

Introducing Birkenhead Point Brand Outlet



Overview

Drummoyne, New South Wales

Birkenhead Point Brand Outlet is easily accessible and situated only five kilometres from the Sydney CBD on a prime 3.7-hectare waterfront site.

Magnificently located on Sydney Harbour and enjoying a Marina view, Birkenhead Point incorporates a premium outlet centre with ~122 specialty brands, including Armani, Bally, Coach, GUESS, Michael Kors, Nike, Polo Ralph Lauren and Peter's of Kensington.

This is complemented by a convenience-based retail offering anchored by Coles Local and ALDI, attracting surrounding residents with retail spend higher than the Sydney average.

With four levels to explore, along with a 230-seat food court and an array of cafe and restaurant options, it draws significant out of area visitation.

Birkenhead Point Brand Outlet also incorporates 3,500 square metres of commercial office suites and a marina comprising ~200 berths.

ASSET STATISTICS*



Annual Customer Visits - 2.6 Million



MTA Population* - 314,200



Annual Performance (MAT) - \$332 Million



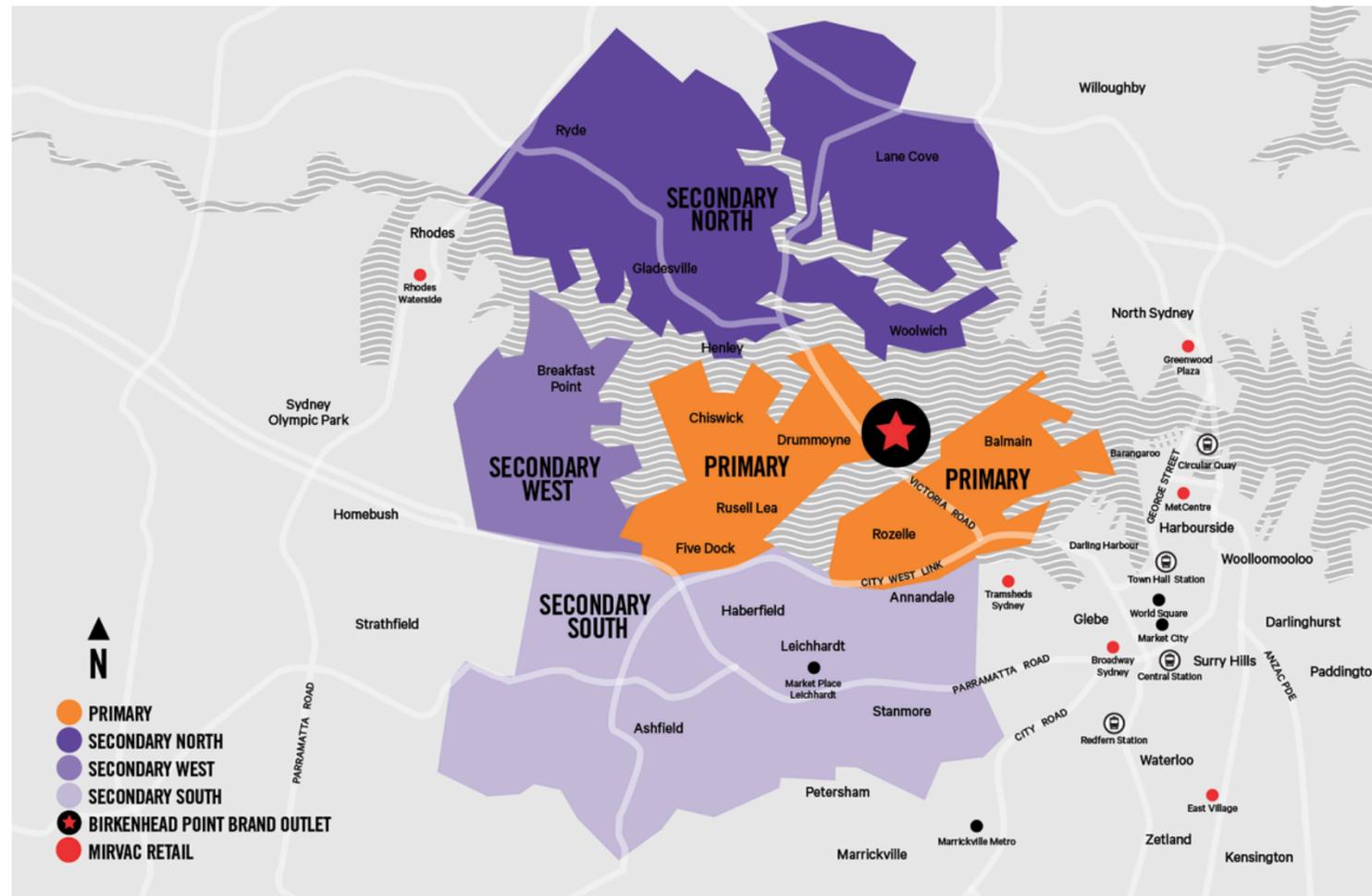
Gross Lettable Area - 27,983 sqm



Retailers - 124



Car Spaces - 1,150



RESIDENT CUSTOMER PROPORTION IN MTA CATCHMENT*

24%

PROSPEROUS FAMILIES

15%

GOLDEN DAYS

12%

METRO HIGH FLYERS

ADDITIONAL SEGMENTS

74%

OUT OF AREA CUSTOMERS*
All Retail

2K

WORKERS**
as of 2017

Trade Area & Audience

POPULATION

314,200

MAIN TRADE AREA



The Birkenhead Point main trade area population is estimated at 334,600 residents.

RETAIL SPEND

\$19,243

SPEND PER YEAR IN RETAIL

Main trade area residents spend \$19,243 electronic dollars on average per year in retail. This is above the Sydney average of \$16,718 per year.

BIRTHPLACE



Main trade area residents are 63% Australian, 16% Asian, and 10% European.

POPULATION GROWTH

0.0%

The main trade area changed 0.0% year on year.



AFFLUENCE

3.7

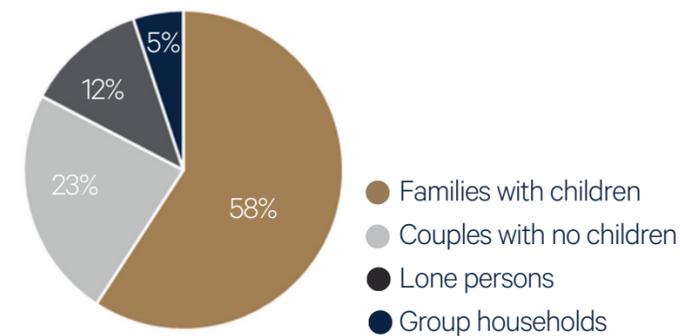
(OUT OF 5)
AFFLUENCE SCORE

Main trade area residents are more affluent than Sydney residents.

They have an average affluence score of 3.7 compared to the Sydney average of 3.1.

HOUSEHOLD COMPOSITION

Main trade area residents have the following household composition:



FACEBOOK IMPRESSIONS

2,832,103



INSTAGRAM IMPRESSIONS

1,171,232



WEBSITE VISITORS

663,053



DATABASE

126,934

Centre Plan

GROUND LEVEL

ROSEBY STREET



BIRKENHEAD MARINA

LEVEL 1

ROSEBY STREET



BIRKENHEAD MARINA

Site Number	1	2	3	4	5	6	7	8	9	15
Power	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Size (m)	3x3	3x3	2x2	3x3	5.9x3.8	3x5	1.3x3	2x5	1.8x6	1.5x3

Centre Plan

LEVEL 2



LEVEL 3



Site Number	10	16
Power	Brands	✓
Size (m)	3x3	3x4

Start a Conversation



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