

COAST2COAST PROJECTS ARE LEADERS, MOVERS, SHAKERS & INNOVATORS!

WE HAVE BEEN OPERATING FOR OVER 20 YEARS BUT WITH SO MANY CHANGES TO THE RETAIL MARKET SPACE AND GLOBAL ECONOMY PARTICULARLY IN THE PAST FEW YEARS, WE'VE HAD TO THINK OUTSIDE THE BOX.

WE KNEW WE HAD TO CHANGE THE FORMULA OF WHAT WE'D BEEN DOING TO SURVIVE AND GROW MOVING FORWARD.



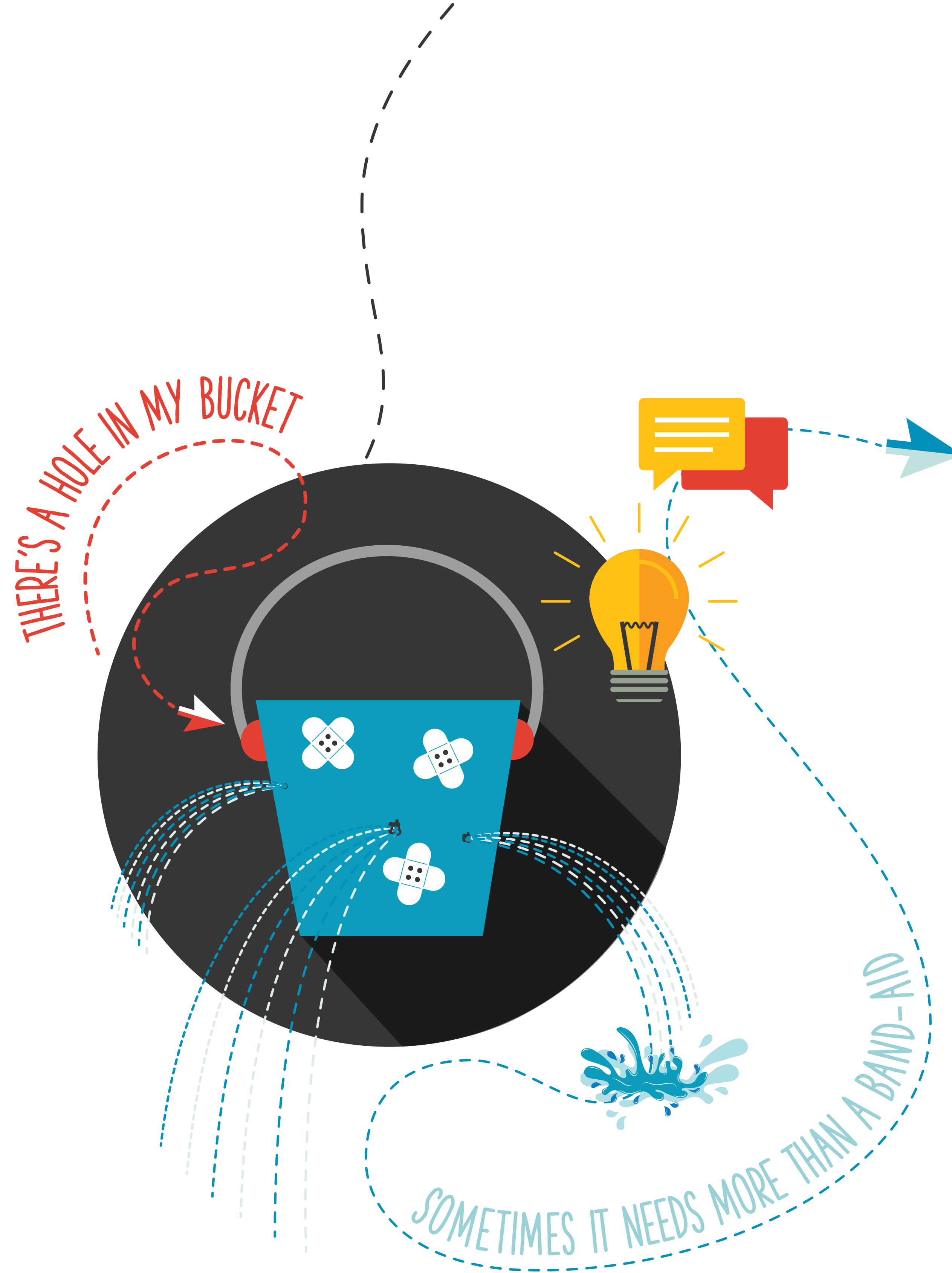
LET'S THINK OUTSIDE IT!

WE HAD TO CHANGE THE FORMULA OF WHAT WE'D BEEN DOING TO SURVIVE AND GROW MOVING FORWARD.

OUR CLIENTS WERE HAVING TOUGH TIMES; BUSINESSES WHICH EMPLOY HUNDREDS OF THOUSANDS OF PEOPLE NATIONALLY, IN OFFICES, MANUFACTURING PLANTS AND RETAIL OUTLETS, ALL OF WHICH SUPPLY MILLIONS OF CUSTOMERS, WHO IN TURN SUPPORT AUSTRALIA'S LARGEST SHOPPING CENTRES ~ AND KEEP ANOTHER FEW HUNDREDS OF THOUSANDS EMPLOYED.

WE ALSO IMPORT FROM GLOBAL MANUFACTURERS AND SUPPLIERS; IF OUR CLIENTS WERE STRUGGLING, WE WOULDN'T BE PLACING ORDERS.

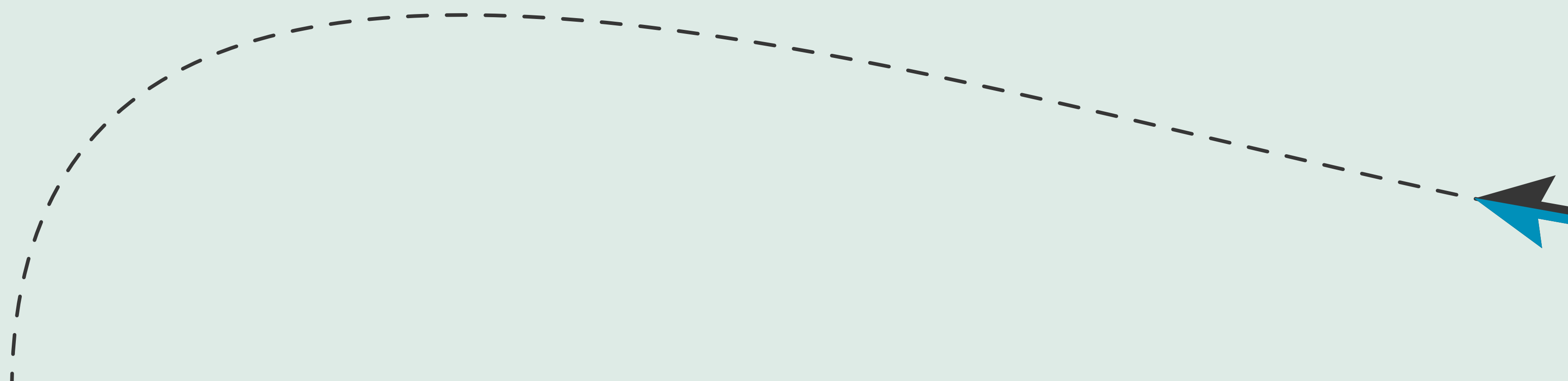




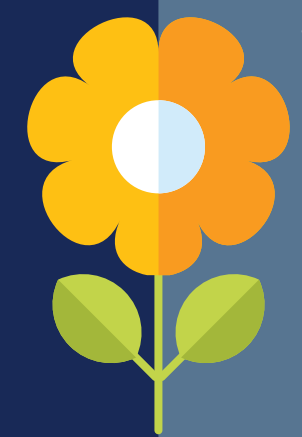
WE DECIDED TO TALK ... TO OUR CLIENTS, THEIR CUSTOMERS, OUR TRADES, OUR SUPPLIERS, THEIR LANDLORDS AND SHOPPING CENTRES - AND SEE HOW **COAST2COAST** COULD PRO-ACTIVELY FACILITATE SOLUTIONS THAT WOULD ALLOW ALL PARTIES TO COLLABORATE, INNOVATE AND CELEBRATE!

IT TOOK A CONCERTED EFFORT TO GET GENUINE FEEDBACK ON WHAT AUSTRALIAN CONSUMERS ARE THINKING AND STRATEGICALLY ALIGN ALL THE INTERESTED PARTIES, WHILE ENSURING ANY SOLUTION WOULD WORK WITH LOCAL GOVERNMENT AUTHORITIES AND REGULATORY SYSTEMS TO COMPLY WITH LEGISLATION.

"COULD THEY BUILD IT?"... "WAS IT AFFORDABLE?"...
"COULD WE SHIP THE PRODUCT IN TIME TO MEET OUR
CLIENTS' DEADLINES?"



WHEN CONSULTING OUR OVERSEAS PARTNERS
WE ASKED THE TOUGH BUT FAIR QUESTIONS ...



"IS IT SUSTAINABLE?"...

"HOW DOES YOUR COMPANY AND THE PRODUCTS
WE'RE CHOOSING IMPACT SOCIOECONOMICS?"



... THEN WE THINK ...



"HOW DOES THAT IMPACT
OUR CARBON FOOTPRINT?"

"ARE WE TRADING ETHICALLY?"...

... ONCE WE WERE HAPPY WITH
THIS OUR NEXT CHALLENGE WAS...

"HOW CAN WE MAKE ALL THIS OF BENEFIT
TO OUR PARTNERS?"

"IS IT AFFORDABLE FOR THEM?"



"CAN THEIR CONSUMERS AFFORD IT?"



"HOW WILL IT BENEFIT THEIR COMMUNITY?"

FOR ALL OUR CLIENTS WE NEED TO APPLY CAREFUL CONSIDERATION TO DESIGN INNOVATION, SPACE CREATION, FURNISHINGS, FINISHES, AESTHETIC PRESENTATION AND FUNCTIONALITY.

TAKING ALL THESE IMPORTANT FACTORS INTO ACCOUNT AND UTILISING OUR PROJECT MANAGEMENT SKILLS - WE SCHEDULED, BUDGETED, FORECASTED AND NETWORKED ...

... AND FINALLY WENT BACK INTO THE KITCHEN...

HERE'S SOME OF THE PROJECTS WE CAME UP WITH...

TO CREATE A RECIPE FOR



...SUCCESS!

StoryVille

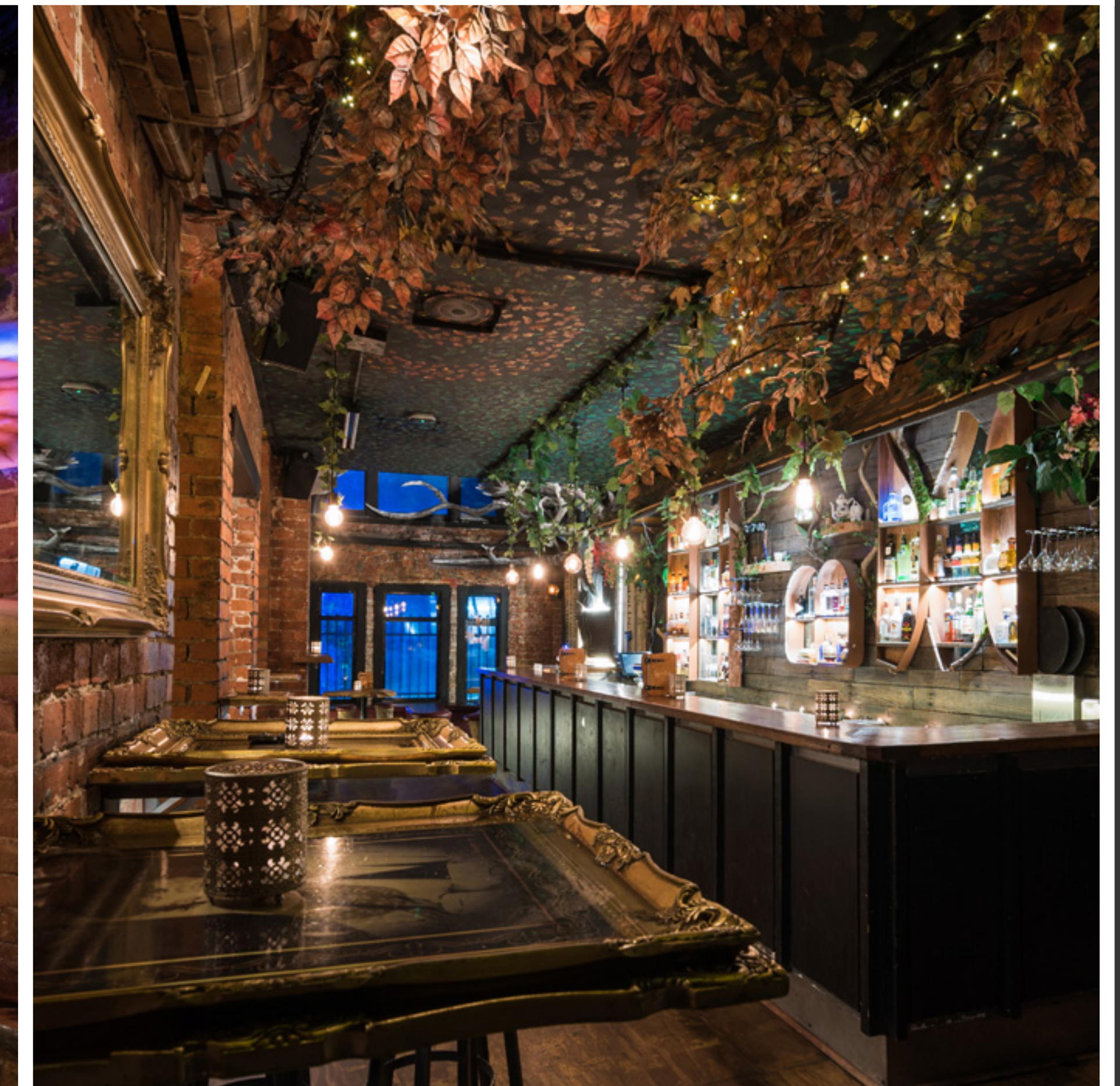
Down the rabbit hole and away we go, the team at storyville are the most innovative little bunnies of them all.

SotryVille is truly unlike any other project we've worked on. Their creative team are highly charged and we had the pleasure of collaborating with them. Set designers were brought in specifically to create theatrical décor, which takes inspiration from celebrated pieces of classic literature as well as some of the World's favourite children's books.

Being in the heart of Melbourne's CBD we also had to take careful consideration to heritage components and work restrictions, ensuring all authorities, various nearby residential and commercial properties, not to mention the Client and their team!

Within it's first year of opening, StoryVille became the number 1 trending bar in Melbourne; their social media presence is around 20,000 and they have been picked up in several big publications for their creative spin on the worlds of nostalgia and fantasy. Now in their second year they continue to grow, trend and concur! The brand is doing so well that plans for a rooftop extension and restaurant downstairs are being brought forward.

Don't be late for this very important collaborate.





MED CENTRAL KNOX MEDICAL CENTRE

By working closely with our Clients at Autumn Group – and Westfield Shopping Centre – we were able to build and create a truly innovative new approach within the medical marketplace.

By bringing together a diverse array of complementary businesses we successfully created a fantastical offering. Doctors' rooms, treatment rooms, optometry, physiotherapy suites, psychology, X-ray, podiatry, dermatology, dental and orthodontics as well as pharmaceutical - this is a truly innovative and beneficial health service being offered to the community like never before!

The positive feedback from their existing patients and customers has been overwhelming and the greater community has responded so well it's ensured that these leaders are having a real impact within the healthcare sector and have set a new standard for how things will be done moving forward.

Knox Health Domain is going so well Autumn Group are now in talks with us to look at their other existing locations of pharmacy and doctors rooms, to see if we can recreate the magic. I'm sure we can!



Global brands such as Lego® and Kodak need no introduction. Coast2Coast were honoured to be chosen to build the very first certified Lego® store in Australia.

The real challenge was to ensure these globally innovative brands were well represented in their new location. We liaised with Ardent Leisure Group to ensure this collaboration was a success for all parties. And what a party it turned out to be!

We were able to navigate the many challenges and bring these brands together in such a different space and environment to their usual format. Dreamworld was of course thrilled with end result, it's been their most successful retail store to date. We certainly can't take all the credit...

... the Lego® standalone branded premises, billed as a Lego-builder's paradise, features a Pick-a-Brick Wall, a custom-built fixture with round canisters, each filled with Lego® bricks and elements; The Living Room, an interactive play area and "brand ribbon" display of fully assembled Lego models.

... and the Kodak DreamPix store where visitors can take their most memorable moments home; capturing the smiles, laughter and excitement on camera offers in-store kiosks where photos can be downloaded and printed. As a celebration of the play theme over 200 light bulbs create a fun feature ceiling.



SO WHERE TO NOW?

WELL AT COAST2COAST WE SEE ... BIGGER, BRIGHTER, BOLDER.



WE WELCOME ALL CHALLENGES BROUGHT BY INDUSTRY OR CONSUMER TRENDS.
WE HOPE FOR CHANGES WITH GLOBAL ENVIRONMENTAL PATTERNS AND WILL
CONTINUE TO CONSTANTLY STRIVE AND IMPROVE OUR FOOTPRINT.

WATCH THIS SPACE... BUT ONLY IF YOU DARE BECAUSE AT
C2C PROJECTS WE REALLY DO CARE...



OUR REPUTATION, **OUR** BRAND, **OUR** WORD, **OUR** PARTNERS, **OUR** CLIENTS AND
OUR NATIONAL CONSUMERS ALL LEAD BACK TO **US**. THAT'S WHY WE'LL COMPARE,
COLLABORATE AND INNOVATE FOR FUTURE GENERATIONS TO COME.



WATCH THIS SPACE... BUT ONLY IF YOU DARE BECAUSE AT **C2C PROJECTS** WE DO OUR BEST TO REPAIR....

THE FUTURE ECONOMY, OUR PARTNERS, THEIR CONSUMERS, NATIONAL AND GLOBAL TRENDS WE UNDERSTAND PART OF THEIR SUCCESS RESTS ON US! **OUR** REPUTATION, **OUR** BRAND, **OUR** WORD. THAT'S WHY AT **COAST2COAST PROJECTS** WE'LL COMPARE, COLLABORATE AND INNOVATE FOR FUTURE GENERATIONS TO COME.

WE'VE A LOT ON OUR PLATE AND
WE CAN'T WAIT TO TURN IT INTO A PLATTER (FOR ALL)