

# SOUTH EVELEIGH

RETAIL LEASING OPPORTUNITIES





# INTRODUCTION

For over 150 years, South Eveleigh has been a renowned centre for innovation, collaboration and culture. Now it's time for this historic inner-city precinct to take its next evolutionary step by standing at the forefront of Sydney's cultural and economic activity.

On track to be completed in June 2020, the renewed South Eveleigh presents an exciting opportunity for retailers of all shapes and sizes to connect, collaborate and celebrate with a vibrant community that thrives on change.

Offering a full spectrum of experiences for locals, workers and visitors from near and far, South Eveleigh is giving retailers the opportunity to be part of a new landmark destination; an urban oasis guaranteed to elevate the senses and position your business to a diverse audience.



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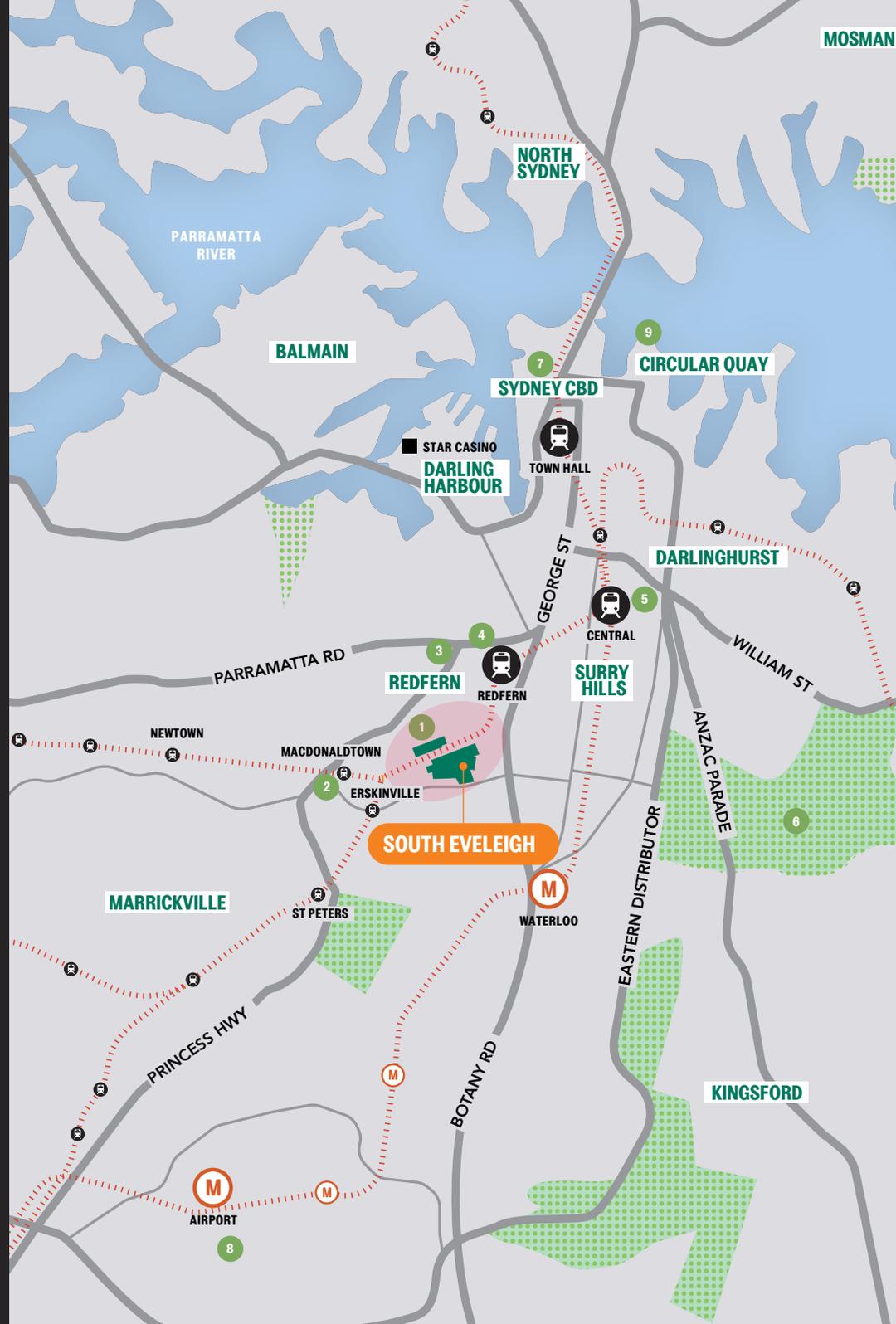


# THE SYDNEY CONTEXT



By 2026, 23,000 workers will be within a 10 minute walk to South Eveleigh, growing to 31,900 by 2031.

- 1 Carriageworks
- 2 King Street Shops
- 3 University of Sydney
- 4 University of Technology Sydney
- 5 Central Train Station
- 6 Centennial Park
- 7 Sydney CBD
- 8 Sydney International Airport
- 9 Opera House



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SOUTH EVELEIGH  
WILL BE PART OF THE  
NEIGHBOURHOOD BY  
CREATING FINE-GRAIN  
PLACES, SPACES AND  
EXPERIENCES FOR ALL.

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# YOUR NEIGHBOURHOOD

Located just south of Sydney's CBD and bordered by the bustling suburbs of Eveleigh, Redfern, Alexandria and Waterloo, South Eveleigh cleverly unites its cultural and industrial history with the modern-day needs of its diverse community.

Open-minded and inviting, this dynamic part of the city is a melting pot of culture, arts and innovation, where you can find tech startups, fine-dining restaurants and major galleries residing happily alongside vintage boutiques, artisan studios and hole-in-the-wall diners.

Our confirmed retailers perfectly reflect South Eveleigh's fresh and evolutionary spirit. The Grounds with a new lobby cafe concept, will set up in Building 1, beneath the Commonwealth Bank offices – an ideal meeting spot, this will be a haven for those looking to recharge and reconnect with friends and colleagues. Building 1 will also be home to Xtend Barre, encouraging the local working community to stay fit with barre and pilates classes.



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# THE EVELEIGH CONTEXT

Centred around three buildings that deliver 180,000 square metres of commercial office space and 10,000 square metres of retail space, South Eveleigh is designed to bring a large and diverse mix of professionals, workers, students, artists, locals and visitors together in one unique location.

Serving as the Commonwealth Bank's new headquarters and tailored to meet the requirements of high-quality tenants, this vibrant precinct will offer places to eat, drink, shop, stay healthy and become immersed in local art, culture and performance. South Eveleigh is destined to be a place of innovation, productivity and collaboration with a strong sense of community at its heart.



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# RETAIL PRECINCT PLAN

## 1 PRECINCT 4 INNOVATION PLAZA

F&B Day, night and weekend activation

## 2 PRECINCT 3 LOCOMOTIVE ST

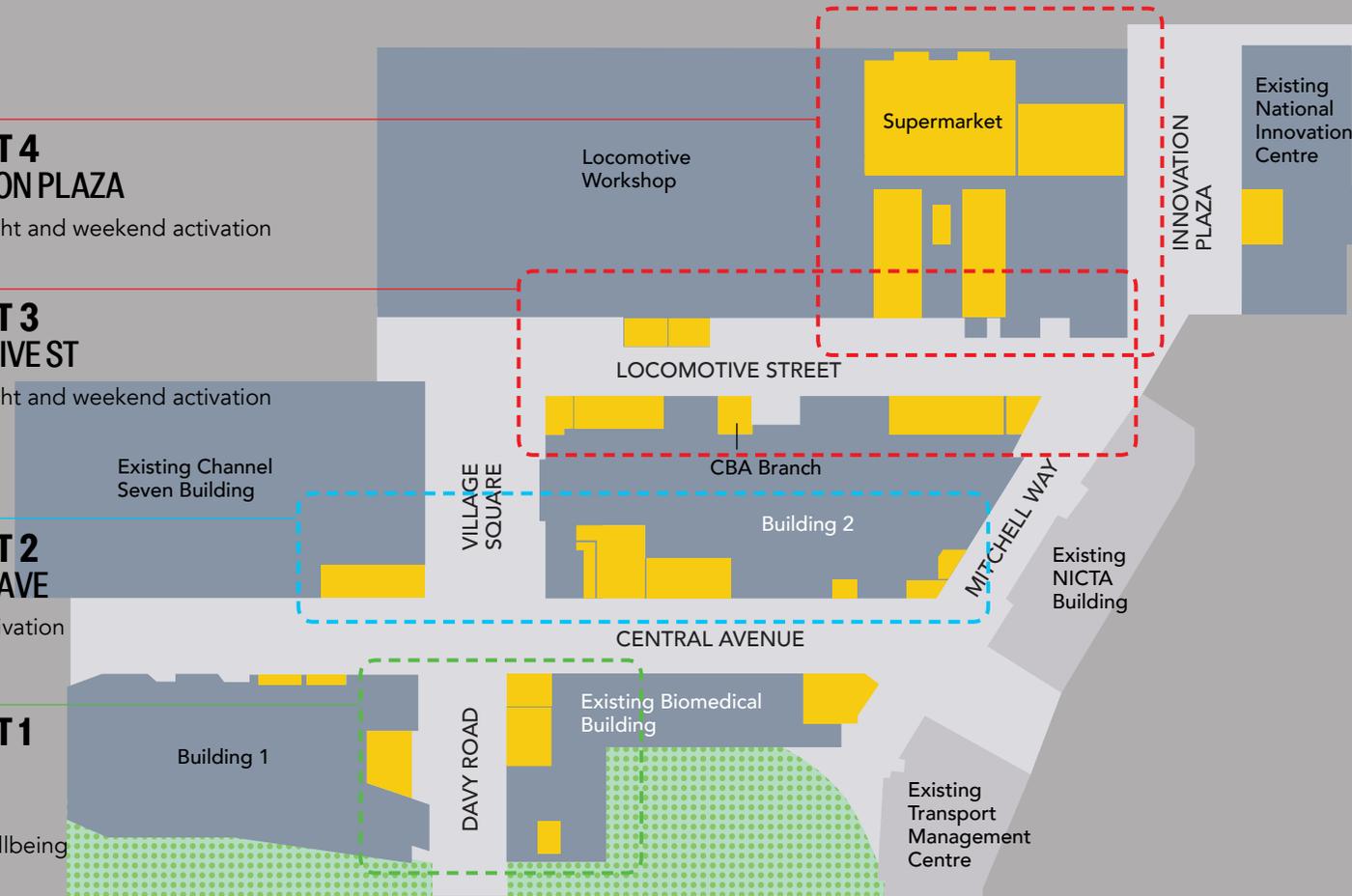
F&B Day, night and weekend activation

## 3 PRECINCT 2 CENTRAL AVE

Day time activation

## 4 PRECINCT 1 DAVEY RD

Building 1&3  
Health & Wellbeing



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Artist impression on completion (June 2020)



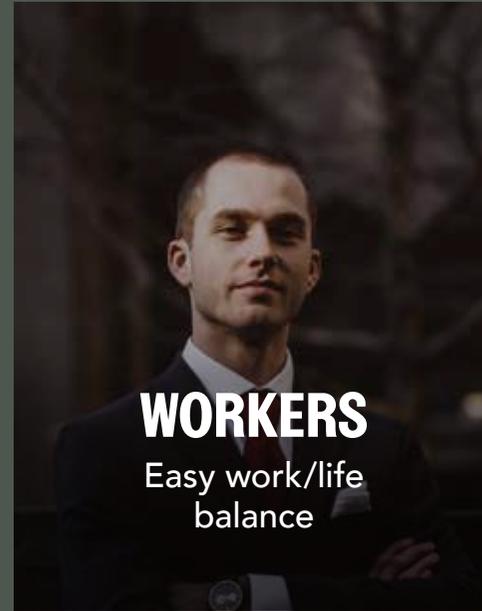
# CUSTOMER PROFILES

The resident population is reflective of an affluent urban, inner city population, consisting of young, professional singles and couples. Per capita incomes are over 30% above the metropolitan Sydney average, and a greater propensity to spend on food catering.

.....

# ↑ 30%

Above ave. Sydney metro  
per capita income



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# CUSTOMER PROFILES

The residential population is comprised mostly of two key Helix personas:



## NEW SCHOOL COOL

Above average spenders that are eco-conscious but also appreciate the good life. They tend to be big travellers and are early adopters of new brands as well as technology.



## FIT AND FAB

Highly social and always on the go. They are great at curating, and are confident mixing vintage with luxe fashion-forward items.

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# RESIDENT TRADE AREA

There will be  
**20,000**  
 residents within  
 10 min walk by 2026

- South Eveleigh
- Train Station
- Metro Station
- Woolworths
- IGA
- Coles
- Aldi
- Other Supermarket
- Potential Supermarket
- Sub Regional Centre
- Kmart
- Target

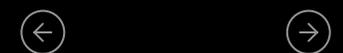


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# THE RESIDENTS

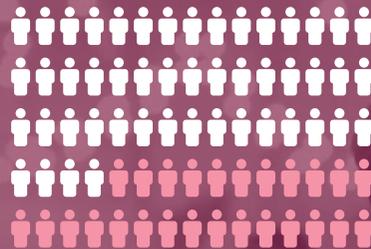
# SOUTH EVELEIGH



**3.4x**  
**GREATER**  
than Sydney metropolitan average

## Population

96,800 in June 2017



↑**38%**

Increasing to  
133,160 by 2026; 150,000 by 2031



Income per capita:

**+32.5%**

above Sydney metropolitan average

Average age:



3 years younger than Sydney metropolitan average

Overseas born represent:



+12% Sydney metropolitan average

SINKs and DINKs represent:



1.7x greater than Sydney metropolitan average

Renters represent:



Of all households

+29.5% Sydney metropolitan average

\*MacroPlan Dimasi, April 2018. Figures represent the Main Trade Area.

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# THE RESIDENTS

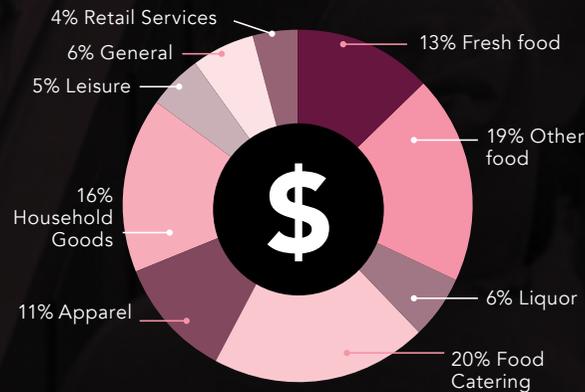
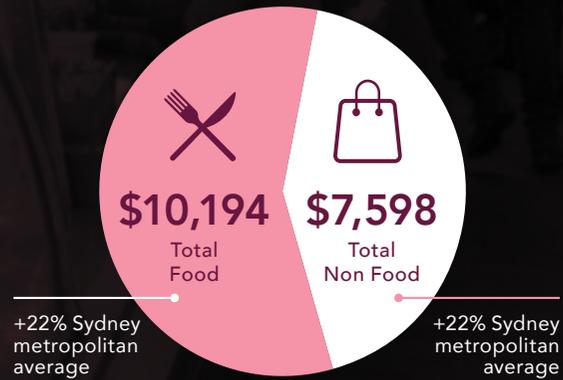
# SOUTH EVELEIGH

## Retail Expenditure Growth

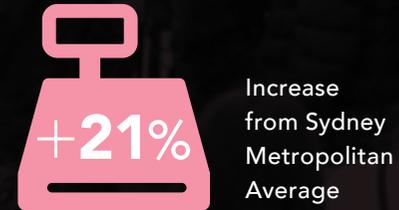


1.6% greater than Sydney metropolitan average

## Trade area retail expenditure per person, 2016/17



## Per capita expenditure:



## Per capita expenditure on food catering:



Food catering expenditure growth represents 23% of annual expenditure of residents from 2017–2031

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\*MacroPlan Dimasi, April 2018. Figures represent the Main Trade Area.



# THE WORKERS

The worker trade area is reflective of an inner-city workforce consisting of professionals earning significantly higher than average incomes. Train utilisation by the workforce is more than double the metropolitan Sydney average, reflecting the proximity of Redfern, Erskineville and Macdonaldtown railway stations.

- Workers are a key customer segment for South Eveleigh and are within a 10-minute walk from the precinct.
- 79% of this workforce will be white collar, managers, professionals and clerical workers, +11% on Sydney metro average.

On completion there will be **18K-20K** workers on site

Workers trade area population will double:

2017 **14,780** → 2026 **30,400**

**+28%**

Income greater than Sydney Metro Average at \$85,845



**75%**  
of workforce

+7% than Sydney metropolitan average



Workers' typical total retail expenditure capacity near place of work

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\*MacroPlan Dimasi, April 2018. The worker trade area encompasses the area within a 10 minute walk from the site.



# THE VISITORS

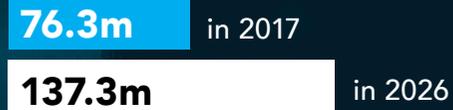
South Eveleigh will be highly desirable to visitors from Sydney, across Australia and Internationally. The reinterpretation of the heritage of South Eveleigh will create vibrancy in the precinct beyond the typical 9am–5pm workday.



SBC (The year to March 2017, Tourism Research Australia)

## International Visitors

Nights in Sydney:



An increase of +6.1% p.a.\*

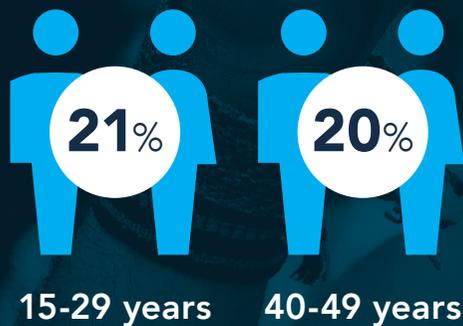
## Domestic Visitors

Nights in Sydney:



An increase of +2.2% p.a.\*

## Average age of visitors to Sydney



## Popular activities when in Sydney



\*MacroPlan Dimasi, April 2018.

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# THE STUDENTS

South Eveleigh is within proximity to many leading Sydney educational institutions including University of Sydney, University of Technology Sydney, University of Notre Dame and TAFE NSW Ultimo campus.

Students within the area are seeking break out spaces to frequent and South Eveleigh will be able to fulfil this usage. Open space and Wi-Fi facilities will ensure the precinct is a desirable precinct to study and socialise.



Students at USYD

58,500

Sydney University accommodates in excess of 58,500 students

Growth in Enrolments



Give me a great social experience, but on a budget. I'm looking for places that I can go to eat, drink, chat and think – either on my own or with friends, for fun or to do assignments and group work.

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\*MacroPlan Dimasi, April 2018.



# CASE STUDY

# TRAMSHEDS

Launched by Mirvac Retail in September 2016, Tramsheds Harold Park saw the transformation and conservation of a once derelict tramway depot into a contemporary community hub and dining precinct, with the project focusing on the restoration, reinterpretation and adaptive re-use of existing heritage features. Since opening, Tramsheds has been the proud recipient of many prestigious awards, including:

## Concrete Playground

Overall award for 'Best New Precinct People's Choice award for 'Best New Precinct'

## Australian National Trust

The National Heritage Trust Awards, 'Adaptive Re-use'

## Australian Institute of Architects, NSW

The Lord Mayor's Prize

## Urban Development Institute of Australia

Excellence in Retail Development

## Shopping Centre Council of Australia Marketing Awards

Mini Guns 'Development/Redevelopment'



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# COME AND JOIN US

You're invited to be a part of South Eveleigh — the future of Australia's smart neighbourhoods and the perfect platform for showcasing your retail vision. It's an opportunity to be part of a dynamic urban precinct renowned for brining innovation and transformation to Sydney.

The community buzz surrounding the precinct's renewal will ensure that South Eveleigh will be a popular destination — this is a place where people can combine their appreciation for the area's indigenous, colonial and industrial history with shopping, wining and dining, exercising, experiencing art and performance, and relaxing with friends and family.

Join us in celebrating South Eveleigh's multifaceted history while becoming an integral part of its exciting future.



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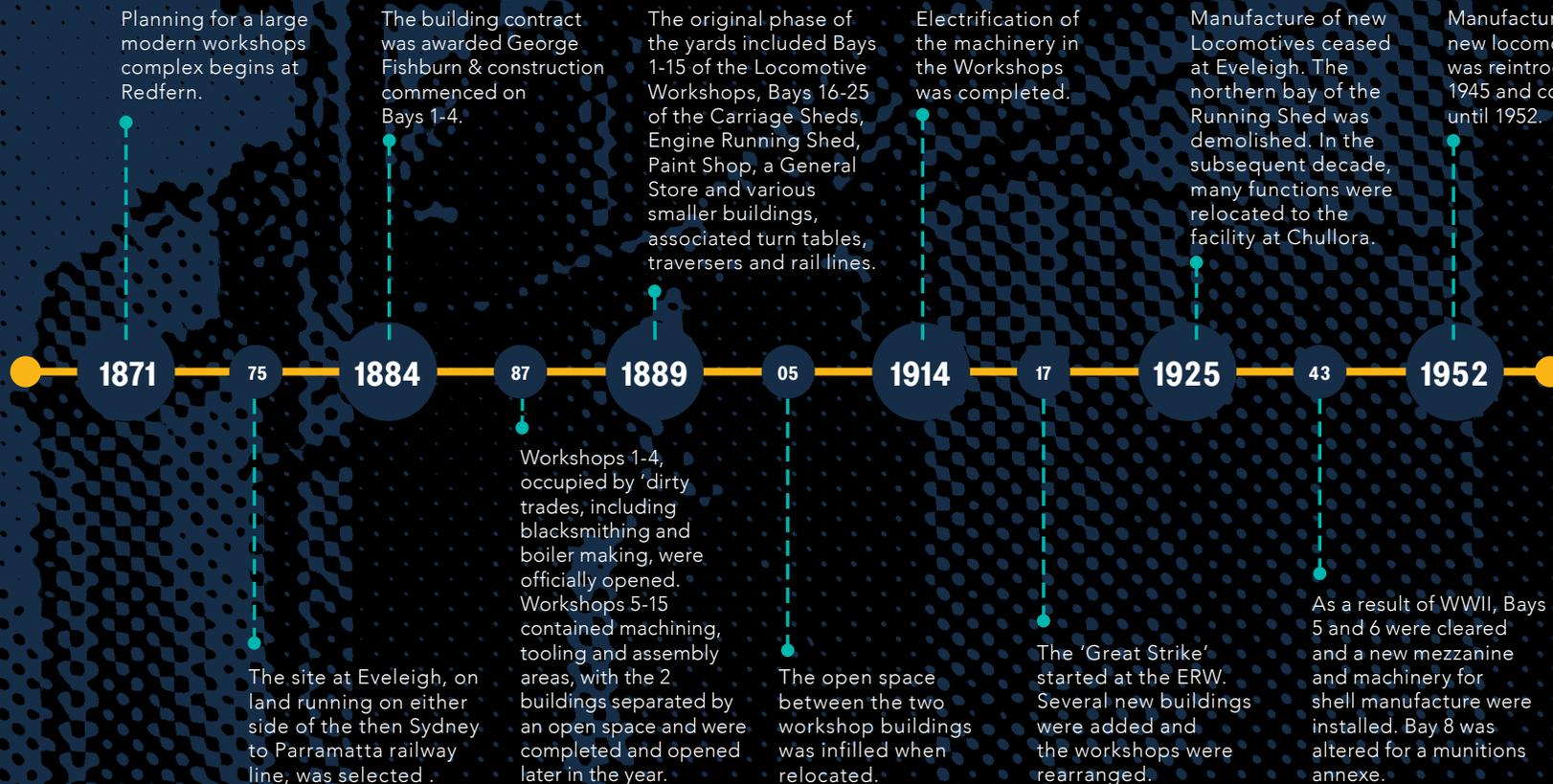
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# HISTORICAL TIMELINE

## The Eveleigh railway workshops


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# FOR MORE *Information*

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