

Geraldton
HOMEMAKER
CENTRE

Life, inspired.

Be inspired.

Be part of the transformation at this prominent home and lifestyle centre.

Now leasing.

Geraldton Homemaker Centre
208 – 210 North West Coastal
Highway, Geraldton WA

**Welcoming
Harvey Norman
soon**





Join in the action at the future home of Harvey Norman

With plans for an exciting transformation underway, Geraldton Homemaker Centre is the coast's one-stop home and lifestyle destination. Boasting a solid mix of national tenants, the proposed addition of retail icon Harvey Norman to the Centre is set to strengthen its appeal and further boost visitation.

Conveniently located just 3kms from the city centre, Geraldton Homemaker Centre comprises 15,900sqm+ GLA and 15 high quality tenancies.

As the area's only dedicated home and lifestyle shopping experience, the Centre brings together national brands including Spotlight, The Good Guys, Forty Winks, Repco and McDonald's.

With easy access and excellent exposure directly on North West Coastal Highway, the Centre offers great connectivity to the wider regional catchment and tourism trail to the North.

A major transformation of the Centre is planned, including the proposed addition of a 5,000sqm+ Harvey Norman store and Centre reconfiguration.

With these changes on the horizon, it's a perfect time for leading brands and retailers to secure their place at the better than ever Geraldton Homemaker Centre.

Geraldton Homemaker Centre

- / Great central location 3kms from Geraldton CBD
- / Geraldton's only dedicated home and lifestyle centre
- / 420kms north of Perth, servicing a substantial regional catchment of 50,020, with 80% located in the primary catchment area*
- / Abundant parking with 350+ spaces
- / GLA 15,900+ m2 and growing
- / 15+ high quality tenancies

*(Reference Deep End Services 30/6/21)



350+ parking spaces.
Easy access to roads & public transport



Geraldton's only dedicated home and lifestyle centre



50,000+ total catchment with LFR spending per capita **2% higher** than Regional Australia average

Exceptional Growth Potential in Geraldton

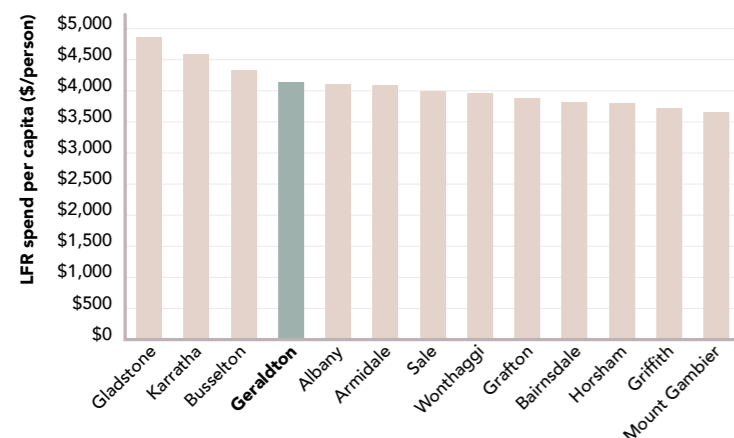
The Geraldton catchment area, compared to regional Australian averages, provides well-above average incomes in the primary sector.

Households are slightly larger, with a younger age profile in the primary sector, where a higher prevalence of 'couples with children' households is evident.

Residents in the catchment area are anticipated to spend an average of \$4,066 per capita on LFR goods in 2020/21, a rate 2.0% higher than the Regional Australia average.

Within individual LFR categories, spend per capita rates are highest when compared to Regional Australia averages in the following categories:

- / Curtains & Blinds +18.6%
- / Other Large Format Retail +11.1%
- / Hardware & Garden +4.7%
- / Furniture +4.6%
- / Tableware & Kitchenware +4.1%



Source: Deep End Services; ABS; Deloitte Access Economics; Market Data Systems

\$203.4m
LFR spending market 2021

68%
population Growth Target by 2036
(20yrs from 2016)*

2.4%
projected LFR spending growth
(over next 10yrs)

9%
above average income than regional Australia average in primary sector

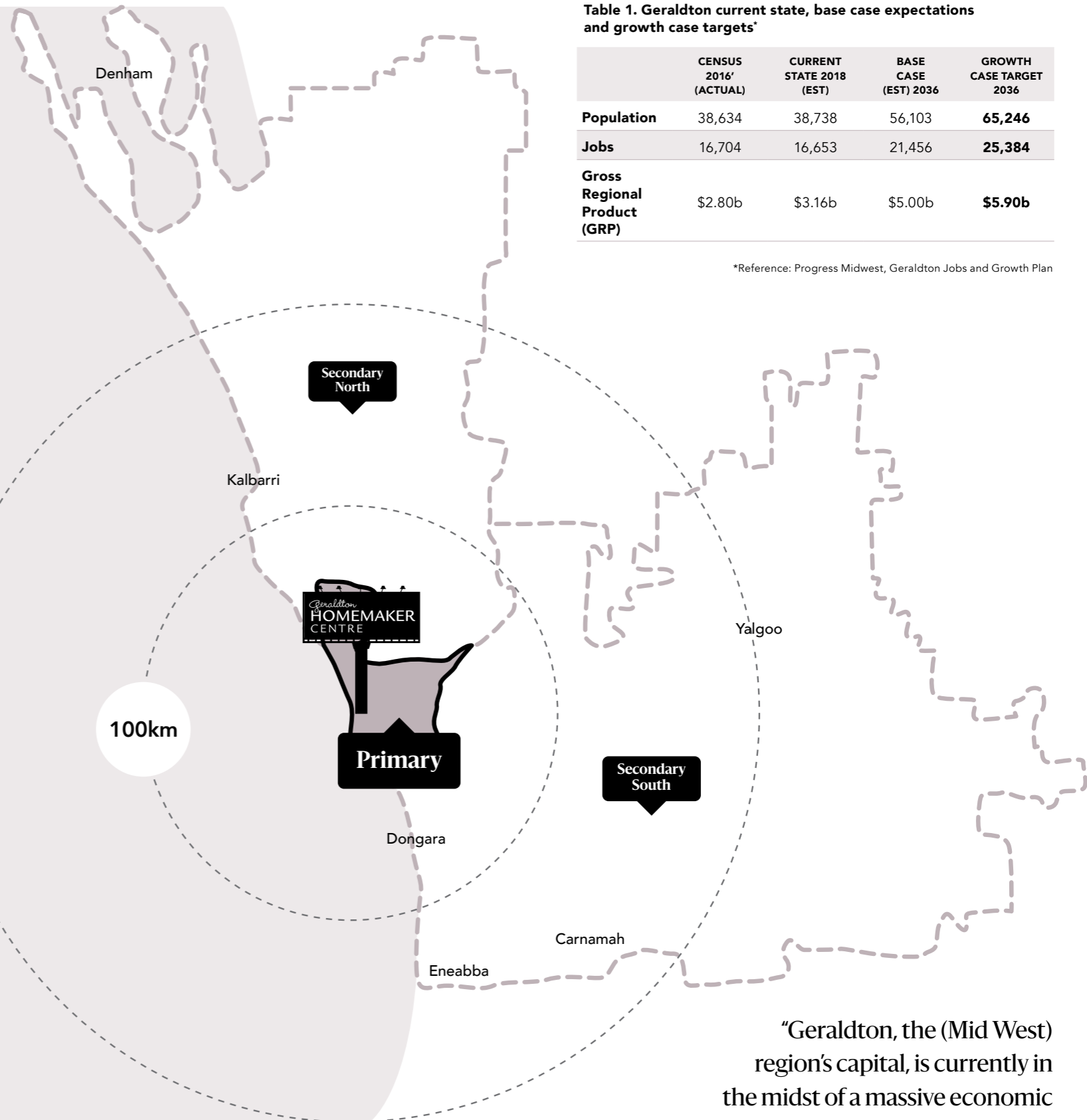


Table 1. Geraldton current state, base case expectations and growth case targets*

	CENSUS 2016' (ACTUAL)	CURRENT STATE 2018 (EST)	BASE CASE (EST) 2036	GROWTH CASE TARGET 2036
Population	38,634	38,738	56,103	65,246
Jobs	16,704	16,653	21,456	25,384
Gross Regional Product (GRP)	\$2.80b	\$3.16b	\$5.00b	\$5.90b

*Reference: Progress Midwest, Geraldton Jobs and Growth Plan

Geraldton Homemaker to Perth CBD:
415km / 4hrs 30mins

"Geraldton, the (Mid West) region's capital, is currently in the midst of a massive economic expansion and has significant capacity for further growth".

Reference: Remplan

Make your mark among leading brands

Majors




















- / Spotlight
- / The Good Guys
- / Harvey Norman (proposed)

Mini-Majors

- / McDonald's
- / Forty Winks
- / City Farmers
- / Anytime Fitness
- / Supercheap Auto
- / Repco

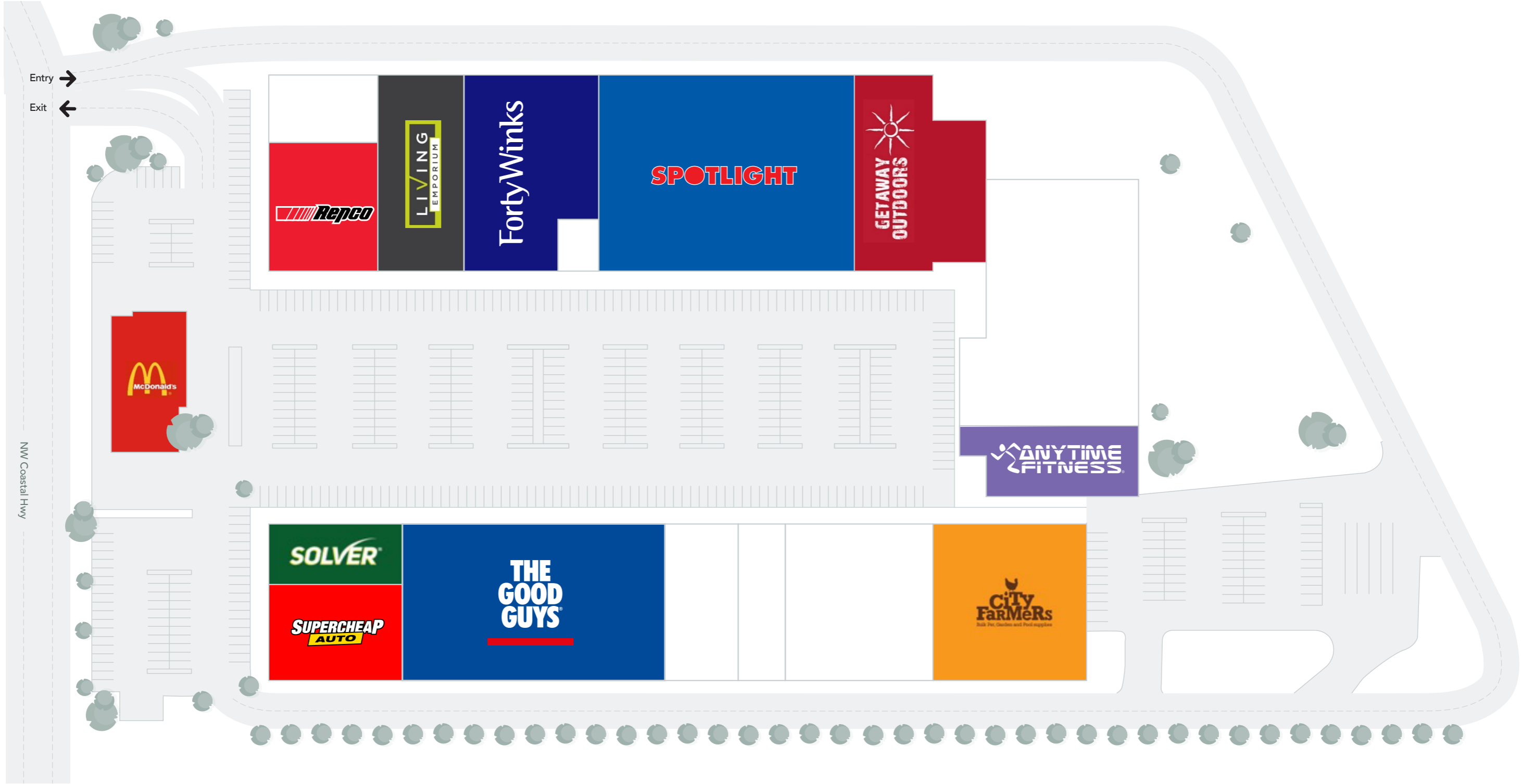


Mixed Lifestyle Users

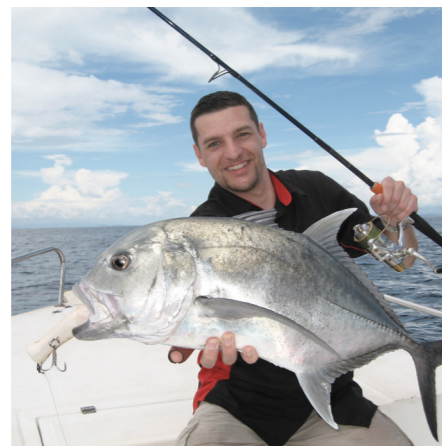
 	 	 
 	 	 
  	  	 



Existing Tenancy Mix & Centre Layout



Multiple Local market drivers





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Insight | Strategy | Commitment

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