



# Hawaiian's Bassendean

CONNECTING PEOPLE THROUGH OUR PLACES

bassendean 

# Hawaiian's Bassendean

2 WEST RD, BASSENDEAN WA 6054

A central and established neighbourhood shopping centre. A meeting place for the Bassendean community; a place where locals feel welcome, at ease and dwell with friends and family.

This modern shopping centre is conveniently located 12 km north east of the Perth CBD. Having undergone a redevelopment in 2014, the centre blends its architectural design with the rich heritage of one of Perth's oldest suburbs.

The introduction of numerous residential apartment complexes within walking distance to the centre provides a growing captive market as well as revitalisation of the area.



Tasty Pear Retailer Popup Shop



Wasteless Pantry - Hawaiian Retailer



Lunar New Year Lion Dance Activation

## KEY STATISTICS



RESIDENTS  
IN TOTAL  
TRADE AREA **48,700**



AVERAGE  
HOUSEHOLD  
INCOME **\$91,235**



HOUSEHOLDS  
THAT ARE FAMILIES  
WITH CHILDREN **60%**

CENTRE TYPE SINGLE SUPERMARKET<sup>1</sup>

ANNUAL TRAFFIC 2.2 MILLION

TOTAL GLA 9,670 SQM

MAJORS COLES

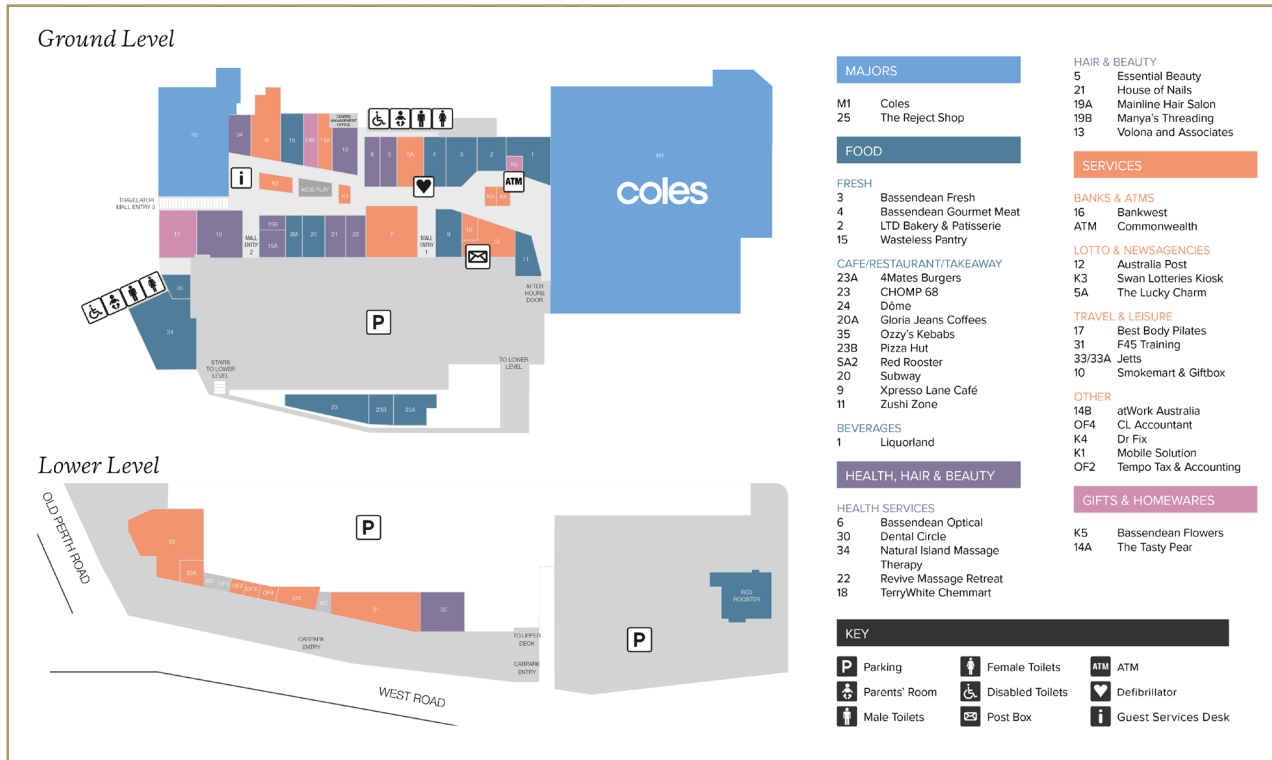
MINI MAJORS THE REJECT SHOP & DÔME

NUMBER OF SPECIALTY RETAILERS 40

NUMBER OF CAR SPACES 443

Source: Quantum Data, as at December 2021.  
<sup>1</sup> Classified in accordance with SCCA guidelines

## CENTRE MAP



## COMMUNITY SNAPSHOT

Many Bassendean shoppers have lived in the area for their entire lives, with generations of families staying in the catchment. Bassendean continues to grow culturally and attract young families into the area.

**32% PROSPEROUS FAMILIES**

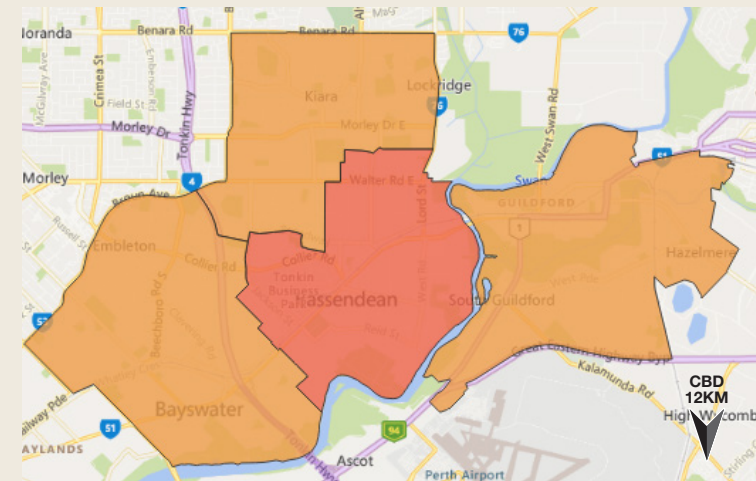
These affluent families worked hard to get the very best for their family, prioritising education, health and adventure.

**18% GOLDEN DAYS**

These retired professionals and executives have both time and money to spend on their extensive interests.

SOURCE: Quantum Data.

## TRADE AREA



## LEGEND

- Primary Trade Area
- Secondary Trade Area
- Tertiary Trade Area

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Hawaiian is a privately-owned Western Australian property group with an evolving portfolio across the commercial, retail, hospitality and land development markets.

Established in 1993 with its first acquisition of the Parmelia Hilton Hotel, Hawaiian now owns and manages a diverse portfolio, including ten shopping centres, four office buildings, hospitality locations including the iconic Cable Beach Club Resort & Spa and invests in land projects across the country. Hawaiian's presence as an industry leader is supported by their mission to connect people through their places with engaged community environments.

Hawaiian is committed to making a difference to the people of Western Australia through community engagement activities, sponsorships and philanthropy enriching the communities in which they operate.

[www.hawaiian.com.au](http://www.hawaiian.com.au)

Become a member of Hawaiian's Bassendean community.  
Contact Jen Jones on 0415 662 622 or  
[jenj@hawaiian.com.au](mailto:jenj@hawaiian.com.au) for current leasing opportunities.

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