



**New Office & Shop Fit Outs**

Suite 2 Level 2 53-55  
Liverpool Street Sydney  
Ph 1300-795-667  
Fax (02) 9261-1644  
[info@newofficefitouts.com](mailto:info@newofficefitouts.com)  
[www.newofficefitouts.com](http://www.newofficefitouts.com)  
ABN: 68127069247  
A.C.N 127069247

*"Designers have a dual duty;  
contractually to their clients  
and morally to the later users  
and recipients of their work."*

- Hans Höger

## Company Fact Sheet

New Office and Shop Fit Outs ('NOF') is a national leading commercial and retail fit-out firm offering end to end fit-out solutions for projects being managed to strict cost, quality and time guidelines. NOF currently operates in New South Wales, South Australia, Victoria and Western Australia.

Key components of NOF projects include: building works, electrical and data cabling, retail display, architect liaison, work flow and space planning, joinery, furniture – wholesale supply and installation, and other external third party/intermediary liaison. It is all encompassing.

### Project Management

Client focused - from agreeing to a clear brief with accurately defined client objectives based on understanding the business's brand and values, overcoming real or perceived project challenges to delivering beyond expectation to project completion. With over 100 years of combined experience in construction, fit-outs and planning the NOF management team focus on the key factors that are critical to successfully managing projects across a broad range of sectors.

### Team experience

Across in-house experience and external business partners, NOF manages the work carried out by over 35 builders, engineers, joinery craftsmen, architects, planners and electricians. Management executives of the construction team carry over 100 years of fitout, construction and project management experience.

### Sector specialisation & experience

The NOF team has managed projects for all industry sectors and job types including colleges, commercial office, medical, hospitality, IT, food retail and general retail. Due to the strong demand in both office and retail we have developed two sector specialisation teams that are expert in these sectors. Tom McCarrol leads our office fit out team whilst Michael Tye is our national retail specialty project manager.

### Client List

Selection from NOF client list: IGA Supermarkets, Radio Rentals, Caterpillar, Dunn & Bradstreet, Sun Microsystems, Red Cross, Cosco, Austrack, Raine & Horne, Pulse Health, Tel Pacific, Fiducian, Regus Serviced Offices, RTA Credit Union, William Dean Chambers, Jones Lang LaSalle, Heidric & Struggles, Equity & Law, Marsden Meats.

### References

The sheet overleaf provides a list of clients who have volunteered to provide reference in regards to NOF projects. If you require industry/sector specific references these are available on request.



*"However beautiful the strategy, you should occasionally look at the results."*

- Winston Churchill

## Office Fitout Reference List

Lorraine Bak – Facilities Manager

**Sun Microsystems**

33 Berry St,  
North Sydney NSW 2060  
Phone: 94669663

Scope of works: upgrade of three boardrooms, bespoke joinery



Sharon Hurley – Manager Operations NSW

**Dun & Bradstreet**

Level 16, 383 Kent Street  
Sydney NSW 2000

Scope of works: office re-location, new reception and design



Rene Stokes – Network Support Manager

**Radio Rentals**

Level 1, 47 Rickard Road  
Bankstown NSW 2200  
Phone: (02) 9101 5121

Scope of works: Total Shop fit-out



Mr. Alan Dunne - Head of Information Technology

**Fiducian Portfolio Services Limited**

Level 4, 1 York Street Sydney NSW 2000  
Phone: (02) 8298 4617 Fax: 02 8298 4611

Scope of works: design and space planning, extension of existing office, workstations, office furniture.



Mr. Stephen Shaw - Company Secretary

**COSCO OCEANIA**

Level 2 101 Sussex Street  
Sydney NSW 2000  
Phone: (02) 9373-9456

Scope of works: new boardroom and kitchen, bespoke joinery and unit design, installation.



Dr Nicolas Bagijn - Director

**Sydney Business Institute**

Level 11, 301 George Street  
Sydney NSW 2000

Mobile 0416-272-739

Scope of works: whole floor fit-out: classrooms, teacher's offices, administration facilities, phone system, all furniture, 700 sqm

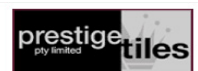


Ms Naomi Abood - Designer / Product Development

**Prestige Tiles Pty Ltd**

16 Raglan Road  
Auburn NSW 2144  
Phone (02) 8717 9003 Fax (02) 8717 9017  
Mobile 0419 495 035  
nabood@prestigetiles.com

Scope of works: Office extension, workstations, product displays.





*"Quality is never an accident. It is always the result of intelligent effort."*

*- John Ruskin*

## Retail Portfolio Studies

NOF started out as an amalgamation of talents from construction, joinery, electrical, project management and shop fitting specialist background. Its focus until recently has been securely in the office sector and related industry work.

In the last 6 months, NOF has been significantly expanding its focus in the retail and retail food space to cater for increased demand in this sector. By leveraging off NOF's existing national reach and veteran project management team, a new specialist division within the group was born. This new division will be re-branded going forward as the work done by our existing retail project management team is a testament to NOF's ability to deliver on the retail fit out front within exact design guidelines, on time and on budget.

Below is some of the work achieved by our national Project Management Head of Retail – Michael Tye.



### **Grill'd** Healthy Burgers store rollout

#### **Brief**

To build an inviting and appealing Grill'd dining experience while maintaining the core brand values and corporate philosophy through the innovative use of recycled materials.



#### **Key Challenge**

To create a balanced and visually aesthetic feature wall utilising recycled timber, doors and frames sourced from local timber yards.



#### **Outcome**

Delivery of the Grill'd Healthy Burgers' signature design with high quality finishes and appeal. Unique design and delivery allows this store to stand out in a busy shopping centre environment.



#### **Completed Stores**

Crows Nest, QV, Melbourne Central, Southland



*"Almost all quality improvement comes via simplification of design, manufacturing... layout, processes, and procedures."*

- Tom Peters



**Eccociocco'lata**  
Oaklandspark  
South Australia

**Brief**

To create an indulgent and aspirational café experience that differentiates from other chocolateria experiences and leaves a positive impression on the consumer.



**Key Challenge**

To translate creative architectural drawings into tangible elements and determine the most cost effective method of taking the design from paper to reality.

**Outcome**

A warm and inviting café within a busy and competitive shopping centre. The synergy between the overall design and execution entices impulse purchase and enhances the café experience.

The feature chocolate block ceiling provides a point of interest and a talking point for customers and competitors alike.





*"Making the simple complicated is commonplace; making the complicated simple, awesomely simple, that's creativity."*

- Charles Mingus



**Moo**  
premium yoghurt  
store rollout

**Brief**

To facilitate the dynamic roll out schedule of the Moo Premium Yoghurt brand in South Australia and Western Australia.



**Key Challenge**

Co-ordination of sequential shop fits across two states while maintaining fixture quality and brand essence while meeting an ambitious time schedule.

**Outcome**

Established a network of sites in premium locations with great visual appeal and site lines.



**Completed Stores**

Golden Grove, Arndale, Kilkenny, Norwood, Garden City, Carousel, Victor Harbour, Hollillywood Plaza, Salisbury



*"We are what we repeatedly do.  
Excellence, then, is not an act,  
but a habit."*

- Aristotle



**ts 14+**  
Canberra  
ACT

#### **Brief**

To roll out a tight re-branding and refurbishment programme of existing and new stores Australia wide.

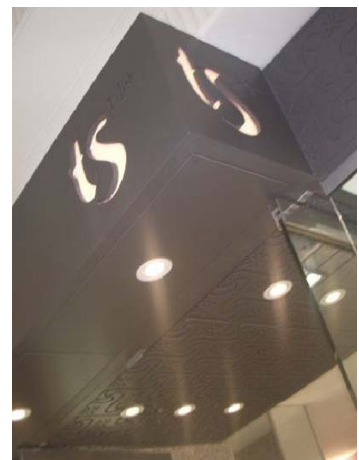


#### **Key Challenge**

Delivering the detailed finishes required of the brand and reflective of fashion retailers within the confines of a consecutive roll out programme.

#### **Outcome**

A high quality, high fashion finished product catering to a specific target market and identifying the brand as a contemporary fashion store.



#### **Completed Stores**

Myer Centre - Adelaide, Canberra - ACT, Hyde Park - Adelaide, Coffs Harbour



*"You don't get paid for the hour. You get paid for the value you bring to the hour."*  
- Jim Rohn



**Sizzling Sensations**  
Colonades  
South Australia

**Brief**

Offer a contemporary and up to the minute shop fit with quality finishes and workmanship to compete with larger food retailers within food court.



**Key Challenge**

Re-creating a smaller version of an existing downstairs tenancy, while maintaining the finishes and workspace required on a modest budget.

**Outcome**

A visually appealing and fit out showcasing appetising product and establishing a brand identity for new customers while also providing a design reference for existing clientele.





*"Design is directed toward human beings. To design is to solve human problems by identifying them and executing the best solution."*

*- Ivan Chermayeff*



**Brief**  
To freshen and rebrand an existing store network along the eastern seaboard including metro and regional areas



**Key Challenge**  
Co-ordination of design and construction of refurbishment within tight budgetary constraints and working closely with franchisees to minimise non trade



**Outcome**  
Fresh and bright store design offering the brand consistency across the franchise network and high impact within food court trading environments.



**Completed Stores**  
Cairns, Erina, NSW Central Coast, Port Macquarie, Pacific Fair, Gold Coast, Miranda, Coffs Harbour



**Liquidcore**  
Goldengrove  
South Australia

**Brief**

To project manage and build of a new surf wear store to appeal to the brand savvy Gen Y market within a busy neighbourhood shopping centre.



*"Design is a plan for arranging elements in such a way as best to accomplish a particular purpose."*

- Charles Eames

**Key Challenge**

To develop a contemporary and relevant fit out on a small budget or maximum impact and target market appeal.



**Outcome**

Project delivered on time and on budget utilising a combination of off the rack and made to measure fittings and fixtures.





*"It's not what you look at that matters, it's what you see."*

*- Henry David Thoreau*



Chocolateriasa  
San Churro

#### **Brief**

To transform a revitalised shop design to a new market with a distinctly different demographic within the confines of an established shopping centre in Maroochydore.



#### **Key Challenge**

Building the tenancy to overhang an existing waterway running through the centre, allowing for the structural build while incorporating services.

#### **Outcome**

Completed shop delivered on time and on budget 2 weeks prior to Christmas to allow the Client to open for trade during peak season



#### **Completed Stores**

Macarthur Square - Campbelltown, Maroochydore,  
Southland - Cheltenham