



BRISBANE'S DINING PLAYGROUND


TOOMBUL

EXPERIENCE
RETAIL


mirvac

Vision

BRISBANE'S DINING PLAYGROUND

With its urban warehouse design and unique/outdoor spaces, Toombul's new dining precinct will fuse food with entertainment like nothing before in Queensland.



KEY PILLARS

1

**DISCOVER
THE DELIGHTS**

**DIVERSE MENUS
WILL TAKE DINERS ON A
CULINARY ADVENTURE**

**A PLACE WHERE
THE IMAGINATION PLAYS,
DAY AND NIGHT**

2

**ENLIGHTEN
YOUR SENSES**

**UPPING THE ANTE FOR
ENTERTAINMENT + DYNAMIC
CULTURAL EXPERIENCES**

3

**ELEVATE
YOUR EXPERIENCE**

**EMBRACE THE
URBAN ENERGY WITH A HUB
OF SOCIAL ACTIVITY**

A destination that will be a melting pot of social activity and dynamic experiences.

With a carefully curated tenant mix combining independent operators and established cult venues, a lively entertainment scene and active art program all set in a consciously designed space that delights and inspires all of the senses, this precinct truly ups the ante.

DISCOVER THE DELIGHTS

Artist's Impression



Toombul's new dining playground is set to become a staple of the Brisbane foodie scene. With insta-worthy offerings from bespoke and established venues, this precinct will attract casual foodies and discerning palates alike. Here, dining out is about more than just food; it's a fully immersive experience.

Ready to taste what's on offer?



UNIQUE DINING OPPORTUNITIES

**DIVERSE MENUS
WILL TAKE DINERS ON
A CULINARY ADVENTURE**

ENLIGHTEN YOUR SENSES

UPPING THE ANTE FOR ENTERTAINMENT + DYNAMIC CULTURAL EXPERIENCES



NEW ENTERTAINMENT
TENANCIES



SCREEN CINEMA
COMPLEX



LIVE
PERFORMANCE

Large-format entertainment tenancies, a vibrant live performance scene along with an 8-screen cinema complex will create a platform for entertainment and experiences unrivalled in the Brisbane market, from day to night.

The stage is set. Want to play?

Artists Impression

ELEVATE YOUR EXPERIENCE

Artist's Impression

Multi-dimensional indoor and outdoor spaces will be brought to life with a program of activities and playful elements for all ages.

Layered greenery, edible gardens, intimate nooks and art installations will heighten the sensory experience, which transforms from day to night.

This vibrant and ever-changing cultural hub will continue to attract new audiences with an invitation to explore, experience and connect.

Want to find your social oasis?

EMBRACE THE URBAN ENERGY WITH A HUB OF SOCIAL ACTIVITY

The Toombul Dining Customer

HUNGRY FOR HEIGHTENED EXPERIENCES



Toombul's affluent, inner-city social set is driven by experiences over mass consumption.

With a work-hard, play-hard attitude, they have a high disposable income and enviable social life.

Heavily influenced by social media and a desire to be ahead of the crowd, they'll go out of their way to check in at Urban List's 'must see' venues, seek out one-of-a-kind experiences and be seen at the hot new place everyone is buzzing about.

Appealing to this drive and desire will see them return again and again as loyal patrons to their trendy and trusted local haunts.



HIGHER PER CAPITA INCOME THAN BRISBANE METRO AVERAGE

Primary Catchment

Secondary Catchment

↑ **34%**
PER CAPITA

↑ **50%**
PER CAPITA

**AVG HOUSEHOLD INCOME \$120,775
+13.7% ABOVE BNE BENCHMARK**

**AVG HOUSEHOLD INCOME \$131,840
+24.2% ABOVE BNE BENCHMARK**

Population Growth 1.8% P/A



TOTAL PER CAPITA RETAIL
EXPENDITURE FOR MTA RESIDENTS:

↑ **11%**

above Brisbane benchmark

**MTA FOOD
EXPENDITURE**

↑ **9%**

above Brisbane average



TRADITIONAL FAMILY HOUSEHOLDS
WITH DEPENDENT CHILDREN IN MTA:

42.5%

SINKs & DINKs
40%
in the Main Trade Area

↑
8%
above the
Brisbane
average

Average Age

37.3

35.3% of MTA

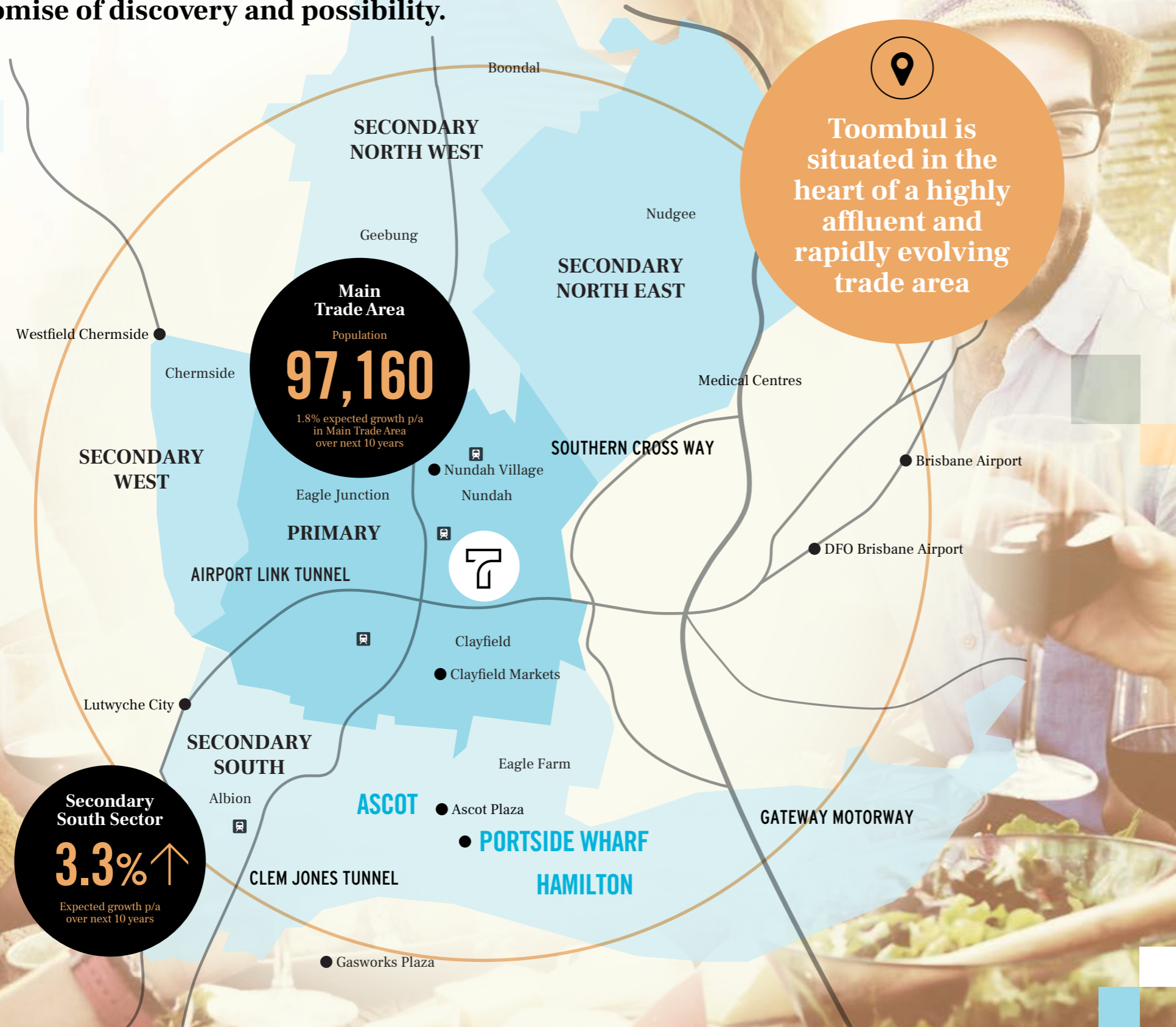
20-39
YEARS

5.6% higher than
Brisbane average

Beyond Dining

URBAN ATTRACTION

Toombul is set to become the new heart of the north. A lodestar that draws all, from far and wide, with the promise of discovery and possibility.



Setting the Scene

Ideally positioned in an affluent, inner-urban location just 7km from Brisbane's CBD, Toombul is centred in a thriving trade area.

Surrounded by a number of Brisbane's most desirable suburbs while also being close to fast-growing trade regions including Brisbane Airport, the well-established site is already visited by 6.2 million people each year with strong growth forecasts.

Add in ease of access with close proximity to public transport and a number of main arterials, Toombul is the prime platform for expansion, creating a new destination in its own right.



4,500
WORKERS
WITHIN 1km
WALKABLE DISTANCE



\$1.7BN
RETAIL EXPENDITURE
BY 2020



\$210M
FOOD CATERING
EXPENDITURE
BY 2020

About Toombul

REINVENTING AN ICON

As Mirvac Retail applies its highly successful urban retail strategy at Toombul, the centre is strengthening its position as a retail, dining and entertainment hub for its affluent and aspirational community.

43
Newly Fitted Out & Refurbished Stores
since acquisition

Centre Traffic MAT
+10%
as at Dec 2017

Centre Sales MAT
+5%
as at Dec 2017

Toombul Reimagined

Mirvac Retail purchased the centre in 2016, and launched its renaissance. Toombul is currently undergoing a staged transformation into a dynamic urban retail destination catering to the changing local demographic.

Improvements were made to the carpark, with the installation of travelators in the Kmart Mall and the addition of 200 new undercover car spaces in December 2016.

Internal upgrade works were completed in the Fresh Food Mall, Target Mall and Target Mall Amenities, ALDI Mall and Services Mall in 2017, with Kmart Mall refurbishments scheduled for completion in the near future.

A Cultural Hub

The vision is to reinvigorate Toombul as a much-needed urban cultural hub. The centre's ongoing reinvention offers customers a carefully curated mix of established national brands and independent, local operators in a genuinely engaging environment.



Source: Mirvac Tenant Sales Analysis Report, Dec 2017

About Mirvac Retail

EXPERIENCE IS EVERYTHING

Mirvac Retail's reputation as an urban retail powerhouse is built on its ability to consistently deliver highly relevant and engaging lifestyle experiences for its urban customers.



Broadway Sydney A New Level Of Experience

Broadway Sydney is Australia's most productive centre by MAT/m². This iconic urban centre serves the growing populations of Sydney's inner city and inner west. In August 2016, Broadway launched its exciting Level 2 precinct, unveiling a bold new integrated fashion and dining zone that has become a ground-breaking model for retail innovation.

[More Info](#)

Tramsheds Reinventing The Dining & Leisure Precinct

Another iconic landmark building reinvigorated by Mirvac's highly successful urban retail strategy. This cultural hub caters to the affluent customers of Sydney's innerwest locals as well as shoppers from across Sydney. Its unique experiential mix of dining and leisure brings to life its vision of 'Connecting People to Providores'.

[More Info](#)

Orion Springfield Central's Town Square A Community Dining Precinct

In 2016 Mirvac completed Orion Springfield Central's Town Square dining precinct adding an 8 Screen Event Cinema complex and 10 casual dining operators to cement the centre's position as the leading retail and lifestyle destination at the heart of the vibrant and growing Ipswich region. The relaxed indoor and outdoor design tailored to the market and hand selected combination of local and national operators has ensured the precinct's success with \$PSM +36% above URBIS benchmark*.

*Café/Restaurant sales > 150sqm March 2018.

[More Info](#)

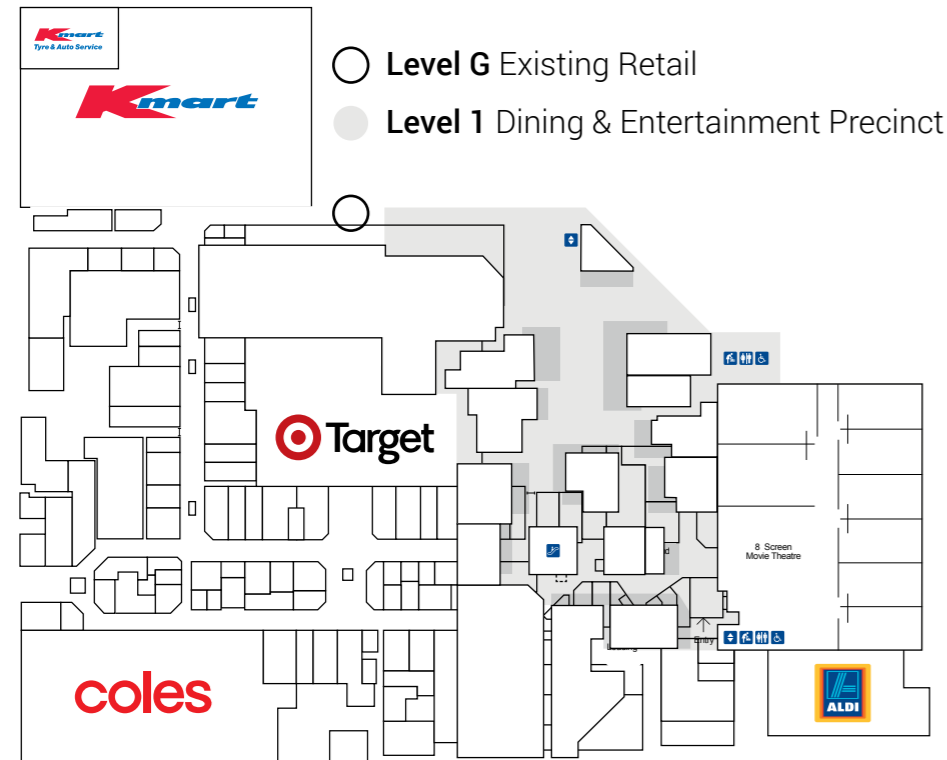
Beyond Dining

DEVELOPMENT PLANS

The new dining and entertainment precinct will further enhance Toombul's renaissance as a dynamic and energetic social hub.

DIRECT ACCESS TO 300 UNDERCOVER CAR PARKS

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YOUR UNIQUE OPPORTUNITY

TO PLAY IN THIS SPACE

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