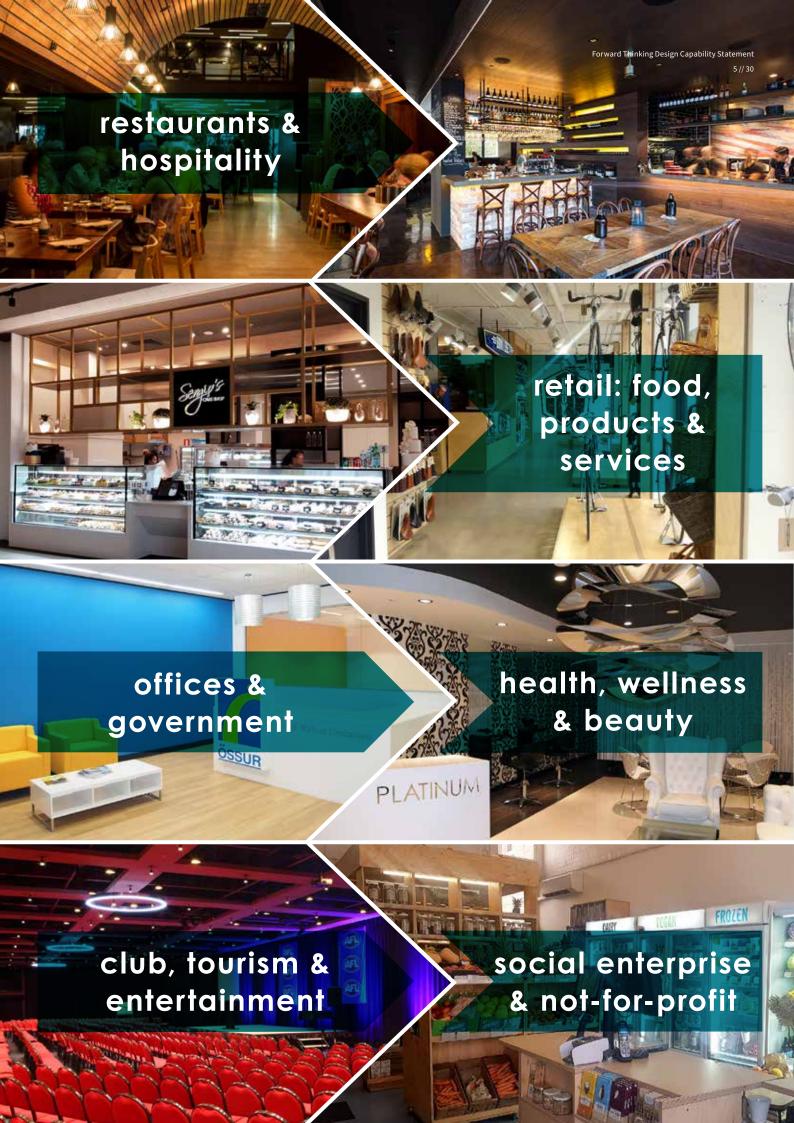


THE SOCIALLY RESPONSIBLE DESIGN STUDIO

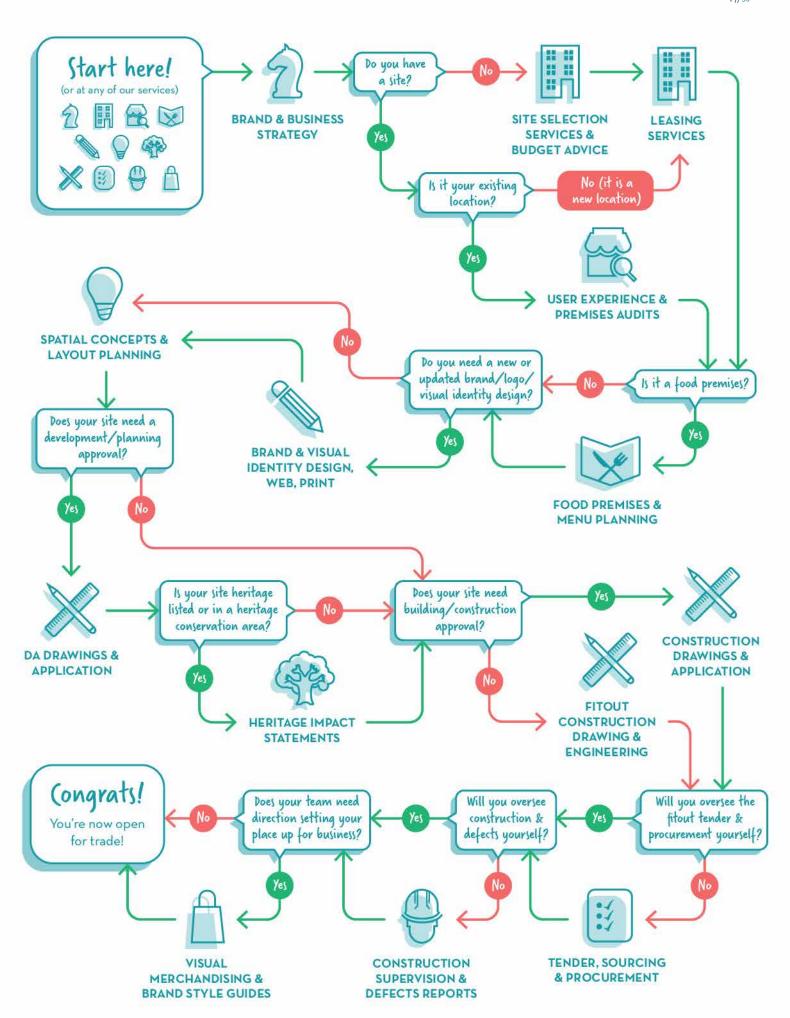


ANYONE CAN DESIGN A SEXY SPACE...

BUT NOT
EVERYONE
CAN CREATE A
GREAT BUSINESS







OUR SERVICES IN DETAIL



- Bringing a critical external eye to existing businesses and locations to help you make improvements
- User observation and research
- Competitor and market analysis
- S.W.O.T analysis for general brand positioning and site selection
- Staff and stakeholder consultation
- Co-design facilitation with management, boards, staff, customers
- Board and management advisory
- Lease tender pitches
- · Brand strategy
- Creation of vision statements

BRAND AND BUSINESS STRATEGY

Both new startups and existing brands in retail, hospitality and commercial markets, bring FTD on board to dig deeply into the strengths, opportunities, weaknesses and threats associated with their new projects and expansions. We undertake real-life, down to earth qualitative research, at a fraction of the cost of most market research firms, and help you to set up brand, business and fitout strategies focussed on the needs and desires of your ideal target market and internal stakeholders. All Strategy services are overseen by our Principal; an award winning entrepreneur with over a decade of coal-face business management and brand positioning experience.



- Identifying ideal sites
- · Assessing site suitability
- Heads of agreement and lease advisory

SITE SELECTION, LEASING & BUDGET ADVICE

Location can make or break an operation.

Forward Thinking Design are experts in finding and assessing the ideal site for every type of organisation – be it a heavily trafficked shopping centre tenancy for a retailer, a high exposure street front site for a restaurant, or an easy access office for a service provider. We'll check the site for its suitability to your operation in order to save you the cost of upgrading services and facilities, help you negotiate your lease terms and warn you of any latent potential impediments to gaining the necessary planning and construction approvals.



- Work, health & safety issues
- Food Code, National Standards
 & Building Code compliance
- Disability access provisions
- Mystery shopping
- · Experience audits



- · Trend watching and predictions
- · Research and advisory
- · Menu and kitchen planning
- Work, health & safety and food safety
- Special dietary requirements
- · 'Insta-worthy' design
- Expansive consultant network



- Market research based mood boards and creative concepts
- Furniture, finishes, fixture and lighting specification
- 3D visualisations and perspectives
- Layout plans
- Commercial kitchen layouts and equipment specification

USER EXPERIENCE & PREMISES AUDITS

Forward Thinking Design brings technical know-how, emotional intelligence and the consumers eye to bear in auditing your user experience and premises. For a frank review of what you can't see, and your customers and staff can't communicate, call us in. We won't just identify the problems and latent potential in your space, service, offering and message; we'll apply creative and strategic thinking to offer cost effective solutions and help you formulate an action plan.

FOOD PREMISES & MENU PLANNING

Have you addressed demand towards increased customisation, healthy and light options, food as 'insta'-art, comfort and artisan, locally sourced, gf and plant based/vegan dining? Has your kitchen and service flow been designed to support your menu and operational efficiency?

Forward Thinking Design keep their fingers on the pulse of food trends both in Australia and overseas. We can give you invaluable insights into your local market, as well as experienced observation of what's working for others in terms of menu and operations. We particularly specialise in helping organisations expand their markets, increase their turn over, and improve food safety & profitability, by providing for special dietary requirements and more ethical and sustainable offerings. Our consultant network includes expert chefs, independent catering equipment specialists food stylists and experienced and successful operators.

SPATIAL CONCEPTS & LAYOUT PLANNING

Whether it be a workplace optimised for efficiency and wellbeing, a retail store planned to support customer service and sales, or a food premises focussed on diner experience; Forward Thinking Design takes a critical, business-led approach to creativity and space planning. Our projects have been recognised by a myriad of design awards and are referenced by Lessors as being great examples of the standard they expect to see. Your business deserves a space, where the impact of every square metre is maximised for both presentation and performance.



- Brand positioning & vision statements
- Logo design
- Signage design
- Business card, print and stationery
- Environmentally sustainable packaging
- Uniforms
- Menus
- Web



 Regulatory approval applications for interior fitouts



- Plans
- Specifications
- Development and building approval applications

BRAND & VISUAL IDENTITY DESIGN, WEB, PRINT

Forward Thinking Design create integrated brand identities, working from high level concept to execution. We start with market research and your vision, and then look for opportunities for differentiation. We build a memorable, unique and authentic personality for your organisation across both graphic and fitout design.

HERITAGE IMPACT STATEMENTS

Is your premises located in a heritage precinct or in a heritage listed building?

Our Managing Director is one of few interior designers qualified to assess the heritage impact of your proposed fitout and operation, and to provide Heritage Impact Statements for submission to Councils and Certifiers for planning, development and construction approval applications.

FITOUT CONSTRUCTION DRAWING, ENGINEERING & COUNCIL APPROVALS

An accurate and detailed fitout documentation package is a necessity to gain Lessor, Council and Certifier approvals. The more detailed the drawings and specifications, the more accurate the fitout quotations and the less likely expensive variations will arise during and after construction. Forward Thinking Design have developed a reputation for producing highly detailed approval, tender and construction documentation packages. We cater the scope of our drawing packs to your scale of project, ensuring you get all the detail you need whilst not paying for anything superfluous. We will also organise all necessary engineering and third party consultant services, on your behalf, and prepare, submit and track all applications for Lessor, Council and Certifier approval throughout Australia and New Zealand.



- Shopfitting and trades quotations
- FF&E procurement



- Construction and joinery inspections
- Defects reports



- Audits of existing stores and venues to identify ways to improve presentation, sales and customer/patron experience
- Visual merchandising and decorating plans, guidelines, services and training
- Audits of existing brand strength and visual identity management to update and improve brand impact

TENDER, SOURCING & PROCUREMENT

Forward Thinking Design are members of the Australian Shop and Office Fitting Industry Association and experts in selecting reliable shopfitters and individual tradespeople to quote on your fitout project.

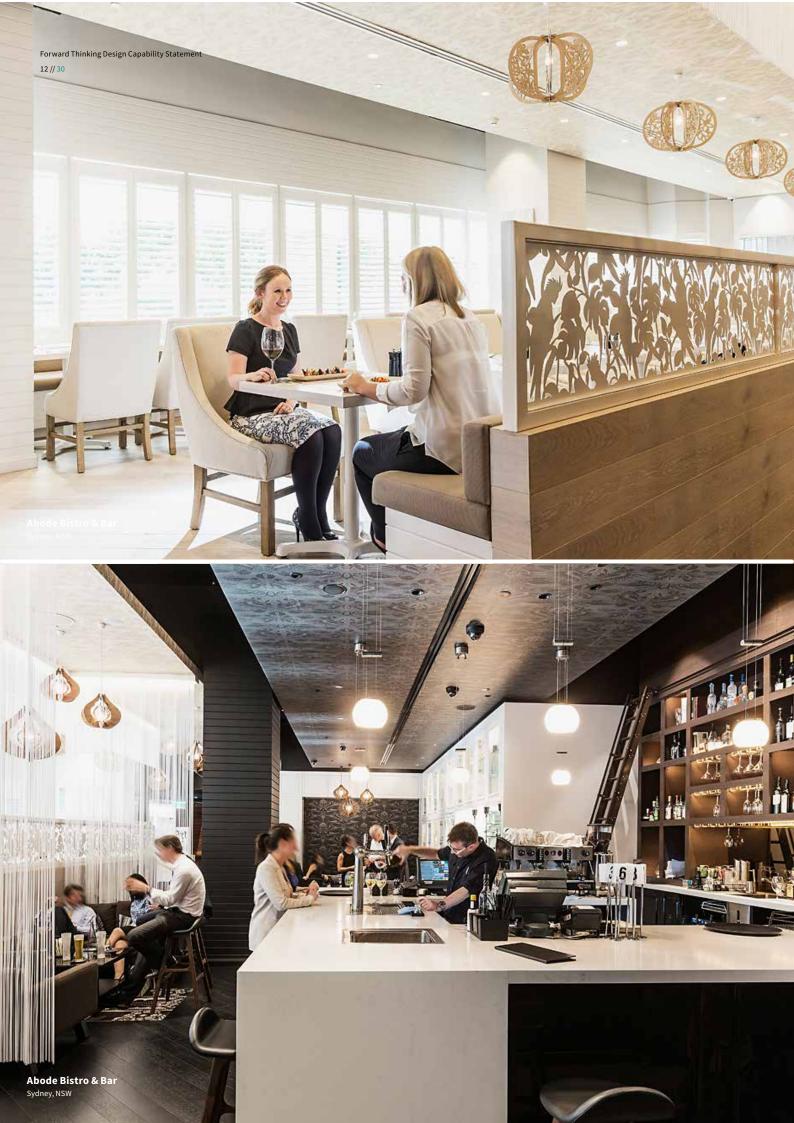
We also leverage our trade and wholesale supply relationships to provide you with discounted furniture, finishes, fixtures, fittings and equipment for your premises.

CONSTRUCTION SUPERVISION & DEFECTS REPORTS

Your project warrants diligent supervision when it comes to infactory joinery manufacture and site installation. You need peace of mind that the final product of your fitout will match the drawings that you, and the regulatory authorities have approved. Forward Thinking Design can be contracted to oversee your fitout. We also provide written and photographic Defects Reports to inform you of items to be completed, corrected or made good prior to accepting final hand over upon fitout completion.

VISUAL MERCHANDISING & BRAND STYLE GUIDES

A stunning and functional store or hospitality design can be quickly undermined by poor product display or inappropriate decoration, and a strong brand can be diluted through misuse. To maximise your return on investment you need to ensure your staff are properly trained on how to work with the product, space and brand to support the organisations' message and market positioning. Forward Thinking Design can provide you with clear, easy to understand Visual Merchandising and Brand Style Guides. We can train your staff to become self-sufficient in implementing these guidelines or we can be retained to manage your ongoing presentation.



WHAT IF...

your designers took responsibility for creating a better business for you... and a better world for us all?

that would be



Design is a powerful force of creation, persuasion, influence and enablement.

As leading practitioners, we feel beholden to wield our creativity in a socially responsible manner.

Our purpose is to use strategy, design and business as forces for good.

If you contract us you receive cost effective and high impact design, whilst also supporting us in 'paying it forward' to social enterprises and not-for-profits...



FTD has been a proud social enterprise since it's inception over 15 years ago.

We were founded to specifically offer an alternative choice of consultant and employer for organisations and individuals with social, ethical and environmental impact values at their core.

WE CURRENTLY SUPPORT:





























choosing ethical makes you a better corporate citizen





We are BCorp Certified, which means that when you choose to work with us, you are choosing a company independently and globally recognised as meeting the highest standards of social and environmental performance, transparency and accountability. Certified B Corps aim to inspire all businesses to compete to be the Best for the World; to use business as a force for good in addressing social & environmental impact as concerns equal to, or even above, monetary profit. This certification helps you choose a company that supports and gives back to its staff, clients, the community and the environment.





Our awards prove that we understand business, not just design...

































TESTIMONIALS

"We were very fortunate to commission Vanessa & the team to undertake the design & project management of our new facility. The process was efficient, trouble free, & the design extremely functional. We confidently recommend Forward Thinking Design" Harvey Blackney, Regional Director, Ossur Asia Pacific

"We never imagined that our space could look this good. Everyone who walks in the door is impressed... Most importantly everyone is spending more in store - which I'm attributing directly to the design. The end result is amazing" **David Cordover**, **Owner**, **Chess World**

"Vanessa has a great team that turn around high quality work very effectively and before our tight deadlines. Forward Thinking help us communicate our concepts and facility planning in an engaging and easy to understand way. A pleasure to deal with!"

Craig Gallie, Centre Manager, Portico Plaza

"I have had the pleasure of being involved in a number of projects both large and small designed by Vanessa and her team. For retail outlets, it is very important that the level of documentation and interpretation is comprehensive, precise and accurate. With the team at Forward Thinking Design I have always found this to be the case. They have proven to be professional and approachable with all projects I have been involved with. I would have no hesitation in recommending their services to potential clients looking for a professional design company" Craig Cullen, Senior Project Manager, Acrewe

"We are really pleased with the work Forward Thinking Design have done to make our suite a standout. It is a testament to the creativity and design prowess of the team at Forward Thinking when we constantly have guests from other suites come up to you commenting on how impressive our suite looks on show night." Mark McDonald, Marketing Executive, AMT Group

"At all times Forward Thinking Design listened to what we were after and kept within our budgeting constraints. Their work is of a high standard and I

would highly recommend them." **Jenny Bowden, Tamworth Golf Club**

"Business has quickly and noticeably picked up in the last six weeks since we launched our renovated store"

Susanne Evetts, Owner, Revitalize

"In the short period since completion of the reimage programme there has been a financial improvement of around 4%, and the visual improvement and subsequent customer response has been overwhelmingly positive. Team Member morale has improved due to cleaner, more organised workshops and better team facilities." Graham Edwards, National Property Development Manager, Kmart Tyre and Auto

"Forward Thinking Design volunteered to offer their time and expertise to improve the aesthetics and functionality of our restaurant. We serve 500-600 meals per day and the staff at FTD could see that the flow of customers, volunteers and staff could be improved. We luckily received a grant from an external organisation and FTD helped spearhead the success of aour renovation. They respected that we were a Not For Profit and that many of our workforce are volunteers, so were attentive to every detail. They were professional in their approach and provided us with a lot of information about ensuring everything was restaurant grade and compliant. Our volunteers and staff were supportive of the design change and it has resulted in a wider customer base and increased morale." Nicole Khoury, Restaurant Manager, Lentil as **Anything Newtown**

"We were very pleased with the work Forward Thinking Design did for Alfalfa House, the high level of professionalism, from meeting with all stakeholders and presenting to the board, was done with such class and expertise. Alfalfa House has learnt a lot from our engagement with Forward Thinking Design as to how changes to our layout have a big impact on customers shopping experience and staff morale."

Maurice Cabrera, Manager, Alfalfa House



"THE STORE DESIGN AND OVERALL PERFORMANCE HAVE GREATLY EXCEEDED OUR EXPECTATIONS. OFF THE BACK OF THIS SUCCESS WE ARE NOW FRANCHISING AND ROLLING OUT THE STRATEGY ACROSS ALL FUTURE PREMISES".

Peter Christou, Owner, Sergio's Cake Shop

AS SEEN IN



OUR CLIENTS INCLUDE...







Vanessa Cullen

Founder & Managing Director of Forward Thinking Design

Vanessa is a Graduate of the Australian Institute of Company Directors, holds a Bachelor of Design (Hons, UNSW) & a Postgraduate Diploma in Museum Studies (Deakin). She is a past Junior Vice President of the NSW Chapter of the Australian Shop and Office Fitting Association and has over two decades of experience in business/brand strategy, user experience and design.

The NSW Business Chamber recognised Vanessa as a Finalist in their Future Business Leader Award 2012. She was also named Young Female Entrepreneur of the Year in the 2012 Western Sydney Awards for Business Excellence. Anthill Magazine selected Vanessa in their "30Under30" Young Entrepreneurs Awards in 2009 and 2010. Vanessa has been profiled in a number of business publications, is a regular guest speaker at conferences and symposiums and was a Telstra Business Women's Award Judge 2019.



LOOKING FOR A SHINING BEACON OF BUSINESS ENLIGHTENMENT? VANESSA IS YOUR PERSON!

Anthony Stevenson Co-Founder & Head Brewer, Tonicka

AWARDS, ACHIEVEMENTS & RECOGNITION

Celebrating women who are undoing business 2019 Telstra Business Women's Awards Judge





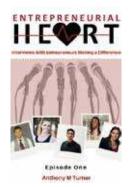




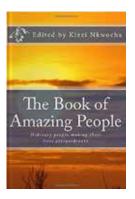














"Vanessa really caught our attention when speaking at a business networking event. Her experience and know-how really struck a chord with Jodie and I. So much so that we engaged Vanessa to help us guide our business to bigger and better things. The main thing Vanessa imparted in our sessions was direction and accountability. It's very easy to dream big and not have follow-through on actionable goals, but not if Vanessa is there to help/guide. If any business worthy of her attention was looking for a shining beacon of business enlightenment, Vanessa is your person! We couldn't recommend any higher." Anthony Stevenson, Co-Founder & Head Brewer, Tonicka Kombucha

"Treat Dreams engaged Vanessa and Forward Thinking Design to help us source a food approved premises for our chocolate production. As the first time we had been through this process, Vanessa was a huge help in navigating the steps we needed to go through. From sourcing and what to look for during inspections (and joining us on them), to connecting us with legal services and estimates on works for various premises options. Now we're set up in the new space (which we love!). I highly recommend Vanessa and FTD to help guide businesses through premises sourcing and approvals." Lisette Armstrong, Owner, Treat Dreams

"I've known Vanessa Cullen for many years. Vanessa has a drive to succeed and the enthusiasm to inspire those who work with her. The team she has put together in her company is very talented and experienced. Vanessa has a very good understanding of the needs of her clients, especially the ability to work within a budget. Vanessa's design capabilities are second to none and her energy, drive and ideas appear limitless. I have no hesitation in recommending Vanessa and her team for any project in the future." John Hagarty, BDM, Baresque

"Our shop looked like a garage sale that had been going for 10 years. When we made the decision to improve our showroom we had to find someone who was going to create a unique strategy and effective display design for an unusual product. And, of course, on a tight budget. We never imagined that our space could look this good. Everyone who walks in the door is impressed with the look and feel of the new shop. Existing customers who knew the old place are finally telling us how terrible it used to be (why didn't they tell me that 10 years ago!). Most importantly everyone is spending more in store - which I'm attributing directly

to the design. Vanessa was easy to work with and understood quickly what I was trying to achieve, the end result is amazing. I'd recommend her to anyone".

David Cordover, Owner, Chess World

"Vanessa is someone you can trust to deliver on her promises. She makes a concerted effort to understand your business and deliver on your needs, and is someone I would recommend if you were looking for a personable consultant with integrity". **Anthony Bonnici, Owner, Move Mountains**

"I've had the pleasure of working closely with Vanessa on a number of projects and have found her to be both professional and pleasant to deal with at all times. Vanessa's approach is client-centred and most importantly she focuses on the needs, wants and limitations of the end user. I have very happy clients as a result of Vanessa's involvement in my projects and I will continue to recommend her services." **Angela De Marzi, BDM, Tu Projects**

"Retail strategies and designs created by Vanessa have won many awards and have been very cost effective. Being able to achieve great looking stores within a specified budget is a skill that many retailers are looking for. Using Vanessa's business and design skills is highly recommended if you want outstanding results." George Bocska, Owner, FastTrak U Group Pty Ltd

"I highly recommend Vanessa to anyone looking to upgrade their working environment. We chose to move office to gain a larger space and Vanessa transformed that space into an amazing place to work in. It is practical in every way and there is so much natural light flooding the entire office. Thanks Vanessa." Cheralee Heynes, Director, JDG Consulting Engineers

"Vanessa's dedication and love for ethical business is undeniable. She openly offers her time and experience to organisations she is passionate about. Vanessa approached our organisation personally with a willingness to assist a not for profit and help it reach its potential. Her wealth of information is extremely impressive. She was able to personally guide a large renovation as well as mentor staff members in many areas of business. She is both personal and professional and a delight to work with." Nicole Khoury, Restaurant Manager, Lentil as Anything Newtown



"VANESSA'S CAPABILITIES ARE SECOND TO NONE AND HER ENERGY, DRIVE AND IDEAS APPEAR LIMITLESS. I HAVE NO HESITATION IN RECOMMENDING VANESSA AND HER TEAM FOR ANY PROJECT IN THE FUTURE."

John Hagarty, BDM, Baresque

A TASTE OF OUR PROJECTS

We are focussed on providing creative solutions that guarantee exemplary return on investment for socially responsible clients. We test every element against the question: "Will this strategy, brand or design feature support our clients objectives?" Our goal is to deliver maximal impact, efficiency and best practice solutions.



ABODE BISTRO & BAR PARKROYAL HOTEL, SYDNEY // NSW

Scope: To design a relaxed restaurant/ bar to have the comforts of home so that guests feel at ease when dining. The project also required international guests to be given a taste of local culture.



BAKU NATIONWIDE

Scope: To create a new cost effective look and fitout design for our ongoing client.



BROWN JERSEY ULTIMO // NSW

Scope: To design a bike store that reflects the boutique, sophisticated and customer focused ethos of the Brown Jersey company.



FRESH BREAK BLACKTOWN & MACARTHUR // NSW

Scope: To design a fresh, welcoming food retail fitout with organic colours to represent their brand.

PENRITH CITY COUNCIL PENRITH // NSW

Scope: To facilitate stakeholder consultation and co-design to determine the vision for the Foyer and Vestibule spaces. Concept boards, conceptual plans and photo mark ups illustrated potential design directions set by the return brief, to produce a master plan for the site.

SERGIO'S CAKE SHOP 1.0 NATIONWIDE

Scope: Design an iconic, European inspired contemporary interior to match the passion and quality of the client's product and service.



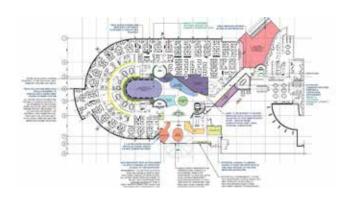
Scope: To fitout a new Sergio's Cake Shop evolving from the design of previous stores with a warm loft-style ambience.

DECORUG NATIONWIDE

Scope: To undertake research, brand strategy and design for Decorug, reinventing the store concept to appear fresh, engaging and contemporary.

APC PROSTHETICS ALEXANDRIA & NORTHMEAD // NSW

Scope: To create a design for APC's new facility located in Alexandria that has a boutique and welcoming aesthetic and focuses on wellness rather than disability.













THE MILL CAFE BOWRAL // NSW

Scope: To design a new cafe, within a restored timber mill, with a relaxed and inviting atmosphere.



ALLPHONES ARENA SYDNEY OLYMPIC PARK // NSW

Scope: To design an impactful corporate box, lounge and ballroom interior for the client to entertain guests.



EMILY & ROSE KELLYVILLE // NSW

Scope: To create a design for the fitout of the new Emily & Rose retail store with a white and minimalistic aesthetic.



COCOON EARLY LEARNING CENTRE KAREELA // NSW

Scope: To design a light, earthy and natural early learning centre with a high end feel. A balance between professionalism and fun achieved within a constrained budget.



PU'ER WATERLOO // NSW

Scope: Design a new and exciting dining destination, inspired by the great Chinese tea houses of the old world.

LENTIL AS ANYTHING NEWTOWN // NSW

Scope: To refurbish this not-for-profit community restaurant with improved accessibility, safety and ergonomics and a fresh new look.



Scope: To refurbish the existing golf club with a new deck, furnishings and landscaping design.



Scope: Design an iconic, modern and alluring interior with a relaxed ambiance serving South American fusion cuisine.

BODYFIT HEALTH CLUB BLACKTOWN // NSW

Scope: To design a contemporary gymnasium and health club.

FLAME TREE FOOD CO-OP THIRROUL // NSW

Scope: To work with the co-op members to design and project manage the relocation and renovation of the co-op to a new space. The co-op was to be given a fresh new look, whilst making improvements to display and accessibility.











