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# URBAN RETAILING IN THE CENTRE OF MELBOURNE



# QV MELBOURNE

QV Melbourne is a unique retail, restaurant and lifestyle precinct located along the central retail spine of Melbourne's CBD offering strong exposure to a range of inner-city consumers. Built in 2003, QV Melbourne comprises an entire city block between Swanston, Little Lonsdale, Lonsdale and Russell Streets, connected through a series of urban laneways to reflect a true Melbourne city experience.

The 24 hour precinct is home to Melbourne CBD's largest Woolworths and Big W, as well as two office towers, a five level retail shopping centre, two residential towers and basement car park.

## CENTRE STATISTICS

### Centre name

QV Melbourne

### Classification

CBD Major

### State

Victoria

### Location

Corner Swanston, Little Lonsdale, Lonsdale and Russell Streets, Melbourne CBD

### Year of construction

2003

### Retail GLA

48,183psm

### Number of specialty shops

102

### Majors

Woolworths, Big W, Harvey Norman, Domayne

### Mini-majors >400sqm

Myer, Officeworks, Dan Murphy's, Fitness First, Strike Bowling Bar, Medical One, Daiso, Nova Pharmacy, Father's Office, Red Spice Road, Icue Billiards, Laguna Oriental, Glue, Cycles Galleria

### Parking spaces

1,500 (approximate)

### Centre turnover (MAT)

\$235m\*

### Centre turnover (MAT) psm pa

\$8,121\*\*

### Specialty turnover (MAT) psm pa

\$8,668\*\*

### Commercial tenants

Telstra, Sensis, GHD, Linking Melbourne Authority (LMA), Accenture, Australia Post, RMIT

Local offices include Grocon,

JTB Australia, QV Children's Centre,

QV Centre Management

### ATMs

Commonwealth Bank, ANZ, Westpac, NAB, Bankwest

### Casual mall leasing

Three kiosks available on Undercroft level, Urban Market level and QV Square

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Centre statistics correct as of March 2014.

\*Total MAT includes all reporting tenancies and is inclusive of GST.

\*\*MAT/psm includes tenants with at least 24 months of trade excluding non-retail tenants.

## POPULATION STATISTICS

	Total Trade Area
Population size (2010)	4,107,300
Population growth (2007-2011)	1.9%
Avg household income	\$68,600
Household structure	Family 24% Couples / Singles 68% Empty Nesters 8%
Avg age (years)	32
Place of birth	Australia 43% Asia 37% Europe 10% Other 10%
Occupation	White collar 51% Blue collar 3% Student 36% Other 10%

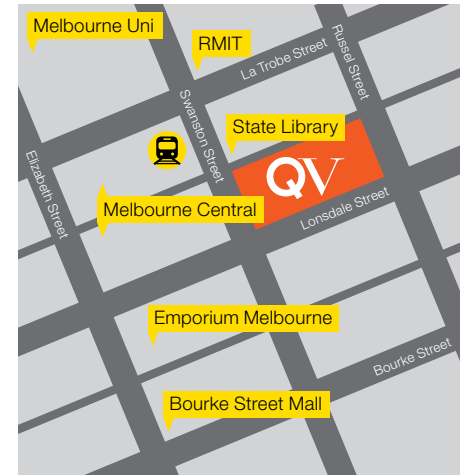
Source: Urbis (2010).

## CUSTOMER SEGMENTS

Segment	%	Avg household income	Demo-graphics	Gender	Avg spend
Melbourne resident shoppers	50%	\$61,700	Single/couple, no children 72%	55% female 45% male	\$48
CBD workers	24%	\$96,100	25-39 years 48%	53% female 47% male	\$38
CBD students	18%	\$30,500	<25 years 77%	51% female 49% male	\$20
Visitors	8%	\$98,200	25-39 years 40%	62% female 38% male	\$47

Source: Urbis, 2010.

## QV IN MELBOURNE CBD



## WEEKLY TRAFFIC

Segment	Annual Average	Weekday	Weekend
Melbourne resident shoppers	50%	38%	80%
CBD workers	24%	32%	5%
CBD students	18%	23%	3%
Visitors	8%	7%	12%

Source: Urbis, 2010.

## KEY PROPERTY STATISTICS

### Commercial towers

Two A Grade office buildings totaling 59,752sqm.

### Residential towers

Two high quality, fully occupied apartment buildings totaling 594 apartments.

### Convenience majors

QV Melbourne has a strong convenience offer and is anchored by Woolworths and Big W, which are located on the level below the Urban Market.

### Nearby attractions and facilities

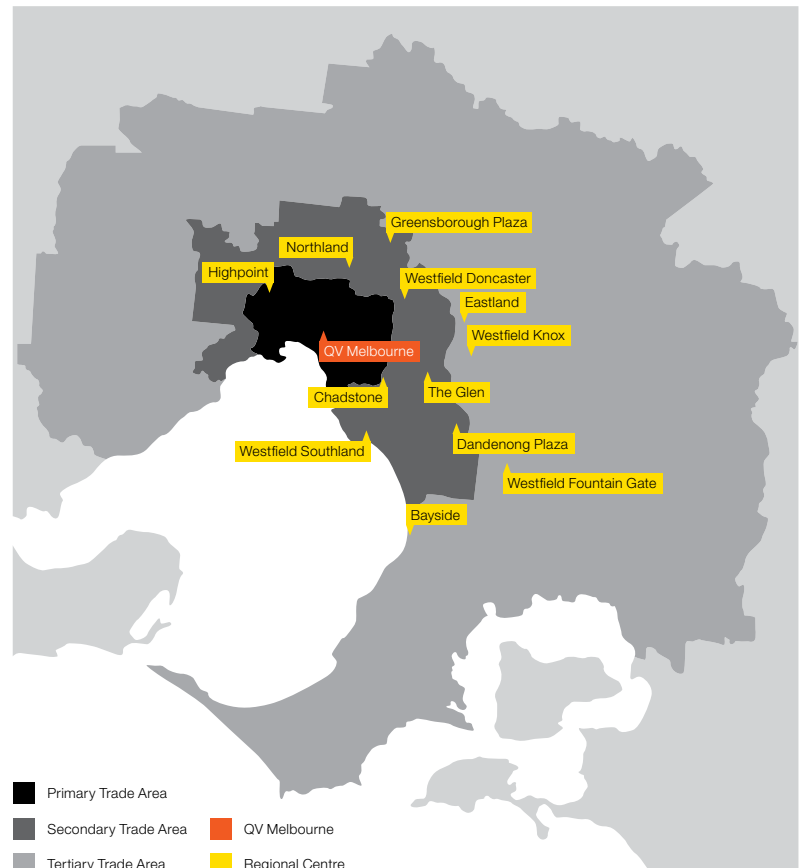
QV Melbourne is adjacent to the State Library which attracts over two million people each year.

The precinct is located in close proximity to RMIT and the University of Melbourne, which are attended by over 60,000 students combined.

### Public transport

The precinct is located across the road from the Melbourne Central train station, has a bus stop located on Lonsdale Street, as well as tram stops on Swanston Street, all within metres of the precinct.

## QV TRADE AREA MAP



Source: Urbis, 2010.

## ABOUT DEXUS

DEXUS Property Group (DEXUS) is one of Australia's leading real estate groups, investing directly in high quality Australian office and industrial properties. With \$17.8 billion of assets under management, the Group also actively manages office, industrial and retail properties located in key Australian markets on behalf of third party capital partners.

The Group manages an office portfolio of 1.7 million square metres located predominantly across Sydney, Melbourne, Brisbane and Perth and is the largest owner of office buildings in the Sydney CBD, Australia's largest office market.

DEXUS is a Top 50 entity by market capitalisation listed on the Australian Securities Exchange (ASX) under the stock market trading code 'DXS' and is supported by more than 32,000 investors from 20 countries.

With nearly 30 years of expertise in property investment, development and asset management, the Group has a proven track record in capital and risk management, providing service excellence to tenants and delivering superior risk-adjusted returns for its investors.

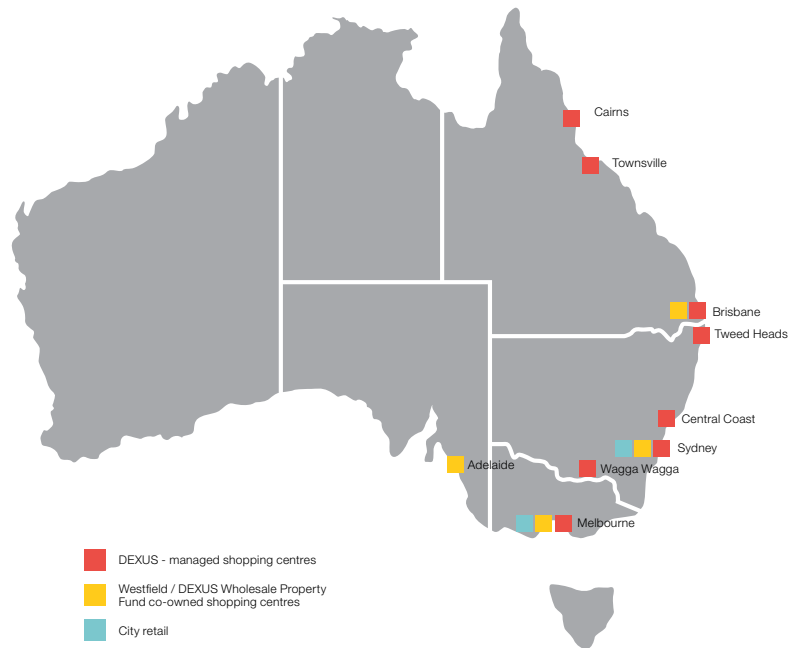
[dexus.com](http://dexus.com)

## ABOUT DEXUS RETAIL

DEXUS manages investments in 13 shopping centres located across the eastern seaboard of Australia on behalf of its third party capital partners with a total of \$3.4 billion of retail assets currently under management. Its retail portfolio covers a gross lettable area of more than 750,000 square metres and generates a total moving annual turnover of \$4.3 billion.

In line with DEXUS's strategic objective of being the wholesale partner of choice in Australian retail, DEXUS has developed a strong retail team to actively manage six sub-regional shopping centres on behalf of DEXUS Wholesale Property Fund (DWPF) and an Australian mandate and manages investments in seven Westfield shopping centres.

DEXUS Retail maximises the synergies between office and city retail across its \$11.9 billion office portfolio in key Australian cities.



### Adelaide

Westfield West Lakes

### Brisbane

Capalaba Central  
Westfield North Lakes  
Beenleigh Marketplace

### Cairns

Smithfield Shopping Centre

### Central Coast

Deepwater Plaza

### Melbourne

Westfield Plenty Valley  
Westfield Knox City

### Sydney

Plumpton Marketplace  
Westfield Miranda  
Westfield Hurstville  
Westfield Mt Druitt

### Townsville

Willows Shopping Centre  
– Willows Shopping Centre  
– Sunland Plaza  
– Cannon Park

### Tweed Heads

Tweed City

### Wagga Wagga

Sturt Mall

### City Retail

QV, Melbourne  
Southgate, Melbourne  
385 Bourke Street, Melbourne  
Australia Square, Sydney  
Gateway, Sydney  
Grosvenor Place, Sydney  
5 Martin Place, Sydney  
39 Martin Place, Sydney  
201 Elizabeth Street, Sydney

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QV Melbourne is managed  
by DEXUS Property Group

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