

BRIGHT PLACE PARTNER INFORMATION PACK

BEPL



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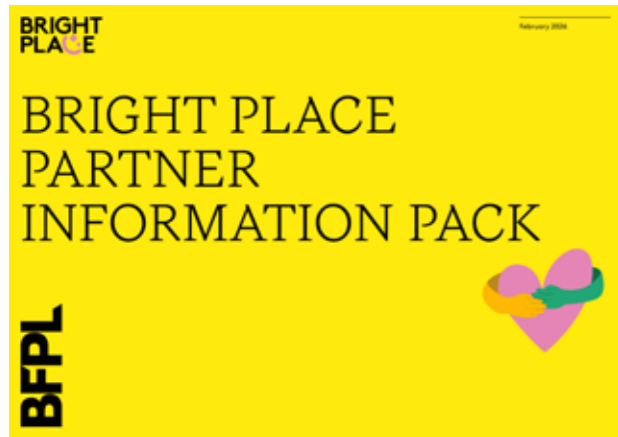
ACTIVATING BRIGHT PLACE AT BROOKFIELD PLACE

**Help us create a
brighter place for Perth.**

Thank you for taking the time to review this document. It outlines how Bright Place works, what partners receive, and how your organisation can be considered for participation.

HOW TO USE THIS DOCUMENT

This document



Bright Place Information Pack

This Partner Information Pack is intended to provide prospective partners with all the information needed to understand the Bright Place activation platform at Brookfield Place.

Supportive documents

- Activation infrastructure list
- Linksafe details
- Loading map
- Access map
- Services map.

WHAT IS BRIGHT PLACE?

Bright Place is Brookfield Place's dedicated community activation platform, created to give charities, not-for-profits and purpose-led organisations a visible presence in the heart of Perth's CBD.



THE INITIATIVE

Through a curated annual program, Bright Place provides selected partners with a physical activation space, precinct-wide promotion and strategic support to help connect their cause with thousands of city workers, visitors and residents.

The initiative is designed to help organisations:

- raise awareness
- engage new supporters
- share their story with a broader audience
- build meaningful community connections

Located within Brookfield Place, one of Perth's most visited commercial and hospitality precincts, Bright Place offers a highly visible, professionally supported platform for community engagement.

A central
CBD platform
for community
connection,
storytelling and
impact.



ABOUT BRIGHT PLACE

IMPACT



Bright Place has already demonstrated strong results for participating organisations, delivering both visibility and meaningful engagement.

Bright Place has connected charities with Perth's CBD workforce, visitors and media audiences, delivering measurable fundraising, strong awareness and city-wide exposure.

\$23,000+

Raised for charity organisations through Bright Place in year 1.

7,000+

Brookfield Place workers engaged through precinct communications

~890,000

People reached across Bright Place social activity

1.19 million+
social impressions delivered

177,500+
video views across channels

– Hundreds of shares, saves
and profile interactions



8 MILLION+

Cumulative PR impressions generated

Bright Place attracted strong coverage across Perth media, including Urban List, PerthNow, Business News, The West, WA Good Food Guide, Have A Go News and 6PR.

Individual coverage highlights included:

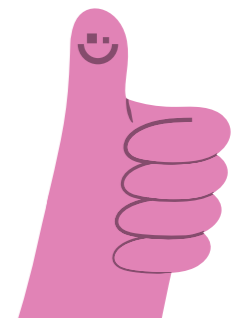
- Perth Is OK → **2.15 MILLION REACH**
 - Visit Perth → **1.32 MILLION REACH**
 - WA Good Food Guide → **961,500 REACH**
 - Urban List → **858,000 REACH**
 - The West Online → **886,100 REACH**
-

REAL-WORLD ENGAGEMENT

Bright Place also delivered meaningful in-person participation:

- **300+** daffodil bunches sold during Cancer Council activation
- **Direct visitor conversations** generating follow-up support enquiries
- Visits from senior government, business and community leaders
- **Live Sunshine FM broadcast** from the activation site

Partners benefited from both on-site interaction and coordinated digital promotion across Brookfield Place channels.



WHAT YOU RECEIVE AS A BRIGHT PLACE PARTNER

Selected Bright Place partners receive a coordinated package of physical space, promotional support and strategic guidance to help maximise their activation.



PLACEMAKING & INFRASTRUCTURE

- Access to the Bright Place activation container and space free of charge for your cause to shine
- Display infrastructure (poster frames / A frames, printed collateral*)
- Allocated activation footprint within the precinct



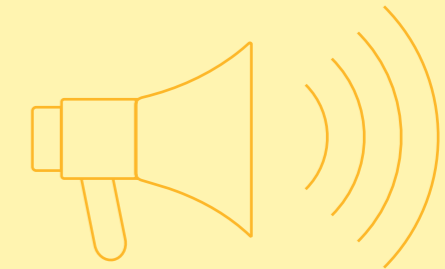
COMMUNITY ENGAGEMENT OPPORTUNITIES

- Direct interaction with CBD workers and visitors (10,000 average per day)
- Exposure to Brookfield Place corporate tenants
- Opportunity to connect with retail and hospitality operators



CREATIVE & STRATEGIC SUPPORT

- Activation planning support from the Brookfield Place team & Creative partners
- Guidance on messaging, visitor engagement and setup
- Creation of 1 x A-Frame sign to support charity goals



DIGITAL AMPLIFICATION

- Inclusion in Brookfield Place marketing channels:
- Social media promotion
- Precinct website exposure
- Internal workforce communications
- PR support across WA media

* Limited printed collateral supplied.

Action with impact

Bright Place is designed to help partners focus on engagement and storytelling while Brookfield Place supports the platform around them.



WHAT WE ASK FROM PARTNERS

To ensure each Bright Place activation runs smoothly and delivers strong outcomes, participating organisations are expected to meet the following requirements.

Staffing & Presence

- Provide staff or volunteers to manage the activation
- Ensure consistent on-site representation during agreed activation hours

Operational Readiness

- Supply activation materials and displays
- Provide clear information about your organisation and engagement goals
- Prepare any interactive elements required

Compliance & Documentation

- Hold appropriate public liability insurance
- Meet Brookfield Place safety and operational guidelines
- Complete required onboarding documentation

Engagement Commitment

- Actively promote your Bright Place participation through your own channels where possible
- Collaborate with Brookfield Place marketing requests where appropriate

These requirements help ensure every partner receives a professional, well-supported activation experience.

PROGRAM TIMELINE

Phase	Timeline	What Happens
EOI Release	9th March 2026	Applications open for upcoming program period
EOI Submission Deadline	6th April 2026	Final date for organisations to submit
Assessment & Shortlisting	Week Commencing 6th and 13th April 2026	Applications reviewed by Brookfield Place
Partner Confirmation	16th April 2026	Successful organisations notified
Onboarding & Activation Planning	Week Commencing 20th and 27th April 2026	Scheduling, briefing and preparation phase
Activation Period	August, September and October 2026	Live on-site presence within the Bright Place container



ACTIVATION SPACE OVERVIEW

Bright Place activations take place within a dedicated container installation positioned inside the Brookfield Place precinct, providing high visibility and strong daily foot traffic.

LOCATION

- Positioned within the main Brookfield Place public precinct
- High pedestrian movement during weekday business hours
- Accessible to corporate workforce, visitors and hospitality patrons



ACTIVATION FOOTPRINT

- Use of the Bright Place container interior
- External engagement space directly surrounding the container
- Opportunity for small display setups (subject to approval)



DIGITAL SIGNAGE OPPORTUNITIES

- Potential inclusion on Brookfield Place digital screens
- Promotion through precinct communication channels
- Event listing support where applicable



The space is designed to be flexible, visible and easy for partners to activate effectively.

ABOUT BROOKFIELD PLACE

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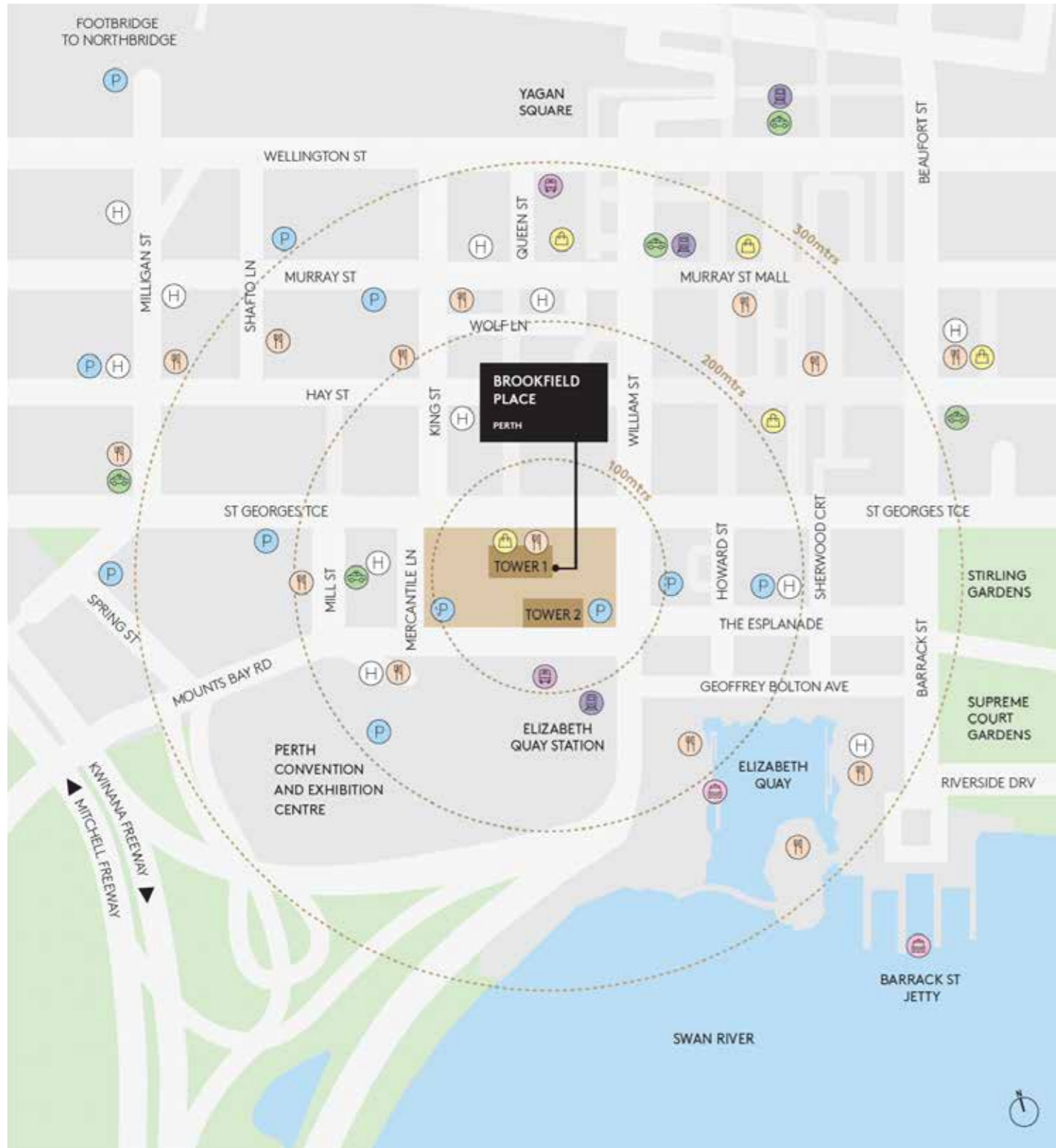


LOCATION

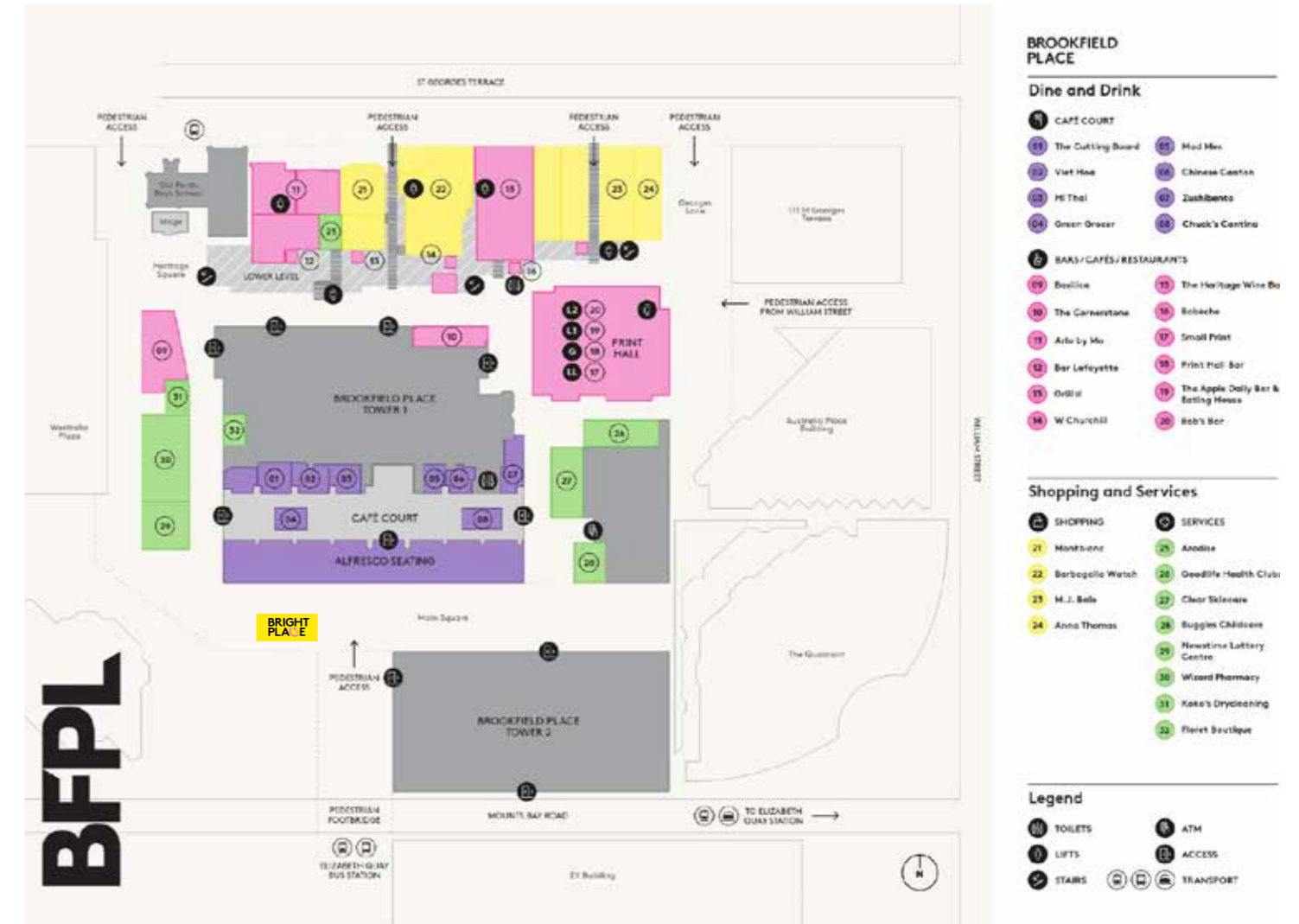
125 ST GEORGES TERRACE, PERTH



LOCATION MAP



PRECINCT MAP



ABOUT BROOKFIELD PLACE

Address	125 St Georges Terrace, Perth
Precinct size	120,000 sqm precinct comprises two commercial towers and five heritage buildings.
Environmental ratings	<p>Leading sustainability credentials including:</p> <ul style="list-style-type: none"> • 5 Star Green Star Office Design v2 • 6 Star NABERS Indoor Environment • 5 Star NABERS Office Energy • 4.5 Star NABERS Office Water.
Security	24/7 on site security and tenant access. Executive Concierge.

On site amenities	From all-day eateries to cosy bars and award-winning venues, Brookfield Place provides a diverse range of dining and entertainment spaces to enjoy for breakfast, lunch, dinner and drinks. Our luxury fashion retailers offer designer apparel for men and women including, luxury watches and fine jewellery, clothing, leather goods and accessories. Other retail and service offerings around the precinct include dry cleaning, a florist, newsagent, pharmacy, beautician, childcare facilities and 24-hour gym.
Management team	Our on site building management team comprise of a dedicated and experienced team of professionals committed to providing outstanding service to improve the experience of our tenants.
Awards	Brookfield Place Perth is one of Australia's most awarded properties.

KEY DETAILS

9 BUILDINGS

- 5 Heritage assets
 - 2 Office towers
 - 2 Retail precincts.
-



14,000^{SQM} LAND SIZE

Prime CBD land in a prominent position near the Swan River with transport links nearby at Elizabeth Quay.



38 RETAILERS

Luxury fashion, watches and fine jewellery
Service offerings.



24 F&B

3 Cafes
10 Eateries
11 Bars and restaurants

All-day eateries to bars and award winning venues.



OUR COMMUNITY

7k

WORKERS WITHIN
BROOKFIELD
PLACE*

20k

OFFICE WORKERS
WITHIN 100M
RADIUS*

BHP, PwC, Deloitte,
Wesfarmers, Westpac

KEY OFFICE
TENANTS/BRANDS*

38

RETAILERS

~2,000

DAILY VISITORS
TO CAFÉ COURT



* Estimated figure based on a 1:15 ratio.

OUR ACTIVATION APPROACH

DELIVERING
COMPLIANT
AND SUCCESSFUL
ACTIVATIONS AT
BROOKFIELD PLACE

RISK MANAGEMENT, INSURANCE & PROCUREMENT POLICIES

LINKSAFE

LinkSafe is an Australian-based company specialising in comprehensive workforce management solutions designed to streamline compliance and safety processes across various industries.

Their suite of services includes contractor management, induction management, credential management, and visitor management.

All partners will be required to complete a LinkSafe assessment to be eligible to deliver activations within Brookfield Place.

RISK ASSESSMENT MATRIX

A Risk Assessment Matrix must be completed by for all activations held at Brookfield Place. This is a robust model drawing on best-practice that is widely utilised across many property asset portfolios. The below image captures the core elements of the Matrix and demonstrates how risk is assessed.

A template referred to as the Brookfield Place Risk Assessment Matrix will be required to be completed by all partners activation the public realm within Brookfield Place.

INSURANCE

All activations delivered within Brookfield Place will need to be covered by appropriate, up-to-date insurance held by the delivery partner. Proof of insurance will be required as part of the LinkSafe assessment.

Minimum requirements are:

- \$20 million public liability
- \$10 million professional indemnity.

RESPONSIBLE PROCUREMENT

Brookfield Place has strict policies for hiring and interacting with suppliers, and these are transparently detailed on their website. Specifically, Brookfield Place requires that all suppliers:

- Are committed to operating a safe and ethically responsible business and expects that those entities it contracts with to be equally committed
- The Principal takes an active approach in combating the risks of Modern Slavery throughout its supply chains
- Maintain confidentiality and respect privacy
- The Standard of Service delivered be of high satisfaction and in line with industry standards and if not, immediately rectified at no cost to Brookfield Place
- Comply, at its own cost, with all Statutory Requirements in carrying out the Services.

SUSTAINABLE PROCUREMENT & CODE OF CONDUCT

Brookfield Place acknowledges their responsibility to ensure environmental, social and governance standards are maintained and continuously improved throughout the supply chain. They recognise that they can have a positive influence on our suppliers, contractors and their employees, products and services.

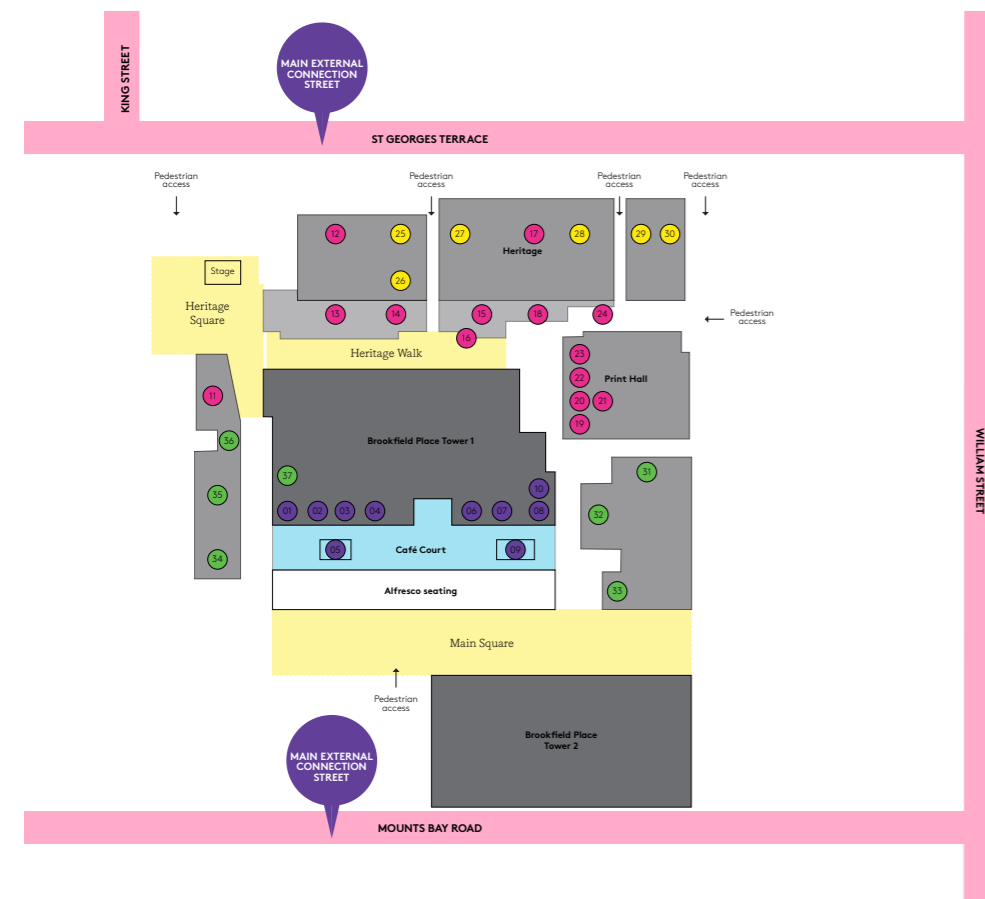
Brookfield Place is also committed to ethically source products and services that seek to create shared value by ensuring that companies within the supply chain:

- Comply with all legal requirements and standards
- Operate accordingly to sound environmental principles
- Drive positive supplier relationships
- Consider the impacts of their activities on the social and environmental sustainability of the communities in which they operate.

ACCESS & EGRESS

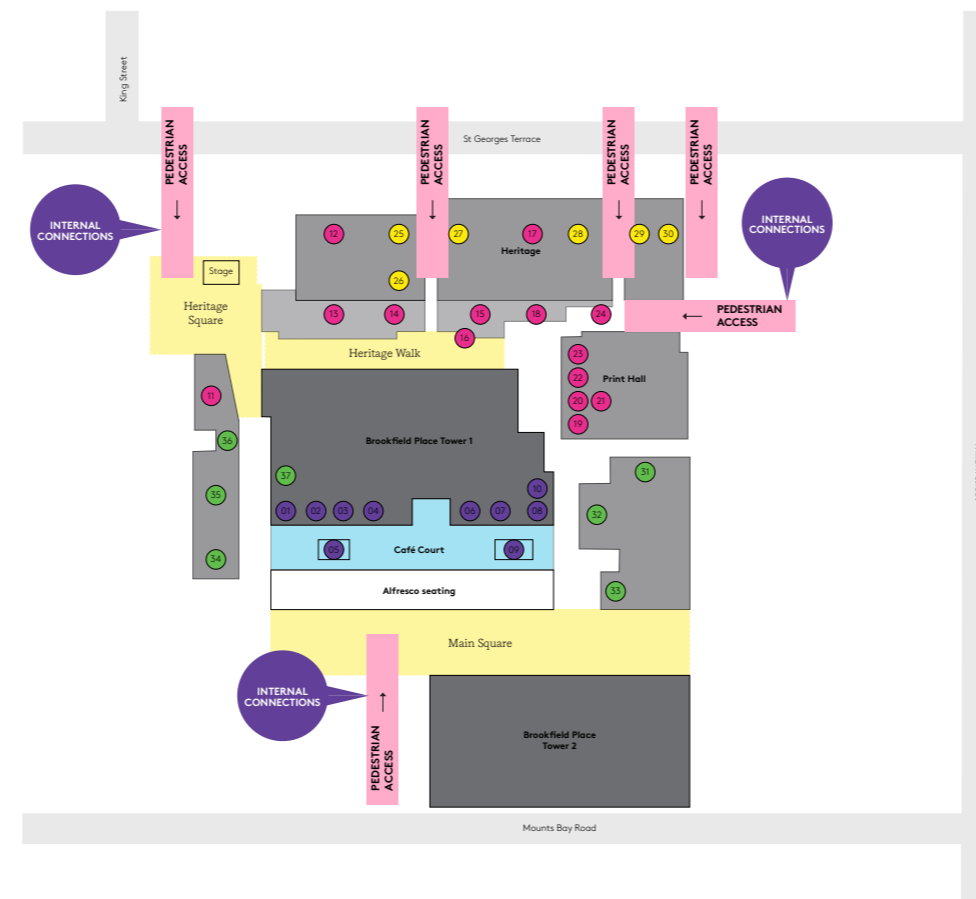
KEY EXTERNAL CONNECTIONS

The main external connections are St George Terrace and Mounts Bay Road. No activations will be permitted to restrict access to the site. If any road closures are required, they will be subject to additional approval.



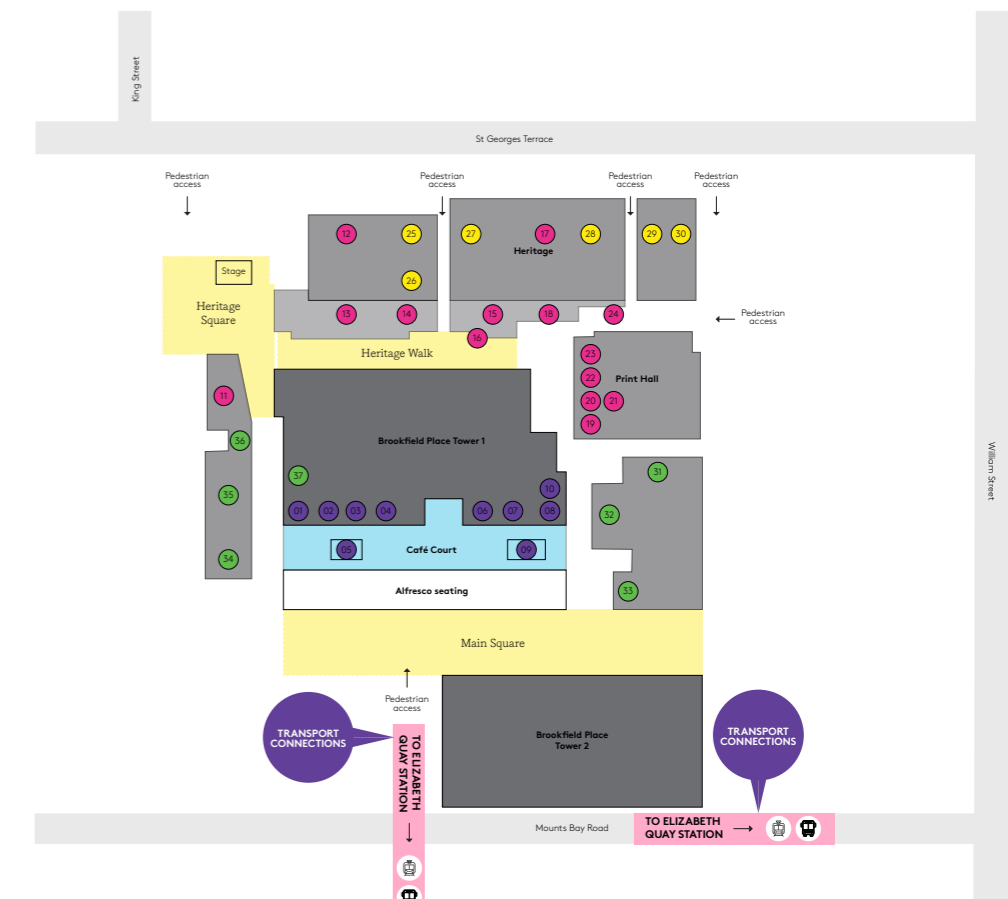
KEY INTERNAL CONNECTIONS

Brookfield Place is an important site providing for through site linkages. These are particularly important for pedestrian movements. No activations will be permitted to block these through site linkages for use by the public.



PUBLIC TRANSPORT

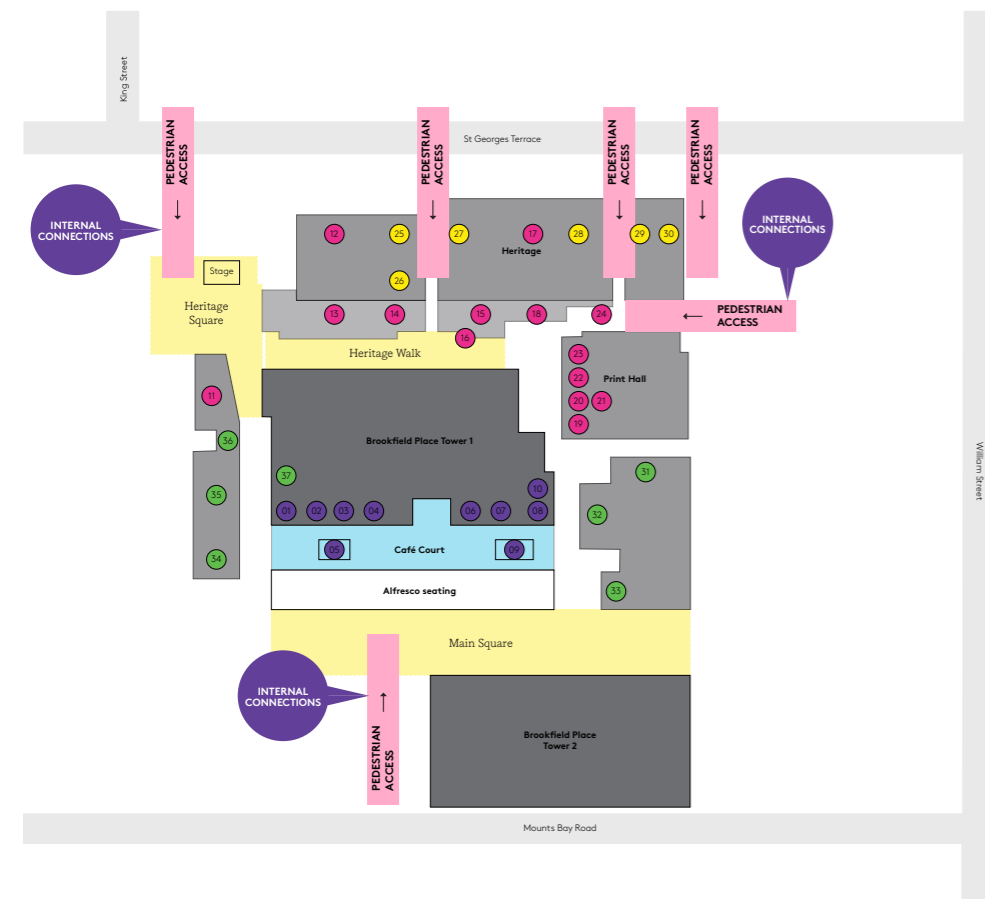
Brookfield Place is in the heart of the city, directly serviced by the Elizabeth Quay Bus Port on Mounts Bay Road. It is also very close to several bus stops, and is within one block of Elizabeth Quay Train Station. No activations will be permitted to disrupt access to public transport.



ACCESS & EGRESS

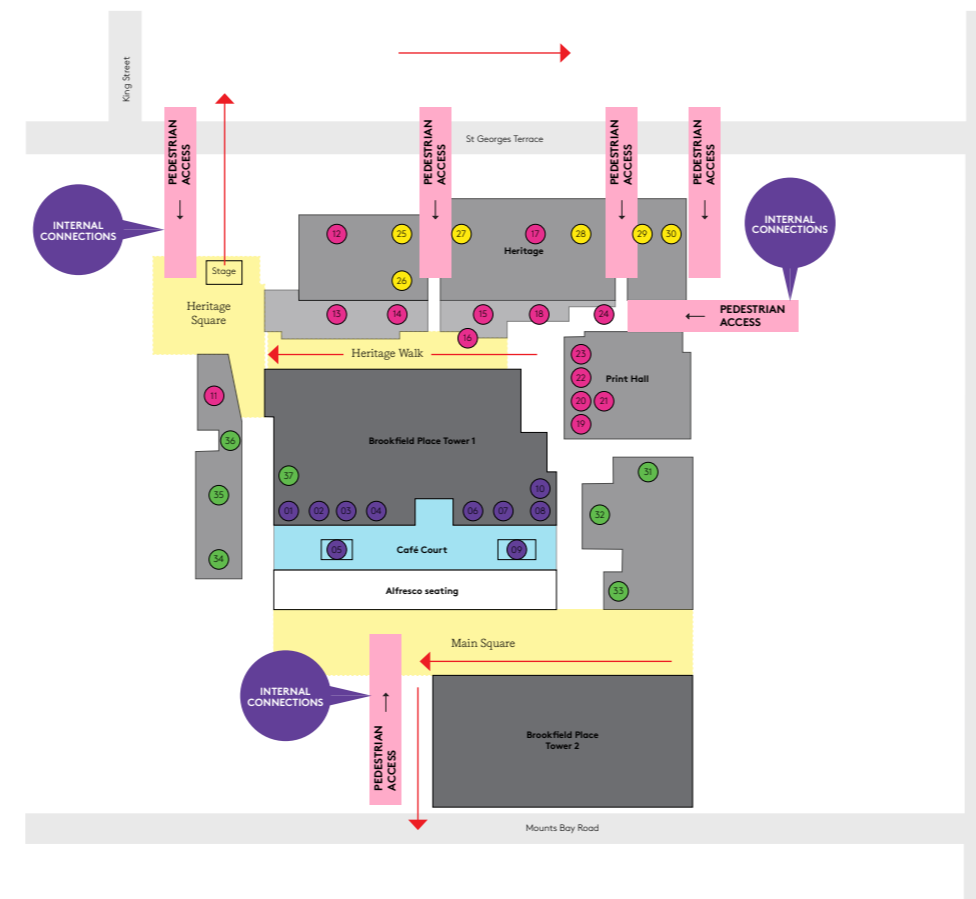
EGRESS

Brookfield Place public realm will remain publicly accessible 24/7, including during activation periods. Therefore, a level of egress and access will need be maintained at all times.



FIRE EGRESS

All fire egress pathways must be maintained throughout an activation. No fixed or heavy infrastructure can block these pathways completely as access will be required in the event of an emergency.



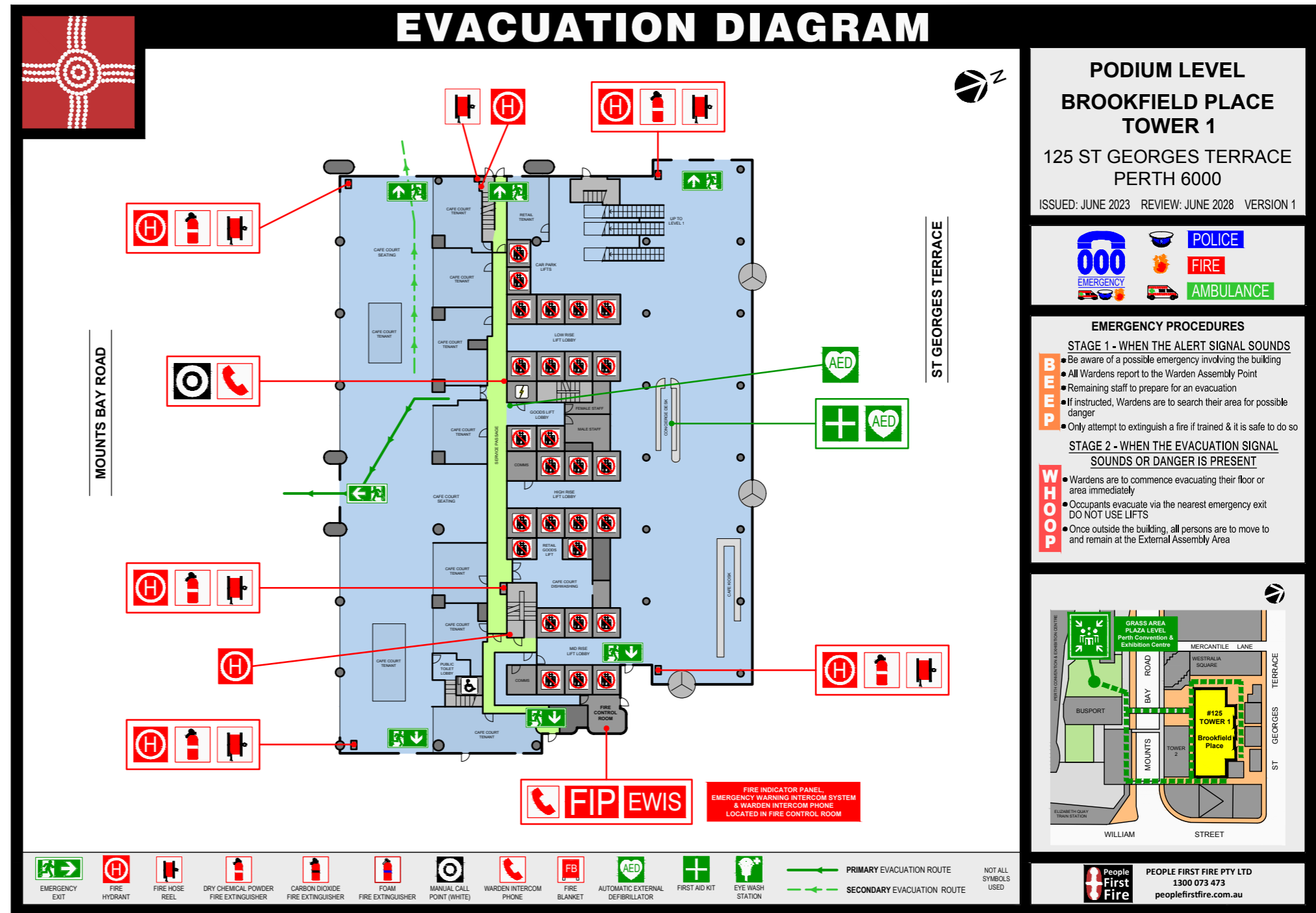
EMERGENCY EVACUATION

EMERGENCY MANAGEMENT PLANS

A comprehensive Emergency Management Plan is in place for Brookfield Place. Primary and secondary evaluation routes are clearly defined in this plan and it is comprehensively displayed throughout the precinct.

These plans and maps include:

- Assembly areas beyond the precinct
- Breakdown of evacuation procedures, including meaning of sounds and sirens
- Location of all safety equipment including fire hose reel and extinguishers
- Breakdown of processes and procedures in case of fire
- Contact details for all relevant authorities including '000'.



Please note: Maps like the above are available and displayed throughout the precinct. Please refer to them in the event of an emergency on site.

STRUCTURES & EQUIPMENT

Temporary equipment & seating

Temporary equipment and seating may be required to deliver the desired experience for users during activations. Any temporary items, including removable furniture (chairs, tables, umbrellas) used within the precinct will be limited to models already certified in accordance with Australian Standards. All items used will also align with Brookfield Place procurement policies and standards.

Marquees & umbrellas

During activations, temporary marquees and umbrellas may be required to protect users from the elements. They must comply with standards such as health and safety requirements from Council. All items used within the precinct will be limited to models already certified in accordance with Australian Standards. All items used will also align with Brookfield Place procurement policies and standards, and will also be assessed using the Brookfield Place Risk Assessment Matrix to ensure maximum safety.

Temporary fencing

Temporary fencing may be used in the precinct to help organise and manage activations effectively. However, given public access to the public realm is required 24/7, the use of fencing within the precinct for activations will need to ensure access to areas is not obstructed.

All fencing used within the precinct shall demonstrate structural integrity and be certified by a qualified engineer or fencing supplier upon installation. No fencing will limit public access as per the requirements of Brookfield Place.

Temporary lighting

Temporary lighting may be used in the precinct to help improve experience and safety for activations, particularly those held at night. Temporary lighting may also be utilised in art installations such as projections. All temporary lighting used within the precinct shall demonstrate structural integrity and be certified by the appropriate supplier (be that a qualified engineer or electrician) upon installation.

STRUCTURES & EQUIPMENT

All other structures & equipment

- Must be a temporary use
- Must align with all Brookfield Place requirements
- Must not permanently damage the public realm
- Must be limited to models already certified in accordance with Australian Standards for public safety, fire, and specific risks related to the product
- Proof of the above must be made available to authorities upon request
- Must be installed by qualified and / or experienced professionals
- Must be checked / certified by qualified professionals where required.

Prohibited structures & equipment

- Balloons
- Pyrotechnics / fireworks
- Helicopter landings and parachuting
- Carnival rides and side show activities
- Hot air balloon landings
- Use of drones.

WEATHER

MANAGING WIND

Wind is an important factor to consider for any activations, especially those hosted in CBD environments which are prone to challenging wind conditions and experience high levels of foot traffic.

Through its daily management of the precinct, Brookfield Place adopts best-practice safety standards, ensuring all equipment, materials and signage are appropriately installed to respond to any wind load and conditions. This is done with the support of consultants where required.

Moving forward, the same attitude to safety will be adopted and applied to all activations, even those delivered by partners, with all temporary equipment, materials and signage are appropriately installed and weighted down. For high-risk items such as umbrellas and marquees, additional weighting and precautions will be undertaken.

Umbrellas to be shut at 30km hour winds. No umbrellas or marquees will be installed in the precinct when wind conditions are forecast above 70km per hour.

MANAGING HEAT

As our climate changes, being aware of and managing heat is becoming an increasingly important factor to consider in the management of property and places. For all temporary activations, Brookfield Place adopt a best-practice approach to managing the experience of users during extreme heat conditions, and this expectation will be placed onto partners using the precinct.

Key initiatives that could be deployed by partners to mitigate heat include:

- Free water station
- Free sunscreen station
- Water fans installed
- Extra umbrellas installed.

WET WEATHER POLICY

All weather conditions need to be planned for when delivering activations, including rain and storms. In the event of rain, activations can proceed with additional precautions taken to ensure no slips or falls.

Additional wet weather protection such as marquees may be installed compliantly.

ACTIVATION CANCELLATION

Brookfield Place reserves the right to determine when an activation should be canceled based on weather. This will be done by the partner and the Brookfield Place team on the ground drawing on their extensive safety procedures and expert advice.

User safety is and will always remain the number one priority in the delivery of activations.

HEALTH & SAFETY

NOISE

Temporary activations may generate music entertainment and patron noise, in addition to existing patron noise from the various restaurants and bars and people located in the public realm. The nearest noise sensitive receivers are commercial properties surrounding the public realm, which include Tower 1 and Tower 2 of Brookfield Place.

All activations delivered by partners will need to address noise implications and work with Brookfield Place to manage any concerns.

PUBLIC HEALTH ORDERS

COVID has fundamentally changed the way activations are delivered safely. If required, all activations delivered within Brookfield Place will comply with public health orders such as those experienced during COVID.

FOOD SERVICE

All activations must comply with OH&S and food safety standards as set by the City of Perth.



PERMITS & AUTHORITIES

BEPL



PERMITS & AUTHORITIES

The following information is provided for you information to ensure you are aware of possible other steps involved in partnering with Brookfield Place to achieve your activation objectives.

All partners and third-parties utilising spaces at Brookfield Place must ensure that they are keeping within the broader authorities regulations.

It is the responsibility of partners and third-parties to obtain all necessary event approvals and meet all compliance requirements of Brookfield Place, managing all paperwork required from the facilities team including but not limited to structural engineering certification, Linksafe induction and City of Perth event licences.



LIQUOR LICENCING

To legally sell or supply alcohol at an event in Perth, you will typically need to obtain an Occasional Liquor Licence from the Department of Local Government, Sport and Cultural Industries (DLGSC). This licence is designed for events where the sale of liquor is ancillary to the primary purpose, such as festivals, concerts or private functions. All partners will be responsible for completing this application. Brookfield Place must first approve the sale of alcohol on site as part of the activation prior to an application being submitted.



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