



Tom Lillecrapp  
Owner + Founder  
Tom + Captain  
185 Rosslyn Street  
West Melbourne 3003  
**ABN:** 80 615 138 86  
**ACN:** 615 138 862

# Tom + Captain Pty Ltd

## Proposed Site Plan

**Prepared:** 6 October 2017

## Our Business

### Registration Details:

**Business name:** Tom + Captain Pty Ltd  
**Trading name(s):** Tom + Captain  
**Location(s) registered:** Registered in Victoria  
**Business structure:** Company  
**ABN:** 80 615 138 862  
**ACN:** 615 138 862  
**GST:** Registered September 2016  
**Domain names:** [www.tomandcaptain.com](http://www.tomandcaptain.com)

### About Us

The business was established in Fitzroy in 2013 Tom + Captain Dog Walking Adventures. We pick up dogs in our company vans throughout the day while the owner is at work or away from home. We operate all over inner Melbourne and then take them to a chosen location.

Currently contract between 12-14 dog walkers. We are very strict about the dogs we accept to take out and about with our team and run a detailed process before we accept any new dogs.

In 2017 we opened our official headquarters and first retail store in West Melbourne which is currently selling various dog products. We currently also use this space for meeting new customers and dog information sessions for customers.

To date we have done some successful collaborations with City of Melbourne, City of Yarra, City of Darebin as well as a number of household brands such as Dyson, Converse, Bonds to name a few.

Being a small business we also make a conscious effort to help other local businesses by aligning and promoting their services.

### Current Service

We take dogs on adventures! We're not your typical dog walking business, we take them out with a group of other dogs (we like to match them up based on age, personality etc) and take them on adventures.

We pick the dogs up from their house, we then take them to a designated off lead area (locations vary from the river, beach, park, bush) and let them run around for about an hour or so, then bring them home tired and well socialised.

Our Instagram page, should give you a bit of an idea of the typical adventures we get up to:  
<https://www.instagram.com/tomandcaptain/>

## The Proposed Service

This will be a pick up and drop off location for our current adventure service. The idea would be to provide a physical location which would be an alternative to the current pickup and drop off from their place of residence.

Additionally it would provide as an event space for dog community days: Involving local vets, council representatives information/ open days on weekends as well as utilising the space for Puppy PreSchool, training etc

We see the number of dogs at the location ranging from 5 - 30 dogs at the one time, usually in the morning and late afternoon being the concentration of numbers.

Throughout the rest of the day the space will be used as an office for day to day administration.

## The Future

### **Goals/objectives:**

In the next 12-18 months, we are aiming to launch a dog day boarding facility in a different location that would compliment our proposed pick up and drop off location and our dog walking service.

## Contacts

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