

Pop Up Retail Space

# MOONEE PONDS CENTRAL

## 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:** 18,645

**Major Tenants:** Coles, Kmart, ALDI

**Specialties:** 68

**Car Parks:** 924 spaces

**Centre MAT:** \$156 Million p.a.

**Centre Traffic:** 5.3 Million p.a.

*As at October 2019.*

#### Overview

Moonee Ponds Central is a sub regional Centre located 7km north of the Melbourne CBD and is adjacent to the busy Puckle Street retail strip. The Centre offers a Kmart, Coles and ALDI with over 60 specialties plus convenient parking, most of which are undercover for 934 cars.

#### Location

The Centre has high profile frontages on the busy Puckle Street strip and Mt Alexander Road. Moonee Ponds Central forms the heart of this exciting retail and business district and is easily accessible by public transport, with the train, tram and Moonee Ponds junction bus interchange all a short walk away.

#### Trade Area

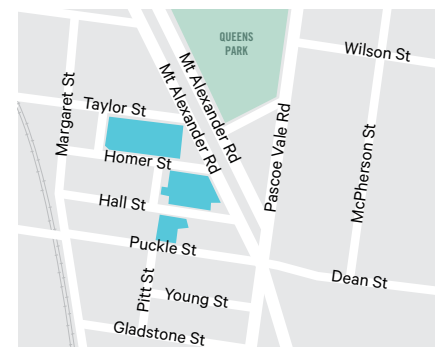
The current main trade area population is estimated at 114,490 people, including 47,350 residents within the primary sector. The tertiary sectors in combination account for an additional 32,590 residents, resulting in a total trade area population of 147,080 people.

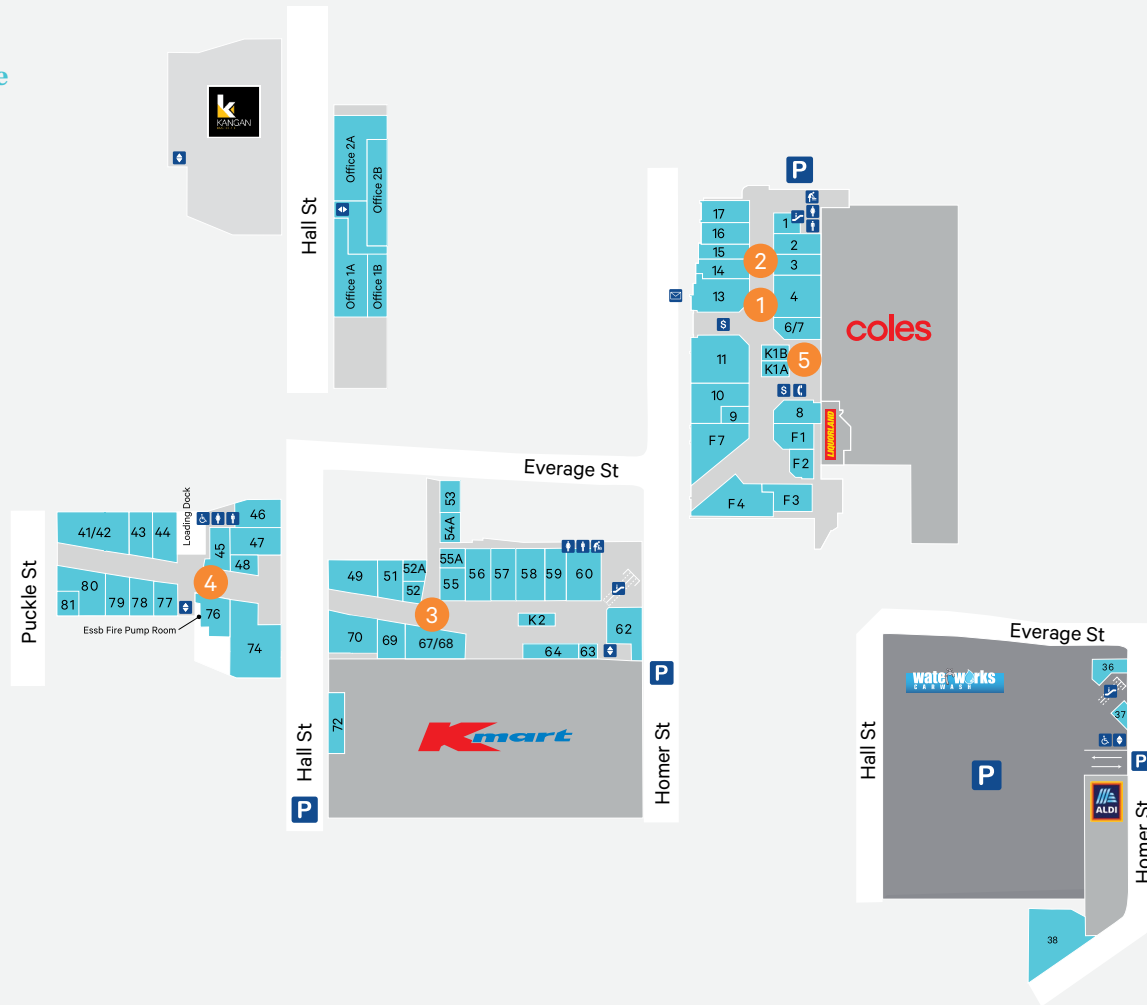
#### Customer Profile

The main trade area forms an affluent part of Melbourne, comprising older, Australian born residents. Key points to note regarding the characteristics of the main trade area population include:

- Retail spend per capita is 2% above the Melbourne Average and 8%. Total retail expenditure of the main trade area population is currently estimated at \$1.7 billion. This is projected to increase to \$3.3 billion by 2031.
- The primary trade area is comprised of some of the highest levels of graduate qualifications in Australia (31.9%) and are often employed in successful professional or senior management roles.
- Proximity to the CBD and access to universities, transport and shopping guarantees high property prices in these neighbourhoods, with sales regularly exceeding \$1 million.
- Household income often exceeds \$120,000 p.a. with additional earnings from investments and shares.
- This demographic enjoys many cultural and sporting events. Dinner parties and meals out with family and friends are also favourites.
- Professional families with preschool and university aged children.

*Source: Macro Plan Dimasi 2017.*





Site Number	Site 1	Site 2	Site 3	Site 4	Site 5 - Community
Power	Yes	Yes	Yes	Yes	Yes
Size	3m x 3m	2m x 2m	2m x 2m	2m x 2m	2m 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:

### Mirvac Retail

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