



# Retail Leasing Opportunities

Floreat Forum Shopping Centre

Perth Western Australia



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LASALLE®

*Real value in a changing world*

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# Introduction

The key features of Floreat Forum Shopping Centre are:

- Double Supermarket shopping centre with 90 specialities and supported by destination style retailers.
- Abundance of retail services including Banking, Fitness, Hair and Beauty
- Upmarket, local community centre in the affluent Western Suburbs of Perth.
- Convenience nature of the centre with an abundance of free parking including undercover as well as convenient entry and exit points.
- Centre surrounded by residential area meaning Floreat Forum is the most convenient option in the Primary Trade Area.
- Increasing association with community through marketing programs

Located in the Western Suburbs of Perth Western Australia, Floreat is known to all as a member of the affluent 'Golden Triangle'. With the typical hallmarks of an established suburb Floreat is a much loved part of Perth. The suburb of Floreat is located only minutes drive from one of Perth's many beautiful beaches with an abundance of parks suitable for any family. Floreat housed the first ever shopping centre in Perth as well the much loved Perry Lakes Stadium which has since closed down. With an affluent population, beautiful leafy clean streets, Floreat is a destination suburb for residents of Perth.



# Centre Tenancy Mix

*You're in Good Company*

Tenancy Mix as at March 2011

Majors	
Woolworths	Coles
Specialties	
Shop 1 Sachi For Hair	Shop 67 Zushi Bento
Shop 2 Katies	Shop 68 Floreat Gourmet Meats
Shop 3 All Phones	Shop 69 EB Games
Shop 4 Sports Specialist	Shop 69A Noni B
Shop 4B Fone Zone	Shop 70 Bakers Delight
Shop 4C Monique's Shoe Boutique	Shop 71A Healthy Life
Shop 5 Sussan	Shop 72 Ella Retreat
Shop 6 Betts Group	Shop 73 Scope Cafe
Shop 6A M'Ocean Surf	Shop 75 Studio B
Shop 7 Floreat Dental Surgery	Shop 76 Davilla Men's Hairstylists
Shop 8 Gloria Jeans	Shop 77 Pulp Fiction Book Exchange
Shop 9 & 10 Bank West	Shop 78 Flight Centre
Shop 11 Hearing Life	Shop 79 Delish
Shop 14 & 15 Bras N Things	Shop 80 Ad Astra Dry Cleaning
Shop 16 Sam Rifici Hairdressing	Shop 80A Story Boutique
Shop 17 Barker and Hale	Shop 80B DD Lux
Shop 18 Best of British	Shop 81 Leasing Opportunity
Shop 19 Price Attack	Shop 82 Shimzu Grand
Shop 20 & 21 Forum Newsagency	Shop 83 Australia Post

Shop 21A Westpac	Shop 84 & 85 Mike's Multi
Shop 22 Flower	Shop 86 Collins Booksellers
Shop 23 Black Pepper	Shop 87 Floreat Digital Photos
Shop 25 OPSM	Shop 88A Billyard Property
Shop 26 CP Massage	Shop 88B WA Custom Homes
Shop 31 & 33 Amcal Chemist	Shop 89 TAB
Shop 36 Leasing Opportunity	Shop 90 Just Spectacles
Shop 39 & 40 Leasing Opportunity	Shop 94 The Boulevard
Shop 41 & 42 Gazman	Shop 95 Emm Hair Colour and Body Care
Shop 43 & 45 Brown Sugar	Shop 96 Shredded
Shop 48 Amity Travel	Shop 97 & 99 Best and Less
Shop 49 Shine Nails	Shop 98 ANZ Bank
Shop 50 & 51 Simply Gifted	Shop 62 & 100 Red Dot
Shop 52 Abernethy Owens	Shop 105 Fitness First
Shop 53 Priceline	EXT 1 Saffron Curry House
Shop 53A House	EXT 2 Hans Cafe
Shop 54 & 71 NAB	Ext 3 Playways WA
Shop 57 Healthworks Chiropractic	EXT 4 Property Connections
Shop 58 Skin Resus	Pad Site Plus Petrol - Woolworths
Shop 60 Commonwealth Bank	
Shop 61 Stride Shoes	
Shop 63 Subway	
Shop 65 Lenard's	

## Kiosks

**Kiosk 5 Leasing Opportunity**

Kiosk 6 Floreat Forum Florist

Kiosk 7 New Zealand Natural

Kiosk 7A Caffissimo

Kiosk 9 & 10 Floreat Fresh

Kiosk 11 Watchworks

**Kiosk 12 Leasing Opportunity**

Kiosk 13 Looksmart Alterations

Kiosk 14 ChinaRed

## ATMS

ATM 1 ANZ Bank

ATM 2 Rediteller

ATM 4 NAB

ATM 5 Commonwealth Bank

ATM 6 Bank of Queensland

# The Opportunity

**Growth in population** – residential developments in Churchlands and Perry Lakes provide an opportunity for Floreat Forum.

**Future Development** – Coles refurbishment and increase in size and offering

**Demographic Changes** – changing demographic from purely seniors to young families

# Trade Area and Centre Demographics

Following is a description of the trade area demographics surrounding Floreat Forum Shopping Centre.

Main Trade Area Population	105,160
Main Target Market	<ol style="list-style-type: none"> <li>1. Average age of main trade area residents is 38.5 this sits above the Perth Metro benchmark. Main trade area made up of seniors and an increasing number of families.</li> <li>2. Couples with dependent children 45% compared to the Perth Metro average of 45.8%. Affluent families in main trade area. This demographic however is proving to still chase value.</li> <li>3. Lone persons 15.7% with the Perth Metro Average being 10.8%. Indicative of young professionals as well as retirees.</li> </ol>
Main Nationality	Australian born
Average Income	\$97,599 per household
Employment Status	5.7% WA unemployment rate (Feb 2011)
Home Owners	Home ownership levels are below the Perth Metro Average
Primary Market	Floreat, Wembley, Jolimont, Daglish, City Beach, Churchlands, Mount Claremont, Subi Centro
Secondary Market	Woodlands, Scarborough, Kings Park, West Leederville, Subiaco, Shenton Park, West Perth, North Claremont, Swanbourne, Mount Claremont,

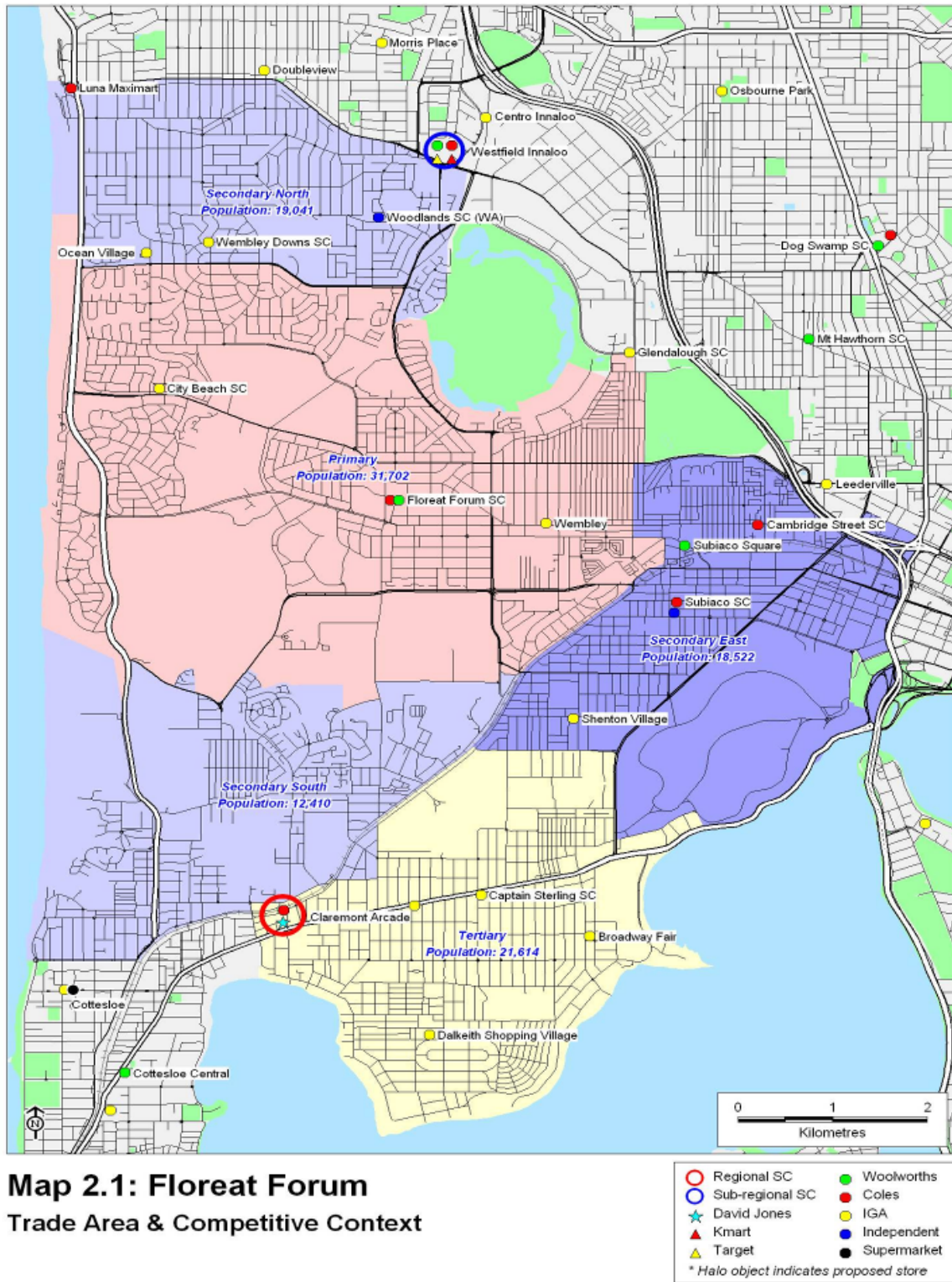
Karakatta

Frequency of visit

1 - 2 times a week

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# Trade Area Map



## Centre Details

### Floreat Forum Shopping Centre

Address: 1 Howtree Place

PO Box 17

Floreat WA 6014

Telephone: 08 9387 4722

Facsimile: 08 9387 2616

Web: [www.floreatforum.com.au](http://www.floreatforum.com.au)

### Contact Us Now

Centre Management Office Hours

Monday – Friday 8:30am – 5.00pm

Centre Manager: Helen Gaspar

Email: [helen.gaspar@floreatforum.com.au](mailto:helen.gaspar@floreatforum.com.au)

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### Useful Website Links

Town of Cambridge

[www.cambridge.wa.gove.au](http://www.cambridge.wa.gove.au)

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