



CENTRE INFORMATION

SPENCER
OUTLET CENTRE



FOLLOW THE RAINBOW TO BARGAINS

SPENCER
OUTLET CENTRE

Spencer Outlet Centre occupies a high profile Spencer Street site on the western side of the Melbourne CBD that directly adjoins Southern Cross Station.

The centre benefits from very high levels of pedestrian traffic via the Bourke Street Overpass, which adjoins the southern entrance, providing a direct linkage from the CBD to Marvel Stadium and the numerous commercial and residential developments at Docklands.

Spencer Outlet Centre is Melbourne CBD's only outlet shopping centre. The centre features over 100 quality specialty stores, major brands, eateries as well as the city's only Harris Scarfe, TK Maxx and Cotton On Mega stores. Plus for your convenient essentials, there's Chemist Warehouse and Coles Supermarket.

OUR SHOPPERS

Age Distribution MTA

- Average age at 33.9 is younger than Melbourne average of 37.2
- High proportion of population aged 20-29 in the Primary sector (45% versus 15% for Melbourne) and 30-39 (27% vs 16% for Melbourne average).
- Income in the Primary sector is 10.7% higher than the Melbourne average

Birthplace

- 55% of residents are Australian born in main trade area (compared to 63% across Melbourne)
- 25% are Asian born in the main trade area, with 57% in the primary sector

Family Type

- 26% couples with dependent children in MTA compared to Melbourne benchmark of 41%
- High proportion of couples without children 32% in MAT versus Melbourne average of 18%
- Lone person households in the primary sector make up 33% versus 9% for Melbourne

Overall, trade area residents, and especially within the primary sector, is indicative of CBD or inner-city locations, underpinned by a relatively young demographic, an above average representation of Asian-born residents, above average income levels, who typically rent.

Worker Trade Area

- Workforce population within the defined worker trade area is estimated at 143,604 workers in 2021. It's projected to reach 164,930 by 2031.

- Average age 38.6 younger than Melbourne average of 39.5
- High proportion of population aged 30-49 (60% versus 47% for Melbourne).
- Low proportion aged 65+ (1.9%)
- Average income at \$118,874 is 51% above the metro Melbourne benchmark.
- Estimated per capita retail expenditure is some 40% higher than the metro Melbourne average.
- Spending on apparel by the worker trade area population is projected to increase from \$45 million in 2022 to \$129 million in 2026, while spending on food catering is projected to increase from \$169 million to \$481 million over the same period.

Source: MacroPlan, August 2023

Tourism

- 6.4 million overnight visitors to the Melbourne CBD pe-covid (FY15-FY19), including 1.6 million international visitors.
- Overnight visitors spent over 31.4 million visitor nights in the Melbourne CBD and Docklands, with international visitors accounting for around 60% of nights spent.

Source: Tourism Research Australia

- International passenger arrivals in September 2023 were the closest to 2019, with arrivals at 98% of the September 2019 total. Domestic passenger arrivals saw the second highest total since January 2020 at just over 1,011,000 domestic passenger arrivals and 94% of the September 2019 total.

Source: City of Melbourne City Data, Insights and Analytics, 2 Nov 23



OUR TRADE AREA DEMOGRAPHIC

353,970 resident trade area estimated at mid-2022 expected to grow 3.0% per annum to over 545,430 by 2036

In addition to the resident population, Spencer Outlet Centre also serves CBD workers and visitors and tourists.

HERE'S A SNAPSHOT!

Major - Coles Supermarket 5 Mini Majors 105 Specialty Stores	\$8,620 MAT/m ² \$6,951 Specialty MAT/m ²	\$19,358 Residential Retail expenditure per capita in the main trade area* <small>*pa was 19% above Melbourne average in 2021/22.</small>
GLA - 23,554 sqm 10.1 Million annual visitors (April 2024)	414 food court seats	\$174.6 Million** (Ex GST) MAT sales +17.5% (April 2024)
\$16.5 billion retail expenditure in MTA Forecast to reach by 2036 reflecting average growth rates of 6.5% per annum	Apparel spend per capita in MTA 31% above* Food catering spend per capita in MTA 54% above* Per capita spending levels	6.4 million overnight visitors to Melbourne CBD in FY15-19 Including 1.6 million international visitors.

^ compared to the metropolitan Melbourne benchmark for the MTA population. **Excludes TK Maxx.

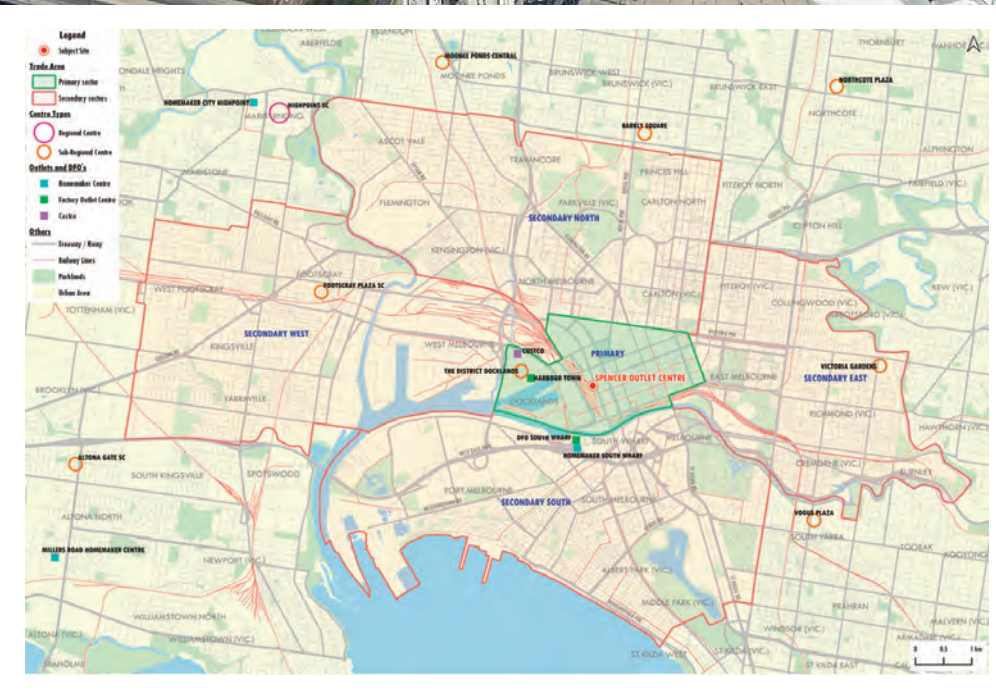
FACTS & FIGURES



SPENCER
OUTLET CENTRE

SOUTHERN
CROSS STATION

MARVEL STADIUM



TRADE AREA

There are approximately 353,970 residents and 143,604 workers in the Main Trade Area in 2021. Workers are projected to reach 164,930 by 2031.

CENTRE STATISTICS

Annual Traffic
10.1 million**

Total GLA
23,554 sqm

Majors
Coles (2,535 sqm)

Mini Majors
Cotton On Mega, TK Maxx, Kaisercraft, Chemist Warehouse, Harris Scarfe (Total 5,414 sqm)

Specialty Retailers
105

Annual Sales Turnover (MAT)
\$174.6 Million (Ex GST)[^]

Sales MAT/m²
\$8,620 MAT/m²

Residents in Main Trade Area
Approx 353,970

Retail Expenditure (MTA)
Forecast to reach \$16.5 billion by 2036, reflecting average growth rates of 6.5% per annum

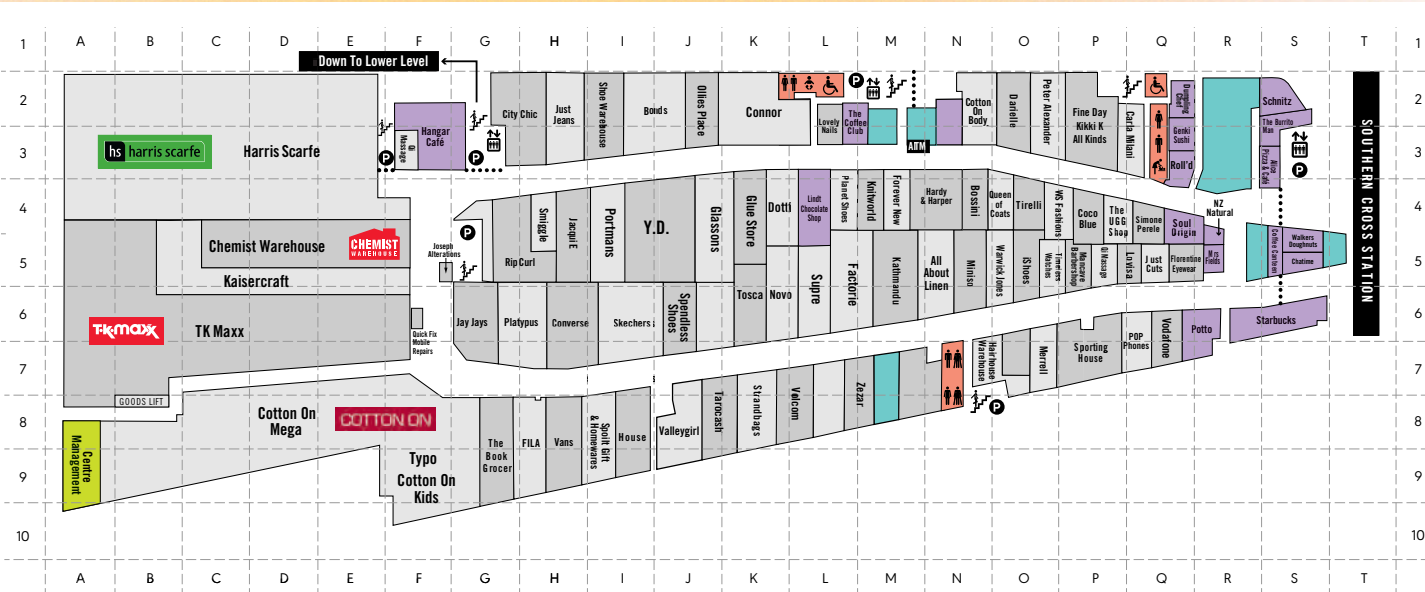
Central Melbourne Tourism
6.4 million overnight visitors to Melbourne CBD (FY15-19 average), including 1.6 million international visitors

Location Benefits

- Southern Cross Station
- 75 million visitors per annum[^]
- Marvel Stadium
- Skybus Terminal
- Large Corporate Offices
- Bourke Street Overpass
- approx. 100,000 per day[^]

[^]Figures as at April 2024. [^]Excludes TK Maxx.
^{**}Traffic as at April 2024 for Level 1 and Ground Level traffic.

CENTRE DIRECTORY



WOMENS FASHION

Q2	Carla Milani	0403 195 577
H3	City Chic	9112 3749
P4	Coco Blue	0426 839 968
Q2	Darrielle	0403 195 577
K4	Dotti	9642 4456
M4	Forever New	9642 5457
K4	Glassons	0451 143 588
H4	Jacqui E	9642 3951
I4	Portmans	9642 3720
O4	Queen of Coats	0412 251 288
L6	Supre	8610 2500
O4	Tirelli	0411 035 314
J8	Valleygirl	0423 023 461
O5	Warwick Jones	0408 288 302
O4	WS Fashions	9419 1708

MENS FASHION

N4	Bossini	0488 222 001
K2	Connor	9055 8154
N4	Hardy & Harper	8689 7516
J8	Tarocash	9055 8139
I4	YD	9055 8152

ACCESSORIES

Q5	Florentine Eyewear	8689 7552
P5	Lovisa	7020 5950
K8	Strandbags	8689 7511
K6	Tosca	8689 7541

CHILDREN'S FASHION

F9	Cotton On Kids	9642 8795
J3	Ollie's Place	9989 6110

LINGERIE/SLEEPWEAR

N3	Cotton On Body	9670 5557
O2	Peter Alexander	7017 2117
Q4	Simone Perete	8689 7525

UNISEX FASHION

J2	Bonds	9600 4187
H6	Converse	9602 2219

FOOTWEAR

L5	Factorie	9602 1866
K4	Glue Store	8373 0330
G6	Jay Jays	9642 4221
H2	Just Jeans	9642 3743
M4	Knitworld	0402 136 689
G4	Rip Curl	9670 5130
L8	Volcom	9112 3288
L8	Zezer	0402 226 591

FOOD

S3	Alice Pizza & Cafe	9670 9683
S5	Chatime	9989 3387
S4	Coffee Canteen	0422 791 353
Q2	Dumpling Chef	0430 099 022
Q2	Genki Sushi	8689 7587
F2	Hangar Cafe	9600 2327
L4	Lindt Chocolate Shop	9600 4799
R5	Mrs Fields	8689 7633
R4	New Zealand Natural	8689 7633
R6	Potto	8595 5536
Q3	Roll'd	7023 8911
S2	Schnitz	9077 7603
Q4	Soul Origin	9642 7684
S6	Starbucks	1800 787 289
S2	The Burrito Man	0411 114 104
L2	The Coffee Club	8615 2501
S5	Walkers Doughnuts	9087 4500

SPECIALTY/OTHER

P2	All Kinds, Fine Day, Kikki K	-
G5	Joseph Alterations	0413 440 176
N5	Miniso	0481 604 118
Q6	POP Phones	-
F6	Quick Fix Mobile Repairs	0409 607 7863
H4	Smuggle	9642 5312
G8	The Book Grocer	0435 828 482
O5	Timeless Watches	9670 4501
F9	Typo	9670 5734
Q6	Vodafone	-

SPORTING

H8	FILA	9670 2270
P6	Sporting House	8689 7509

TRAVEL/LIFESTYLE

M5	Kathmandu	8518 4360
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HAIR & BEAUTY

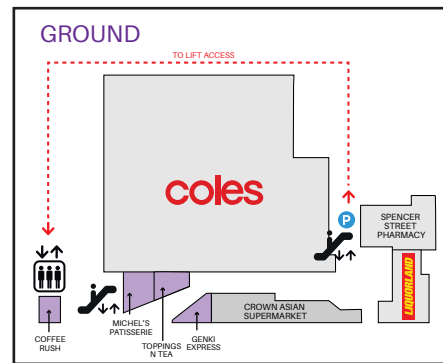
N7	Hairhouse Warehouse	8689 7688
Q5	Just Cuts	9642 5194
L2	Lovely Nails	9191 3734
P5	Mancave Barbershop	9191 9282
F3	Qi Healing Massage	0466 862 729
P5	Qi Healing Massage	0413 748 747

HOMEWARES & GIFTS

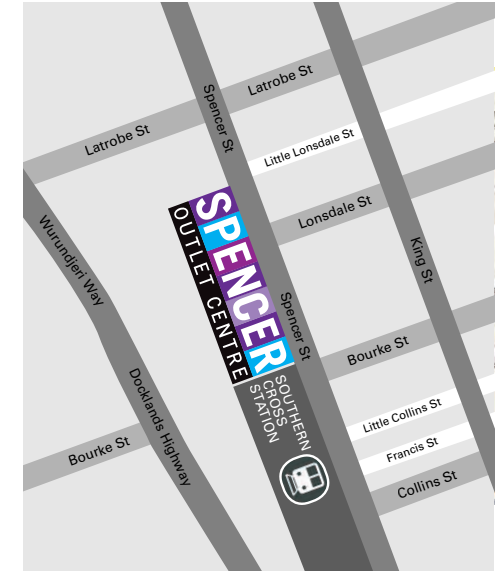
N5	All About Linen	9078 8365
I8	House	8689 7646
I8	Spoilt Gift & Homewares	8689 7641

MAJORS

D4	Chemist Warehouse	9642 0598
D8	Cotton On Mega	9642 8795
C2	Harris Scarfe	9916 1708
D5	Kaisercraft	9670 8069
D6	TK Maxx	9642 0094



- PARENTS ROOM
- STAIRS/ESCALATORS
- LIFTS
- DISABLED TOILET
- ATM
- ENTRY/EXIT
- FOOD
- SEATING
- CENTRE MANAGEMENT
- TOILET AMENITIES
- DOWN TO CARPARK



LEASING INFORMATION

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