

POP-UP RETAIL SPACE

BROADWAY



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.

MIRVAC POP UP
WE'RE OPEN FOR BUSINESS



CENTRE PROFILE

OVERVIEW

Broadway is one of the most successful centres in Australia with over 13.7 million visitors per year.

In 2015, the Centre took out the number 1 consecutive spot in Shopping Centre News (SCN) Big Guns Awards* for MAT/m².

*SCN's annual awards is Australia's authoritative performance review of shopping centres across the country.

LOCATION

This dominant sub regional centre is located on the fringe of the Sydney CBD and services the growing catchment of Sydney's inner city and inner west; primarily servicing the city of Sydney, Glebe, Chippendale, Pyrmont, Leichhardt, Annandale, Newtown, Broadway, Surry Hills, Alexandria, Petersham, Stanmore, Balmain, Rozelle and Camperdown.

TRADE AREA

- Broadway's main trade area is estimated to contain 270,000 people.
- 43% of sales originate from customers who reside within a 1.5km radius of the Centre.
- High non-resident population of over 100,000 students and staff at five major universities and tertiary colleges within 1km of the Centre.

CUSTOMER PROFILE

- Broadway has a strong wide reach, 49% aged 20-39 years.
- Predominantly professionals (80% of those in the workplace), with high household incomes (13% above the Sydney average with 6% over \$104,000 and 19% over \$120,000).
- High disposable incomes (56% rent their home).
- High frequency of visitation (72% of customers visit weekly or more often, 9% daily).

CENTRE FACTS

Centre Type: Sub Regional

Total GLA: 50,017sqm

Major Tenants: ALDI, Coles, Hoyts, (12 cinemas), Kmart, Target

Mini Majors: Apple Store, Rebel Sport, JB Hi-Fi, Harvey Norman, Harris Farm Markets, Dymocks, Priceline, Broadway Healthcare, Reject Shop, Fernwood, Chemistworks, The Off Broadway Hotel, **Specialties:** 142

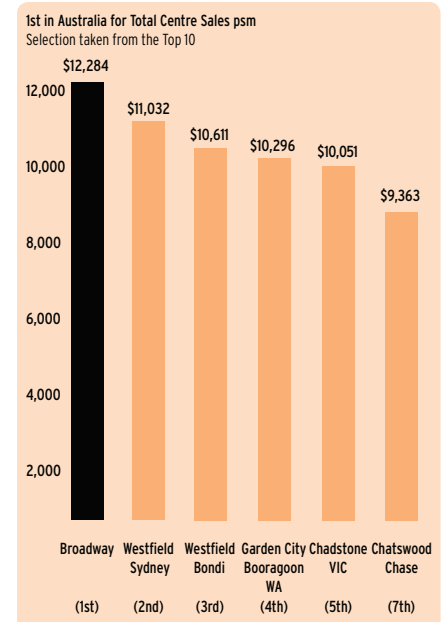
Car Parks: +1,800 spaces

Food Court: 640 seats

Centre MAT: \$512 Million p.a.

Centre Traffic: 13.7 Million p.a.

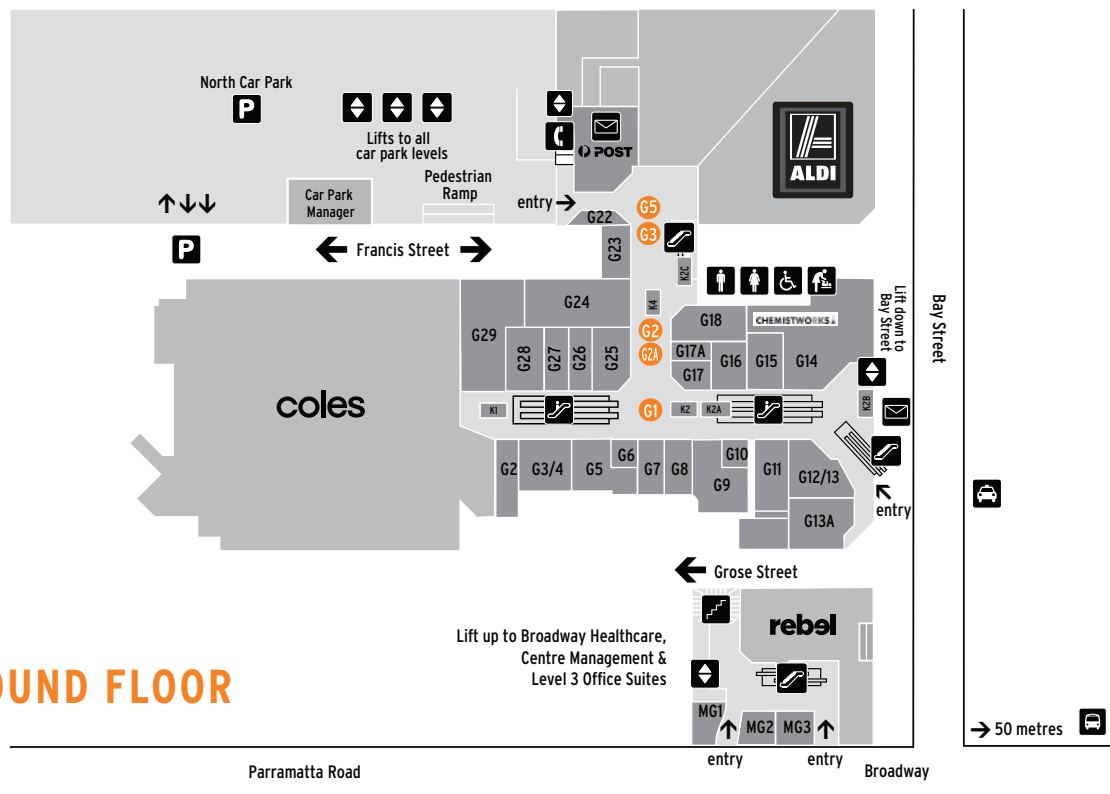
As at June 2014.



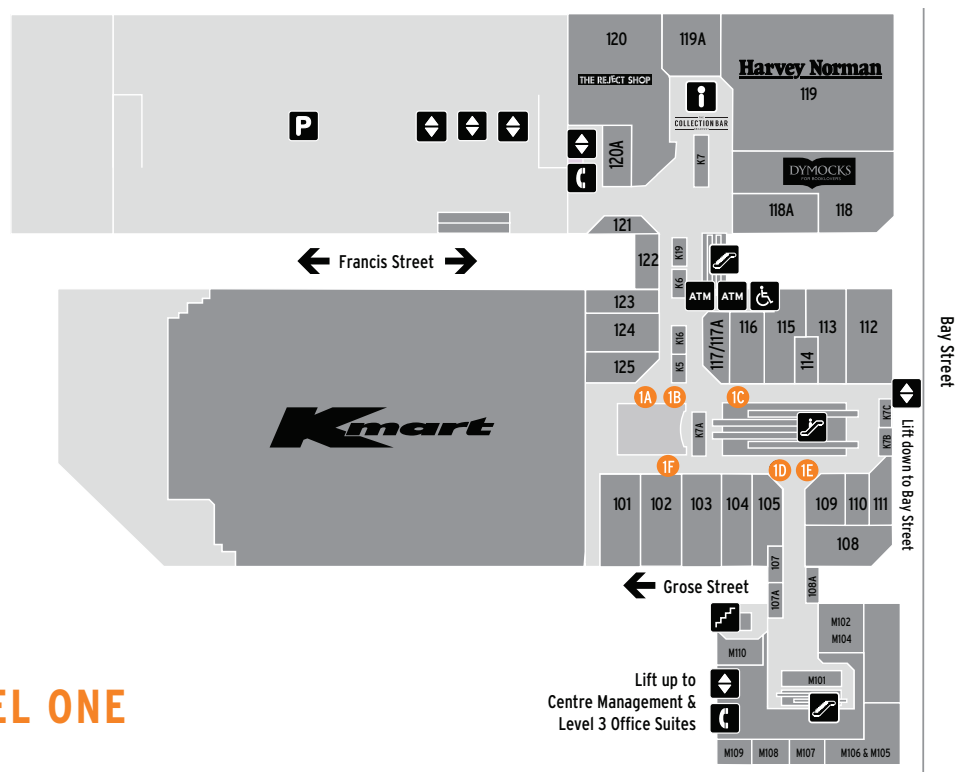
BROADWAY FLOOR PLANS

- FEMALE TOILETS
- MALE TOILETS
- DISABLED TOILETS
- PARENTS ROOM
- LIFT
- STAIRS
- TRAVELATOR
- ESCALATOR
- ATM
- PAYPHONE
- PARKING
- INFORMATION
- BUS
- TAXI











GROUND FLOOR

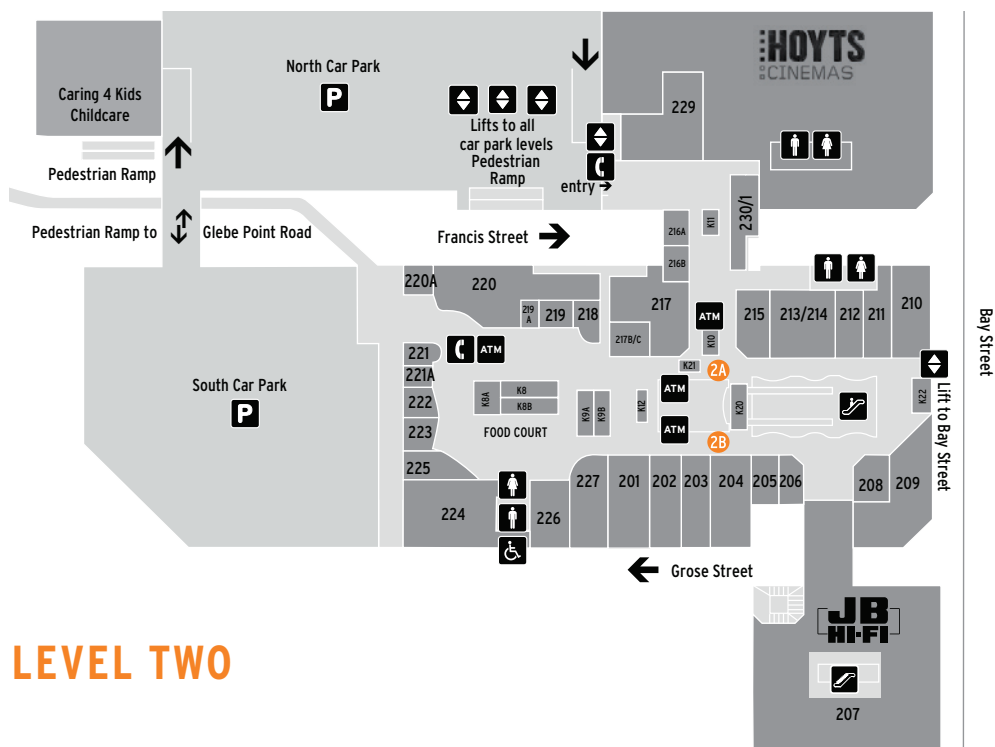


LEVEL ONE



Site Name	Site G1 (Centre Court)	Site G2	Site G2a	Site G3	Site G5 (Community Site)	Site 1a	Site 1b
Power	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum Width x Depth	5.3m x 5.3m	2.2m x 3m	2.5m x 2m	3.6m x 6.5m	1.6m x 2m	5m x 1.8m	6m x 1.8m

-  FEMALE TOILETS
-  MALE TOILETS
-  DISABLED TOILETS
-  PARENTS ROOM
-  LIFT
-  STAIRS
-  TRAVELATOR
-  ESCALATOR
-  ATM
-  PAYPHONE
-  PARKING
-  INFORMATION
-  BUS
-  TAXI



Site Name	Site 1c	Site 1d	Site 1e	Site 1f	Site 2a	Site 2b
Power	Yes	Yes	Yes	Yes	Yes	Yes
Maximum Width x Depth	6m x 1.2m	4.5m x 2.1m	5.5m x 1.4m	4.5m x 1.4m	5.25m x 2.1m	5m x 1.3m



CONTACT DETAILS

**For Pop Up Retail enquiries,
please contact:**

Kieren Wood - Phone 02 9213 3302
Mobile 0439 136 411
Email kieren.wood@mirvac.com

**For national Pop Up Retail 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 Phone (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.