

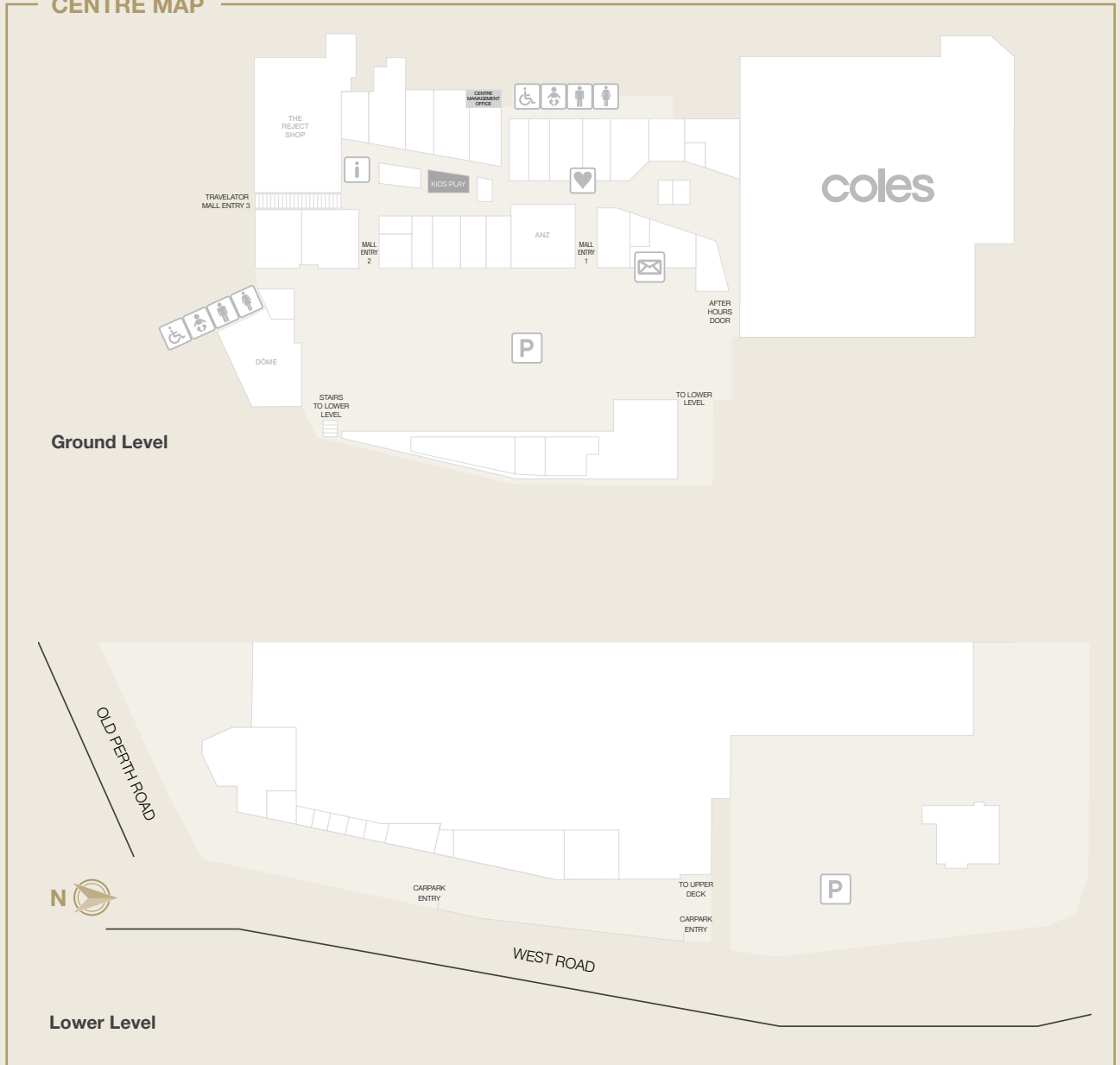


Hawaiian's Bassendean

CONNECTING PEOPLE THROUGH PLACES

bassendean 

CENTRE MAP



COMMUNITY SNAPSHOT

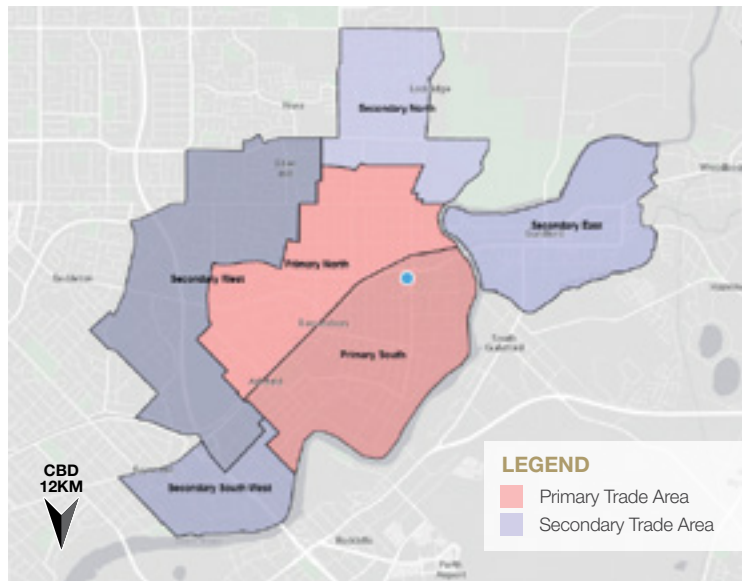
Many Bassendean shoppers have lived in the area for their entire lives, with generations of families staying in the catchment. Bassendean continues to grow culturally and attract young families into the area.

63% GETTING BY
 In the process of building up their local skills, assets and cross-cultural networks.

19% AUSSIE ACHIEVERS
 A quintessentially 'average' community who work hard to be able to enjoy life.

SOURCE: Roy Morgan Helix Personas.

TRADE AREA



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Hawaiian's Bassendean

2 WEST RD, BASSENDEAN WA 6054

Hawaiian's Bassendean is a modern convenient shopping centre located 12 km north east of the Perth CBD. Having undergone a redevelopment in 2014, the centre blends its architectural design with the rich heritage of one of Perth's oldest suburbs. The redevelopment has created a central meeting place for the Bassendean community; a place where locals know they can meet with friends and family.

The introduction of numerous residential apartment complexes within walking distance to the centre provides a growing captive market as well as revitalisation of the area.



Spring Mini Market



Chinese New Year



Lego World

KEY STATISTICS



RESIDENTS
IN TOTAL
TRADE AREA **46,063**



AVERAGE
HOUSEHOLD
INCOME **\$91,235**



HOUSEHOLDS
THAT ARE FAMILIES
WITH CHILDREN **37%**

CENTRE TYPE SINGLE SUPERMARKET¹

ANNUAL TRAFFIC 2.4 MILLION

TOTAL GLA 9,670 SQM

MAJORS COLES

MINI MAJORS THE REJECT SHOP & DÔME²

NUMBER OF SPECIALTY RETAILERS 43

NUMBER OF CAR SPACES 443

Centre statistics correct as at 31 December 2018:
¹ Classified in accordance with SCCA guidelines. ² Stores > 400sqm.



Hawaiian is a privately-owned Western Australian property group with an evolving portfolio across the commercial, retail, hospitality and land development markets.

Established in 1993 with its first acquisition of the Parmelia Hilton Hotel, Hawaiian now owns and manages a diverse portfolio, including ten shopping centres, four office buildings, hospitality locations including the iconic Cable Beach Club Resort & Spa and invests in land projects across the country. Hawaiian's presence as an industry leader is supported by their mission to connect people through their places with engaged community environments.

Hawaiian is committed to making a difference to the people of Western Australia through community engagement activities, sponsorships and philanthropy enriching the communities in which they operate. Our community partners include West Coast Eagles, Perth Wildcats, Youth Focus and Harry Perkins Institute of Medical Research.

www.hawaiian.com.au

Become a member of Hawaiian's Bassendean community.

Contact Ed Cummins on 0431 906 606 or

edc@hawaiian.com.au for current leasing opportunities.

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