



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: 62

Car Parks: 924 spaces

Centre MAT: \$115.6 Million p.a.

Centre Traffic: 4.4 Million p.a.

As at June 2013.

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 103,580 people, including 43,360 residents within the primary sector. The tertiary sectors in combination account for an additional 29,160 residents, resulting in a total trade area population of 132,740 people.

CUSTOMER PROFILE

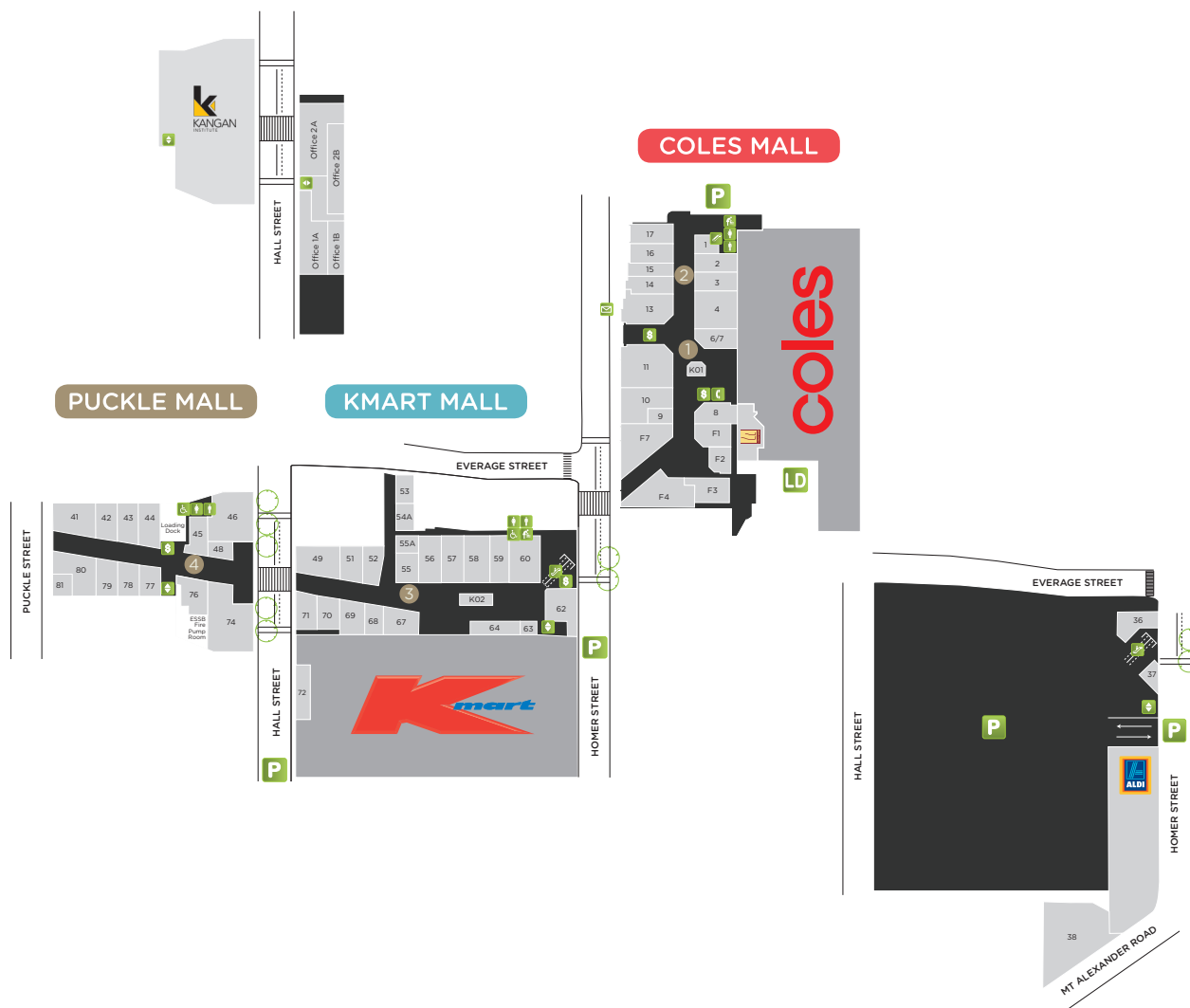
The main trade area forms an affluent part of Melbourne, comprising older, Australian born residents. Key points to note regarding the characteristics of the main trade area population include:

- Retail spend per capita is 2% above the Melbourne Average and 9.4% above the national average. Total retail expenditure of the main trade area population is currently estimated at \$1.4 billion. This is projected to increase to \$2.3 billion by 2026, including \$977 million in the primary trade sector.
- The primary trade area is comprised of some of the highest levels of graduate qualifications (31.9%). They are often employed in successful professional or senior 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 \$130,000 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.
- Predominantly middle aged, professional families with preschool and university aged children.

Source: Moonee Ponds Central Mosaic Research Report 2013.

MIRVAC POP UP
WE'RE OPEN FOR BUSINESS

Pop Up
retail
space
solutions



LEASING CONTACTS

For Moonee Ponds enquiries, please contact:
Silvia Lorenc
Phone (03) 9695 9687 Mobile 0481 033 964
Email silvia.lorenc@mirvac.com

For national enquiries, please contact:
Luke Taplin
Phone (02) 9080 8259 Mobile 0435 581 851
Email luke.taplin@mirvac.com

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 Level 26, 60 Margaret Street, Sydney NSW 2000
Ph (02)9080 8000 www.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. 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.