

# caulfield

Village

**Your** style, sanctuary,  
shopping, vibes, workspace,  
commute, tram, memories,  
local, brew, neighbourhood,  
walk, market, routine, time,  
people, mates, space, walls,  
opportunity, market,  
**new business.**

Your style

Your sanctuary

Your workspace

Your commute

Your memories

Your local

Your neighbourhood

**Your market**

**Your opportunity**

**Your new business**

Your community

your routine

your mates

your space

your adventures

your vibes

your life

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# Welcome to Caulfield Village

Less than 15 minutes from Melbourne CBD, Caulfield Village is one of the city's newest and most exciting neighbourhood developments.

Situated a short walk from Caulfield Racecourse, Monash University campus and surrounded by more than brand new 1300 residential apartments, and a future commercial hub, this shopping centre has it all.

Designed with lifestyle and hospitality at its core, Caulfield Village has welcomed a brand new, full line Coles and Liquorland, a curated mix of restaurants and an ideal range of lifestyle services that the local community are already enjoying.

An aerial photograph of Caulfield Racecourse in Melbourne, Australia, taken during the golden hour of sunset. The racecourse is a large, oval-shaped track with multiple lanes, situated in the foreground. In the background, the dense urban landscape of Melbourne is visible, extending to the waterfront where a large body of water is seen. The sky is a mix of soft orange and light blue. A white line with a circular dot at the end points from the text 'Caulfield Racecourse' down to the center of the racecourse.

# Caulfield Racecourse



**CBD** (13 mins train)

**caulfield**  
Village

**Monash University**  
**Caulfield Campus**

# Your future neighbourhood





Caulfield Village Stage 1 and Realm Caulfield combined offer 853 established homes with a diverse mix of residents.

1/10 STATION ST 2/10 STATION ST 3/10 STATION ST 4/10 STATION ST

## AVAILABLE NOW



### Key

-  Caulfield Village retail space now available
-  Caulfield Village retailers
-  Realm Caulfield residential apartments
-  Caulfield Village Stage 1 residential apartments

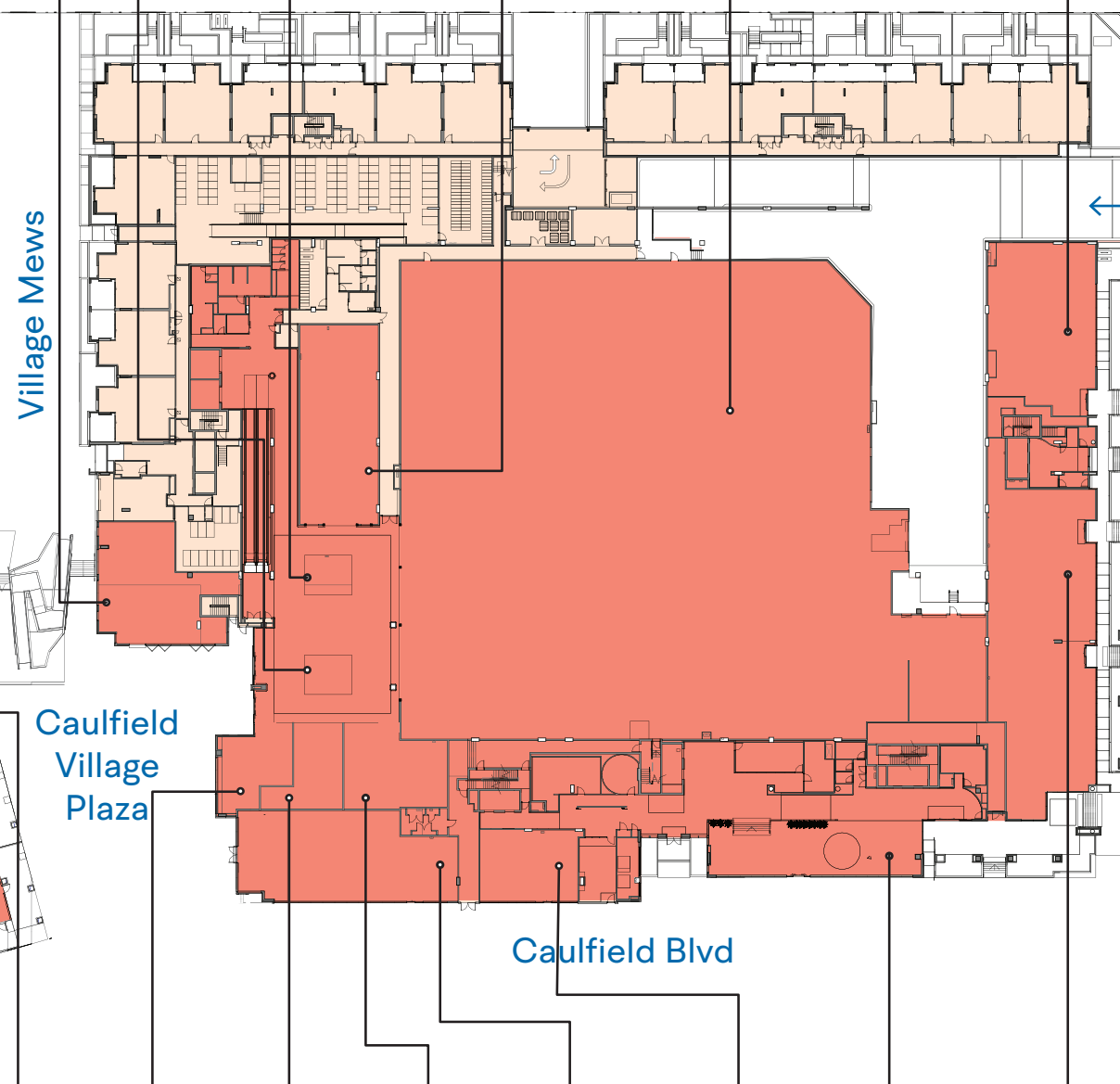
\*Disclaimer: This floor plan may not be to scale. Tenants should not rely on this information.



D BLVD  
 7/4 CAULFIELD BLVD  
 8/4 CAULFIELD BLVD  
 13 NORMANBY RD

Japanese Sushi Restaurant  
 Phones and Tablets repair services  
 Liquor store  
 Supermarket  
 Medical Centre

SUSHI HUB  
 PHONE TECH  
 LIQUORLAND  
 coles  
 MEDICAL CENTRE



Car park entrance

Tram stop

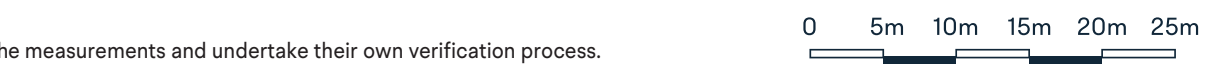
Caulfield Train Station 300m

Village Mews  
 Caulfield Village Plaza  
 Caulfield Blvd  
 Normanby Rd

Chinese restaurant  
 Cafe / Restaurant  
 Hair salon  
 Home deco  
 Chemist  
 Frozen yoghurt  
 Cafe / Restaurant  
 Asian supermarket

6/4 CAULFIELD BLVD  
 5/4 CAULFIELD BLVD  
 4/4 CAULFIELD BLVD  
 1/6 CAULFIELD BLVD  
 2/6 CAULFIELD BLVD  
 1/12 CAULFIELD BLVD  
 7-9 NORMANBY RD

0 5m 10m 15m 20m 25m



the measurements and undertake their own verification process.

# An exceptional retail opportunity

Caulfield Village offers a substantial opportunity to capture the spend of a well populated and affluent trade area.

The Main Trade Area (MTA) population is 45,320 including 13,500 residents in the Primary Trade Area (PTA). Projected population growth in the MTA is 1.3% p.a. while population growth in the PTA is expected to increase by 31% between 2019 and 2031.

The residential development is planned to comprise up to approximately 1,300 residential dwellings, which will fuel population growth in the MTA with up to 3,200 residents when completed. The first two stages are already complete. The first stage is occupied with a mix of owner occupiers and privately let to tenants. The second stage operates as Realm Caulfield, an exclusive premium rental offering.

Monash University Caulfield Campus is attended by around 20,000 students and makes up 25% of housing options for the university's total student body. The university has expansion plans to serve as many as 30,000 students at its Caulfield Campus by 2030.





**167,000**

people employed in competitive market area

**45,320**

main trade area population



**+31%**

main trade area population by 2023

Approx.

**1,300**

residential dwellings



**20,000**

Monash University Caulfield Campus students

Approx.

**3,200**

residents on completion





# Higher income means bigger spend

Caulfield Village benefits from higher than average household incomes in the MTA\* - translating to higher spend on total food and non-food items. Average household income in the primary catchment is

- \$147,269 p.a. — 1.6% above the metropolitan Melbourne benchmark
- Per capita and household income levels in the MTA increased at an average of 5.1% p.a. compared with 3.5% p.a. for metropolitan Melbourne\*\*
- MTA retail expenditure was \$772 million in 2018 and is projected to increase to \$1.24 billion by 2031 — increasing by 3.7% p.a.
- Total per capita retail expenditure for MTA residents was estimated at \$16,719 for 2016/2017 — 18% above the metropolitan Melbourne average
- Projected market share for Caulfield Village in the MTA:
  - 10.8% food retail expenditure
  - 2.4% non-food retail expenditure
  - 6.9% total retail expenditure

## Average annual household expenditure

Trade area residents

	2018	2025	2031
<b>Take home food (FLG)</b>	\$295m	\$384m	\$481m
<b>Meals Out / Takeaway (Food Catering)</b>	\$119m	\$160m	\$206m
<b>Retail services</b>	\$26m	\$34m	\$42m
<b>General Retail</b>	\$53m	\$67m	\$81m

# A captive market

## Caulfield Village occupies an enviable location, with excellent connectivity to surrounding areas.

- Located in Caulfield North, 12 kilometres south-east of Melbourne CBD, it is easily accessible to Caulfield Racecourse, Caulfield Station and Monash University Caulfield Campus.
- More than 3.6 million train trips originate or end at Caulfield Station, with around 12,400 people travelling from the station on a typical weekday.
- There are direct bus and tram routes between Caulfield Village and Melbourne CBD, and Caulfield Village and surrounding suburbs.
- The Glen Eira Planning Scheme identifies the area around Caulfield Station as the Phoenix Precinct, nominated as the preferred location for intensive development.
- A captive market, demand for walkable higher-density apartment living found in Caulfield Village is driven by the area's student population as well as older down-sizers.
- In 2016, 21.3% of people in Caulfield North were aged over 60, up from 20.1% in 2011. This trend is expected to continue.



 Vladimir Velikov  
Local Guide · 500 reviews

★★★★★ 3 months ago

Welcome the newest Shopping village at Caulfield... still new shops to open, but so far this area grows so quickly every single day with Coles, Chemist Discount pharmacy, King Barbers, spa, Cafe Sapore and more to come... Keep it up and make our neighborhood the best.

[Reply](#) [Like](#) 1 [Share](#)

 Jeff N  
Local Guide · 10 reviews

★★★★★ 2 months ago

Brand new shopping centre with full size Coles. As the surrounding businesses open, this will become a thriving precinct. Chemist, Cafe, barber have opened, with more food venues to follow... sushi, Vietnamese, fried chicken. Asain grocery also coming soon. So good to say goodbye to caulfield plaza, which is well past its use-by date. Heaps of parking. Excellent landscaping. Looks great.

[Reply](#) [Like](#) [Share](#)

 IO SKAZKA  
Local Guide · 72 reviews

★★★★★ 2 months ago

How nice are all things new!!!? I took a short exploration trip to the boulevard- a newly built high rise complex with new shops and pleasant outdoor area. Felt like a visit to another dimension that is just around the corner. I'm sure - in a few more visits that feeling will be in memories only.

#Explorer #Caulfield #Caulfieldracecourse

[Reply](#) [Like](#) [Share](#)



**30m to  
Caulfield Racecourse**



**600m to  
Monash University  
Caulfield Campus**



**300m to  
Caulfield Station**



**Approx. 12,400  
people travel from  
Caulfield Station daily**



**13 mins  
Express train to CBD**



# Experience Matters

ONE  
FINE  
ONE  
PROPERTY

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# caulfield Village

## Source documents:

Caulfield Village Economic Assessment (May 2018)

Strategic Market Opportunity and Programming Analyses for a “Build-to-Rent” Development in Caulfield Village, Melbourne, Australia

(Final Report Feb 2023)

## Disclaimer

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# caulfield

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