

Bassendean Shopping Village

Bassendean Shopping Village is an established neighbourhood shopping centre located 12km north east of Perth CBD and 5 minutes from the Swan Valley wine region. The centre was acquired by Hawaiian in 1993 and went through its last set of major works in 1998. Very much a focal point for the community, Bassendean Shopping Village is well positioned in a high profile and accessible location. The centre holds strong market share amongst its primary catchment, well above most neighbourhood centres, which demonstrates the loyalty its customers hold for the centre.

6,673sqm of retail space and a major redevelopment in 2013

- New Coles supermarket plus 35 speciality stores
- An existing strong market share amongst the primary catchment
- New family tavern and function centre
- A loyal customer base
- New speciality stores
- A convenient and community focused shopping centre

Shopper Profile

- Many Bassendean Shopping Village shoppers have lived in the area for their entire lives, with generations of families staying in the catchment.
- Income per capita is below the Perth average in total trade area however their loyalty is very high.
- In the 1900's, the establishment of industries, and the demand for labour at the Midland Railway Workshops, gave the suburb its distinct working class character which remains today.
- Bounded by the Swan River and just minutes from the Swan Valley wine region, Bassendean continues to grow culturally and attract young families into the area.



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