

Pop Up Retail Space

KAWANA SHOPPINGWORLD

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 Centre

Total GLA: 45,336 sqm

Major Tenants: Aldi, Big W, Coles, Woolworths

Mini Majors: Best & Less, City Beach, Cotton On Mega, JB Hi-Fi, Terry White Chemist, The Reject Shop

Specialties: 134

Food Court: 215 seats

Centre Traffic: 6.7 Million p.a.

As at December 2018.

As the Sunshine Coast's first shopping centre, Kawana occupies an important place in the hearts and minds of local customers. Known as 'the heart of the Sunshine Coast', Kawana has earned an enviable reputation for quality, convenience and genuine community connection.

Its compelling mix of quality retailers, exceptional presentation, and a relaxed and friendly atmosphere has allowed Kawana to dominate its main trade area year after year.

Our Customers

Kawana's customers are made up of two predominant groups. These are: Residents (families and retirees) and tourists/day trippers.

Prime Position

Kawana Shoppingworld occupies a landmark gateway site in the heart of the busy Buddina commercial precinct. Positioned not far from Mooloolaba Beach. The centre also benefits from a substantial tourist market.

Trade Area

The centre has a trade area spanning from Peregrin Beach in the north to Pelican Waters in the south and inland to Maleny. It is well serviced by excellent road and public transport networks, enabling it to draw on this large and diverse trade area population. The total trade area population stands at 274,390 with an expected growth rate of 2.5% over the next 10 years*.

Source: Macro Plan Dimasi 2017.





Site Number	Site 2	Site 3	Site 4	Site 5	Site 6	Site 7	Site 8
Power	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum Width x Depth	3m x 1.6m	4m x 2.5m	4m x 2.5m	5m x 3m	3m x 3m	3m x 3m	4m x 3m

Site Number	Site 9	Site 10	Site 11	Site 12	Site 13	Site 14	Site 16 Pop Up Glass House
Power	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum Width x Depth	6m x 3m	6m x 3m	6m x 3m	3m x 2m	4m x 2m	3m x 2m	5m x 5m

November Loading – 50% December Loading – 100%

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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