

# Canberra Outlet



**RetPro** Retail. It's what we do.

**CANBERRA**  
OUTLET



Canberra Outlet  
brings high-end  
options to locals and  
tourists – without the  
high-end price tags.

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# The heart of Fyshwick on the corner of Newcastle Street + Canberra Avenue.

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Canberra Outlet offers more reasons to stay and shop with an unbeatable mix of premium brands, homemaker tenants, and leading retailers.

With a central location, free parking and modern design, Canberra Outlet is a favourite for savvy shoppers.

We're known as the home of Canberra's prestige brands, with prestige tenants such as Ralph Lauren, Tommy Hilfiger, Calvin Klein, Guess, Oronot, Ugg and Swarovski.



## FREE PARKING

Canberra outlet is the only shopping centre in the ACT with free parking – giving you the advantage of quick and easy access for customers and staff.





## VISITORS

- ✈ 4.8% international
- ☀ 40% day travellers
- 👛 28% domestic overnight

## ACT EMPLOYMENT

- 👤 12,670 workers in Fyshwick
- 👛 3,200 new jobs
- ⬆ 19.2% higher income
- 👤 4% unemployment
- 👛 \$8.4 billion retail spend

## LOCATION

- 📍 10km east of Canberra CBD
- 📍 7Km south of Canberra airport
- 🚗 Unrivalled exposure to traffic
- P Free parking

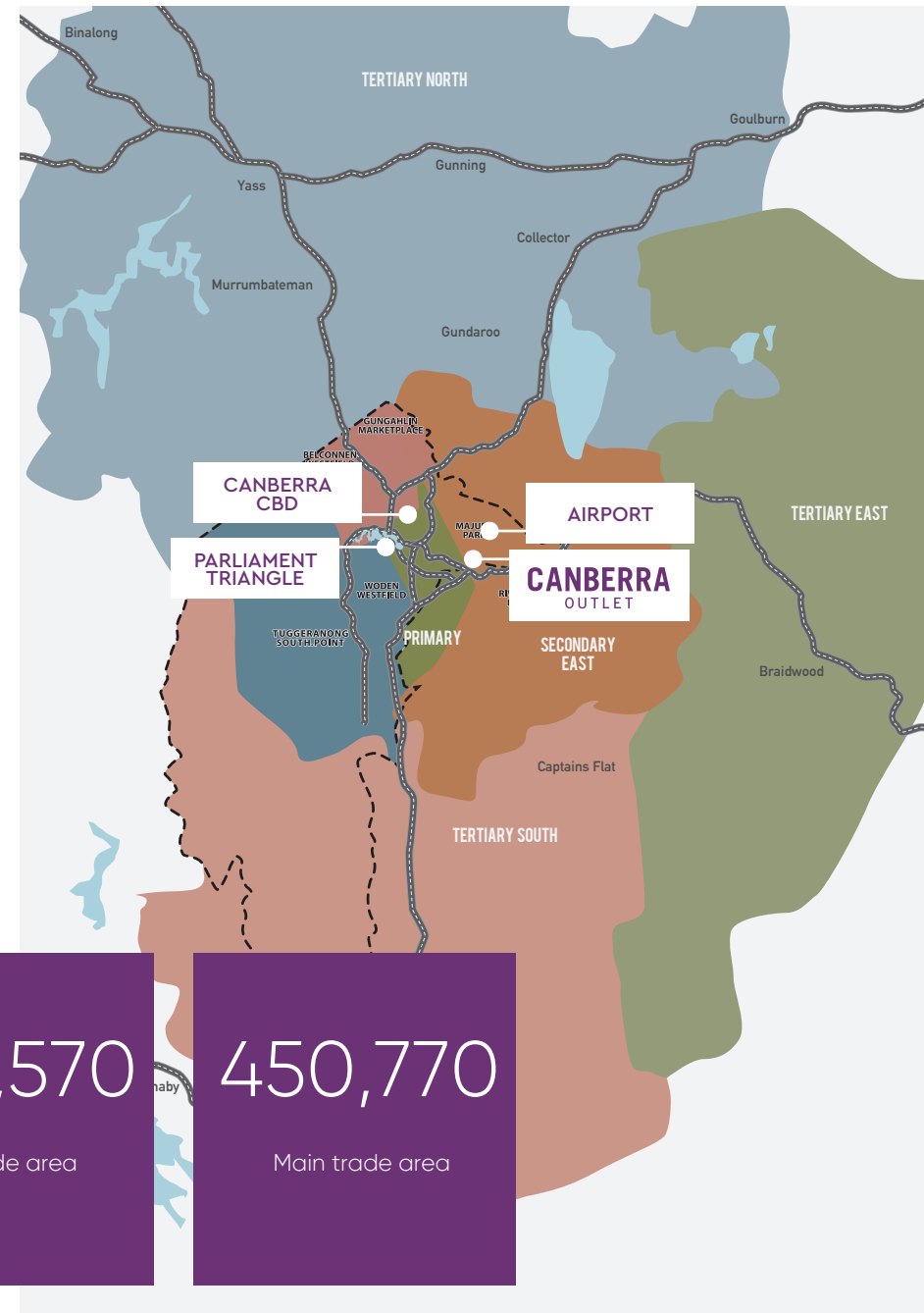
## TOURISM

- ✈ ^9.5% international visitors
- 🏠 4.94 million ACT annual visitors
- 💰 \$2.26 billion to the ACT economy

# Trade Area

Extended Trade Area:

As the only outlet in the region, the Centre's brands reach an audience beyond the immediate ACT population. The Canberra Outlet tertiary trade area extends two hours in each direction.



1.6%

Average growth rate  
(Primary sector has  
the highest)

509,570

Total trade area

450,770

Main trade area

# Centre Snapshot

44,879 total GLA

5.7 million MAT centre traffic

\$224 million MAT total centre sales

## PREMIUM MALL

Canberra Outlet launched the premium mall in 2019, creating a new calibre of retail to the ACT market including Ralph Lauren, Tommy Hilfiger, Calvin Klein, Guess, Orotan and Swarovski.

## LIFESTYLE BRANDS

The Outlet is home to an array of lifestyle and sporting brands including Nike, Adidas and Converse. The last year has seen this category continue to outperform full line stores with the Centre welcoming Champion, Hype DC and Merrell in the last quarter.

## HOMEMAKER CENTRE

Canberra Outlet has the largest range of homemaker brands, the precinct features stores for Freedom, Early Settler, Focus on Furniture and large format stores for Adairs, JB-Hi Fi Home and Bed Bath N Table.



\$224  
million  
MAT total sales

5.7  
million  
MAT traffic

\$40.61  
Average spend

\*Figures accurate December 2022

Canberra Outlet



# Drawcard Brands

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seed  
HERITAGE

CUE

T.K.maxx

GUESS

PUMA

POLO RALPH LAUREN  
FACTORY STORE

POLITIX

CONVERSE

OROTON

SWAROVSKI

M.J. BALE

macpac

PLATYPUS

Calvin Klein

TOMMY HILFIGER

adidas

NIKE

UNDER ARMOUR

ORIGINAL  
UGG  
australia classic

SKECHERS

FREEDOM

JB HI-FI

adairs

More reasons to stay and shop.



# A Canberra Pioneer



## The Leading Choice

Canberra Outlet opened its premium mall in 2019, bringing a new calibre of shopping to the ACT.

Marble finishes, Tasmanian oak ceilings and world-class brands create a luxury retail experience like no other.



### RISE OF THE OUTLET STORE

With customers more brand driven and consumption conscious than ever, the appetite for outlet shopping continues to rise. The Canberra Outlet shopper is savvy, classic and educated, seeking quality products without the price tag.



### TOURISM

Canberra Outlet is a key destination for visitors to the ACT. Being close to neighbouring national tourist attractions, including the National Gallery of Australia, Parliament House and premium local hotels, your brand is on the map of world travellers.

# Our Customers

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37

Years

108K

Average household income

21%

Above average MTA retail spend

38.6%

Higher income per capita than national average



\*Based on Census 2021 data and Helix Personas by Roy Morgan



RetPro Canberra Outlet



# Centre Directory



- PARENTS ROOM
- TOILETS
- DISABLED TOILET
- ATM
- LIFTS
- PARKING
- OPENING SOON
- ESCALATOR & STAIRS
- CENTRE MANAGEMENT
- AMENITIES
- FOOD RETAILERS
- RETAILERS
- STAR CAR WASH
- SECURITY/WEEKEND CUSTOMER SERVICE

ROLL'D	525	531	SUNGLASS HUT
FUSE SILVER	526	532	GLAMOROUS NAILS & SPA
VILLEROY & BOCH	527	528	TD ALTERATIONS
		529	JUST CUTS
		530	THE COFFEE CLUB

# Your Partner

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At RetPro, we understand the needs of Australian retailers – and how to help them thrive.

We don't believe in set-and-forget. We take a highly collaborative approach to ensure every tenant is fully supported. That's why we're involved in all centre operations, from leasing to day-to-day management.

Partnering with retailers is simply what we do – and we've been doing it for two decades across Australia with outstanding results. The key to our success has been keeping retail our focus, and an ideal customer experience our mission.

Through our industry-leading experience, 'right retailer, right location' philosophy and hands-on approach, we're able to deliver a more personal service and a stronger future for our retail partners.

Let's make it happen.

**RetPro**



FOR LEASING  
OPPORTUNITIES PLEASE  
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## **CANBERRA** OUTLET

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