

Comprised of **33,600sqm** of retail floor space across four distinct precincts; **fresh food, fashion, everyday needs** and **outdoor dining**. Casey Central is the destination of choice in the south east for your **business to shine**.



## Customer Profile

A profile on the majority of our customers within the main trade area.

### Suburban Thrift

These down-to earth younger, multi-cultural families are blue collar workers focused on making ends meet and providing for their kids. Their top priority is to pay rent for their suburban home, which is decorated with budget furniture and appliances.

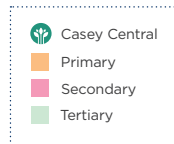
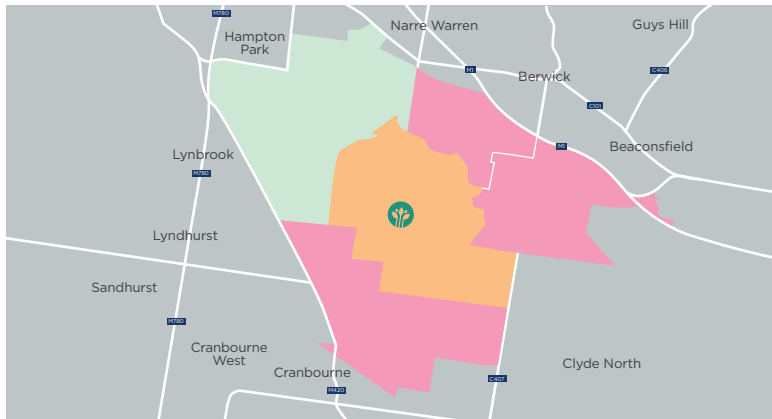
They lead a simple life, stocking their kitchens with budget snacks, frozen foods and ready-made meals. They cook Indian, Middle Eastern and Asian inspired meals to celebrate with loved ones. These families are not brand loyal, and are always on the lookout for deals and promotions to suit their budget. These customers enjoy gambling, visit video arcades, bowling alleys and theme parks.

### Affluent Families

They work hard to build a premium modern lifestyle for themselves and their children. These Families want the very best for their family, prioritising education, health and adventure. Prosperous Families lead busy lives but take time to holiday in new cities, stay in luxury hotels and dining out. They frequent art galleries, theatre's and the cinema. They are focussed on building a better future, they take care of their health, eat organic, natural and vegetarian foods. They donate to charities, visit the gym and hold health insurance.



## Casey Central Main Trade Area



## Centre Insights\*

<b>Classification</b>	Sub-regional
<b>Total GLA (sqm)</b>	33,685
<b>Centre Moving Annual Turnover (MAT)</b>	\$163 million
<b>MAT per sqm (total)</b>	\$4,966
<b>MAT psm (specialty)</b>	\$5,068
<b>Annual Traffic</b>	5.1 million
<b>Specialty Retailers</b>	95
<b>Car Spaces</b>	1350
<b>Major Tenants</b>	Woolworths  Coles  Target

## Main Trade Area (MTA) Insights^

<b>Kilometres to the Melbourne CBD</b>	45km
<b>MTA Population</b>	125,630
<b>MTA Population Growth</b>	3.3%
Forecast 2016-2021	(Vs Mel 1.7%)
Forecast by 2027	152,420 residents
(a 2.0% p.a growth)	(Vs Mel 1.3%)

## Spending Insights\*

<b>Customer Spend Distribution</b>	
<b>Of total \$ Spent at the Centre</b>	
Primary customers	49.3%
Secondary North East	6.3%
Secondary South	6.7%
Secondary South East	5.7%
Tertiary North West	5.1%
Out of Area	26.9%

### Retail Spend

Our customers spend an average of **\$2167** in centre per year.

Customers spend **\$68** per visit.

Our Customers visit the centre **32** times per year on average.

\*Centre & Spending Insights correct as at June 2019  
^Main Trade Areas and Customer Insights produced by Urbis Pty Ltd correct as at January 2018. This brochure is accurate at time of publication, July 2019, and is subject to change

## Customer Insights^

**Household Income**  
MTA household income is **\$95,573** (Vs Mel average \$99,752)  
Total retail spend for MTA is **\$1.52 billion**

**Families**  
45% of MTA are families with children under 15 (Vs 28% Mel average)  
Average household size **3.2** (Vs Mel average of 2.6)

**Home Ownership**  
18% own their home (Vs Mel 34%)  
62% have a mortgage (Vs Mel 38%)  
20% renting (Vs Mel 28%)

**Employment**  
24% Managers/professionals  
36% Other white collar  
39% Blue collar

## Age Profile

<b>Main Trade Area Customers</b>	
15 - 24	22.9%
25 - 34	19%
35 - 44	22.2%
45 - 54	17.8%
55 - 64	10%
65+	8.2%

## Household Composition

<b>The MTA area made up of the following types of households</b>	
Families with Children	81%
Couples with no Children	13%
Lone Persons	3%
Group Households	1%

## Birthplace

<b>Where our Customers were born</b>	
Australia	62%
Asia	22%
Europe	5%