

The Park Centre

Owned and managed by Hawaiian, The Park Centre in East Victoria Park is surrounded by urban regeneration, alfresco cafés and restaurants.

Refurbished shops and a strong community atmosphere make the centre a hub for the area's diverse multi-cultural locals with a large Coles, Target, Liquorland and a broad fashion, lifestyle and services mix complemented by fresh food and cafés in its 50 stores.

14,247 sqm of retail space, with a leading Coles and comprehensive specialty offer

Majors Coles & Target

Specialties With 50 well established retailers, The Park Centre includes one of the State's strongest performing Coles supermarkets that was refurbished in 2012. The centre presents an excellent range of accessible and convenient food options from a long standing very popular fruit and vegetable store to a number of take away outlets facing Albany Highway.

The centre offers a wide range of retailers including Suzanne Grae, Jeans West, Price Attack, Prouds, EB Games, Payless

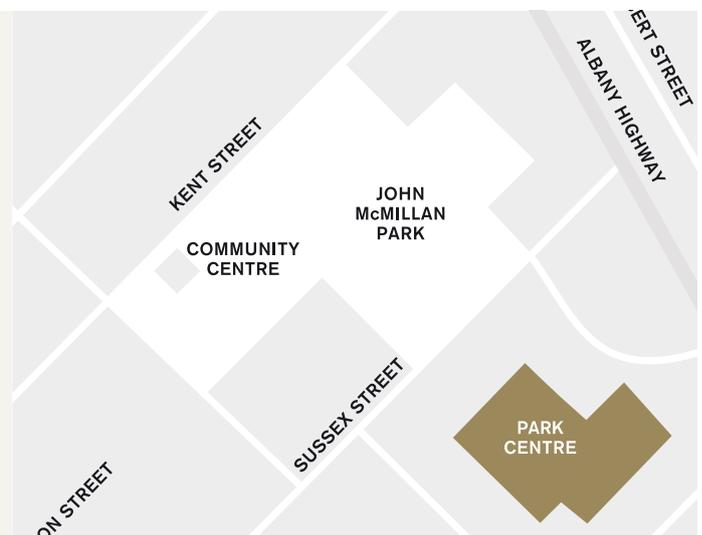
Shoes, Flight Centre, Bakers Delight, Lenards, Australia Post and a freestanding Nandos.

Many retailers have been part of the centre for over 15 years and are well known to the locals that have transitioned into a multi-cultural, educated and diverse community. It is the heart of this inner city suburb that continues to gentrify.

The neighbouring Council community facilities – sports centre, library, day care, parks - ensure foot traffic levels into the centre.

Shopper Profile

- The main trade area encompasses over 100,000 people due to progressive densification, particularly through low rise apartment developments.
- Locals are a high income market that is becoming more affluent as its attracting more families and young professionals.
- The primary trade area is particularly white collar professions based and has a high level of cultural diversity. These shoppers chase an improving food offer, apparel and homewares.
- Outside the primary catchment, shoppers are more mature with an aging population.



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