



A fresh vision for DFO Jindalee



**Creating an Incredible
Marketplace**



BE A PART OF THE EXCITING CHANGES AHEAD

First centre redevelopment since opening in 2007



Transforming DFO Jindalee into a premium entertainment & leisure retail destination.

DFO Jindalee is undergoing a dynamic transformation thanks to the vision of the owners.

Backed by a belief that retailers will thrive in environments best tailored to their strengths and based on a solid foundation of strong relationships, the owner is investing \$15 million into redeveloping DFO Jindalee, due for completion in mid-2020.

The re-imagined centre is designed to increase visitation from local and destination traffic, offering exciting opportunities to restaurants, cafes and services that are new to both DFO Jindalee and the greater trade area. This redevelopment is transforming DFO Jindalee into an entertainment, leisure retail and dining hub that delivers a fresh community meeting-place and truly celebrates outlet shopping.





When complete, the centre will include:

- A beautiful entertainment and dining precinct anchored by a six-screen Reading Cinemas, which will feature a 242 seat 'Titan' cinema. This will be only the fourth Reading Cinemas in Queensland and the focus of intense marketing activity at launch and ongoing promotion to a wide visitation area;
- An unparalleled concentration of international sports and leisure brands in one location that generate over 70% of centre traffic;
- A fresh layout that takes customers on a simplified journey throughout the centre to ensure consistent exposure for all retail frontages.



Expansive Trade Area

DFO Jindalee attracts visitation from the immediate Centenary suburbs and Brisbane's West population areas, plus wider visitation from Ipswich, Logan, Beaudesert and the Darling Downs thanks to its strategic positioning and accessibility from fronting the Centenary Highway.

This combined population area is predicted to grow to over 1.4million by 2026*, with the immediate trade area population predicted to grow from 520,885 in 2016 to 677,323 by 2026*.

The retail expenditure in this total trade area is expected to double in size over the same period from \$6.33 billion to \$12.8 billion.**

The demographics of the main trade area are characterised by young, high income earners, compared to the wider Brisbane average.

The redevelopment is your opportunity to capitalise on the growth of DFO Jindalee.

DFO Jindalee holds a unique position as the only retail outlet centre in Brisbane's West and South.



*Source: Queensland Government population projections, 2018 edition; Australian Bureau of Statistics, Population by age and sex, regions of Australia, 2016 (Cat no. 3235.0).

**Market Review and Sales Potential, September 2015, MacroPlan Dimasi

Redevelopment Centre Plan

Urban Lane

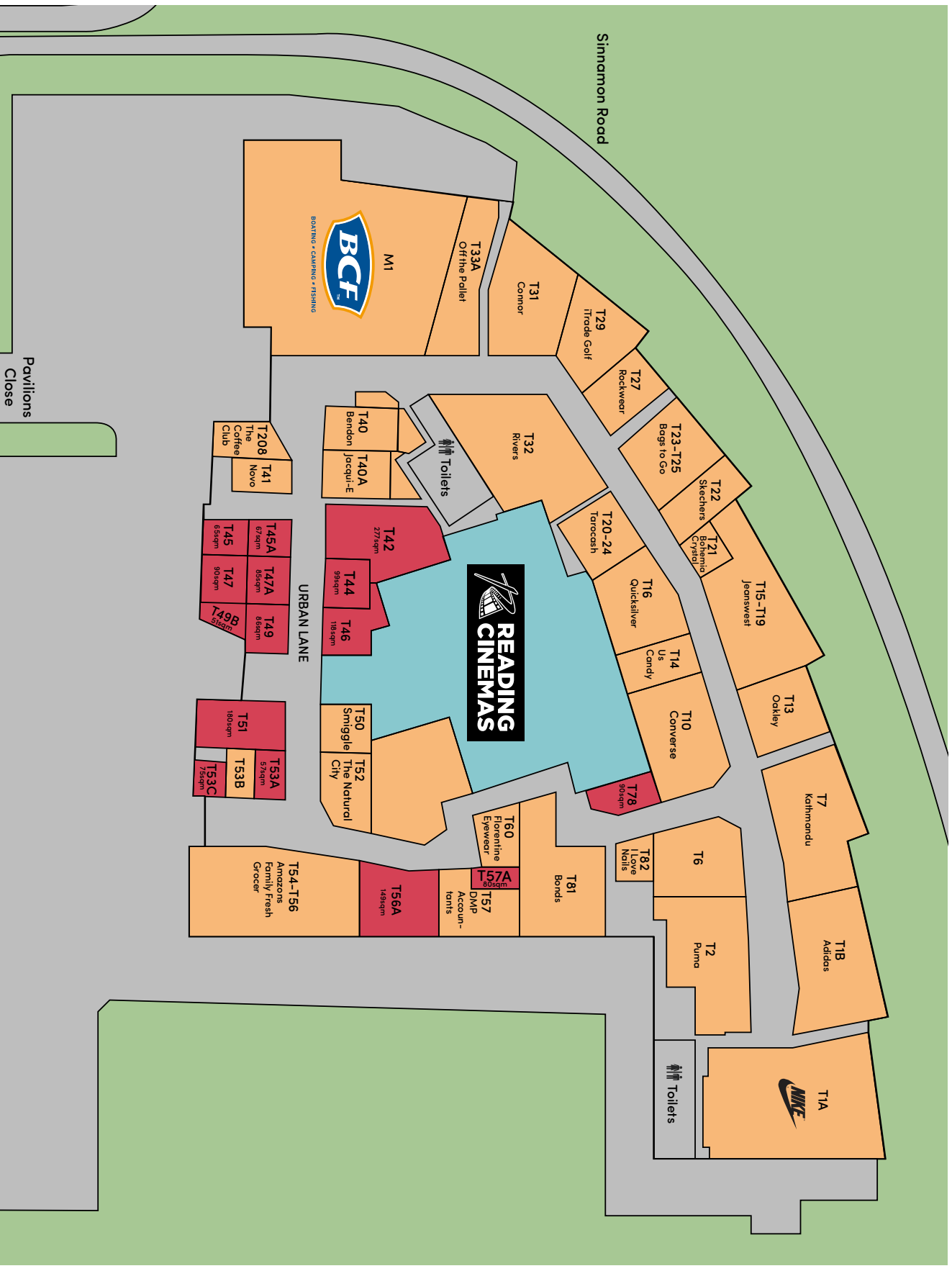
- T42 227sqm
- T44 99sqm
- T45A 67sqm
- T46 118sqm
- T47A 85sqm
- T49 86sqm
- T51 180sqm
- T53A 57sqm

Eat Street

- T45 65sqm
- T47 90sqm
- T49B 51sqm
- T53C 75sqm

Other

- T56A 149sqm
- T57A 80sqm
- T78 90sqm



Post-Redevelopment Key Features



Only outlet in
Brisbane's
West & South



16,485m²
Gross Lettable Area



4
Majors



913
Car Parks



NEW
Dining Precinct



60+
Retailers

Few Opportunities Remain

We are committed to creating a premium outlet retail experience that is exciting, accessible and enjoyable for customers, with retailers who want the best platform for their stores to perform.

Capitalise Now on DFO Jindalee's new era, central location, easy accessibility and high-profile tenancy mix.

Act Now

Enquire

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