

Pop Up Retail Space

# HARBOURSIDE



## 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 Type:** CBD

**Total GLA:** 22,000m<sup>2</sup>

**Mini Majors:** Glue, Kingpin, M9 Laser Skirmish, Cyren, Watershed, Cotton On, Hard Rock Café, Hurricane's Grill, Dragon Boat, Crintis

**Specialties:** 102

**Car Parks:** Wilson Parking

**Food Court:** 330

**Centre M.A.T.:** \$155.2m Million p.a.

**Centre Traffic:** 11.5 Million p.a.

*As at January 2016.*

*Source: Urbis Exit Survey, April 2014.*

### Overview

Harbourside Shopping Centre attracts over 11 million visitors per year. The 22,000m<sup>2</sup> site is comprised of over 79 specialty stores, 5 state of the art entertainment venues and 27 restaurants, bars and cafes. Harbourside boasts late night shopping, dining and entertainment with the Centre open 7 days till late.

### Location

Located on the waters edge of Darling Harbour, only a short walk from the CBD and with a magnificent view of the city's skyline, Harbourside Shopping Centre offers a unique experience like no other in Australia.

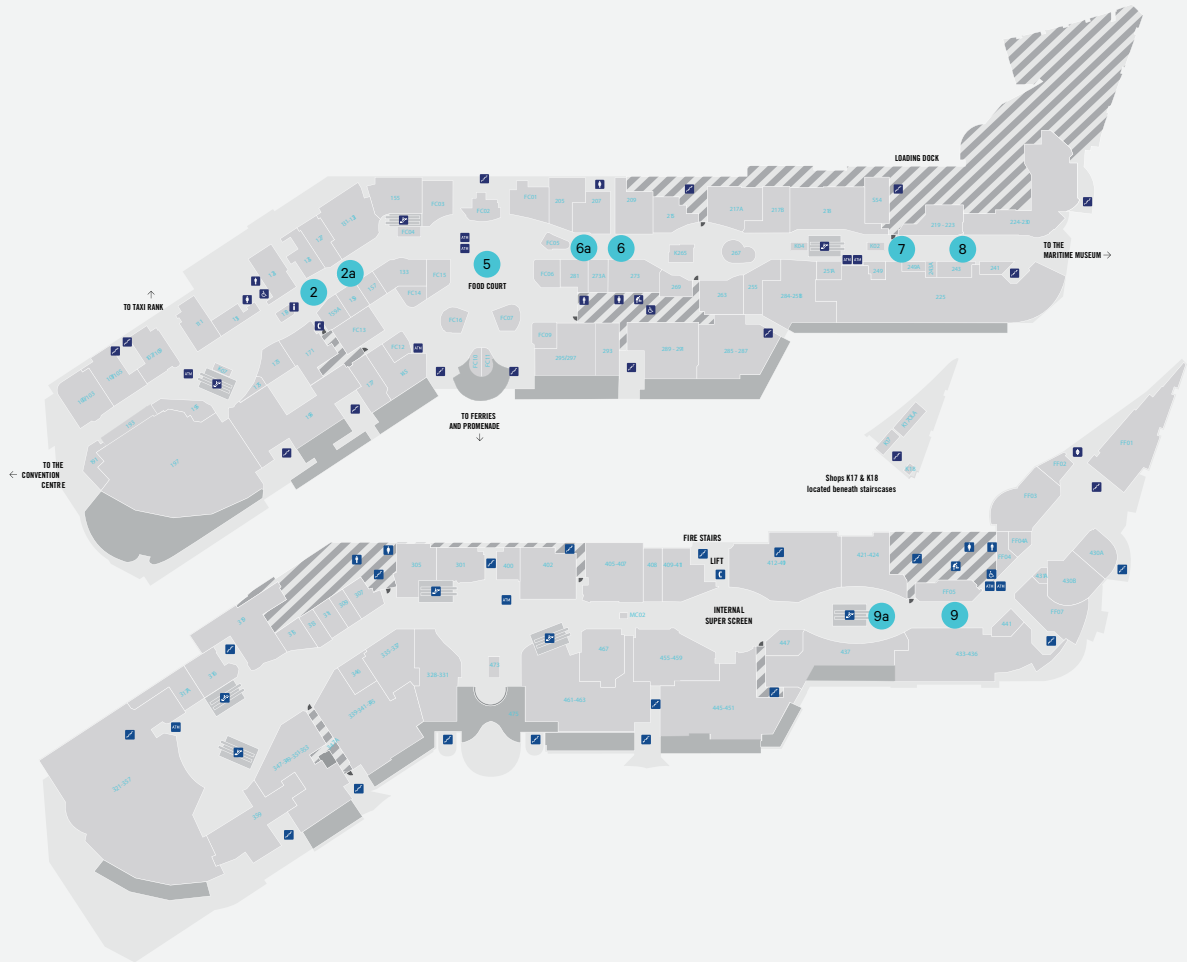
### Trade Area

Harbourside Shopping Centre attracts customers from a broad geographical area who are in Darling Harbour for a variety of purposes. The proximity of the Centre to the CBD and other key attractions influences its customer base which comprises mainly domestic and international tourists and Sydneysiders from the immediate catchment and inner/middle western Sydney suburbs.

### Customer Profile

- The average customer age is 37 years with the largest proportion of customers aged 25–59 years.
- A relatively high proportion (25%) are under 25 years.
- Males also represent a high proportion of customers (49%).
- Tourists represent a significant proportion of the customer base (49%).





Site Number	Site 2	Site 2A	Site 5	Site 6	Site 6a	Site 7	Site 8	Site 9	Site 9a
Power	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Size	2m x 4m	2m x 1m	2m x 5m	2m x 4m	2m x 4m	1.5m x 4m	1.5m x 4m	1.5m x 4m	4m x 2.5m

### 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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