

PILOT BEFORE FRANCHISE / PACK 11

Coffee Sit venue pilot and partner pack

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A low-risk pilot model for adding a branded social seating experience beside an existing cafe.

THE FIVE-STAGE CONTROL MAP

A file becomes defensible when each stage has an owner, a current source, an approval and retained evidence.

01 Site	02 Permit	03 Agree	04 Operate	05 Measure
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W AGENT RULE

Draft the operational brief. Use official prescribed forms. Route legal instruments to the licensed professional responsible for them.

PACK 11 / ACTION CHECKLIST

Build the evidence file

Tick only when the document exists, is current, has been approved by the right person and is stored against the matter.

01	Pilot deal sheet	Venue, pilot dates, service windows, customer offer, commercial model, targets and exit decision.	☐
02	Venue legal agreement	Lawyer review of licence/access, brand use, responsibilities, money, insurance, indemnity, term and termination.	☐
03	Council and planning	Check the exact municipality for footpath trading, outdoor dining, planning, signage, occupancy and noise approvals.	☐
04	Food responsibility	Document which registered food business sells and handles food, allergen controls and temporary/mobile registration if relevant.	☐
05	Chairs and public safety	Approved furniture, accessible path, boundaries, wind/storage, cleaning, weather shutdown and incident process.	☐
06	Music and media	Venue and event music licensing, volume and hours, performer agreement, filming consent and takedown process.	☐
07	Money flow	POS owner, pricing, GST, refunds, revenue share, settlement report, merchant fees and audit rights.	☐
08	Brand and IP	Limited revocable use of Coffee Sit name, visual rules, social accounts, content ownership and prohibited claims.	☐
09	People and safety	Worker status, induction, responsible person, public liability, emergency plan and late-night/security controls.	☐
10	Pilot evidence	Footfall, conversion, revenue, dwell time, repeat visits, complaints, incidents and venue feedback.	☐

PACK 11 / SIGNING BOUNDARY

What W Agent must not blur

These controls are deliberately conservative. They protect the client, the agency and the professional who is responsible for the final instrument.

1	Do not assume the cafe's existing registration or lease automatically covers Coffee Sit's added activity, outdoor area, music or signage.
2	Call the first deal a time-limited pilot licence/service arrangement, not a franchise, until franchise-law advice confirms the model.
3	The exact council, land ownership, liquor activity and operating hours materially change the permit pathway.

OFFICIAL SOURCES

Open the live source again immediately before use. A saved or printed copy can become stale.

01	Business Victoria permits https://business.vic.gov.au/business-information/start-a-business/licenses-registrations-and-permits
02	City of Melbourne food registration https://www.melbourne.vic.gov.au/register-food-or-beverage-business
03	WorkSafe employer duties https://www.worksafe.vic.gov.au/occupational-health-and-safety-your-legal-duties
04	ACCC franchising code https://www.accc.gov.au/business/industry-codes/franchising-code-of-conduct

IMPORTANT

This W Agent pack is a general operational checklist, not legal, conveyancing, financial, tax, valuation, planning, building, employment or franchising advice. It is not a prescribed form, authority, contract, disclosure document or government-approved instrument. Laws, forms, facts and transaction risks change. Obtain matter-specific advice and use current official or professionally licensed documents before signing, serving, advertising, receiving trust money or providing a regulated service.