

Pop Up Retail Space

# ORION SPRINGFIELD CENTRE

## POP UP

### Retail Space Solutions

Mirvac's Pop Up Space division provides local and national clients with a platform to bring their outside the box retail ideas to life.

#### Pop Up Space

Give your concept a boost by occupying space in our busiest thoroughfares or inline stores. The beauty of this platform is the flexibility in the space and the term, whether you're looking to trade for 1 week or 6 months, we can tailor a solution for you. Pop Up spaces can be utilised for a variety of means including selling products, launching brands, experiential marketing and generating leads.

#### Advertising Space

Retail advertising is an evolving and flexible advertising platform which captures the public in a key 'buying frame of mind'. Advertising Space available within our centres include large format atrium banners, a variety of digital and static signs as well as floor, door and lift decals.

#### Centre Facts

**Centre Type:** Regional Centre

**Total GLA:** 73,269sqm

**Major Tenants:** Aldi, Big W, Coles, Event Cinemas, Target and Woolworths

**Mini Majors:** Best and Less, City Beach, Cotton On, JB Hi-Fi Home, Spotlight and The Reject Shop

**Specialties:** 180

**Pad Sites:** Amart Sports, BCF, Bridgestone Select, Hog's Breath Café, KFC, Kmart Tyre and Auto Service, Petbarn and Supercheap Auto

**Car Parks:** 3321 spaces

**Centre M.A.T.:** \$403.7 million p.a.

**Centre Traffic:** 6.7 million p.a.

*As at September 2018.*

#### Centre Profile

Orion Springfield Central is a regional shopping centre, strategically located 15km east of Ipswich and 30km South-west of Brisbane.

The Centre sits at the heart of Springfield Central. The main trade area population is growing by an average of 4.6 per cent, or 5,000 people, per year with 3 families moving to the region every day.

The recent Stage 2 expansion has positioned Orion Springfield Central as the ninth largest shopping centre in Queensland, offering a leading retail and lifestyle experience spread over 72,000 square metres.

In addition to the current Woolworths, Big W and 120 retailers and services, the new expansion offers a further 45 specialty stores, a large format Target store, a new large format full-line Coles supermarket, Event Cinemas complex seating 2,000 people, a new casual dining precinct and an additional 1,200 car parks.

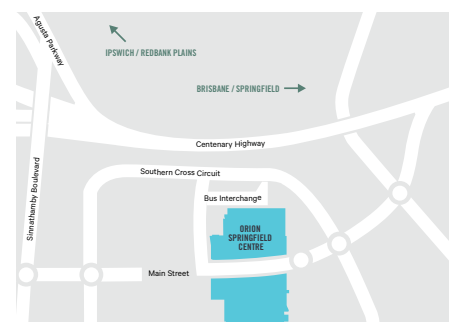
#### Centre Overview

The main trade area population currently sits at 242,082 persons. It is expected to increase to 324,080 residents by 2026.

The key characteristics of the Orion Springfield Central customers are:\*

- Average age of 34.1 years
- High proportion of young families with dependent children
- 23.7% of the trade area is children under 14 years of age
- 47.7% of the trade area are families with a dependent child

*\*Source: ABS Census of Population & Housing, 2016; MacroPlan Dimasi*



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## Orion Springfield Centre

### Ground Level



Site Number	Site 1	Site 2	Site 3	Site 4
Power	Yes	Yes	Yes	Yes
Maximum Size	3m x 4m	3m x 4m	3m x 4m	4m x 6m

Site Number	Site 5	Site 6	Site 6a	Site 7
Power	Yes	Yes	Yes	Yes
Maximum Size	3m x 4m	3m x 3m	3m x 3m	3m x 3m

Site Number	Site 8	Site 9	Site 10	Site 11
Power	Yes	Yes	Yes	Yes
Maximum Size	3m x 6m	3m x 6m	3m x 3m	3m x 3m

Site Number	Site 12	Site 13	Site 14
Power	Yes	Yes	Yes
Maximum Size	3m x 3m	2m x 4m	2m x 4m

### Pop Up Contacts

Pop Up enquiries:

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### About Mirvac

Mirvac is a leading real estate group listed on the Australian Stock Exchange with activities across the investment and development spectrum. Established in 1972, Mirvac has more than 40 years of experience in the real estate industry and has an unmatched reputation for delivering quality products and services across all of its businesses.

For more information about Mirvac and its portfolio of shopping centres across Australia please contact:

#### Mirvac Retail

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