

Pop Up Retail Space

BIRKENHEAD POINT



POP UP

Retail Space Solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

Centre Facts

Centre Type: Outlet Centre with Convenience Precinct

Total GLA: 33,281m²

Major Tenants: Coles and Aldi

Mini Majors: Peters of Kensington, Harrolds, Estro Designer Outlet, Nike, Bonds, Kathmandu, Adairs, Cotton On, Spotlight and Bed Bath N Table

Specialities: 162

Car Parks: 1,395

Annual Sales: \$288.2m

As at June 2018

Location

Birkenhead Point Brand Outlet is located just 6km from the Sydney's City in the waterside suburb of Drummoyne. Magnificently located on Sydney Harbour and enjoying Marina views, Birkenhead Point is the oldest and largest outlet centre in Sydney boasting over 140 outlet brands over three levels!

Trade Area

As an outlet centre, Birkenhead Point has a much larger trade area than a traditional shopping centre which includes:

- The Local Market
- Sydney & Surrounds
- Tourist (both Domestic and International)

Customer Profile

Our Local is an affluent customer with Household income 20% higher than the Sydney average, 40.5% above the Australian average and an average age of 37.6 years of age.

The Sydney & Surrounds customer are mainly shopping for Apparel and Household Goods and visit the centre on average 3-4 times a year.

Tourists Population: According to Destination NSW, in the year ending September 2017, Sydney received:

- Overnight International Visitors: 3.8M
- Domestic Overnight Visitors: 9.8M
- Domestic Day Trip Visitors: 20.4M

Population source – MacroPlan Dimasi Market Snapshot November 2017; www.destinationnsw.com.au – Year ended September 2017



Ground Floor



Level 1



Site Number	Site 1	Site 5	Site 5B	Site 6	Site 7	Site 8	Site 9	Site 15
Power	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Size	2.7 x 5	5.9 x 3.8	1.5 x 15	3 x 5	1.3 x 3	2 x 6	1.8 x 8	1.5 x 4

Level 2



Site Number	Site 13								
Power	Yes								
Size	2.3 x 9								

Pop Up Contacts

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About Mirvac

Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

For more information about Mirvac and its portfolio of shopping centres across Australia please contact:

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