

How do I go about opening an indoor play centre?

Rhinoplay has helped many people open an indoor play centre from large franchise operators to independent customers who are new to business. Here you will find a basic step by step guide outlining the main milestones along the way to opening your new centre. Of course, every project is unique, so don't forget that our friendly staff are here to assist you every step of the way.



HEAD OFFICE

Factory 3, Building 5,
75 Mary Street,
St Peters NSW 2044

** Note: All deliveries via Edith Street*

Phone: +61 2 9517 3587

Fax: +61 2 9517 4327

Email: info@rhinoplay.com.au

www.rhinoplay.com.au

1 Write a business plan to establish viability and budgets

Planning for a new business is a very important ingredient for success. However, you should always use independent advice. Never purchase a business plan or other data from an organisation that is trying to sell to you. Accurate information is vital to making the right choices.

2 Find a suitable premises

This is perhaps the hardest stage of the process. Firstly, you will need to find a premises that fits with your business plan and budget. It is vital to find a premises with as many car spaces as possible. This may be an important factor in obtaining council approval. The building will need to have high ceilings to accommodate the main play structure. We recommend between 5 and 6 meters. Other factors such as location and access are important for mothers with prams.

Average total floor space for an IPC

- small centre < 500m²
- medium centre 500m² to 750m²
- large centre 750m² +

Recommended equipment budget for an IPC

- small centre \$100,000 - 120,000
- medium centre \$120,000 - \$150,000
- large centre \$150,000 +

3 Contact your local council for DA submission

Call in to your local council to ask them about the premises and its suitability as an indoor play centre. Over the counter advice is free and can save you a great deal of time. If they think the building is suitable, ask them to recommend a drafts person or architect familiar with council regulations. You will need to submit a Development Application (DA) to council.

4 Negotiate and sign a lease (pending council approval).

Negotiate and sign a lease for the selected building. If you sign a 3 year lease with a 3 year option (3+3), you should ask for 3 months free rent. This will allow you enough free rental time, to fit out your building and open your centre once your DA is approved.





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5 Contact a local draftsman or Architect and ask them to draw up internal plans

We recommend you use a professional to submit your DA such as an Architect or local building planner. Have professional plans drawn to submit with your DA. This will ensure your DA has the greatest and fastest chance of success.

The internal layout plans include; your entry, reception, kitchen, service area, café seating, toilets, party rooms, storage and play areas. It is wise to locate your reception, kitchen and café areas in the one place to minimise staff numbers. Try to locate party rooms close to the kitchen to reduce food cartage distances. It is easier and safer for staff to carry food as short a distance as possible. Make sure you allow enough room for the play equipment elements that you wish to have. Try to keep the junior areas separate from the main play structure so that the junior areas are easier to manage and less tempting to older children. Use examples from our brochure to create the correct amount of space but remember we can custom design our structures to fit any space.

6 Submit your DA and send a copy of your plans to Rhinoplay

This is where the fun starts. Your Development Application will take around 4 to 6 weeks depending on the council. You can now use this time to work with our designers creating your new play areas. It is important to be clear about what you want to achieve and your budget. Try to provide us with as much information as possible. Photos of your building and any other information that you can provide will be a great help. We will be able to create a fantastic custom designed play structure to fit your building and your budget well before council approve your DA. Don't forget that we can create amazing themes and can also brand your play equipment with your corporate logo's or characters free of charge.

7 Placing an Order

Once you are happy with the design and quotation, sign the quotation and fax to our office for processing. This will allow our staff to prepare for your DA approval. If you wish to pre-book our installers (recommended) simply pay a small 3% holding deposit which is 100% refundable. As soon as your DA is approved you simply pay the balance of your deposit and the equipment will be ordered immediately.

Commonly asked questions:

1 Do you offer finance?

Yes. Rhinoplay has an excellent relationship with a business lender who knows our business and understands our customers' needs. Play structures can be financed at close to home loan rates. For more information contact us.

2 What about insurance?

You will need to have Public Liability Insurance however, this may cost much less than you think. Working with and purchasing from a professional company such as Rhinoplay will ensure you receive high quality and safe play equipment. Rhinoplay has developed sophisticated safety strategies whilst working with large corporations such as McDonalds Australia. All of our customers benefit from our many years of experience within the play industry.

3 Does Rhinoplay have insurance?

Yes, Rhinoplay has \$20 Million in both Public and Product Liability Insurance. It is vital to check your suppliers insurance details before allowing them to provide a quotation for play equipment. Ensure that their insurance specifically allows for the supply of play equipment. If they are not insured correctly simply do not purchase equipment from them otherwise you may end up exposing your business to the additional risk of litigation.

4 How long does it take to install once I place an order?

Many variables affect the time it takes to manufacture, ship and install your new play structure. These variables include time of year, the location of your site, the size of the structure you have purchased and installer availability. As a general rule, it takes around 4 weeks to manufacture your equipment, 2 to 3 weeks to ship your goods and anywhere from 2 weeks to 5 weeks to install the equipment. Most projects are complete within 10 to 12 weeks.

5 Where is your equipment made?

Currently all of our indoor equipment range is made overseas. Our outdoor and commercial range of equipment is made in Australia. Rhinoplay is an Australian owned company, employing many Australians either directly or as contractors. Rhinoplay purchases many hundreds of thousands of dollars of Australian made product every year.

6 But your competitors product is 100% Australian Made

Actually, no, it isn't. Many items required to build a modern indoor play structure simply are not made in Australia and therefore must be imported. Our competitors import many of their components whilst claiming to sell Australian Made.

7 Are there any hidden charges or extras?

No. Rhinoplay will always stick to the quoted price as accepted by our customers.

8 Does Rhinoplay stock spare parts?

Yes. Rhinoplay usually has a large quantity of spare parts available. These can be purchased over the phone or by using our new online web shop.

9 Does Rhinoplay offer maintenance?

Yes. In fact, maintenance is a very important part of keeping your play structure safe and looking good. By maintaining your play structure you will increase customer satisfaction which can only lead to a more profitable business.

10 Does the equipment come with a warranty?

Yes Rhinoplay has an excellent Warranty. Details are provided at the time of design and quotation submission.



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