

Pop Up Retail Space

RHODES WATERSIDE

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: Sub Regional (Hybrid) PCA Classification

Total GLA: 32,706 sqm (Centre)
26,000 sqm (IKEA)

Major Tenants: Coles, ALDI, IKEA, Target

Mini Majors: Bing Lee, Howards Storage World; Phoenix Restaurant; Priceline Pharmacy, Reading Cinemas (8 screens)

Specialties: 100+

Car Parks: 2,400 spaces

Food Court: 500 seats

Centre MAT: \$218 million p.a. (excl. IKEA)

Centre Traffic: 11.8 million p.a.

As at August 2018, updated annually.

Location

Rhodes Waterside is located in the inner west Sydney suburb of Rhodes, around 15km west of the Sydney CBD.

The centre is bounded by Homebush, Concord, Strathfield & Ryde. The centre is located in the geographical heart of metropolitan Sydney and is situated on the major Sydney arterial road – Homebush Bay Drive and just metres from Rhodes train station.

Trade Area

The current main trade area population is estimated at 223,860 residents. This main trade area has been growing at a rate of 3% over the past decade – well above the Sydney metro average of 1.1%. This growth is set to continue at a rate of 2.7% per annum over the next decade with the centre sitting within a major residential development precinct.

Additional Market Segments

Rhodes Waterside is home to an IKEA store which alone is 26,000 sqm in size and is built to serve a trade area of 1.8 million. It is currently estimated that approximately 11,000 people work in offices within a 2 minute radius of the centre.

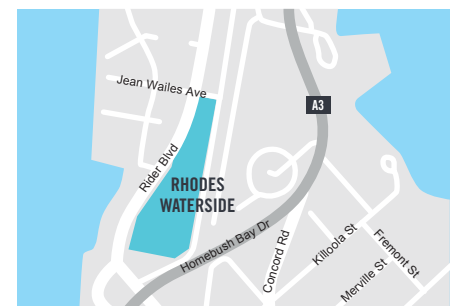
All markets are well served at Rhodes Waterside by a strong homewares and lifestyle offer that incorporates an extensive dining and services offer. The centre's fresh food offer is also considered one of its primary strengths, anchored by Coles and ALDI.

Customer Profile

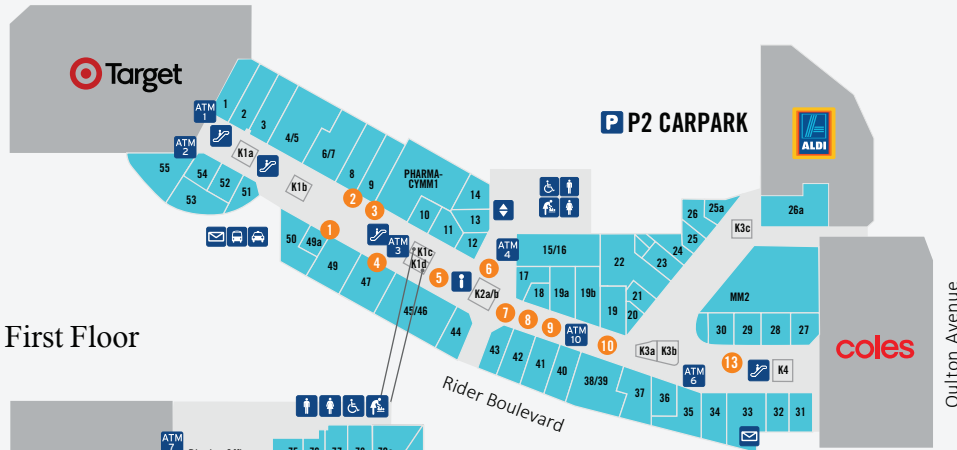
Some key characteristics of Rhodes Waterside shoppers include:

- High percentage of females – 63%.
- Average customer age is 37. 26% of customers are aged between 20 and 34 years and 22% are aged between 35 and 49.
- High proportion (47%) are employed in professional/managerial roles.
- Household income is 10% higher than metropolitan Sydney at \$134k.
- Languages spoken at home other than English include: Mandarin, Korean and Cantonese.
- 37% reside in high density living.

Source: ABS Census of Population & Housing, 2016; MacroPlan Dimasi



Ground Floor



First Floor



Site Number	Site 1	Site 2	Site 3	Site 4	Site 5	Site 6	Site 7	Site 8	Site 9	Site 10	Site 11	Site 12	Site 13
Power	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Size	5m x 4m	3m x 6m	5m x 4m	5m x 4m	3m x 3m	5m x 4m	4m x 3m	3m x 3m	3m x 3m	4m x 3m	4m x 3m	5m x 8m	4m x 2m

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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