

Introducing Kawana Shoppingworld



Overview

Buddina, Queensland

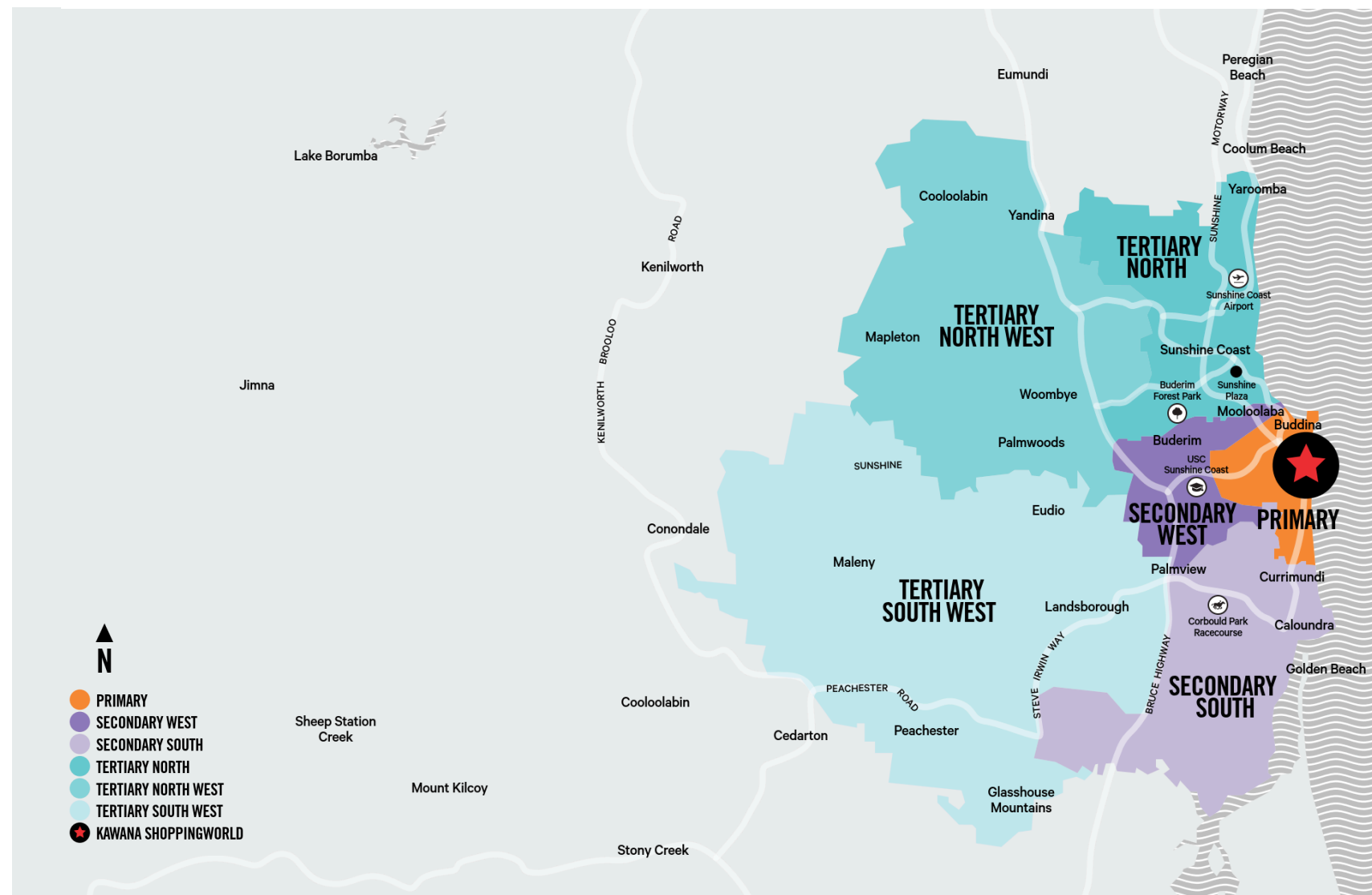
Located one hour north of Brisbane in the growing lifestyle region of the Sunshine Coast, Kawana Shoppingworld is a dominant convenience and lifestyle asset. The asset incorporates Woolworths, Coles, ALDI, Big W, six mini-majors and ~130 specialty stores.

The asset successfully launched Event Cinemas and an expanded dining precinct in late 2018, introducing the first Gold Class theatres on the Sunshine Coast in response to significant customer demand.



ASSET STATISTICS*

	Annual Customer Visits - 5.9 Million
	TTA Population* - 326,600
	Annual Performance (MAT) - \$380.7Million
	Gross Lettable Area - 41,704 sqm
	Retailers - 141
	Car Spaces - 1,900



RESIDENT CUSTOMER PROPORTION IN MTA CATCHMENT*

20%
AGING COMFORTABLY

18%
PROSPEROUS FAMILIES

18%
NEIGHBOURS WITH KIDS

ADDITIONAL SEGMENTS**

3.1K
WORKERS
as of 2017

Source: *Mirvac internal data, December 2024. *CommBank iQ Banking transactional data to December 2024. **Market Snapshot & future outlook reports, Dec 2017, Macroplan Dimasi based on ABS 2021 Census data.

Trade Area & Audience

POPULATION

326,600

TOTAL TRADE AREA



The Kawana Shoppingworld total trade area population is estimated at 326,600 residents, and the main trade area is estimated at 161,300 residents.

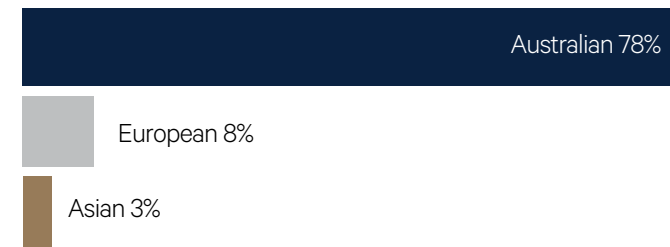
RETAIL SPEND

\$19,802

SPEND PER YEAR IN RETAIL

Main trade area residents spend \$19,802 electronic dollars on average per year in retail. This is above the metro QLD average of \$18,194 per year.

BIRTHPLACE



Main trade area residents are 78% Australian, 8% European, and 3% Asian.

POPULATION GROWTH

2.8%

The main trade area changed 2.8% year on year. This is compared to the metro QLD average of 3.1%.



AFFLUENCE

3.0

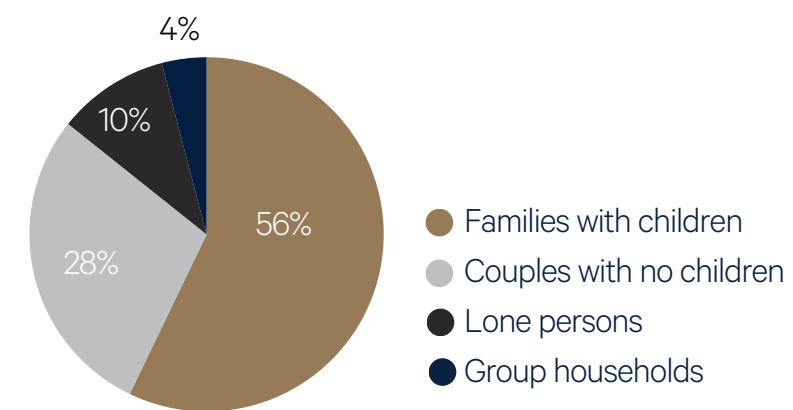
(OUT OF 5)
AFFLUENCE SCORE

Main trade area residents are in line with the metro QLD residents.

They have an average affluence score of 3 compared to the metro QLD average of 3.

HOUSEHOLD COMPOSITION

Main trade area residents have the following household composition:



FACEBOOK IMPRESSIONS

396,472



INSTAGRAM IMPRESSIONS

194,006



WEBSITE VISITORS

127,000



DATABASE

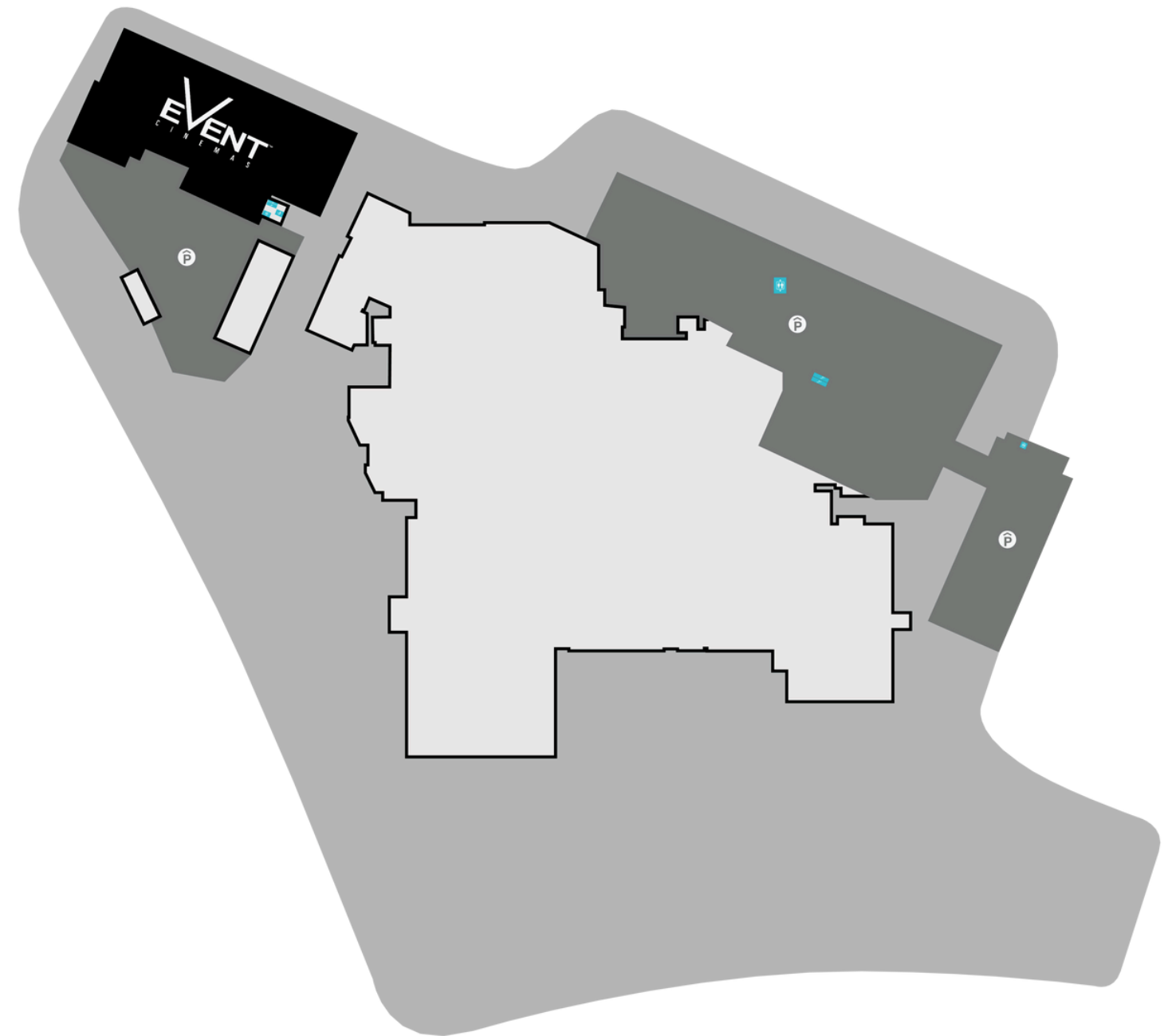
47,831

Centre Plan

GROUND FLOOR



LEVEL 1



Start a Conversation



HELLO I AM MICHELLE PEARSON

Reach out to start your journey with Mirvac.

Our aim is to get to know your business, to build solutions which will achieve outcomes.

Our belief is that we are better together.

Lets start a conversation today, reach out via:

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