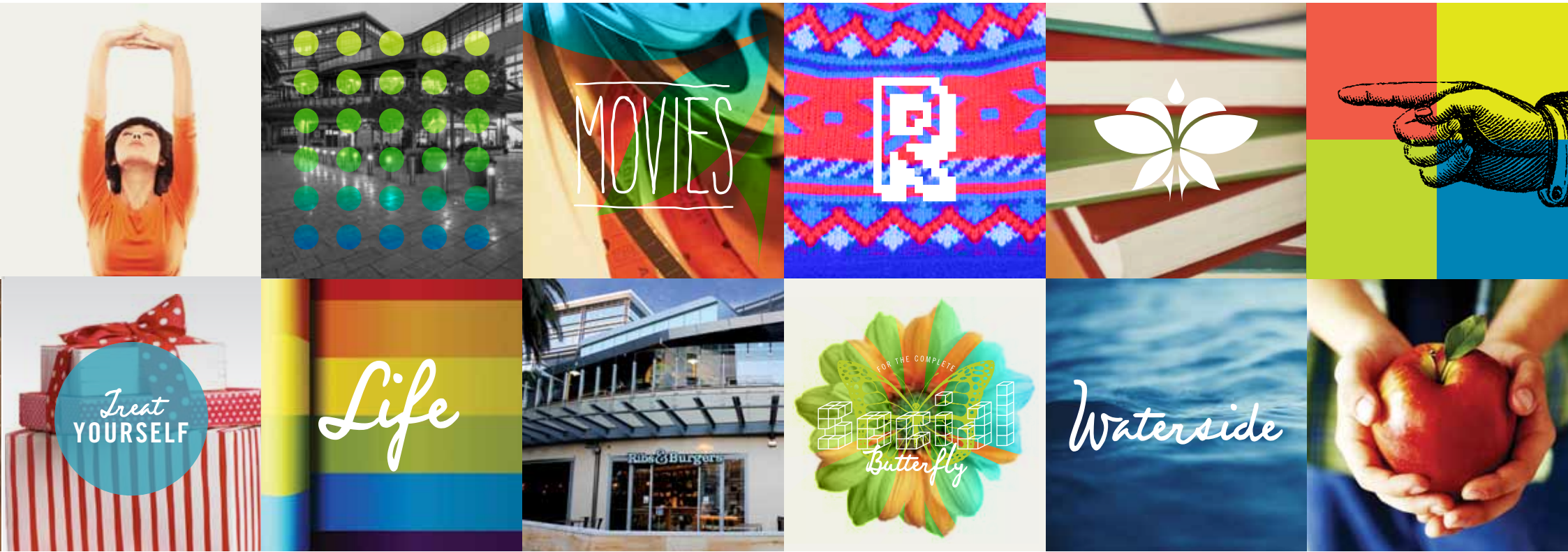


RHODES WATERSIDE  
ENJOY EVERYDAY







1

## CENTRE OVERVIEW

Rhodes Waterside is a sub-regional Centre located in the inner west Sydney suburb of Rhodes which is considered to be the geographical heart of metropolitan Sydney.

The Centre opened in December 2004 and was purchased in January 2007 by a joint venture consortium including the Mirvac and Perron Groups.

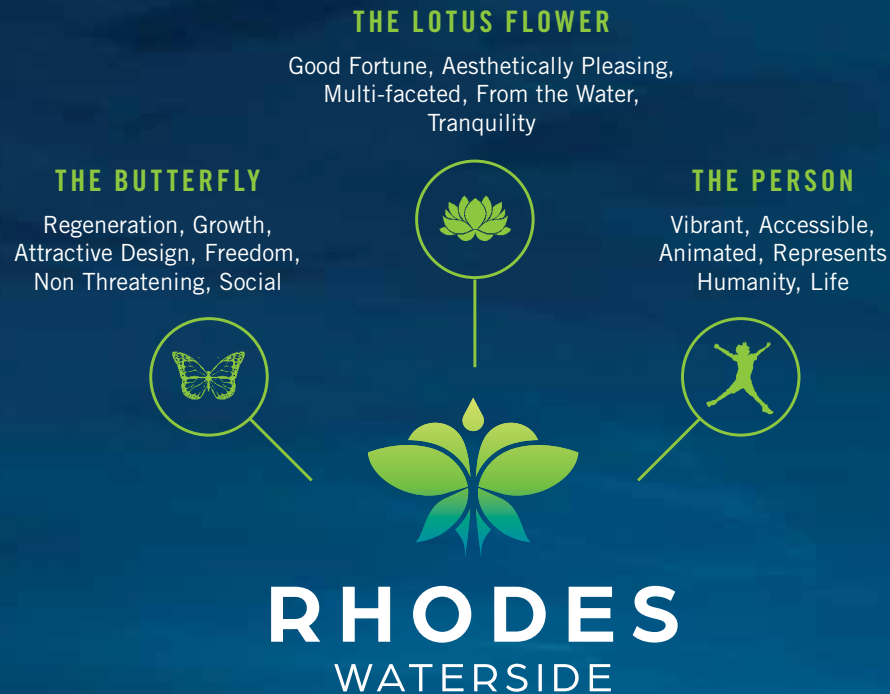
The Centre incorporates Target, Coles, Reading Cinemas, Bing Lee and over 100 specialty stores.

It is also home to iconic furniture giant IKEA, which occupies approximately 26,000m<sup>2</sup> and is the only IKEA located in a shopping Centre in Australia.

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The new Rhodes Waterside logo incorporates 3 visual metaphors that symbolise the appeal and vibrancy of our Centre as well as the cultural diversity of our customers.

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Rhodes Waterside has commenced a program of Centre refreshment and is looking to welcome new retail and food concepts to our contemporary waterfront shopping Centre who are aligned with our vibrant customers, relaxed lifestyle and enriched retail environment.

2

## REBRAND RHODES WATERSIDE

**As our vision for the Centre has evolved, so has our desire for a name that says something more about who we are and what we offer.**

In 2014, Rhodes Waterside reverted to its original name which speaks to a very real point-of-difference between us and our competitors. It not only highlights our enviable location by the water, but also conjures images of a relaxed and engaging destination – a magnet for the local community, a place to meet and enjoy time with family, friends and colleagues.

In short, our new name is both accurate and evocative.

And it seems a fitting name for a retail destination that is as light, bright, contemporary and inviting as ours.

We also believe our new name will help us position our Centre as an appealing extension of the type of environment and lifestyle our local community has chosen for their home or workplace.

Ultimately, the name Rhodes Waterside offers our customers a clear reminder of our physical surroundings and better reflects the personality and attitudes we wish to express through our brand.



## TRADE AREA

The main trade area of Rhodes Waterside is estimated to contain around 249,560 residents, including 40,340 within the primary trade area. Population growth in the main trade area is projected at 1.1 – 1.2% over the next 10-15 years.

The main trade area of the Centre extends about 5km to the North and East, 3km to the South and 4km to the West.

This encompasses the area from Eastwood in the North, Gladesville/Five Dock in the East, Silverwater in the West and the Western Motorway to the South.

The main trade area is characterised by mid-to-upper income households comprising 2.7 persons per household and earning per capita and household incomes above the Sydney Metro Average. The average age is 37.9, with an above average proportion of 20-29 and 30-39 year olds.

The main trade area population contains an above average proportion of overseas born residents, predominantly in the primary and secondary

South and West sectors.

In particular, within the primary trade area of the Rhodes Peninsula, the proportion of overseas born residents increased noticeably between 2006 and 2011, from 42.1% to 45.1% (with 29.5% originating from Asia).

Unlike a typical shopping Centre, Rhodes Waterside also draws widely from across the Sydney Metro area with a high number of customers coming from outside of the defined trade area, drawn to the Centre by IKEA. The Centre also draws from a local workforce population of around 11,000 workers, many of whom do not live in the Centre's catchment

Source: Customer Exit Survey, Directional Insights 2011, Market Snapshot Pitney Bowes March 2011, ABS Census of Population & Housing, 2011; MacroPlan Dimasi September 2012.



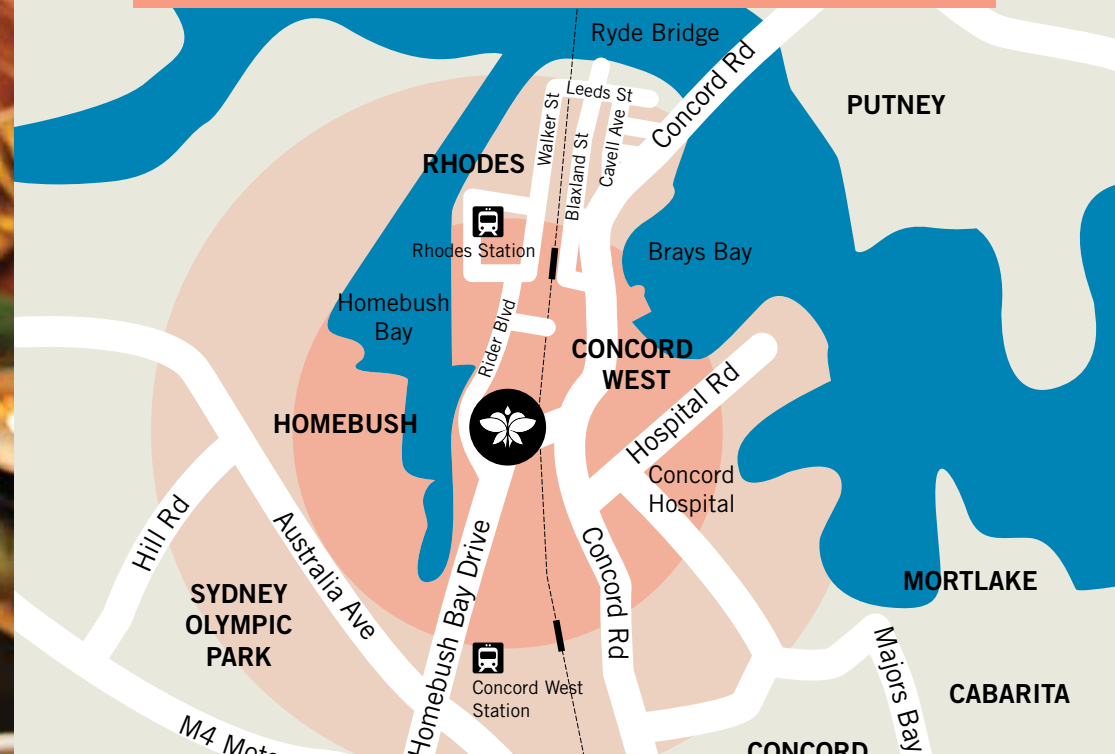
EN  
JOY  
EVERY  
DAY



## Rhodes Corporate Park

Located approximately 18km from Sydney's Central Business District, 28km from Sydney Airport and within 700m of Sydney's rail network, Rhodes Corporate Park houses 11,000 corporate workers from the following companies:

Nestle, Australand, Only About Children, Hilti, Hewlett Packard, Citibank, NAB, Konica Minolta, AAS and Greyhound Racing NSW.







OUR VISION

**TO BE THE LIFESTYLE HUB  
OF A GROWING & DIVERSE COMMUNITY,  
OFFERING A CONTEMPORARY WATERSIDE  
& SOCIAL EXPERIENCE.**

# CUSTOMER PROFILE

Some key characteristics of Rhodes Waterside shoppers include:

- High percentage of females at 63%
- High concentration of 18-34 year olds
- High proportion employed in professional/managerial roles
- Household income is exceptionally high at \$95,300 p.a.
- High quality high rise living
- High proportion of SINKS and DINKS
- Corporate worker population of 11,000

Source: Pitney Bowes March 2011.

SINKS and DINKS who reside on the Rhodes Peninsula embrace living within high density areas and apartment living. They don't dream of spending time in the garden or garage. Instead, they tend to spend time outside the home either eating out, going to bars or on exercise such as cycling, running or walking. If they are at home they enjoy cooking or using their technology devices and they share the love of travel.

Families who reside on the Rhodes Peninsula are forging new social connections since they may be new to Rhodes or even Australia.

Rhodes represents a safe, modern and quiet place to live with their family. They enjoy the walkability of Rhodes and are interested in finding new activities on their doorstep. Rhodes Waterside is important to them since they rely on it as a hub to meet new friends.

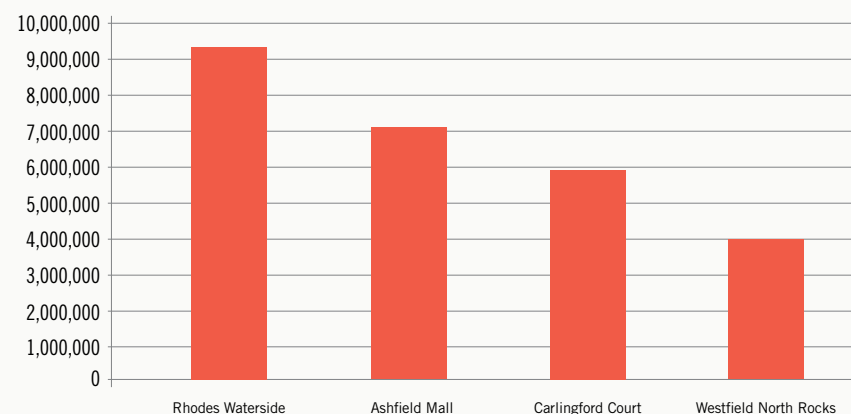
\*Urbis Focus Group May 2014.

## Key Statistics

- Centre: 25,369 sqm
- IKEA: 26,000 sqm
- 115 specialty stores
- 2,400 parking spaces
- \$187 million moving annual turnover\*
- 10.3 million visitors per year\*

\*June 2014.

## Traffic per Year



## Rhodes VS Competitors

### Ranking by Centre MAT \$/m2

RANKING	CENTRE	\$ TOTAL MAT \$/M <sup>2</sup>
1	Rhodes Waterside*	\$7,053
2	Ashfield Mall	\$6,828
3	Westfield North Rocks	\$6,779
4	Carlingford Court	\$6,619

\*Excludes IKEA sales.



5

## DINING PRECINCT

The demographic profile of Rhodes supports the introduction of a dining precinct with a high demand for restaurants and casual dining among the corporate workers and local SINKS and DINKS and reflecting the behaviour of residents in high rise living.

Transforming Rhodes Waterside into a lifestyle precinct with a greater restaurant offering has increased traffic to the Centre, increased the duration of stay and resulted in a dramatic increase in post 6:00pm traffic.

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### OUR BRAND ATTRIBUTES

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**BRIGHT  
CONVENIENT  
SAFE  
SOCIAL  
ACCESSIBLE  
DIVERSE**







6

## RHODES REDEVELOPMENT

**We are currently upgrading our food court to create a contemporary dining experience, featuring an open plan layout for ease of access and circulation.**

Inspired by the colour palette of Joan Miro, the area will include vibrant-coloured furniture set against a relaxing blue-grey backdrop.

Combining organic materials, designer lighting and contemporary seating options, the new food court will feature an indoor/outdoor feel.

Diffused light will fill the area and highlight the sweeping curves of the birch wood ceiling, selected to create warmth and reduce the impact of noise.

Opening in 2015, the new area will offer increased seating capacity and modern, stylish dining options, providing the perfect meeting place for workers, shoppers and cinema visitors alike.







7

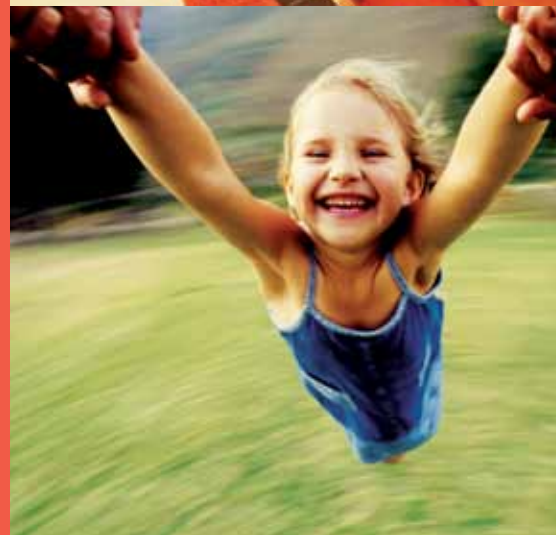
## LEASING CONTACTS

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Contact us now to discuss leasing opportunities.

Email: [leasing@rhodeswaterside.com.au](mailto:leasing@rhodeswaterside.com.au)

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**IMPORTANT NOTICE** At the time of publication (September 2014), the content of this booklet is accurate to the best knowledge of Mirvac Real Estate Pty Ltd, its related entities and its agents (Mircvac). The photographs and drawings are indicative only and Mirvac reserves the right to change any concept or any design element of Rhodes Waterside at any time. In investigating whether or not to occupy premises with Rhodes Waterside, intending occupiers must make and rely on their own enquiries in relation to all matters represented in this booklet. Mirvac on its own behalf and on the behalf of it agents and the owners of Rhodes Waterside disclaims any liability and responsibility for any loss, damage or claim of whatever nature or kind (including negligence) suffered, sustained or incurred by any person, corporation or other legal entity which arises out of any alleged reliance on the content of this booklet.