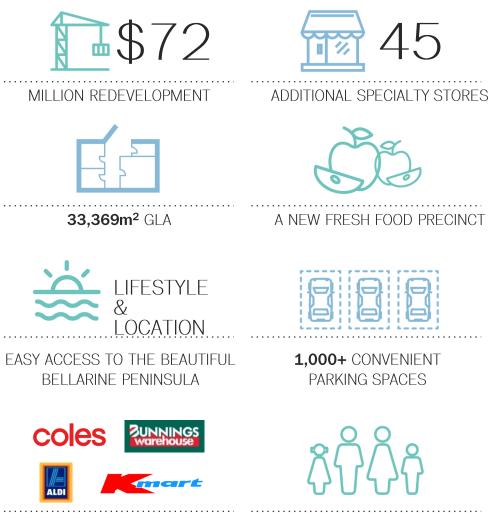


GATEWAY PLAZA LEOPOLD, VIC



Welcome to the new Gateway Plaza





A COMMUNAL TOWN PLAZA PUBLIC SPACE



Your gateway to the Bellarine Peninsula

- The only Sub Regional centre serving the Bellarine Peninsula
- Prominent location on the Bellarine Highway, the main traffic route linking Geelong with Ocean Grove, Point Lonsdale and Queenscliff.
- Approximately 40,000 cars pass by each day
- 12.5km from Geelong CBD, which is far enough away not to create cannibalisation
- Currently no discount department stores located in the trade area



CAPTURING THE ENTIRE BELLARINE PENINSULA

A strong growth story



Main trade area (MTA) population of 69,590, forecast to grow to 84,150 by 2026*.The PTA population of 13,350 is forecast to grow by 35% to 18,150 by 2,026



Current MTA retail spending of \$897 million is forecast to increase to \$1.5 billion by 2026, +4.4% per annum

Strong primary school enrolment growth in Leopold, indicative of the young families in the PTA

	ΡΤΑ	STA	MTA
2014 Population	13,350	56,240	69,590
2026 Population	18,150	66,000	84,150
2014 Retail Sales (\$M)	168.8	728.4	897.2
2014 Retail Sales (\$M)	320	1188.1	1508.1

* Note: on average Sub Regional centres in Australia serve a catchment population of 40,000 to 80,000 people.



The majority of the population growth in the main trade area is expected to be accommodated within Leopold and the Bellarine Peninsula as shown in this map

SOURCE: GATEWAY PLAZA LEOPOLD MARKET ASSESSMENT OF FUTURE EXPANSION. MACROPLAN DIMASI, DEC 2014

Population - Key Statistics, Main Trade Area



PTA average household income \$79,069, +5.9% above Geelong average. In the MTA, highest levels are in secondary south-east at \$85,781



67.3% family households in the PTA vs 64.8% in Geelong.

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Average age of residents in the MTA is 41.7 years and 86.7% are Australian and 10.3% are European born



Above average retail spend in MTA VS Geelong for both food (+1.3%) and non-food (+3.6%)



Above average home ownership in MTA at 77.5%, +6.3% above the Geelong average



	Primary trade area	Secondary trade area	Main trade area	Geelong average
Population	13,350	56,240	69,590	-
Av. household income	\$79,069	\$70,762	\$73,315	\$74,698
Variation from Geelong av.	5.9%	-5%	-1.9%	
Housing Status (Owner)	85.6%	48.4%	77.5%	71.2%
Family households	67.3%	60.9%	62%	64.8%
Average age	39.6	42	41.7	39
Av. annual spend growth rate (%) 2014-2026	5.5%	4.0%	4.4%	

Get to know the locals

	Golden Years 54%		Leading Lifestyles 37%		
	Rural Rewards 41% MTA	Back to Nature 13% MTA	Full House 26% MTA	Progressive Thinkers 11% MTA	
Key Postcodes	3223 Port Arlington, Queenscliff, Ocean Grove	3221 Moolap, 322 Drysdale	3224 Leopold	3227 Barwon Heads	
Life stage	Older; often empty nesters	Older; often empty nesters	Married, often empty nesters	Older families	
Employment	Retired, those who work plan to retire soon	Can be retired, but can also be local business owners or working full or part-time	Currently working, on own small blue collar business	Big gaps between main and secondary earner who are often self-employed or work from home	
Focused on	Stability, safety and providing a secure future for next generation	Family, community and a peaceful holiday lifestyle	Town life (big fish in small ponds), their local community & routine	Work/ life balance and are sporty and energetic	
Shopping behaviour	Want experiences not more 'things'	Risk averse and buy favourite brands (often Australian)	Australian-made and Australian-owned indicates quality	Loyal to and trusting of favourite well-known brands but also appreciate little luxuries	

Get to know the locals

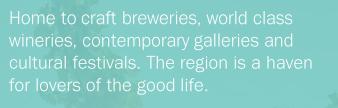
Conservative • Value Orientated • Family Focused • Loyal • Local Pride



lifestyle & location

GATEWAY PLAZA IS LOCATED ON THE BELLARINE PENINSULA 12.5KMS FROM GEELONG AND 85KMS FROM MELBOURNE.









30 minute drive to Avalon Airport. Forecast to achieve 6m domestic and 1.5m international travellers annually by 2030*

* Avalon Airport Economic Benefit Study 2010 The Bellarine Peninsula is renown for famous links golf courses, cool surf beaches, historic seaside villages and breathtaking natural beauty.





A popular weekend and summer holiday destination



The Bellarine Peninsula is a popular weekend and summer holiday tourist destination



Offers an alternative to Mornington Peninsula



Overnight population in summer peaks to 67,000



Forecast to achieve 6m domestic and 1.5m international travellers annually by 2030*



MELBOURNE TO BARWON HEADS 1hr, 26 minutes 9

leasing contacts

The redevelopment of Gateway Plaza will take the centre to the next stage of its life cycle, build market share and capture the growth created by the rapidly expanding population in the trade area.

Stuart White Leasing Executive M +61 428 575 691 stuart.white@vicinity.com.au



Gateway Plaza, leopold VIC



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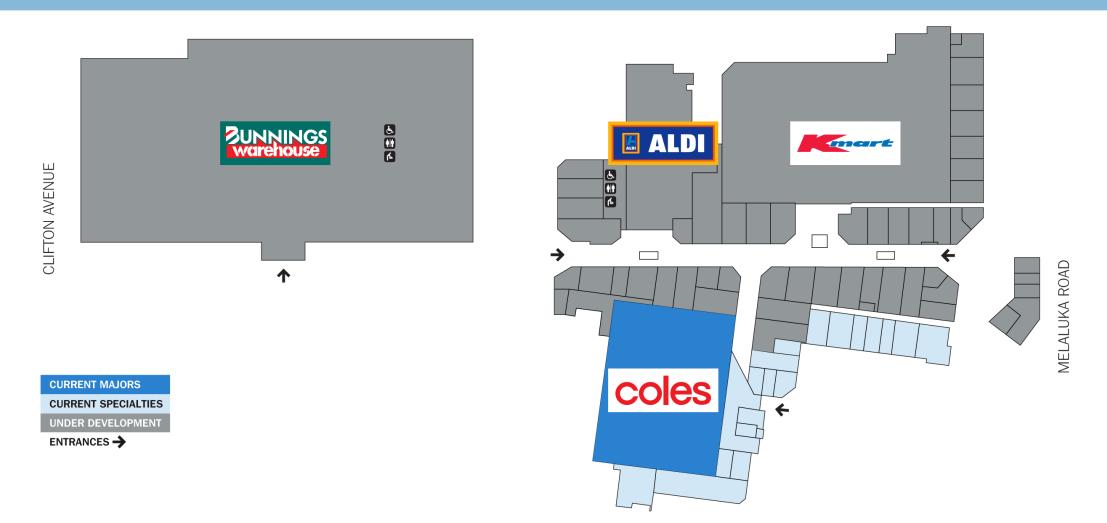
The proposed development described in this document is subject to, and conditional upon, various factors. These include, but are not limited to, the owner and Vicinity Centres obtaining all relevant permits and approvals (including Board approvals). Consequently, the proposed development may change or not proceed as a result of such factors.

The plans and artist impressions in this document are current as at the date of the latest noted revisions and are subject to change. The depiction of the Centre is illustrative only and is not provided for the purpose of showing the actual dimensions of the Premises, the location of any columns and services within the Premises, the exact location of the Premises within the Centre or the tenancy mix of the Centre. The Tenant must make its own enquiries and satisfy itself in respect of those matters prior to entering into any agreement for lease or lease.

While Vicinity Centres has taken all reasonable care when preparing this document, it accepts no liability whatsoever for any loss arising directly or indirectly from the use or reliance of the information contained in this document.



Gateway Plaza floor plan



Gateway Plaza



Gateway Plaza



Alfresco Dining



Gateway Plaza



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