



LEASING

Meet you at

The Pines Elanora - The first choice for convenience based shopping in the Main Trade Area.





MEET YOU AT THE PINES ELANORA

A complete shopping experience with great amenities, every day convenience and easy access. The number one shopping centre in the Primary Trade Area. The second highest performing SE Queensland 20,000 to 50,000sqm centre by MAT/m².¹

Since the 2015 redevelopment the centre has grown MAT Sales by over 40% and MAT Foot Traffic by over 30% delivering real growth to our tenants. The centre remains independently owned and proud of its over 30-year history at the heart of the community.

Exciting leasing opportunities exist and your business can be part of our unique and compelling retail mix. Meet you at The Pines Elanora.



OUR TRADE AREA

**14 SCHOOLS
OVER 11,800
STUDENTS**

As the largest centre within the primary trade area, The Pines Elanora has an established, loyal customer base on the southern Gold Coast.

Close proximity to the M1 Motorway exit 93, around 1km walk from the beach and on multiple local bus routes, ensures easy access to a trade area population of around 166,600 residents.

The trade area spend is projected to increase 3.8% annually to \$2.4 billion within the next decade. ²





OUR CUSTOMERS

The Pines Elanora is the place to shop, meet, talk, laugh and connect at the heart of the community.

A convenient, community vibe for our local residents

- Mid-late 30's with school age children.
- 70% visit at least once a week
- 56% are families with children³
- Our Customers average 34 visits a year (benchmark 22-33 visits)³
- Our Customers spend over \$2,525 annually (benchmark \$1615 to \$2,289)³

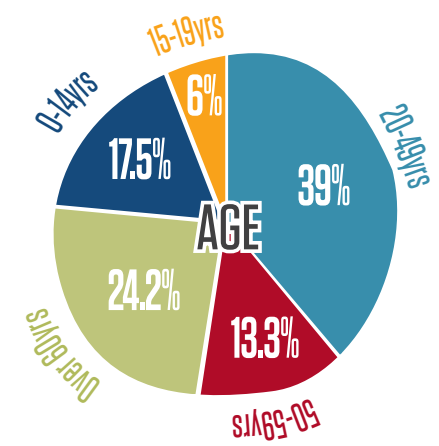
A popular meeting place for our students

- Fourteen schools with over 11,800 students
- Two Universities - Southern Cross and Bond
- Regional Library onsite with 27,500 visitors per month

FAMILY
Strong family market






35-40 YEARS
HIGH PROPORTION
35-40s mums with school-aged children

2.4 PEOPLE
Average household size



COMPARISON OF THE PINES TO SUB-REGIONAL PERFORMANCE AS REPORTED BY URBIS⁴

MAT TRAFFIC GROWTH AND SPEND PER CUSTOMER SIGNIFICANTLY HIGHER THAN INDUSTRY AVERAGES.

CENTRE CLASS	FOOTFALL (000'S)	FOOTFALL GROWTH (17-18%)	TURNOVER (\$ PER FOOTFALL)	TURNOVER GROWTH (17-18)
REGIONAL CENTRES	11,826	0.3% 	\$46.9	-0.1% 
SUB-REGIONAL CENTRES	4,518	0.7% 	\$38.8	0.0%
THE PINES ELANORA	5,379	1.5% 	\$43.1	2.0% 

SAME CENTRE FOOTFALL GROWTH BY CENTRE CLASS

CHANGE IN MAT 2017 - 2018 SUB-REGIONAL CENTRES COMPARED TO THE PINES

The Pines
Outperforming
where it counts!
More than double
the average.



SUPERMARKETS
Average Sub-regional +1.4%
The Pines **+3.3%**



SPECIALTY SHOPS
Average Sub-regional +1.9%
The Pines **+5.5%**

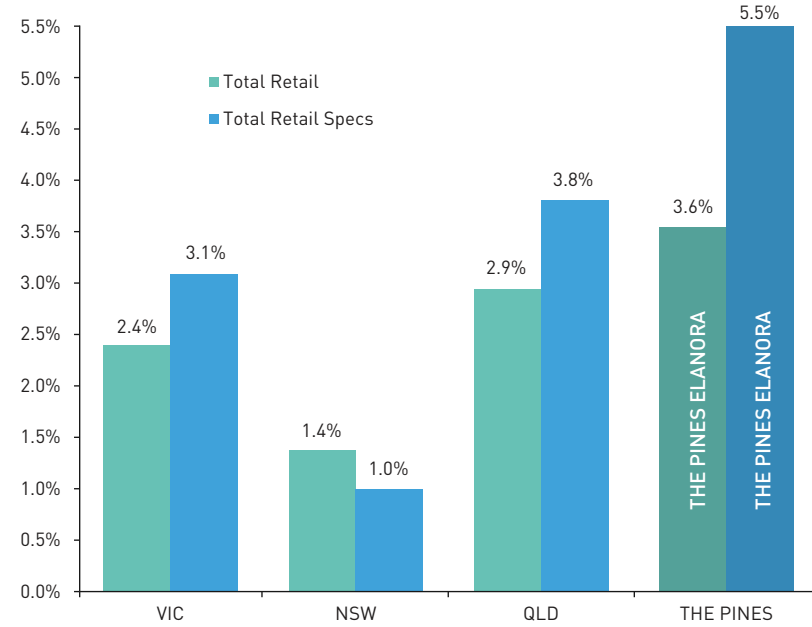
RETAIL SPECIALTIES PERFORMANCE

	SUB-REGIONAL	THE PINES
HOMEWARES	14.5%	15.4%
MOBILE PHONES	7.9%	20.0%
RETAIL SERVICES	6.5%	3.2%
FOOD CATERING	2.8%	1.3%
GENERAL RETAIL	1.8%	8.1%
LEISURE	-0.3%	-7.3%
FOOD RETAIL	-1.3%	0.5%
APPAREL	-1.3%	10.7%
JEWELLERY	-3.5%	9.1%

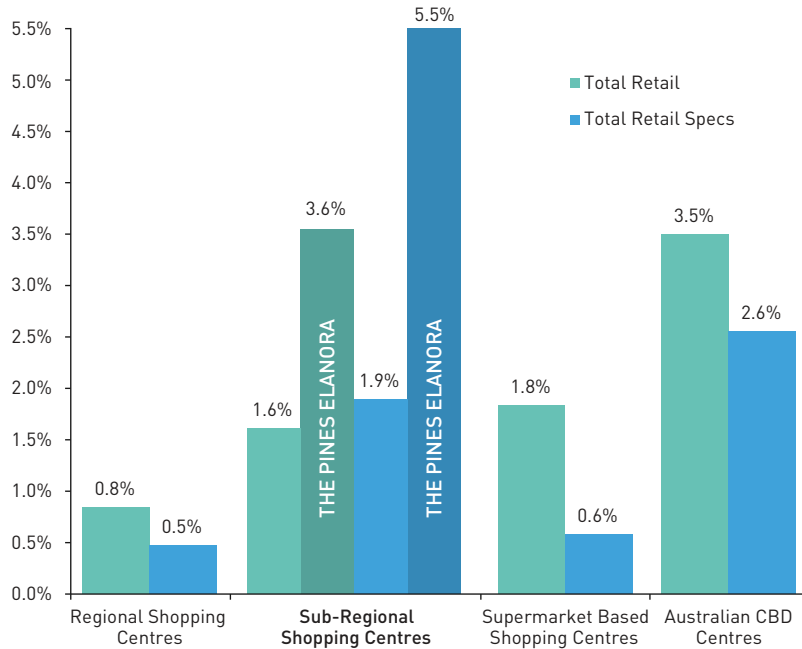
**MORE THAN
DOUBLE THE
GROWTH OF THE
SUB REGIONAL
AND SINGLE
DDS GROWTH⁴**



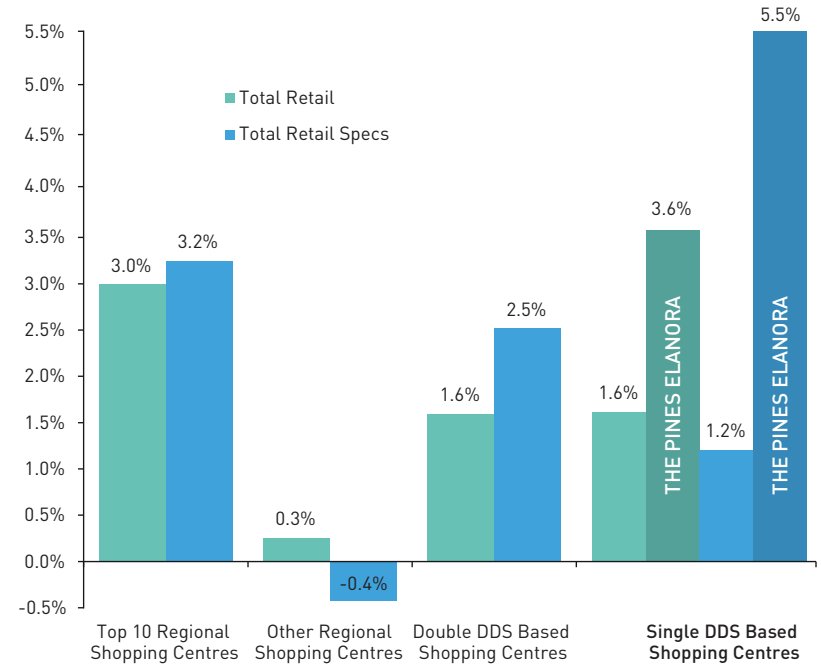
SUB REGIONAL SHOPPING CENTRES GROWTH BY STATE⁴



MAT GROWTH - STABLE SHOPPING CENTRES - CENTRE CLASS⁴




MAT GROWTH - STABLE SHOPPING CENTRES - CENTRE SUB-CLASS⁴



WE'RE GROWING STRONGER SINCE OUR REDEVELOPMENT LAUNCHED IN DEC 2015

OUR SALES AND TRAFFIC GROWTH INCREASED
SIGNIFICANTLY, WITH A GLA INCREASE OF LESS THAN 10%.

	2015	2018	% INCREASE
MAT SALES (inc GST)	\$168.6M	\$245.3M	44%
MAT TRAFFIC	4.00M	5.37M	34%
AVERAGE BASKET SPEND	\$42.15	\$45.60	8.2%

An aerial photograph of a large retail center with a yellow and red roof. A blue circular callout with a white arrow points upwards from the text. The callout contains the text 'OUR METRICS ARE GROWING'.

OUR METRICS
ARE GROWING

WHAT WE OFFER

- 100+ RETAILERS
- KMART, COLES, WOOLWORTHS & ALDI UNDER ONE ROOF
- REGIONAL LIBRARY
- 33,750m² GROSS LETTABLE AREA
- 1,500 CAR PARKING SPACES, 700+ UNDERCOVER

**5.37 MILLION
CUSTOMERS IN 2018**

**OVER \$245 MILLION
SALES TO DEC 2018
(INC GST)**



DINE IN OR TAKE AWAY, WE'VE GOT IT ALL

The Pines Elanora offers a variety of spaces to meet, eat and relax in. A mix of dining areas provide for casual lunches, group dining and grab-and-go. Any addition to our food offering would be well supported and will add to our position as the southern Gold Coast's most convenient and diverse home to food.

ALDI	Pizza Hut
Brumby's	Sandwich Chefs
BWS	Shingle Inn
Coles	Supreme Kebabs
Crema Espresso	Sushi 1
Earth Markets	Sushi Train
FantAsia	Taboon
Fling Juice	The Meatsmiths
Goldsteins	The Pines Health Foods
KFC	The Shelf Deli & Café
Liquorland	Wendy's
McDonalds	Woolworths
Michel's	



EVERYDAY FASHION, FOR A GROWING COMMUNITY

Our fashion mix is diverse and designed to deliberately appeal to our local market. Whether it's a skirt or a pair of pants we offer different generations the opportunity to purchase a combination of styles for everyday clothing and there is something to suit every budget.





WE'RE AT YOUR SERVICE

Our convenient and varied service offer makes everyday life easier. The centre is home to an extensive range of personal services. Complementary to our convenience positioning, beauty, hairdressing, homewares, health, banking and more, all enhance the in-centre experience. Whether it's a trip to the dentist, an eye check or some currency for a trip overseas, we offer the opportunity to find everyday solutions.



BEAUTIFUL WARES MAKE YOUR HOME

Our stores put the finishing touches to any home. Customers can turn a house into a home with a growing range of accessories for kitchen, bedroom, living room, bathroom and beyond. With local and national retailers to complement the mix, there is something to suit every budget.



MEET YOU AT OUR CENTRE



MEET YOU UNDER AUSTRALIA'S LARGEST SOLAR CAR PARK

In 2015 the centre installed Australia's largest solar car park structure.

The system is one of the largest generators of solar power in the country, enabling The Pines Elanora to run up to 20% of its air conditioning from solar power.

As an early adopter of solar power in shopping centres, it demonstrates the centre's commitment to sustainable operations and innovative design. The CO² offset is equivalent to taking more than 185 cars off the road each year.

Generating enough electricity to power 200 homes daily in Elanora



LEASING ENQUIRIES

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The estimated pedestrian traffic figures are for the main centre only and do not include visitation to the Elanora Branch Library or PAD sites.

SOURCING AND FOOTNOTES

1. The Pines has recorded MAT/m2 (inc GST) in the top 2 SEQ shopping centres Little Guns (20,000 to 50,000 sqm centres) Dec 2018
2. The Pines Elanora Updated Trade Area analysis August 2017 by MacroPlan Dimasi
3. Quantum – About Our Trade Area to 31 December 2018
4. Urbis Retail Market & Shopping Centre Benchmarks, February 2019 – presented at PCA QLD Retail Outlook Feb 2019

