



Orion

Springfield Central
by mirvac



Say
hello

TO THE HEART OF A VIBRANT
& GROWING COMMUNITY

**SECURE YOUR PLACE WITHIN
THE LEADING RETAIL AND
LIFESTYLE DESTINATION AT
THE HEART OF AUSTRALIA'S
FASTEST EMERGING CITY**



**A MEETING
PLACE,
AN ESCAPE, AN
EXPERIENCE.**

LOOKING AHEAD

More than just a shopping centre, **Orion Springfield Central** is the heart and soul of an engaged community.

Set in the heart of Australia's Fastest Emerging City, it is the place for families and friends to connect – a meeting place, an escape, an experience.

Be part of this unique opportunity in Australian retail.



Artist impression only

A BRILLIANT TRANSFORMATION

Maximising the benefits of a \$154 million expansion project, **Orion Springfield Central** will be the 9th largest shopping centre in Queensland on completion, offering a leading retail and lifestyle experience.

With a GLA of over 68,000 square metres, the centre will provide an appealing mix of retail, leisure and entertainment opportunities.

This next stage of development will feature:

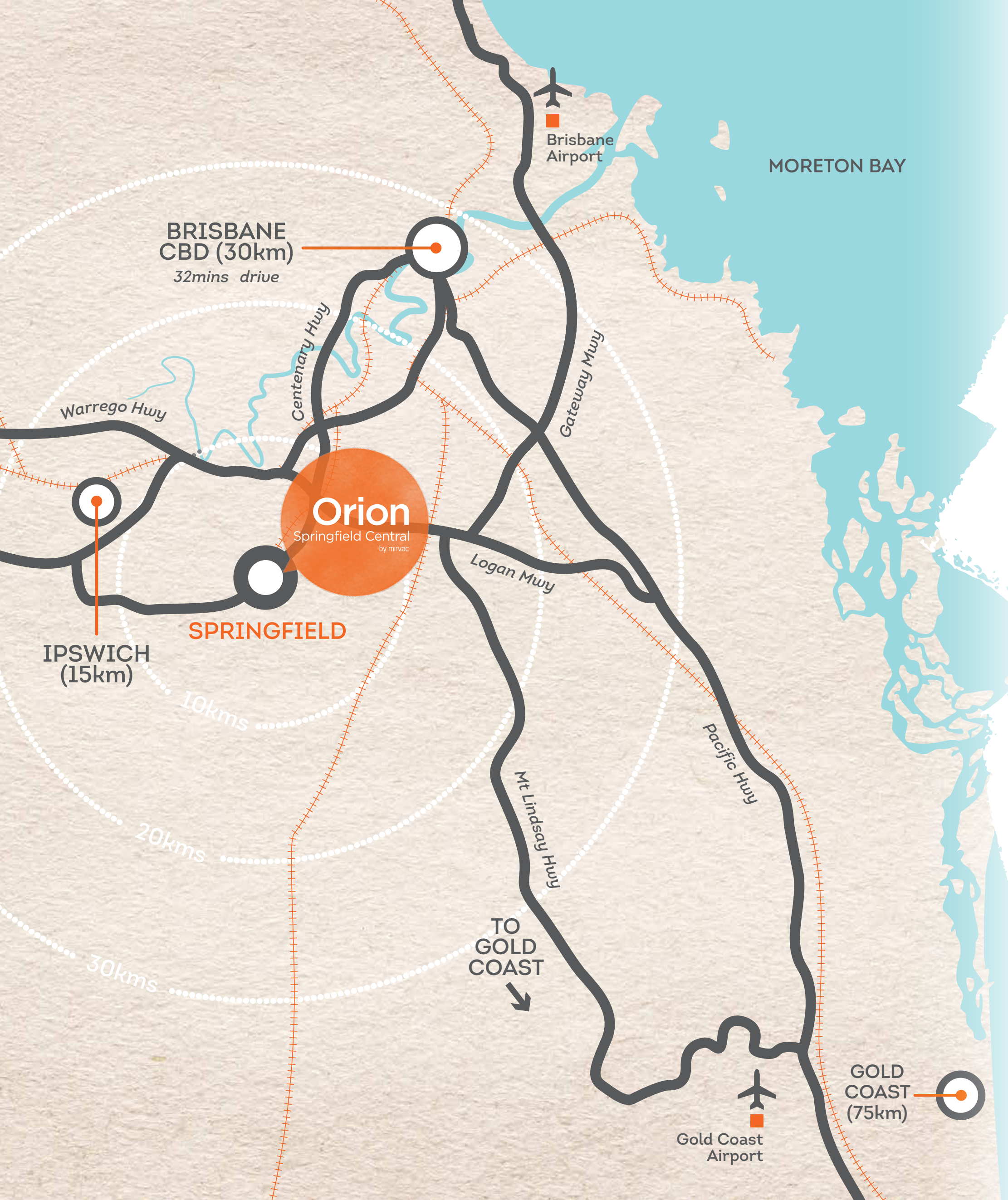
- The largest Event Cinemas complex in the outer western region (seating 2,000, with two Gold Class and two VMax screens)
- A new 6,600 square metre full-line Target
- A new 5,500 square metre full-line Coles supermarket
- A new 1,650 square metre JB Hi Fi
- Approximately 60 additional specialty stores bringing the total number to over 165
- Central Hotel, a 2,000 square metre family tavern with multiple bars, a restaurant and children's play area
- An upgraded Town Square, home to a new casual dining precinct
- A 2,000 square metre commercial building
- An additional 1,200 car parks bringing the total number to approx. 3,200 (of which 1,300 are undercover)
- The McMahon Swim Factory swim school featuring a 20 metre heated pool
- Enhanced community facilities and amenities

"In 2010 Greater Springfield was declared internationally the world's best master planned community. This emerging city is designed to be an example to the nation for others to follow. It is absolutely part of nation building for the future."

Raynuha Sinnathamby,
Managing Director,
Springfield Land Corporation

*Say
hello*

To the new town walk.



STRATEGIC LOCATION

Orion Springfield Central is nestled just 15km east of Ipswich and 30km south west of Brisbane.

SPRINGFIELD CENTRAL IS EXPECTED TO SUPPORT UP TO 30,000 WORKERS OVER THE NEXT 15 TO 20 YEARS

The centre sits in the heart of Greater Springfield, Australia's fastest emerging city, master-planned and purpose built to service Queensland's fastest growing suburbs of outer Ipswich¹. The area itself has access to 83% of Brisbane's metropolitan workforce within a 32 minute drive².

Orion Springfield Central is at the centre of South East Queensland's fastest growing region with over 560,000 people living within a 22 minute drive³.

This burgeoning area also offers first-class access to employment and lifestyle opportunities, premium and affordable housing and critical enabling infrastructure.

Springfield Central is expected to support up to 30,000 workers over the next 15 to 20 years⁴ with potential to accommodate up to 1.4 million square metres of commercial, retail, community, health, education and technology floor space⁵. This workforce compares in size to the North Sydney CBD with 34,000 workers⁶.

Conveniently located off the Centenary Highway and the Springfield-Greenbank Arterial Road, the centre is serviced by the new Springfield Central Railway Station.

THIS WORKFORCE COMPARES IN SIZE TO THE NORTH SYDNEY CBD WITH 34,000 WORKERS.

¹ greater.springfield.com.au

² greater.springfield.com.au Fast Facts September 2014

³ greater.springfield.com.au/key-facts.php

⁴ Macroplan Dimasi October 2013

⁵ greater.springfield.com.au Fast Facts September 2014

⁶ Macroplan Dimasi October 2013

POISED FOR GROWTH

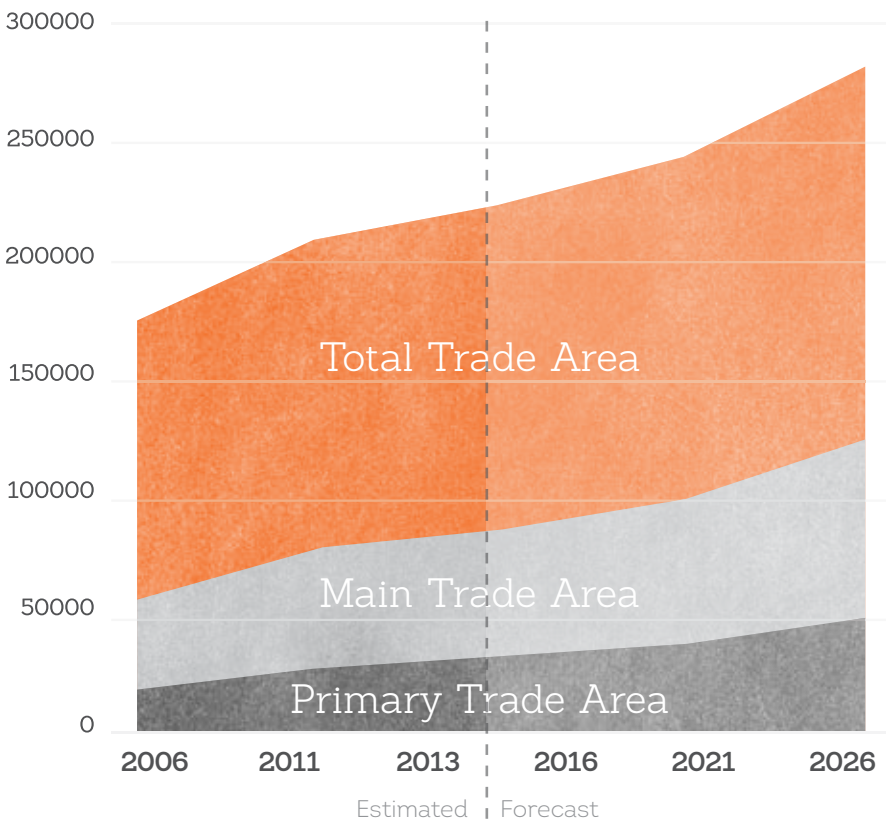
Orion Springfield Central is ideally positioned to benefit from growth forecast across the region, making it the perfect place to locate your business and engage with customers.

High growth is forecast across every facet from population, to trade and construction in coming years. Just 15km away, Ipswich is the fastest growing city in Queensland with its population expected to double in the next 15 years¹.

In the main trade area, population is growing by an average of 4.6% per annum or 5,000 people per year².

Be part of this exciting future at Orion Springfield Central.

Population Growth

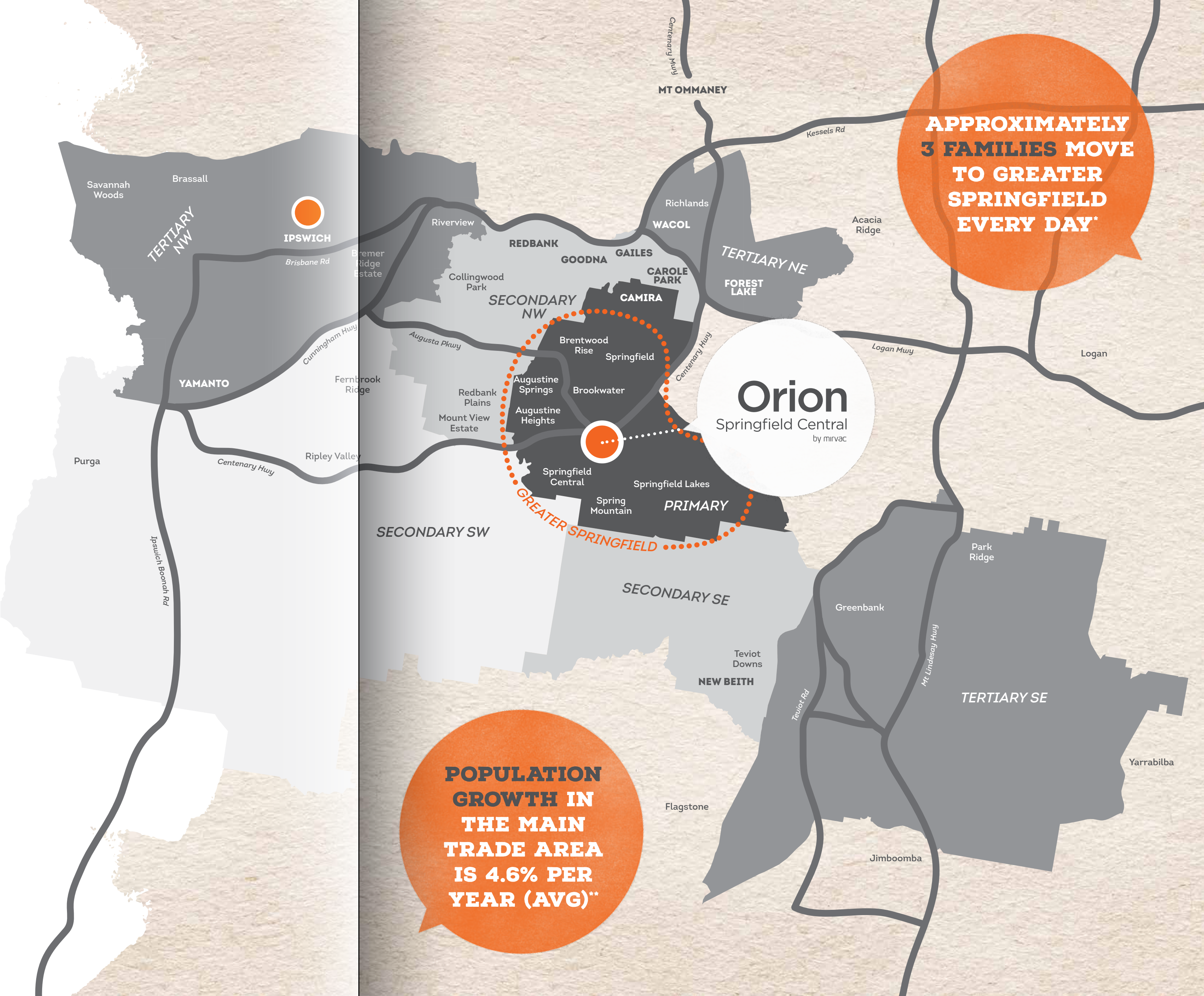


¹www.ipswich.qld.gov.au/business/business_in_ipswich

²Macroplan Dimasi October 2013

³greater.springfield.com.au

⁴Macroplan Dimasi October 2013



GROWTH IN RETAIL EXPENDITURE FROM 2016 – 2026



**CONSUMERS IN THE PRIMARY
TRADE AREA SPEND MORE
THAN THEIR BRISBANE
COUNTERPARTS, WITH RETAIL
EXPENDITURE 7% ABOVE THE
BRISBANE AVERAGE**

Current and forecast retail spend statistics
Macroplan Dimasi October 2013

HOUSEHOLD
INCOMES
IN THE PRIMARY
TRADE AREA
**8.4%
HIGHER
THAN THE
BRISBANE AVERAGE**

CONSUMER
SPEND
IN THE PRIMARY
TRADE AREA
**7.6%
HIGHER
THAN THE
BRISBANE AVERAGE**

THE NUMBERS SPEND & INCOME

Household incomes in the primary trade area are 8.4% above the Brisbane average, with the market dominated by young, family oriented, locally engaged people who enjoy an aspirational lifestyle.

Affluence is on the rise as new housing estates are developed across the region attracting new buyers to the area.

Consumers in the primary trade area spend more than their Brisbane counterparts, with retail expenditure 7% above the Brisbane average.

Expenditure in the centre's total trade area is currently \$2.4 billion and this figure is forecast to increase by \$948 million to \$3.8 billion by 2021 and more than double to \$5 billion by 2026.

In the five years between 2016 and 2021, growth in retail expenditure is expected to continue across the centre's main trade area:

- An increase of \$207 million to \$694 million is forecast for the primary trade area.
- An increase of \$500 million to \$1.7 billion is forecast for the main trade area. This equates to average annual growth of 7.6%.

Orion Springfield Central is positioned to gain immediate and continued benefits from this growth trajectory.

All income and expenditure figures.
Macroplan Dimasi October 2013

MEET THE MARKET

Socio-Demographic Profile

This vibrant and growing community is characterised by a young, family-oriented population looking to form deep connections with their community.

The average age of residents in the main trade area is just over 30 years. This is six years younger than the average for metropolitan Brisbane. Young families dominate the area, with over 67% of the population coming from families with children. This is nearly 11% above the Brisbane average¹.

Growth is also occurring in the youth population. From childcare to post-graduate, Greater Springfield has 46 per cent of its population (12,041) enrolled in study², the highest percentage per capita in Queensland.

Including the University of Southern Queensland campus, Greater Springfield has 14 private and public schools, colleges and other learning institutes.

¹Macropian Dimasi October 2013
²greater.springfield.com.au

**OVER 34% OF
THE MAIN TRADE
AREA IS UNDER
20, 7.5% HIGHER
THAN THE
BRISBANE AVG**

**OVER 46% OF THE
MAIN TRADE AREA
IS BETWEEN THE
AGES OF 20 AND 49,
APPROXIMATELY 2%
HIGHER THAN THE
BRISBANE AVERAGE**



**"I ENJOY
A SOCIAL
ENVIRONMENT
WITH GREAT
DINING
OPTIONS."**



**"A CENTRE
FOR ALL MY
ESSENTIALS
THAT OFFERS
ME INDULGENT
OPTIONS TOO."**



**"THE KIDS LOVE
THE PLAY
AREAS & THE
NEW CINEMA IS
GREAT FOR THE
WHOLE FAMILY."**

Date _____

**"A SPORT'S
BAR KEEPS
THE MEN
ENTERTAINED
WHILE THE
GIRLS CATCH
UP AND THE
KIDS PLAY."**

**FAMILY
FOCUSED**





**WORLD CLASS
INFRASTRUCTURE
DEFINES THE
WORLD'S BEST
MASTERPLANNED
COMMUNITY**

MAJOR INVESTMENT IN INFRASTRUCTURE AND RETAIL

World-class infrastructure that fosters community and connectedness – that is the ethos behind the development of Greater Springfield.

The area has benefited from the delivery of significant private and public infrastructure projects including the \$12 billion Springfield Rail Project. This investment is set to continue until 2026 as part of the South East Queensland Regional Plan.

Major investments in infrastructure include:

Springfield Central Station

Springfield residents can now travel directly into Brisbane's CBD by train for the first time, following the opening of the new Springfield rail extension. The 9.5km dual-track extension includes two new stations, Springfield and Springfield Central, as part of the \$475 million Richlands to Springfield rail extension project.

Major Road Upgrades

Greater Springfield now boasts easy access to metropolitan Brisbane with the CBD just 30 minutes away, Brisbane Airport 35 minutes away and five universities easily reached within a 30-minute drive. The Gold Coast can be reached in 50 minutes, while Amberley Airbase is just a quick 12-minute drive.

Robelle Domain Parklands

This inner city oasis set on the doorstep of Orion Springfield Central spreads out across 24ha, providing over 11 kilometres of boardwalks, walking and cycle tracks, sports fields and playgrounds, a waterfall and children's water park, tree top walks, shady picnic areas, art work and exhibition gardens. Under construction to open in April 2015, the 4,700m² Robelle Lagoon and its associated water features will rival South Bank's swimming lagoon. The Lagoon is expected to attract 100,000 visitors each year.

Education City

This precinct caters for the region's large youth population with an evolving hub of education facilities. It comprises of University of Southern Queensland

(which is about to double in size), Bremer Institute TAFE, Union Institute of Language, Australian City College, MEGT, Kindy Patch Early Education Centres and The Studio of Performing Arts Springfield.

Health City

Upon completion, Health City Springfield will be a 52 hectare integrated health precinct delivering a health and wellness experience for the community through the provision of quality healthcare, medical education and research, and aged and seniors living. Stage 1 construction of the Mater Hospital and Oncology Centre is due for completion in late 2015.

Brookwater Golf and Spa Resort

Development of the \$550 million Dusit Thani Brookwater Golf and Spa Resort in Ipswich has recently been announced. The project historically represents the largest single foreign investment in an Australian resort.

The resort will sleep 1,500 people and include a convention centre and a tennis complex capable of hosting international WTA tournaments. It is due for completion by the end of 2016.

Major investments in retail include:

Masters Home Improvement Centre

Opened a 12,600m² store, its first in Queensland.

The Circuit

Pad site precinct opened with BCF, Amart Sports, Super Cheap Auto, Kmart Tyre & Auto, Bridgestone, KFC, Pet Barn and Hogs Breath Café.

Bunnings

Developing a 16,000m² store for occupation by late 2015.



AN AERIAL VIEW

1. **AUGUSTINE HEIGHTS**
400 residents
50% completed
Completion 2018

2. **BROOKWATER VILLAGE**
7,500 residents
22% completed
Completion 2021

3. **VICINITY BUSINESS PARK**
Approved GFA 138,000sqm
Current Tenants: Dalkia Energy, QLD Ambulance Services and SRS

4. **BUNNINGS**
To open September 2015

5. **MASTERS HOME IMPROVEMENT CENTRE**

6. **POLARIS DATA CENTRE**

7. **SPRINGFIELD TOWER**

8. **SPRING MOUNTAIN**
Masterplanned residential community. 4,000 houses approved. Commence 2017 for completion by 2030

9. **NEW \$72M GE QUEENSLAND HQ**
1,200 workers estimated
Completion early 2015

10. **ROBELLE DOMAIN PARKLANDS**
4,700m² Lagoon under construction
Completion April 2015
100,000 visitors expected per year

11. **FUTURE MIXED USE DEVELOPMENT**

12. **ORION SPRINGFIELD CENTRAL DEVELOPMENT STAGE 1**
13. **ORION SPRINGFIELD CENTRAL DEVELOPMENT STAGE 2**

14. **SPRINGFIELD CENTRAL STATION**

15. **COMMUTER CAR PARK**

16. **PROPOSED STADIUM**
\$60 million Stadium and training facility proposed

17. **CENTENARY HWY**
Upgrade completed

18. **SPRINGFIELD LAKES**
30,000 residents, 50% completed.
Completion 2026

19. **EDUCATION CITY**
232,000m² GFA approved

20. **UNIVERSITY OF SOUTHERN QUEENSLAND**
Over 2,300 students enrolled \$45 million expansion. Completion early 2015

21. **HEALTH CITY**
450,000 m² GFA approved with 1,200 hospital beds and 2,500 aged care places, medical centre, diagnostic, wellness and fitness services

22. **MATER HOSPITAL**
Stage 1 under construction \$85 million development
Completion late 2015

23. **BROOKWATER GOLF AND SPA RESORT**
\$550 million development will sleep 1,500 people

This information has been compiled from a number of sources including greaterpringfield.com.au, couriermail.com.au and Macroplan Dimasi 2013.



**SAY HELLO
TO GROWTH**

WHERE WE ARE NOW

Orion Springfield Central opened in 2007 anchored by Woolworths, Big W and over 100 specialty stores.

Since then, the centre has become the retail nucleus of the region, adding additional anchors Aldi and Spotlight, along with quality large format retailers including KFC, BCF, Super Cheap Auto and Pet Barn, enabling the centre to cater to the region's growing population.

THE NUMBERS Centre Performance

The centre dominates the region's market and has considerable reach beyond its immediate location due to the close proximity of transport, road infrastructure and the growing market of workers resulting from surrounding business development.

- Moving Annual Turnover of \$214.1 million reflects average annual growth of 15% p.a. since 2008 following opening in 2007¹.
- Annual traffic of 6.5 million reflects average annual growth of 10.8% p.a. since 2008 following opening in 2007¹.
- 55% of total sales are derived from the primary trade area, 75% from the main trade area and 17% from customers who reside beyond the trade area².
- Escape retail expenditure is significant with 94% of total trade area retail expenditure being spent outside of the trade area³.

¹Mirvac Sales and Traffic Report September 2014
²2013 Quantum Orion Springfield: Centre Deep Dive
³2013 Quantum Orion Springfield: Centre Deep Dive

MOVING
ANNUAL
TURNOVER OF
\$214.1
MILLION=

**15% P.A
ON AVG
SINCE
2008**

ANNUAL
TRAFFIC OF
6.5
MILLION=

**11% P.A
ON AVG
SINCE
2008**

THE NEXT STAGE OF DEVELOPMENT

The next stage of development is by far the most exciting.

Mirvac is committed to providing a leading retail and lifestyle experience that meets the needs of the trade area. Utilising sound retail planning principals, we've created a robust vision and master plan incorporating a strategy for all stages of development throughout the centre's lifecycle and in line with the Ipswich City Council's vision for the region.

The latest expansion is timed to take advantage of current and forecast population and sales growth, community feedback and demand.

There is currently no single retail facility servicing the main trade area with a complete and convenient offering and there is strong customer support for cinemas, entertainment and a greater choice of retail and dining.

Orion Springfield Central will provide this, together with enhanced amenities and facilities, cementing its position as the region's premier retail destination.



BE PART OF THE FUTURE

Orion Springfield Central is unique – a retail, entertainment, leisure and social hub. The next stage in its development is your chance to become an intrinsic part of one of Australia's fastest growing regions.

Upon completion, the centre will be the 9th largest shopping centre in Queensland and dominate the trade area with a gross lettable area of over 68,000 square metres.

The expansion will transform the centre from a single supermarket and DDS based centre to a double supermarket and DDS based centre incorporating a holistic retail and lifestyle offer aimed at the needs and aspirations of its trade area.

Approximately 60 new specialty stores (bringing the total to over 165) will significantly enhance our retail offer, providing customers more aspirational choices in food and fashion complimented by a range of everyday conveniences.

Orion Springfield Central will be much more than a retail destination – it will be South East Queensland's premier retail and lifestyle destination, where customers come for the shopping and stay for the experience.

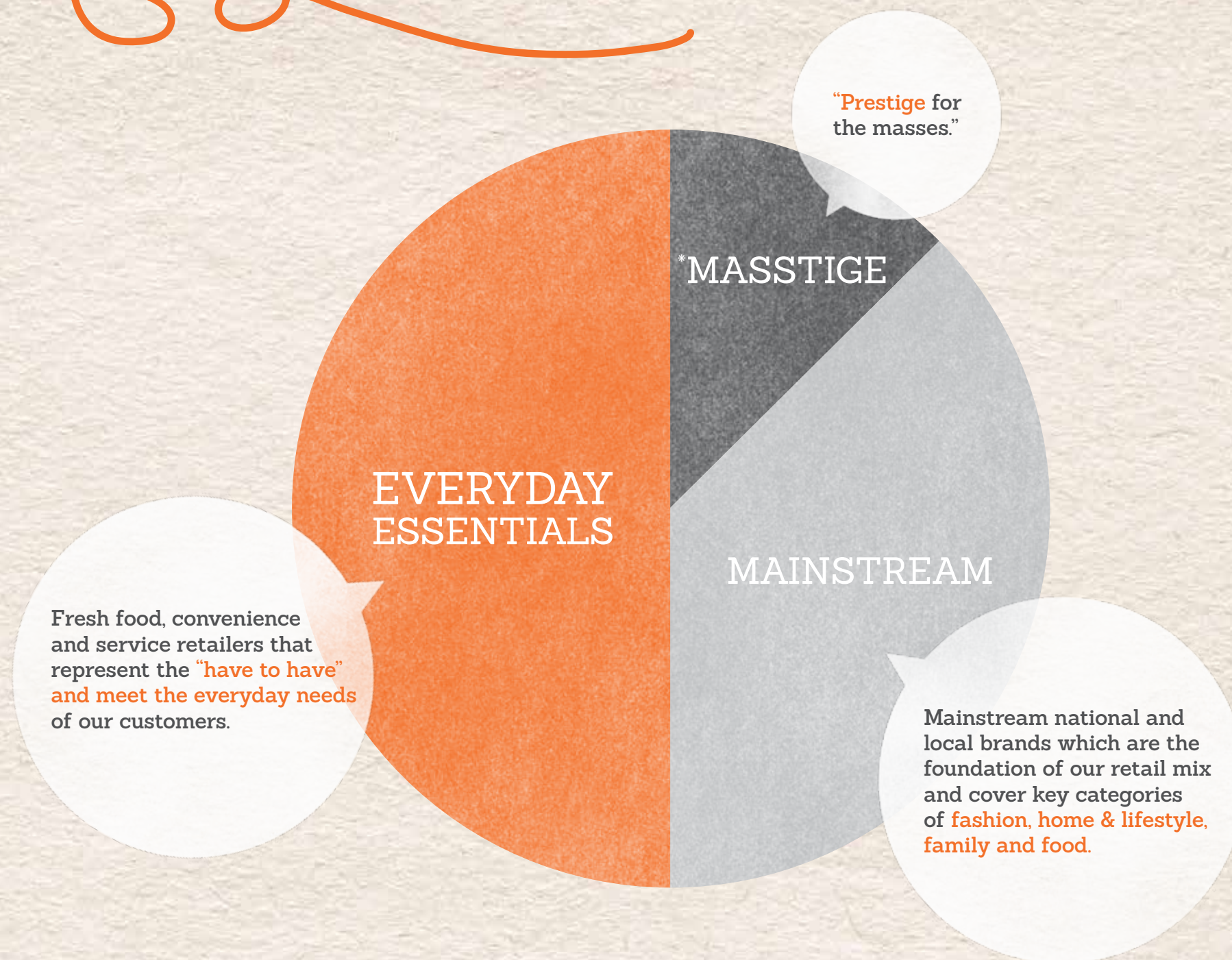
Be part of this unique opportunity.

"Mirvac's vision is not just for a shopping centre, but a real community hub where people can come together and have a good time. This will also help our future generation by creating jobs and workplaces."

Cr Paul Pisasale,
Ipswich Mayor

*Say
hello*

To Orion Springfield Central



***BRANDS THAT FILL THE GAP
BETWEEN MID-MARKET AND
PREMIUM BRANDS.**

OUR RETAIL STRATEGY

From the moment customers enter **Orion Springfield Central**, they will experience a best-in-class centre.

A compelling mix of retail, entertainment, dining and leisure activities will build on the centre's existing strength in meeting the everyday needs and desires of the trade area. Through an enticing and diverse food offer, complemented by a strong focus on fashion, leisure and entertainment, the centre will dominate the marketplace and provide a distinctive point of difference.

Orion Springfield Central is comprised of four quadrants, intersected by Main Street and Town Walk. Each quadrant is anchored by a major and there is a defined vision for each precinct.



PRECINCT VISION



Mainstream Popular Fashion

Anchored by Target and providing mass appeal to our aspirational customer, this is where you'll find Australia's favourite on-trend brands, fashion's latest must have looks and a kids' precinct to provide something for everyone in the family.

Contemporary, Fresh & Everyday Convenience

Anchored by Coles, this is the convenience hub of the centre. A contemporary food market where fresh food mingles with prepared, day merges into night and home cooked meals merge with the ease of eating out. While you're there, you'll enjoy lifestyle brands for the home and the convenience of easy access to everyday services.

Entertainment, Dining & Leisure on Town Walk

The vibrant, bustling precincts along Town Walk are the heart and soul of Orion Springfield Central – the meeting places where food, entertainment, leisure and lifestyle merge:

Town Square

The public meeting place, and ideal location to relax and unwind with alfresco dining day and night. Its eating-houses are the perfect place for friends and family to gather and enjoy convenient, casual food in an invigorating outdoor environment. The dynamic water feature creates a beautiful centrepiece and instils a relaxed and refreshing atmosphere across the square.

Central Hotel

The centre's entertainment hub. Customers can enjoy the relaxed atmosphere, hold a family event or meet up with friends to connect over a drink in this exciting venue. The Central Hotel has a wide variety of offerings for everyone in the family from the amphitheatre, stage and children's play area to the bistro and sports bar.

Food Court

The food court will have something for everyone, from the family shopper to local workers and students. Choice ensures a broad appeal with well-known national brands alongside quality local fast food options in an environment enhanced by lots of natural light and covered alfresco seating for those seeking fresh air.



Main Street

A traditional Main Street mix of alfresco cafés interspersed with an assortment of mainstream and youth fashion, together with other convenient services, make this a unique location: open air shopping with soul. Main Street is the vibrantly beating heart of Orion Springfield Central.

Fresh Food & Everyday Essentials

Anchored by Woolworths, this is the foundation of the centre. Fresh food, retail, convenience and services are on hand and easy to access, meeting customers' everyday needs.

Affordable Family

Anchored by Big W, this is the place where all the family's needs and wants are met – from affordable fashion you know and love, to an assortment of essentials from trusted and reliable national brands, the whole family will find great value for money here.

Express Service

Enjoy convenient access to everyday banking and services, where you can pop in for a quick errand or combine business with your leisure visit.

Lower Ground – Aldi & Spotlight

The home of the dynamic duo of Aldi and Spotlight.

The Circuit

A highly successful pad site precinct housing a mix of quality large format retailers.



Say
hello

To Orion Springfield Central



TO BE A PART OF THIS EXCITING OPPORTUNITY,
CONTACT OUR LEASING TEAM:

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SYDNEY NSW 2000

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About Mirvac

Mirvac is a leading integrated real estate group, listed on the Australian Securities Exchange. 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 across all of its businesses. Mirvac Retail owns and manages 16 shopping centres valued at over \$2 billion with an \$800 million development pipeline.

mirvacretail.com

Disclaimer: The particulars contained in this document have been prepared with care based on data compiled by Mirvac and its consultants in good faith. The retail strategy and vision are indicative in nature and represent the current retail plan for the centre as at November 2014. Every effort is made to ensure all information is void of errors at the time of print. No warranty is given to the accuracy of the information contained herein, and this document cannot form part of any contract. We encourage potential lessee's and licensee's to satisfy themselves in all respects. Mirvac reserves the right to vary or amend without further notice. Trade area statistics source: MacroPlan Dimasi and Mirvac.



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