

1. Pricing & Payment Terms

Hourly Design Rate:

The standard hourly rate for graphic design services is \$180 + Goods and Services Tax (GST).

Strategy and Consulting Rate:

Work of a strategic or consultative nature (including workshops, mentorship sessions, brand strategy, and content optimisation) is charged at \$210 + GST per hour. This rate reflects the knowledge, experience, and strategic thinking applied, separate from hands-on design work.

Dedicated Design Day:

The Dedicated Design Day is a blocked, focused session where The Little Acre's time is reserved exclusively for your project. No other client work is scheduled during this time. Sessions must be booked and paid for in advance to secure the time in the schedule.

- Half-day (4 hours) – \$800 + GST
- Full-day (8 hours) – \$1,560 + GST

Multi-day bookings are available on request. Due to the exclusive nature of this service, full payment is required upfront to confirm your booking.

Note: Dedicated Design Day sessions are not the same as standard hourly or project-based work. They are pre-booked, time-blocked sessions suited to clients with content and assets ready to go.

Urgent Call Out Rate:

For urgent projects requiring immediate attention outside of standard scheduling, an urgent call-out rate applies.

This ensures dedicated focus on your project, whether to meet a tight deadline or for work required outside of regular business hours.††

All urgent call-out work is charged at \$225 + GST per hour, with a minimum charge of 2 hours.†

†Subject to availability. Work will be scheduled ahead of other projects, on a first come, first served basis.

††Out of office work is any work performed outside our regular Monday-Friday 9-5 hours, or while we are away on holiday.

Payment Terms:

An initial deposit of 50% of the estimated project cost is required before work commences. The remaining balance, including any additional charges, is due upon completion and delivery of the final project.

In some cases, an alternative payment structure may be agreed upon in writing prior to the commencement of work. Any such arrangement will be outlined in the project proposal and agreed to by both parties before work begins.

Invoicing:

Invoices will be issued upon completion of the project or at the end of each calendar month for ongoing services. Payment is due on the 20th of the following month of the invoice date.

Late Payment:

A late payment fee of 2% per month will be applied to outstanding balances beyond the due date.

2. Project-Based Pricing & Scope Changes

Project-Based Pricing:

In certain cases, The Little Acre may propose project-based pricing rather than hourly rates for specific design projects. Project-based pricing will be outlined in a detailed project proposal that includes a breakdown of costs and deliverables.

Scope of Work:

The project scope, including deliverables, timelines, and costs, will be clearly defined in the project proposal. Any changes or additions to the project scope will be communicated to the client in writing for approval.

Change in Scope:

If the client requests changes to the project scope that were not originally outlined in the proposal, The Little Acre will communicate any adjustments to the cost and timeline before proceeding.

For website projects, any pages added beyond the original agreed site map will be charged at \$270 + GST per additional page.

Client Approval:

The client's approval will be sought before implementing any changes that affect the project scope or pricing.

Payment Adjustments:

If there are changes to the project scope that result in additional work, the client agrees to pay for the additional services at the agreed-upon rates.

Client Acknowledgment:

By engaging in project-based pricing, the client acknowledges that any changes to the project scope may impact the overall cost and timeline.

3. Workshops & Training

Booking and Payment:

Workshop and training sessions must be paid in full prior to the session date to secure the booking.

For multi-session programmes, payment terms will be outlined in the project proposal.

Cancellation Policy:

If a workshop or training session is cancelled by the client with less than 48 hours' notice, no refund will be issued. The session fee will be forfeited in full.

Cancellations made with more than 48 hours' notice will be offered a reschedule or full refund at The Little Acre's discretion.

In the event that The Little Acre needs to cancel or reschedule a session, the client will be notified as soon as possible and offered a full refund or an alternative date.

Custom and Group Sessions:

For custom workshops or group training sessions, a written brief or scope will be agreed upon prior to the session.

Any requests for additional content or extended time beyond the agreed scope may incur additional charges at the applicable hourly rate.



4. Content Review & AI-Assisted Services

SEO and AIO Content Optimisation:

The Little Acre offers a content review and optimisation service as part of website design packages and as a standalone offering for existing Rocketspark websites.

This service involves reviewing and rewriting client-supplied copy to improve performance in both traditional search engines and AI-powered search tools.

Use of AI Tools:

In the delivery of content review, SEO optimisation, and AIO (AI-search optimisation) services, The Little Acre may utilise AI-assisted tools to support the analysis and refinement of content. All AI-assisted output is reviewed, edited, and approved by The Little Acre before being presented to the client.

The client retains full ownership of their content. The Little Acre will not use client content to train or inform any third-party AI systems beyond the tools used in the delivery of the agreed service.

Client Responsibilities:

The client is responsible for supplying all original copy and content. The Little Acre will optimise and refine the content provided – we do not write copy from scratch as part of this service.

All optimised content will be presented to the client for review and approval before going live.

Intellectual Property:

Optimised content produced under this service becomes the property of the client upon receipt of full payment. The Little Acre retains the right to reference the nature of the work (without reproducing the content) for portfolio and case study purposes, unless a non-disclosure agreement is in place.

5. International Billing & Currency Conversion

Currency Conversion:

For international clients, all invoices will be issued in their respective local currency.

The exchange rate used for currency conversion will be based on the prevailing market rates at the time of invoicing.

No GST for International Clients:

International clients are exempt from Goods and Services Tax (GST) on the invoiced amount.

Transaction Fees:

All bank and Stripe fees will be added to each invoice to cover international transaction costs.

Payment Method:

The client is responsible for any additional fees or charges incurred by their chosen method of payment, including but not limited to international wire transfer fees.

Invoice Clarity:

The invoice will clearly specify the converted amount in the client's local currency, the exchange rate used, and the inclusion of the transaction fee.

Payment Terms:

International clients are required to make payments in full, inclusive of the transaction fee, within the timeframe specified in the invoice.

Communication of Changes:

In the event of any changes to the transaction fee or payment terms, clients will be notified in advance.

6. Contractual Policies & Client Responsibilities

Non-Refundable Deposits:

All deposits paid to The Little Acre are non-refundable. This applies across all services including design, website builds, workshops, and training sessions. The deposit secures your place in the schedule and covers the time invested in discovery, planning, and project preparation prior to commencement.

Website Go-Live Approval:

Before any website is published, the client will be asked to review and provide written approval that all content, copy, and design is correct and ready for launch. Once this approval is given and the site goes live, The Little Acre will provide one complimentary round of minor amendments (such as small copy changes or wording tweaks) within 14 days of the launch date.

After the 14-day window has passed, any further changes will be charged at the applicable hourly design rate. Responsibility for any content errors or required changes identified after this period rests with the client.

Transparent Communication:

The Little Acre is committed to maintaining open and transparent communication with clients throughout the project, especially regarding any changes in scope and pricing.

Cancellation Policy:

For design projects cancelled after commencement, a cancellation fee will be charged based on the work completed up to the cancellation date.

Intellectual Property:

The Little Acre retains the intellectual property rights to all design concepts and materials until full payment has been received, at which point agreed deliverables transfer to the client. Design files are not included in deliverables unless explicitly agreed upon in writing. Should the client wish to purchase design files, these are available at \$370 + GST per file.

Client Responsibilities:

The client agrees to provide timely feedback and all necessary information to ensure the project progresses smoothly. Any delays caused by the client may result in adjustments to the project timeline and additional charges.

Confidentiality:

The Little Acre agrees to treat all client information as confidential and will not disclose any details without prior consent.

Print Approval and Reprint Liability:

Before any design is sent to print, the client will be provided with a final proof for review and written approval. It is the client's responsibility to check all content thoroughly – including but not limited to text, spelling, contact details, pricing, and imagery – before approving the artwork for print.

Once written approval has been given and the file has been sent to print, The Little Acre accepts no responsibility for any errors or omissions in the printed material. Any costs associated with reprinting due to client-approved errors are the sole responsibility of the client.

Referral Partners:

Where The Little Acre refers clients to third-party service providers – including but not limited to photographers, videographers, and copywriters.

The Little Acre accepts no liability for the quality, timing, or outcome of work delivered by those parties. Any engagement with referred providers is a separate arrangement between the client and that provider.

7. Design Files & Font Licensing**Design Files:**

The quoted design prices do not include the provision of source or working design files.

Design files – including but not limited to source files, project files, and layered files – can be purchased separately at a rate of \$370 + GST per file.

Font Licensing:

Fonts used in the design work are not included in the design price. Font licences can be obtained separately at a rate of \$60 + GST per font.

Delivery of Design Files:

Upon receipt of payment for design files, The Little Acre will provide the client with the necessary files in the agreed-upon format.

Font Licensing Details:

Font licences purchased cover the usage rights for the specified project only. The client is responsible for compliance with any additional terms and conditions stipulated by font licensors.

Usage Rights:

Design files and font licences are provided for the client's specific project and are not transferable unless otherwise agreed upon in writing.

Additional Requests:

Any additional requests for design file modifications or font licensing beyond the initial purchase will be subject to further negotiation and may incur additional charges.

Payment for Design Files and Fonts:

Payment for design files and font licences is due upon request, separate from the payment for design services.

8. Publicity & Sharing of Client Designs**Client Agreement:**

The client acknowledges and agrees that The Little Acre may showcase completed design work, including visual representations and project details, on The Little Acre's website and official social media platforms.

Marketing and Portfolio Use:

The Little Acre reserves the right to use the client's project for marketing and portfolio purposes. This may include, but is not limited to, case studies, testimonials, and images of the completed work.

Client Approval:

The client has the option to provide explicit written approval for The Little Acre to feature their project in marketing materials.

If the client wishes to keep the project confidential, a request for non-disclosure must be communicated in writing before the commencement of the project.

Anonymity Option:

If the client prefers, The Little Acre can present the project in a way that maintains client anonymity, such as excluding specific details or using a pseudonym.

Client Exclusivity:

The Little Acre respects the client's desire for exclusivity and will discuss and accommodate any reasonable concerns regarding the public sharing of the project.

Feedback and Testimonials:

The client may be invited to provide feedback or testimonials for use on The Little Acre's website or promotional materials, with the client's consent.

Opting Out:

If, at any point, the client decides they no longer wish for their project to be showcased, they can request its removal from The Little Acre's marketing materials.

9. Amendments to Terms

These terms are subject to change. Clients will be notified of any amendments in advance.

By engaging in our services, the client agrees to the terms outlined in this document.

The Little Acre, operating under the trade name M&L Pine Holdings Ltd, retains the right to modify any details within these terms of trade or any other information at its discretion.

Such modifications may be implemented at any time, with or without prior notice, and may encompass alterations to terms and conditions, return policies, pricing structures, ordering procedures, and service offerings.

If you have any questions or concerns, please contact us at hello@thelittleacre.co.nz.

We appreciate your business and look forward to working with you.