

OPENING LATE 2019

# NOW LEASING



Artist Impression

- Coles Supermarket
- 380 Car Parks
- 15 Specialty Stores
- Liquorland
- Lifestyle Operators
- Growth Suburb



## ROCHEDALE VILLAGE



# ABOUT ROCHEDALE

- Rochedale Village is a new neighbourhood Shopping Centre in the heart of Rochedale, approximately 15 kms south of the Brisbane CBD.
- On completion, Rochedale Village will offer the latest concept Coles Supermarket, Liquorland and 15 specialty stores offering a diverse range of dining, service and allied health to support the growing trade area.
- The suburb of Rochedale is undergoing rapid transformation from a semi-rural area to a modern urban community. A number of new master planned residential estates are driving sustained population growth. The on-going investment by developers including Mirvac and Pask Group into community infrastructure further strengthens the reputation of the area as one of choice for young, upwardly mobile couples and families.

ROCHEDALE =  
LIFESTYLE & CONVENIENCE



# DEMOGRAPHIC SNAPSHOT

- Families are the key target market at 78% of the population
- White Collar Workers account for 73% of the workforce
- 25% of households in catchment earn incomes above \$130,000
- Predominantly Australian born (58%) with high Asian representation (21% compared to QLD average of 6%)

## AFFLUENT & KNOWLEDGEABLE



**45.6%**  
AFFLUENT,  
PRESTIGIOUS,  
WELL EDUCATED  
COUPLES & FAMILIES



## HOUSEHOLD INCOME



HIGHER THAN  
QLD AVERAGE

\$1,716  
TRADE AREA

\$1,655  
IN QLD

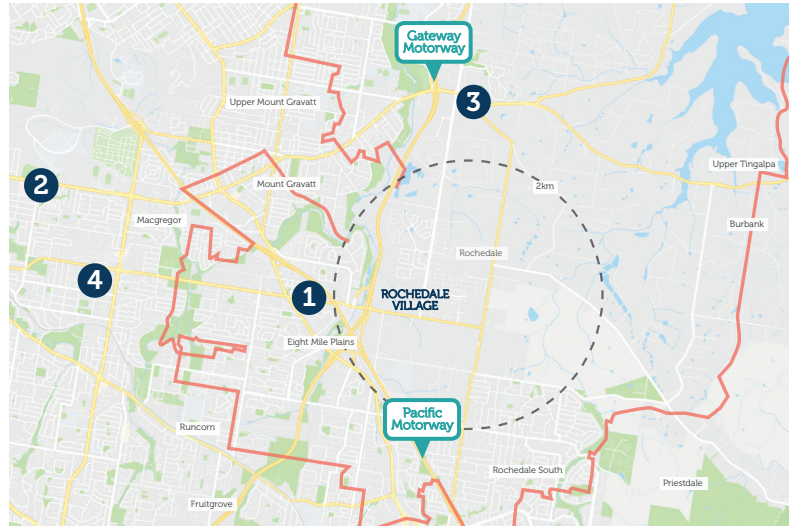
## HIGHLY MOBILE



**62.2%**  
HOUSEHOLDS  
HAVE 2 OR  
MORE CARS

Source: Australian Bureau of Statistics. Census 2016 - Store Demographics Report

## LOCATION MAP



Rochedale Drive Time Band: ■ 0 - 10 Minutes

**48,902 Potential Customers within 10 Minute Drive**

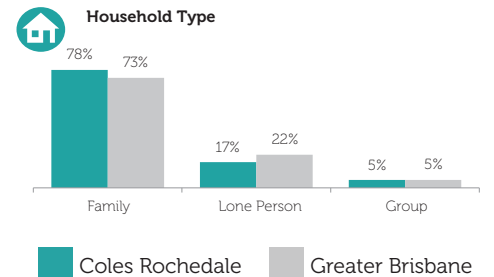
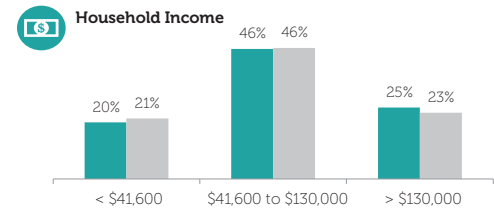
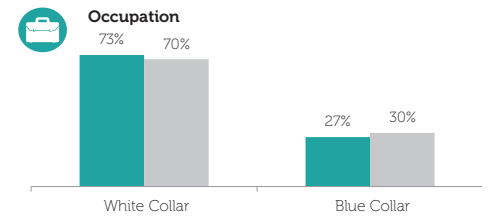
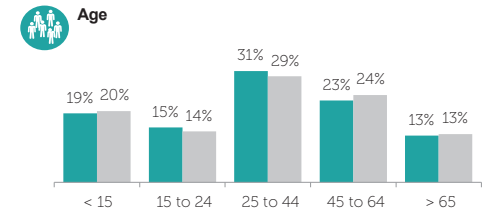
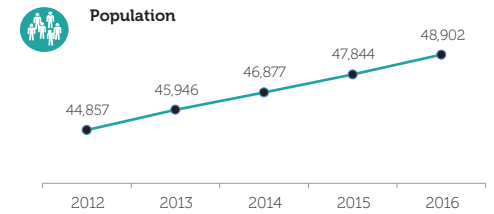
- 1 Brisbane Technology Park
- 2 QEII Jubilee Hospital
- 3 Rochedale Motorway Estate
- 4 Sunnybank Private Hospital

## MOSAIC CUSTOMER SEGEMENTATION

	0-10 MINUTE DRIVE TIME		QUEENSLAND	
	Count	%	Count	%
A - Exclusive Environs	11,753	24.0%	214,087	9.1%
B - Knowledge Success	10,548	21.6%	496,504	21.0%
C - Independence & Careers	1,005	2.1%	228,307	9.7%
D - Affluent Acerage	1,135	2.3%	78,356	3.3%
E - Distanced Existence	3,723	7.6%	152,042	6.4%
F - New Homes & Hopes	2,560	5.2%	341,377	14.5%
G - Middle Australia	9,174	18.8%	402,278	17.0%
H - International Infusion	4,146	8.5%	87,029	3.7%
I - Books & Boots	2,416	4.9%	44,067	1.9%
J - Provincial Living	520	1.1%	38,543	1.6%
K - Traditionally Grey	904	1.8%	83,253	3.5%
L - Regional Edeavours	1,1013	2.1	129,163	5.5%
M - Remotely Blue	0	0.0%	63,705	2.7%
	<b>48,902</b>		<b>2,360,241</b>	

Data based on 0-10 Minute Drive Time

Source: Mosaic Consumer Segmentation [www.bitdata.net.au/files/mosaic-ebook.pdf](http://www.bitdata.net.au/files/mosaic-ebook.pdf)



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## CBRE

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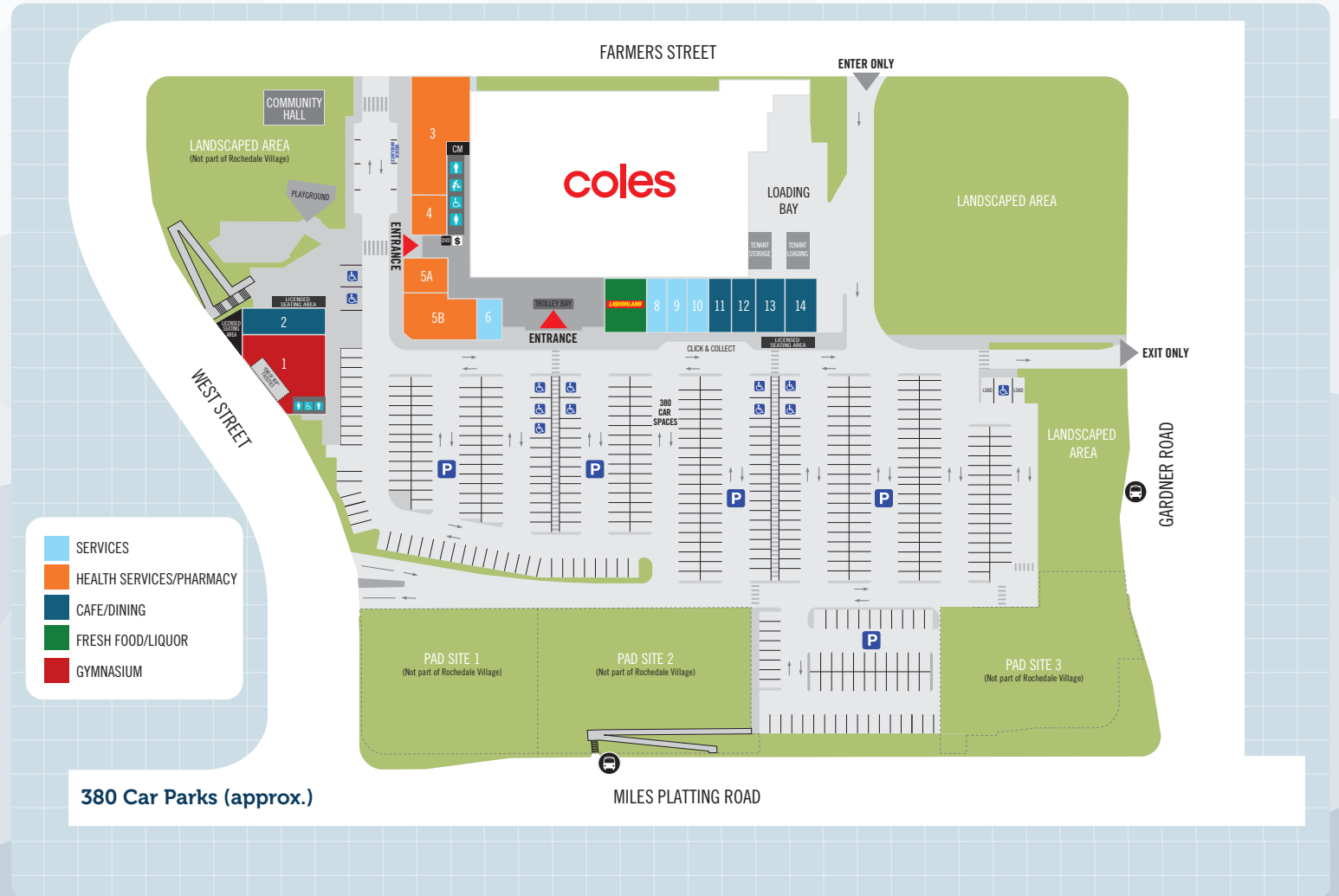
ASHLEIGH WEARNE

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Artist Impression



380 Car Parks (approx.)

Indicative site plan correct as at May 2019 and is subject to change.

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# ROCHEDALE VILLAGE