

POP-UP RETAIL SPACE

HARBOURSIDE



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 a variety of digital signs as well as floor, door and lift decals.

CENTRE PROFILE

OVERVIEW

Harbourside Shopping Centre attracts over 11 million visitors per year. The 22,000m² site is comprised of over 79 specialty stores, 5 state of the art entertainment venues and 27 restaurants, bars and cafes. Harbourside boasts late night shopping, dining and entertainment with the Centre open 7 days till late.

LOCATION

Located on the waters edge of Darling Harbour, only a short walk from the CBD and with a magnificent view of the city's skyline, Harbourside Shopping Centre offers a unique experience like no other in Australia.

TRADE AREA

Harbourside Shopping Centre attracts customers from a broad geographical area who are in Darling Harbour for a variety of purposes. The proximity of the Centre to the CBD and other key attractions influences its customer base which comprises mainly domestic and international tourists and Sydneysiders from the immediate catchment and inner/middle western Sydney suburbs.

CUSTOMER PROFILE

- The average customer age is 37 years with the largest proportion of customers aged 25–59 years.
- A relatively high proportion (25%) are under 25 years.
- Males also represent a high proportion of customers (49%).
- Tourists represent a significant proportion of the customer base (49%).

CENTRE FACTS

Centre Type: CBD

Total GLA: 22,000m²

Mini Majors: Glue, Kingpin, M9 Laser Skirmish, Cyren, Watershed, Cotton On, Hard Rock Café, Hurricane's Grill, Dragon Boat, Crinitis

Specialties: 102

Car Parks: Wilson Parking

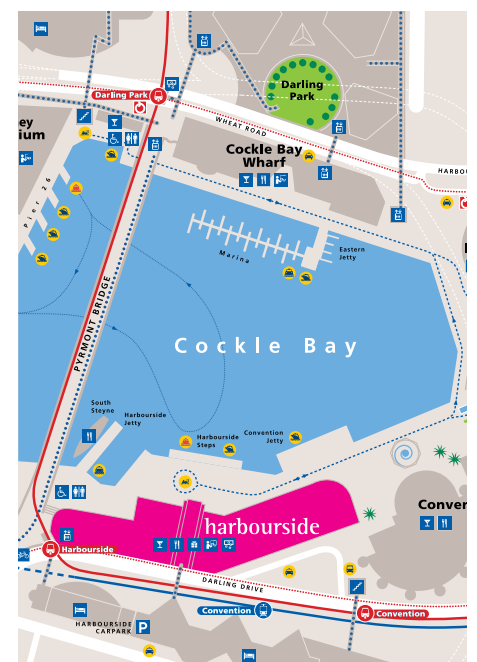
Food Court: 330

Centre M.A.T.: \$153.8 Million p.a.

Centre Traffic: 11.7 Million p.a.

As at July 2015.

Source: Urbis Exit Survey, April 2014



harbourside
Shop. Dine. Play.

POP UP RETAIL SPACE

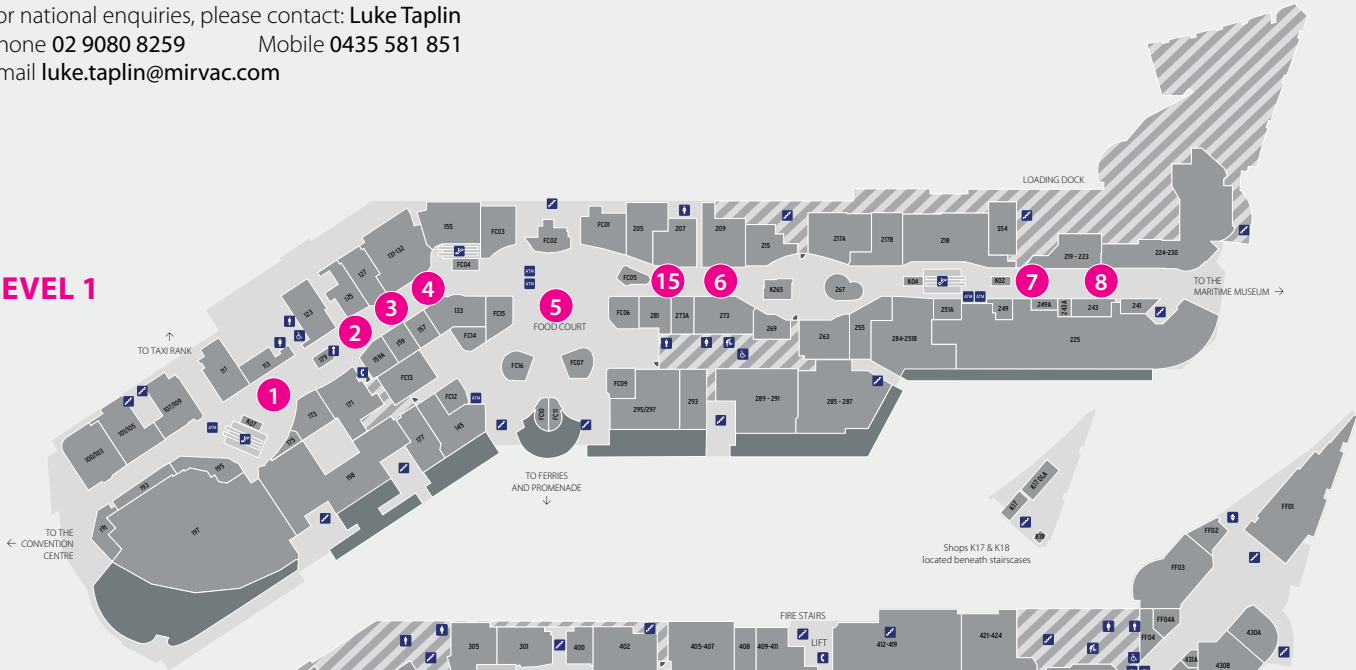


POP UP CONTACTS

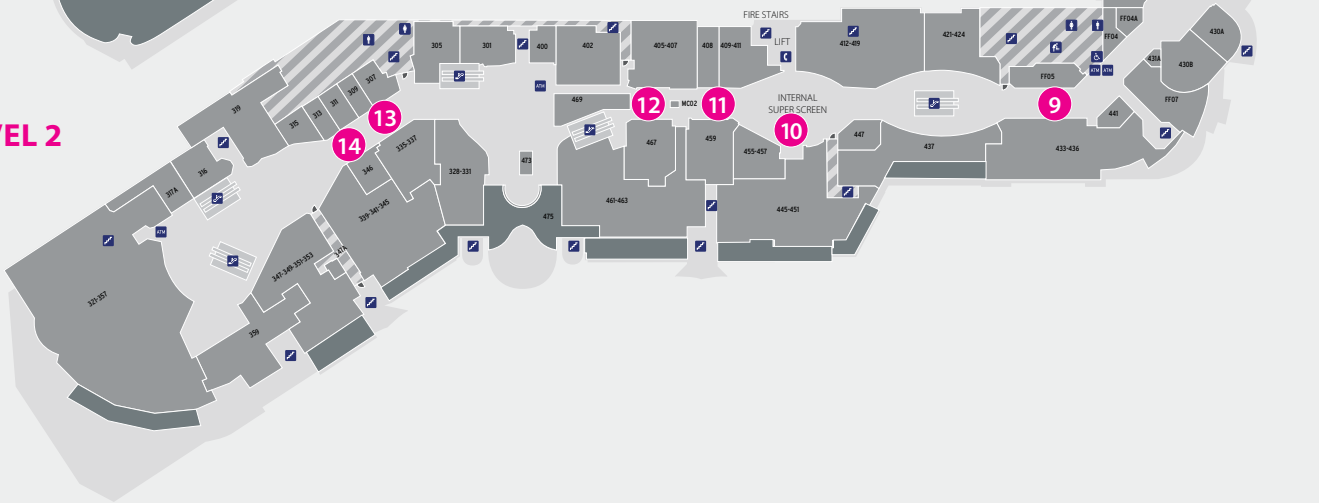
For Harbourside enquiries, please contact: Jane Hilton
Mobile 0403 815 136
Email jane.hilton@mirvac.com

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

LEVEL 1



LEVEL 2



Sites	1	2	3	4	5	6	7	8
Size	2m x 2m	2m x 4m	2m x 4m	2m x 4m	2m x 3m	2m x 4m	1.5m x 4m	1.5m x 4m
Sites	9	10	11	12	13	14	15	
Size	1.5m x 4m	1.5m x 4m	2m x 3m	2m x 3m	2m x 3m	2m x 3m	2m x 2m	

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