all was certified and ready in time for opening day).

"Great leadership in carrying out a whole project and a reliable team player."

— Su Kim, General Manager of Eat Gangnam Pty Ltd



THE OUTCOME

A very happy client and a bar that looks amazing with a combi van working well as its servery window.

All stakeholders felt like they'd been well taken care of. We'd helped figure out ways to work through the challenges of both an offsite client and a major complication in the design plans to keep everything on track in a way that:

- supported the shopfitter
 - kept the client happy and on top of all the small details
 - assisted the designer, and
 - delivered an outcome that pleased the landlord.
-

The Hello Chicken Combi is a very popular part of King Street and has been heavily Instagrammed.





CONTACT US

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ANTIPASTO (ANTIPASTO PLATTER) for 2 +26
 Italian cured meats, marinated artichoke,
 served w/ house bread (V, VG, GF available)

NORDICA (for 2) NORDIC BRUSCHETTA +13
 goat's cheese, aged prosciutto, mixed greens,
 additional slices +

CLASSICA (for 2) +12
 tomatoes, e.v. olive oil, basil leaves, oregano, garlic,
 (V, VG)

FRITTI (FRIED BABY SQUID) +17
 floured, salt & pepper, adl (GF)

NI PLATTER (4) (GF, V) +13
 rice balls, pumpkin, provolone rice balls, Napoli sauce

VERDE (6) MILANESE BREAD +9
 flakes, grana padano (V, VG)

di piatti · mains

DI AGNELLO char-grilled lamb cutlets (GF) +39

MOLA char-grilled chicken (GF) +28

ALLA GRIGLIA grilled chicken +27

DEL GIORNO fish of the day +33

CAVOLO pork roast +37

DOWNLOAD
 ILVERDE APP



primi piatti · pasta & risotto

- **SPAGHETTI CON GAMBERETTI** +21
 chilli, olive oil, garlic, fresh prawns, parsley, grana padano
- **ORECCHIETTE CON SALSICCIA & TALEGGIO** +21
 orecchiette, house made Italian sausage, taleggio cheese, creamy sauce, crispy pancetta
- **LINGUINE AL PESTO** +21
 house-made basil pesto, grana padano
- **GNOCCHI AL TARTUFO** +21
 w. portobellini mushroom, truffle sauce, Italian parsley, parmesan (V)
- **GNOCCHI QUATTRO FORMAGGI** +21
 w. 4 Italian cheeses, black pepper (V)
- **RISOTTO FRUTTI DI MARE** +31
 pomodoro sauce, prawns, calamari, clams, parsley, tomatoes, garlic
- **RISOTTO PORCINI** +21
 Italian mushrooms, truffle oil, Italian parsley, grana padano



SWEET SPEC

Perfect match

RISOTTO

Pumpkin Puree
 Pancetta

