



# NOW LEASING

## EATON FAIR SHOPPING CENTRE

Information Memorandum







# WELCOME TO EATON FAIR SHOPPING CENTRE

*Eaton Fair is located in the northern growth corridor of the Greater Bunbury region. It is well positioned to take advantage of the huge growth in affluent families that surround and has secured brand new Coles and Kmart stores to add to the currently well trading Woolworths based centre.*

*Following expansions at the centre will include a gold class cinema and further office space.*

*This is the first and only shopping centre in the south west of WA to include both major supermarkets and will set a new standard for retail centres in the region.*

## DUAL SUPERMARKETS

Eaton Fair will be home to both Woolworths and Coles supermarkets, the only shopping centre in the south-west to boast both chains which is expected to significantly strengthen customer traffic volumes.

## AFFLUENT FAMILIES

Analysis from demographic experts has shown there to be a higher number of families and higher income residents in the Eaton Fair catchment, compared to the wider region. Retail spend of these residents is also 2.5% higher than the Australian average.

## KMART SUPERSTORE

A new format Kmart store will open at the centre in time for Christmas in 2014. The Kmart will provide a strong national brand presence for consumers and will further drive traffic to the centre.

## QUALITY DESTINATION

The redeveloped centre will be a place that the wider community desire to visit. The high quality of centre design including a Main Street mall and mix of national brand retailers and food options, along with free WIFI throughout the centre will change the retail landscape in Greater Bunbury.

## POPULATION GROWTH

The catchment of the centre has grown significantly over the last decade and demographic experts have forecast this to continue over the longer term with continued strong residential development applications in the corridor.

## AMPLE CAR PARKING

Eaton Fair will have a massive 1,300 car parking bays, which will all be located within close proximity to the retailers. A large at-grade car park will be located at the south of the centre, while two travellers will feed people directly into the centre from undercover rooftop parking.

## Local Context and Surrounding Amenity

Eaton Fair Shopping Centre is located centrally within the northern growth corridor of the Greater Bunbury Region, just 10 minutes from the Bunbury CBD. The quality and extended trading hours at Eaton Fair has bolstered its popularity and seen the centre gain the number 1 ranking for the region in terms of tenants turnover per square metre. The centre is located adjacent to the Shire Civic Precinct and recreational facilities. There are 5 major residential estates being developed with 5 kilometres of Eaton Fair.



Source: MacroPlan Dimasi (2013)



## Civic Precinct

Council offices and sporting facilities with proposed future upgrades

## Major Attractions

Including Kmart, Woolworths and Coles, as well as a mini major

## Casual Mall Leasing

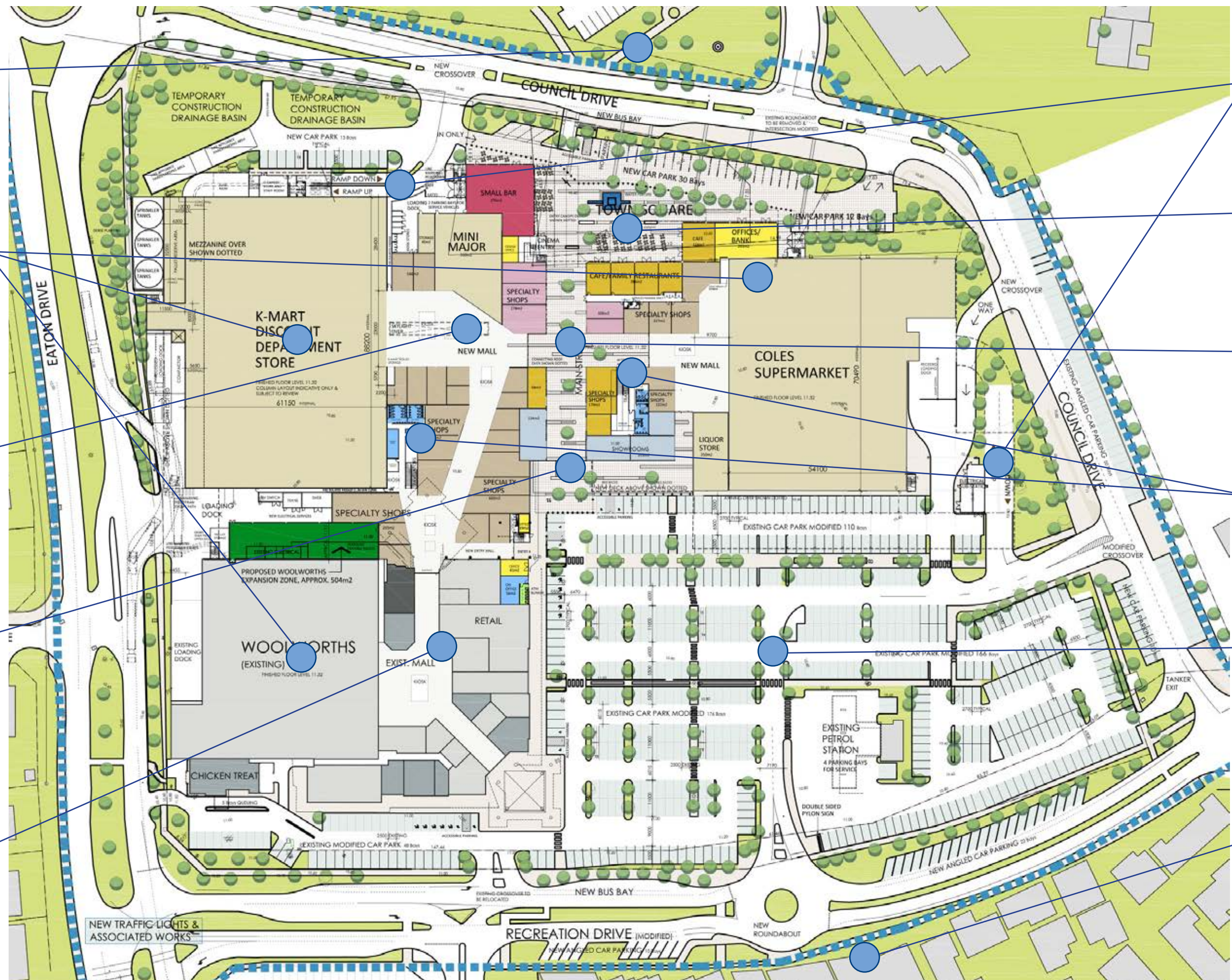
Which will add to the centres vibrancy with a frequently changing offer

## Airlock Doors

Provide comfort from winter winds impacting on the Main Street amenity

## Free WIFI

Internet will be available throughout the centre to customers



## Ramp to upper deck

Two ramps at each end of the centre will provide easy access to ample car parking

## Restaurants / Bar

Will be an interface with the Civic Precinct and will be a vibrant destination both night and day

## Food Court Strip

On the Main Street will create a vibrant strip and meeting place for surrounding residents

## Travellers

At two locations throughout the centre will allow nearby access to the centre from a number of entrances

## Access to parking

Eaton Fair has a choice of conveniently located at-grade car and upper deck parking

## Commercial Area

Nearby commercial precinct adds to the employment and collocation benefits of the centre





## Modern Shopping Centre

Upon completion the main retail centre will comprise:

Discount Department Store:	Kmart Discount Department Store
Supermarkets:	2 full-line supermarkets (Woolworths and Coles)
Mini-Majors:	1 tenancy of 614m <sup>2</sup>
Specialties:	Over 70 specialty tenancies across 5,200m <sup>2</sup> of space
Small Bar:	370m <sup>2</sup> Small Bar / Restaurant
Office / Showroom:	730m <sup>2</sup>
Residential:	12 dwellings above the retail main street
Service Station:	1 pad service station site
Car Parks:	1,329 car bays (more than required by council)

## Future Expansion

As part of the current expansion, Eaton Fair received approval for a new cinema with 4 screens. The expansion is occurring with provision for the cinema expansion to occur without significant changes to the completed layout.

## Project Timing

Construction commenced in the second half of 2013, and the centre is anticipated to be open to the public in November 2014, in time for the 2014 Christmas period.



## Main Street

The design of Eaton Fair will set new standards in the South West retail market. The main street concept will bring a taste of Subiaco while being entirely undercover to protect customers from the elements.

Eaton Fair will be further activated throughout the day and night by the inclusion of 12 dwellings located above the entrance of the main street. This will provide a classy metropolitan feel to the core of the shopping centre.

## Extended Trading Hours

The expanded Eaton Fair will operate for longer trading hours than ever before and will be home to the longest trading supermarket in the South West.

The centres usual trading hours include are from 7am to 8pm weekdays and 8am to 6pm on weekends.

Tenancies that will trade for longer hours include the Coles Supermarket (proposed 6am to midnight), and in future the cinema tenancy.

This will further draw customers from the Greater Bunbury Region due to the lack of long trading alternatives in the region.

## Town Square

The expanded Eaton Fair Shopping Centre will interface with Eaton Civic Precinct which will form a centre-piece for the wider community hub.

The Town Square will provide a meeting point for local residents and a vibrant hub for community events to be held.

The Town Square will also be activated across many hours of the day with a range of restaurants, cafes and small bars surrounding the square, and the Shire of Dardanup Civic Centre adjacent to the site.



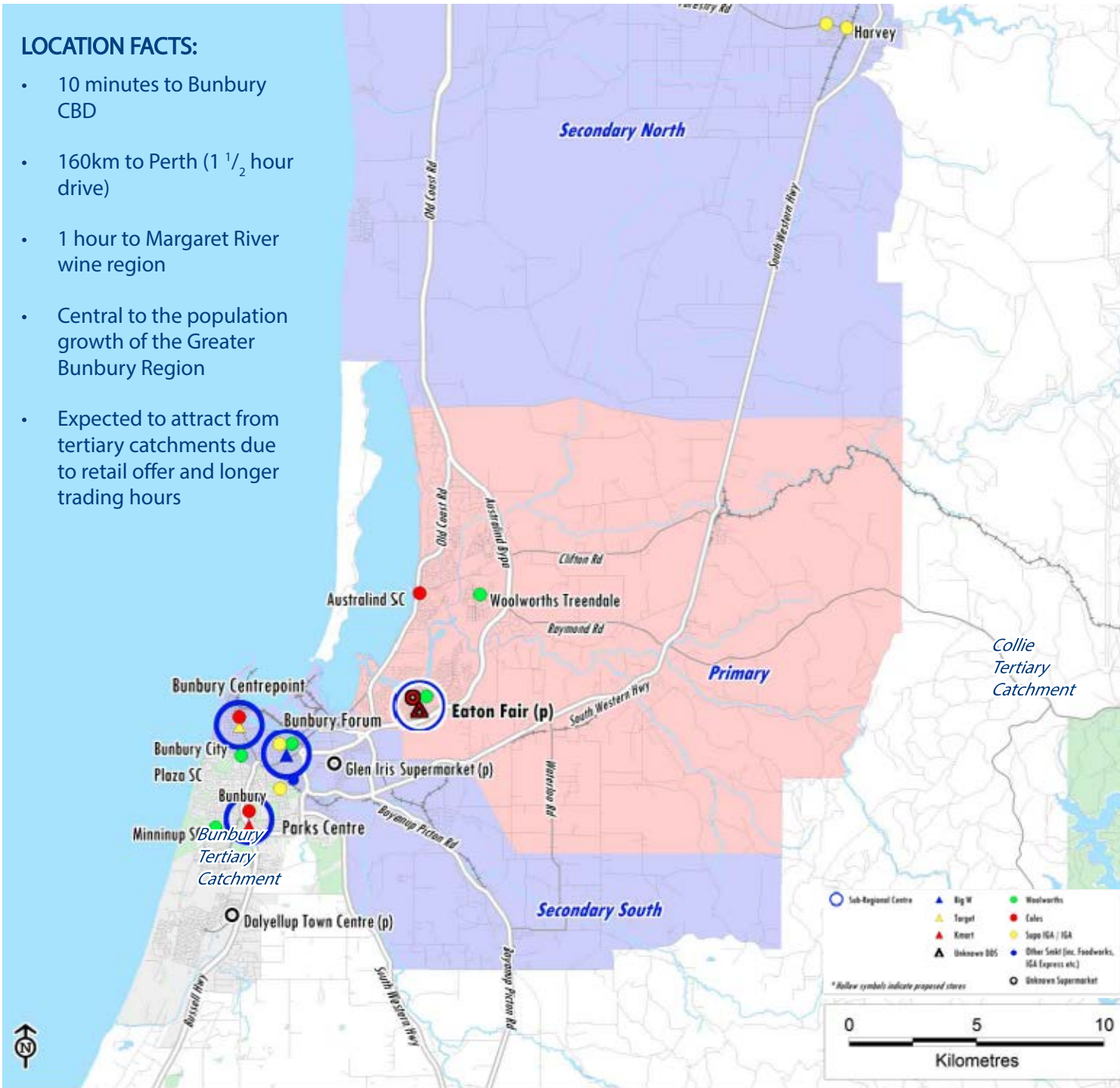


## Eaton Fair's Trade Catchment

The following shows the trade catchment for the expanded Eaton Fair Shopping Centre which has been modelled by retail economic experts MacroPlan Dimasi. The catchment shows where shoppers are likely to travel from to frequent Eaton Fair, and the primary catchment area indicates that the bulk of the northern growth corridor for the Greater Bunbury Region will be frequent visitors to the centre.

The residents of this sector would be expected to direct the lion's share of their available retail expenditure to the expanded Eaton Fair, given the offer which will be available at the centre, and also given its convenience, layout and design.

Eaton Fair is therefore spatially well positioned to take advantage of the strong catchment in and around Bunburys' north.



## Retail News Headlines in 2014

### Retail Resurgence Leads to Jobs Growth in Australia

As more evidence that 2014 is shaping up to be a big year for Australian retail, industry leaders indicate that demand for sales assistants is on the rise.

### RETAIL SURVEY SHOWS STRONG GROWTH TO CHRISTMAS

Transport and logistics firms exposed to the retail sector will hope its rising trend in turnover will continue after the release of the latest Australian Food and Grocery Council Chep Retail Index.

The research shows year-on-year growth in retail sales is starting to pick up "and can be expected to be sustained in the early months of the new year", with turnover forecast to burst through the \$22.5 billion mark next month.

### Sales expectations hit 10 year high

Business optimism about future sales activity has jumped to a 10 year high. The latest Dun & Bradstreet Business Expectations Survey shows the majority of Australian businesses are more hopeful about growth than they were in 2013. Sales expectations are at their highest level since 2003, the research showed. The lower Australian dollar, low interest rates and healthy Christmas trade had boosted business confidence, Dun & Bradstreet said.

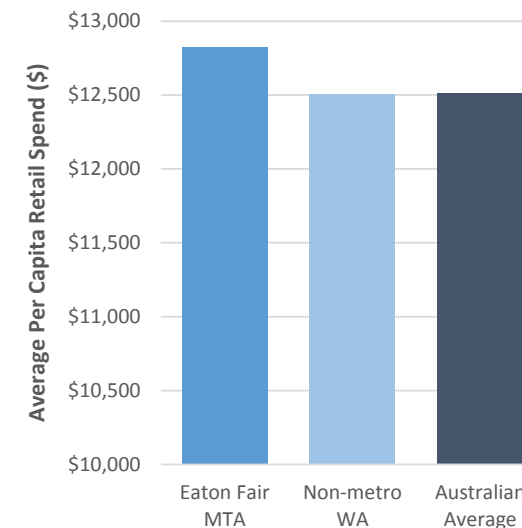
### Retail sales at its strongest since 2010, AFGC CHEP Retail Index

The 12th edition of the AFGC CHEP Retail Index was released today indicating that retail sales have enjoyed its strongest growth year-on-year since early 2010.

## Retail Growth in Trade Catchment

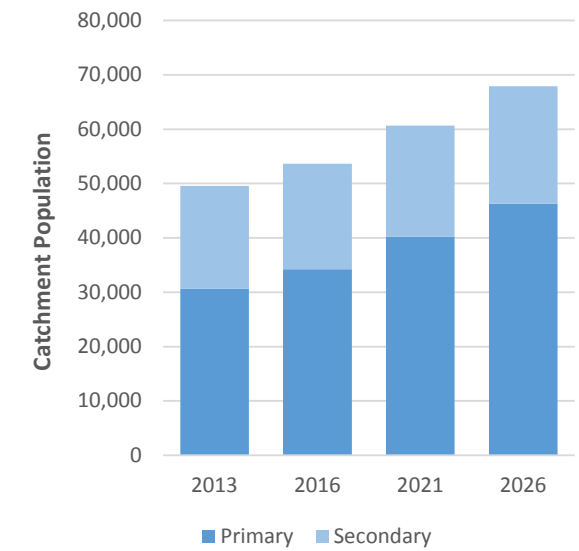
Shopping Centre and Economic forecasting experts MacroPlan Dimasi has modelled the future economic and turnover growth within the trade catchment which Eaton Fair pulls from. The modelling below shows that there is anticipated to be very strong population growth and retail turnover off an already strong base retail spend in the area.

## High Retail Spending Levels



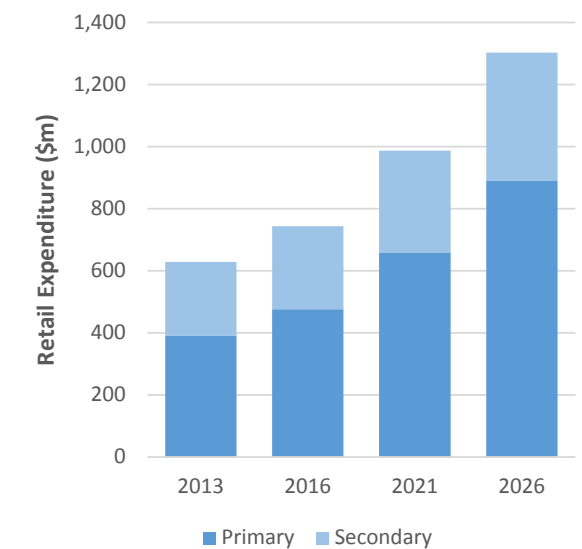
The Eaton Fair Main Trade Area residents already spend a higher level at retail centres than the benchmark for non-metro West Australians. They also spend higher amounts than the Australian average, which is as a large result of the high quality demographic in the catchment.

## Population Growth



Population growth is the strongest single factor in the increased spending at shopping centres. The immediate population surrounding Eaton Fair will grow by 3.5% annually in the coming years and the catchment population will reach almost 70,000 by 2026. This strong population growth will directly result in higher demand for a variety of retail products of

## Retail Spending Growth



MacroPlan Dimasi has estimated that spending growth will be significantly stronger in the Eaton Fair Catchment than the Greater Bunbury and Perth Metropolitan averages, with sustained growth at an average of 5.8% per annum over the period to 2026. As the population and spending pools of local residents grow, so too will the spend at Eaton Fair Shopping Centre.

Source: MacroPlan Dimasi (2013)





## Located within the burgeoning South West Region

The South-West Development Commission estimates that the South West region of Western Australia contributed over \$15 billion to the state's economy during 2011-12, a greater contribution than any other regional area in Western Australia. The region has one of the state's most diverse economies, which has grown significantly over the years. The main industries in the region in terms of economic production include mining, construction and manufacturing, while retail, agricultural and tourism are also very important industries. Mining is the largest contributor in terms of economic output for the region with the key resources including alumina, coal and lithium, with gold mining also set to increase in the future. These major projects ensure the mining industry will continue to be a major contributor to the regional economy for many years into the future.

- BHP Billiton completed a \$3 billion upgrade of the Worsley Alumina Refinery in 2011, which is now one of the world's largest suppliers of alumina.
- Boddington Gold Mine (a gold and copper mine), which opened in 2010 and is located north-east of Bunbury, is expected to become Australia's largest gold mine once it reaches full production.

The South West region also has a strong agricultural sector, including crops, milk, fruit & vegetables, and livestock, as well as a timber industry and world class viticulture. The Shire of Manjimup is the most important food producing area, while the municipalities of Busselton and Harvey are also major contributors in the agricultural sector. Margaret River is internationally known for its outstanding wines, and there are around 140 wineries in the region, responsible for a significant proportion of Australia's premium wine production.

Greater Bunbury is extremely well placed to benefit from the robust mining sector as well as from the other strong industries in the region. Bunbury is the largest city in the South West and hosts a range of services which support the industries within the region. Most importantly, the resources sector is reliant on the Bunbury Port, which already is one of the highest ranked port facilities (by value of cargo handled) in Western Australia and is proposed to be expanded in the future. The Bunbury Port Authority (BPA) has been awarded \$1.5 million from the State Government to investigate expansion options, with the potential to increase the number of berths from 7 to 15. It is expected that exports through the port will more than double from some 14 million tonnes in 2011 to over 30 million tonnes by 2020. The expansion of the port is required to meet increasing demand for exports such as urea, coal, alumina, wood chips, mineral sands and grain, to be realised from the following projects:

- The expansion of the Worsley Alumina Refinery;
- A significant bulk grain export facility, which is planned to eventually export up to 1 million tonnes of grain a year; and
- A \$1 billion expansion of Griffin Coal Mine, to export up to 18 million tonnes of coal a year,

The State Government has also announced a \$15 million investment to develop the headquarters of WA Parks Authority in Bunbury, while there is also a proposal to relocate the Department of Regional Development and Lands to the regional city. Other major projects in Bunbury include the opening of a \$23 million Cancer Centre in May 2013 and a plan for a \$30 million marina at Koombana Bay. The expansion of Bunbury Port, together with the other proposed

developments, will secure Bunbury's status as one of the major economic hubs in the state.

Tourism is an important and growing contributor to the regional economy. The region includes a range of world-class wineries, numerous picturesque beaches, ancient forests and many other popular attractions.

Tourists are attracted to the range of natural attractions located throughout the region, and visitors often travel through Bunbury or use the city as a base. Bunbury has its own popular tourist attractions including Koombana Bay and its pod of wild dolphins as well as beautiful beaches.

Bunbury is the commercial and residential heart of the South West region, providing facilities and services for the entire surrounding region. The Bunbury port is pivotal to the region's economy and enables the range of resource projects access to international markets. As the major city of the area, Bunbury will continue to prosper as the robust and diverse economy of the South West region continues to grow. Bunbury will also benefit from the expanding tourism market being the gateway city to the region's many attractions.







## NOW LEASING

Anchored by a new generation Kmart store and two major supermarkets, and with approval for a cinema in future expansions, Citygate are seeking expressions of interest for a range of high quality retailers across a variety of categories, including:

- Bakery
- Butcher
- Restaurant / Bar
- Hair and Beauty
- Gym
- Video
- Medical
- Cafe
- Vet / Pet Stores
- Office Space
- Takeaway Food
- Health Services
- Bank and ATMs
- Bottle Shop
- Real Estate
- Newsagent
- Discount Store
- Dry Cleaners
- Medicare
- Government Services

## LEASING CONTACT

For leasing enquiries, please contact Michael Prosser:

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